

*The Effects of Product Placement in Malaysian Movies and Its Influence on Consumer Behavior*

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**Abstract**

Product placement has been widely used through the international film industry, but has seldomly been used in Malaysian movies. The purpose of this study is to investigate the use of product placement in Malaysian movies as a catalyst for product purchasing behavior. The methods used for this study is textual and content analysis to study the main messages of using the product placement in movies as well as in-depth interview to get a more in-depth opinion of society towards the effectiveness of product placement in movies. The findings of the study are then divided thematically based on the content analysis and in-depth interview. It was found out that Malaysian are aware of product placement in Malaysia and that product placement impacts the consumer decision making.

Keywords: Product Placement, Consumer Decision Making, Malaysian Movies, Product Placement in Malaysia, Advertising

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## **Introduction**

Product placement is of the advertising medium to advertise a product or service. It is very influential because they portray they portray the products/services through movies. Study defined product placement as “purposeful incorporation of brands into editorial content” (Kamleitner & Jyote, 2013). This explains that, for product placement, the advertisers purposely use such medium to portray their product or service, so that viewers are exposed to both the movie as well as the advertisement at the same time. Product placement started to gain interest toward society in the early nineteenth century where they had incorporated products and brands through narrations of a novel, from then on; it had only increased the popularity and use of using product placements (Gurevitch, 2010). This was further investigated and proved why the use of product placement where starting to be noticed by many as one of the advertising medium. Therefore, because of the increase in interest about product placement, more studies were done to see the impact it has towards consumers as well as the increase in sales for the brand to use product placement and why movies chose such brand to be advertised in their movies.

Many researchers have said that the product placement medium is an industry on its own, because of the overwhelming factor contributing to its success. Product placement has started to make its way into movies, television programs as well as computer games, because this promotion is a medium where the marketers and movie producers use to exhibit their product or brand. Like Chan (2012), he said that product placement as an advertising medium used within the movie to influence consumers as well as having the product placement being paid to actually be in the movie. This clearly shows that even though the product or brand is in the movie, but truthfully people know that the product or brand is actually paying to be a movie, making it one of an advertising medium and a successful one at that because when you compare other advertising medium, and the consumers, not all have a 99% rate of the consumers actually seeing the advertisement, but product placement in the other hand, if done correctly, all the viewers watching the movie would actually see the product or brand.

Product placement is making its way up the industry as one of the fastest growing advertising medium that they use to show a lot of customers their products through product placement in films. But not only in films do they use product placement, they also use them in a lot of mainstream medias for example television series, variety shows, computer games, blogs, social media and many more. But the product placement is worrying by incorporating advertisement contents into non-advertisement medium purposely (Williams et.al., 2011).

Langer (2010), explained that consumers when using mainstream media as entertainment such as movies, they do no expect to be exposed to any advertising medium because they are in a comfortable situation, therefore with this, it gives us opportunity to showcase the brands or products towards the consumers through product placement in movies to which can lead them to a positive consumer decision making attitude.

The main problem of product placement in Malaysia is that the medium is not being well used and are not well aware by many. You can see very few local film using product placement, but what they don't realise is that the impact product placement has by using the medium of advertising through films. Therefore it is a major problem that consumers are not aware of product placement as well as advertisers not using that medium to advertise their product or services.

Langer (2010), also expressed that the product placement method effectiveness are not incompatible with the traditional advertising methods as product placement are way behind, this is because their measurement methods are lacking in the outcomes they produce as well as the impact it has on the advertisers, media producers and consumers. Without proper research and the correct findings, it can jeopardise the outcome of the advertisement as the effectiveness of an advertisement is measure through influencing factors, making it a very hard medium (Williams et al., 2011)

Therefore, the objectives of this research are to determine the effectiveness of product placement towards purchasing decision, It is also intend at looking at the impact of the product placement towards the brands as well as enhance audience awareness of the product placement in the movies.

The rationale of this study done is to study the impact of product placement in Malaysian movies. This is so that directors, producers, advertisers, companies as well as consumers know how to react when people ask question about are they aware of product placement in movies that they watch, this will enhance more of the use of product placement in Malaysia

## **Literature Review**

Fill (2011), mentioned that product placement is a type of compensation by the brand company to do an insertion in a media for their product or brands so with that they the brand or product get promotional exposure. This is said to be true because when a company want to advertise their product they need to pay for the promotional activities, but product placement is not just the normal advertisement where you see it directly, product placement is inserted into the media purposely as an act of advertising for the brand or product. Not only do they insert the product or brand, the television programs must also make sure that the message of the brand or product is delivered from the program towards viewers, therefore the viewers whom often change channels when television commercials are on won't miss the product placement advertising because it is instilled within the program (Altas and Oztunc, 2013).

Product placement is not just focusing towards household products, but now trying to expand the medium towards business-to-business domain and its showing good signs as when consumers are exposed towards the business-to-business domain, viewers show a good sign or brand recall, positive attitude as well as their decision making process (Lord & Gupta, 2010). This shows the expansion of using product placement

not just for advertising purposes but also business purposes and maybe can expand into something bigger in the near future as the advertising medium is growing rapidly. Product placement can also be defined as a way where companies pay the movie or program they want to showcase the brand name or product itself, in the sum of money in return to use the brand in a product placement within the movie or program in a certain amount of time, or displaying the products itself (Chan, 2012).

A good example of product placement on a television show can be seen on American Idol where the glasses in front of the judges have the coca-cola logo on it, it is one of the product placement mediums and to be put directly in front of the judges where they get almost 100% viewers seeing the logo, it is the most expensive to pay for that slot (Tom, 2011). Product placement can be seen a lot of times preferably on television shows, because of the viewership and don't normally use in movies, but sometimes they do use product placement in movies, for instance when they shows a breakfast scene and you suddenly see the milk brand, that is product placement in movies that people seldom see. Eterovic & Donko (2012), in the other hand gave their opinions on product placement should be category that cannot be predicted simply. Which means that viewers should feel that product placement was not even predicted by them, but they are aware of the product placement used in the movie or television program.

Product placement started way back when scholars believe it was use on stage for performances and art (Walton, 2010). This explains how product placement is not just for movies or television shows, but can also be used in theatre performances or art painted by artists. The first ever reported using product placement as a promotional tool happened in 1896 where there they had used Sunlight Soap by Unilever purposely in several Lumiere films back then (Gregorio & Sung, 2010). This furthers can be deliberated that the use of product placement as a promotional tool was known way back then and it was a success, if not why does it still exist till this very day.

Many might not know, but product placement have different classifications and can be classified through various ways, which one of them is that they use the form of audiovisual which can influence the customers nowadays (Brennan, 2011; De Gregorio & Sung, 2010; Lehu, 2007; Prikrylova & Jahodova, 2010). Those classifications with examples are state below: (Jan & Martina, 2013)

- Movies – Transformers: Age of Extinction
- Television Series and Programs – F.R.I.E.N.D.S, The Voice, American Idol
- Novels and Dramas – The Da Vinci Code
- Songs – Humble Neighbours by Pink
- Videogames –FIFA

### **Product Placement in Malaysia**

Malaysia is facing a big problem in the advertising industry where they do not use the product placement as one of their major advertising mediums, this also leads to

Malaysia not doing any research about product placement, but could be an opportunity for them to use in the future as it is a rapidly growing advertising market (Abdul Adis & Kim, 2013). Because of the lack of research done in Malaysia about product placement, therefore shows that people are not aware of the medium, so the opportunity they get is to do more studies on product placement and how to make a successful product placement to be used in the Malaysian market so that the advertising agency in Malaysia can benefit from the research done by researches on product placement.

In Malaysia, they have strict rules about product placement done by The Malaysian Communications and Multimedia Content Code (MCMC) for any legal issues done under The Communication and Multimedia Act 1998, such as product placements used needs be relevant towards the content of the media shown but banned brands or products in Malaysia are not allowed to be used in any way through product placement. MCMC further added that joint promotions of different brands showcased in a specific time frame can be permissible.

Malaysian movies that use product placement:

	<b>Movie</b>	<b>YEAR</b>	<b>Brand</b>
<b>1</b>	Cicakman	2006	Digi
<b>2</b>	Adnan Sempit	2010	LC Motor
<b>3</b>	Sumolah	2007	Ogawa
<b>4</b>	Istanbul Aku Datang	2012	Maggie Asam Laksa
<b>5</b>	Sembilu	1994	Harley Davidson
<b>6</b>	MySpy	2009	Celcom
<b>7</b>	Castello	2006	Munchies
<b>8</b>	Polis Evo	2015	Evo Car

### **Influence of Product Placement towards Consumer Decision Making**

Liu et al., (2012) explain that when a customer thinks the product placement they see is worth buying can be used and is very important, how the customers react towards the product placement is different compared to those whom don't think the product is meaning to them, thus influencing customer's decision making process. Advertisers must perceive that not all customers are the same and not will react the same way one should react, for example if you put coca-cola as the product placement in the movie, customers who love coke might buy one right after watching the movie because it had influenced their decision making process. Those whom wasn't even thirsty might consider to buy coke just because they saw it in the movie, consider does not mean

actually buying the drink, but it did influence the customer to actually even consider and lastly customers whom don't like coke at all will look at the product placement in a different way, therefore not all customers will act the same way.

A research done by Wang & Chang (2013) that with risk there is a high possibility to reduce it altogether increase purchasing attention or decision making process by the customers because people tend to listen more towards word-of-mouth. This is because to customers, what people say about a certain product is more believable rather than seeing or reading it on a website, because word-of-mouth is something you get to hear directly from a person's mouth.

A part of consumer's decision making process is the consumers purchasing intention as a part of cognitive behaviour that occurs when they have the urge to buy the brand or product (Kit & P'ng, 2014). This is closely related to how product placement can influence the purchasing intention as when they see the product or brand in movies or television shows, they will have the desire to purchase the product shows, therefore influencing consumers decision making process. This was further added by (Hosein, 2010), when he expresses that the purchasing intention is a cognitive behaviour that can make the consumers want to buy the product or brand.

Redondo (2012) research showed that poor quality brand or product placement can lead to a decrease on consumer's consumption of the brand, while using negative product placements in the other hand can increase towards viewers brand consumption. This shows how all viewers do not like just one thing, but because everyone thinks differently sometimes they want to see something that is outside of the box. The consumption process is very important to be understood by the marketer in order to understand more of a consumers decision making (Pride & Ferrel, 2012). This is because, it will make it easier for marketers to understand what consumers want and it will help guide the marketers to know where to put the product placement and how to extract it towards consumers.

Product placement used in movies can be differently consumed by consumers. Products that are well used and appropriate within the movies will be better remembered than brands that do not fit well in a movie (Bressoud, Lehu and Cristel (2010). This is because when a brand or product is being well portrayed in a movie, it can easily influence its viewers because towards the viewers it is a positive message they receive and it will also influence their decision making power rather than brands or products that are not well integrated within the movie, then it will also influence the decision making but more towards the negative side.

### **Effectiveness of Product Placement**

*"If you notice it, it's bad. But if you don't notice, it's worthless"- Ephron (2003)*

McDonnel & Drennan (2010) said that product placement is growing fast in the advertising world earning a lot making them a multi-million dollar industry from just doing product placement. This sends a strong message to Malaysian advertiers to start

expanding into the product placement industry as it bring many benefits from all kinds of directions. The purpose of product placement is to see the outcome that brings the effectiveness of product placement to light, to which are; achieve prominent audience exposure, visibility, attention and interest, increases brand awareness, increases consumer memory and recall of the brand or product, creates instant recognition of the product or brand in the media until the time they purchase the product or brand, brings a desired change in a consumers attitude as well as promote consumers attitude towards the brand or product (Williams, Petrosky, Hernandez & Page, 2010). Therefore, this is a simple explanation where there are many factors contributing to the effectiveness of product placement and how it can bring a lot of advantages towards both consumers and the company's brand/product.

Besides factors of the effectiveness of product placement, the variables that help give impact of the effectiveness of product placement I also important. When it comes to product placement, some might have uncertainty towards the product as the product might not look like what they see in televisions, or how they had pictured in their minds, therefore there are a lot of product placement that are not paid, as a testament of the practice (Chang, Newell & Salmon, 2009). Variables that help envision the effectiveness of the product placement are; 1) Visual/Audio/ Combines Audio-Visual, this variable plays the most important part of product placement, this is because in order to give a visualize version of the product, the advertisers must demonstrate the product in the movie, therefore using visual. For audio, they normally use audio only on radios, and for combine audio-visual, where they use both images and demonstration of the product with words or so to explain about the product. The combined mode needs a lot of creativity and cost more so it does not overshadow the program (Argan, Velioglu & Argan, 2007).

Brand/Sponsor or Image is also one of the important variables making an effective product placement. This is where the brand or sponsor will be closely linked with the program they are showcased in. Therefore the brand will be associated well together with the program as their main sponsoring identity (Smit, Reijmersdal & Neijens, 2009). The researcher also added that the type of television or media program is also a part of the effectiveness of a product placement where brands that are high in value tend to be broadcasted in high classed programs to get positive feedbacks because reaching their targeted audience. Therefore, the brand or product has to be in contrast with the program that they are going to appear in, as it holds the image of the program as well as the product.

## **Methodology**

When conducting a research, types of unit of analysis vary to the types of observation used when conducting a research. Silverman (2011) stated that qualitative researches are to understand the meaning of a subject that is created. This means that it is to expand more of the understanding people have towards a certain something. Other than that, the hypothesis of the research is normally known by the facts that are produced from the outcome analysed by the data rather than being stated by others. The type of analysis used is very important. Normally the main purpose of conducting

a research is normally to answer questions and provide greater understanding theoretical or practical issues, as well as qualitative research really stresses on the relationship between the subjects that the researcher uses that helps shape the research (Denzin & Lincoln, 2011).

Other than that, qualitative research uses methods such as participant's observation, in-depth interview and such. Where the questions are open-ended and they can elaborate in many ways. Base on Collins English Dictionary (2011), a 'unit' by definition is "a single undivided entity or whole" which explains that a qualitative unit of analysis is a single ac where a research directs its research analysis expressed through the research elements.

In this research conducted, the unit of analysis is the product placement in Malaysian movies, and is focused on the impact it has towards consumers.

### **In-Depth Interview**

In-Depth interview are commonly used in qualitative research and those studies are done by ethnics committees. They are usually semi structured or unstructured; the interviewer will have topics and open-ended questions on which it will focus to discussion rather than a list of closed questions.

As Pascale (2015) stated that an in-depth interview is another way of communication among two people or in other words conversation and in-depth interview can be done in various ways according to the researcher, as long as it achieves the research objectives. Guione et al., (2011) explained that when doing an in-depth interview it has to match appropriate situations where the researcher wants to ask their informants open-ended questions to know in detail about the information. So before conducting an actual interview with a person, the researcher must already have a purpose in interviewing the person, questions asked, what the reason is and to why they have interviewed that specific person. That is why, in-depth interview is one of the most used methods in a qualitative research as it explore more to what a researcher wants as the answers are open-ended, and that it can even answer questions that weren't even asked and sometimes open up new visions of the research.

As for the in-depth interview for this research, 6 informants will be interviewed. They will answer 10 open-ended questions in the interview that relates to the research topic and what the research wants to know from them. The interview will be a face-to-face interview and conducted for around 30 minutes per informant, depending on their answers for the questions.

### **Purposive Sampling**

Kyngas, Elo, Polkki, Kaariainen & Kanste (2011), stated that purposive sampling is the most commonly used method. Cresswell (2013), explained that when making a decision in purposive sampling such as how the sampling should take

place and who or what is the sample as well as how many people are the sample and where. Purposive sampling is a technique of a judgment sampling. It is the researcher's choice to choose the informant based on the qualities the informant has to advantage the research. In other words, it is a non-random technique where the researcher does not specify the exact amount of informants they need for the research. In simpler terms, it is up to the research to identify the type of informants needed therefore finding the informants who voluntarily want to be the sample just base on the informant's knowledge and experience.

When choosing a sampling method for the selection of informants, the important thing is the question the researcher is interested in answering is. Davis, Gallardo and Lachlan (2012), states that qualitative samples are often purposive samples chosen for a particular purpose. Therefore the informants chosen for the purposive sampling are chosen just because of their specialty in that area, or their knowledge in the area is related to the research that the researcher is doing.

Creswell (2013) in the other hand explained that purposive sampling technique and expressed that in a qualitative research, the sampling method is considered very important as it determines the direction of the research.

Therefore, you can choose informants that has inside information of the research you are studying because purposive sampling is typically design to pick a small number of cases that will yield the most information about particular phenomenon.

### **Thematic Analysis**

Guest, MacQueen & Namet (2012), stated that thematic analysis as a phenomenological method where it is a process where it identifies, analyses and reports a certain structure of data. It helps in a way to organize the data collected by the researcher in a neat way as well as elaborates the research aspects of the given topic. Therefore, this explains that thematic analysis can be used to help structure as well as organize the research topic, as well as being a guideline towards the researcher.

Besides that, thematic analysis lets the researcher to gain a better understanding towards a certain issue that is more likely to be used in the research, therefore preferring to use thematic analysis (Guest & Greg, 2012). This means that, the researcher chooses thematic analysis to have a better and wider understanding about the research that they are doing. With this, the research can be well understood not only by the researcher but also those reading and wanting to know more about the research.

Thematic analysis is not really limited compared to others as it is hardly acknowledged yet it is still being used by many qualitative analytic methodological researchers (Braun, V. and Clarke, V., 2013). This means that thematic analysis can be expanded in a way and that it is not limited to be used by the researcher.

All the data collected from the research through purposive sampling, in-depth interview and data analysis strategy were analyzed thoroughly so the findings and conclusion can be made and the research questions can be answered based on the methodology used.

## **Findings**

### **Box Office Films and Product Placement**

People are well aware of product placement, more often on television shows, but many know that they often see product placement in movies. Movies that use product placement are always movies that end up in the box office. All respondents stated that they mostly see product placement being used in movies. Then Respondent 2 stated that:

*“Mostly I noticed product placement is being used in movies and reality show. While I’m watching movie, there will be some time where it focused on the product such as in ‘Istanbul Aku Datang’ movie. There are some scenes that use product placement of ‘Asam Laksa’ Maggie in the movie.”*

While respondent 4 stated that:

*“Usually it was used in box office film that could generate profits into million because these type of film are able to make that much of money so by placing products in the film it is a guarantee large audience.”*

Respondent 4 explained how product placement are normally used in box office films because they can generate millions from the films as well as having a large based audience watching the film, therefore the product placement used will definitely be seen by the audience. Other than that, respondent 2 stated that she had noticed product placement being used in big movies to which were in ‘Istanbul Aku Datang’ using the brand ‘Maggie Asam Laksa’, to which later that movie had hit the box office and everyone wanted to get their hands on the ‘Maggie Asam Laksa’ because they had use it in the film.

Product placement also is a strategic marketing techniques by marketers to market their brand through these films. It is so that audience are exposed to brands while they are watching the movie, because it is a strategy that most entrepreneurs use now a days.

Respondents 2 and 3 had the same thought where it was an execution technique used to market a brand, so they can reach the audience effectively, they had stated:

Respondent 2:

*“Product placement is a strategy used by marketers or advertisers to advertise a brand or product using media. They insert the product while the media is on air so that viewers would notice the product without them aware of it.”*

Respondent 3:

*“Yes, product placement is one of the strategies that most entrepreneurs used to gain exposure of their products to audience through films, music videos or television programs. This definition is made by my own observation and research.”*

With this you can see that many are aware of product placement and that it is an execution technique used by marketers. This is so that they can get maximum reach towards their audience. This is because when they read about the movie then they know whom their target is, then it will be easy for them to know what to advertise.

## **Product Placement Effecting Consumer Decision Making**

### **Brand**

Some might not think so much about the brand, like respondent 1 said, “I will trust the product which has the most frequent appearance on TV or movies”. This shows that the brand doesn’t matter, as long as she is exposed multiple times towards the brand, then it can actually affect her decision making.

Some people had a difference in opinion where they thought that it actually depends on how the product placement is being delivered, because through product placement, marketers deliver the message and information of the brands so audience will know more about the brand. This is when it is crucial to use a strategic way to portray the brand.

Besides that, many already had a perception that if they already know about the brand and that the quality of the brand is good, then it would most definitely effect the decision making, while a brand with bad quality would not affect anything. Respondent 2 and 3 stated that *“If I use the product, it maybe can influence my purchasing decision”* while respondent 3 said *“Of course because brand quality is everything. No matter how big your product exposure was, if your brand has a bad quality then it will not affect my decision making.”*

### **Brand Repetition**

Brand repetition is also one of the factors that lead to the effects of consumer decision making. When using repetitive strategy, consumers tend to remember more on the product. Multiple exposure tends to make audience remember because when the brand appears more than 3 times, then the audience will think that it is important, then it will sometimes trigger the audience's brand recognition as well

as brand equity. It is important that the brand repetition is repeated, and has an exposur in a long period of time.

Respondent 1: *“It needs to appear most of the time, also each time more than 5 seconds.”*

Respondent 2: *“The product use repetitive strategy to emphasis on the product.”*

Respondent 3 and 4: *“Involvement of the brand.”*

Respondent 5: *“The product is shown a multiple of times.”*

This clearly shows how the repetition technique is the best way for it to effect consumer’s decision making as well as the involvement of the brand in the movie. This is so that marketers feel satisfies of the product placement of the brand in the films and the film makers are happy that they get a funding from the brands. In other words, you need to give to get back, so when marketers invest in the movie, they will get time in the movie to showcase their products through product placement, and from their they can increase their customers from the exposur they receive from the movie.

### **Product Placement Impacts the Brand**

Most definitely product placement impacts the brand; this is because when the brand is used in the product placement, they will indirectly get good promotional views from the audience as well as placing the products position in the consumers mind. The more exposur the brand gets in the movie, the more memorable it is within the audiences mind. Sometimes the impact can trigger the audience brand recall when they suddenly remember having once used the product or heard from a person who actually used the product, therefore giving an impact towards the brand.

Respondent 1: *“Definitely. the more you put the product placement, the higher the trust from the customer. It shows that the brand is good.”*

Respondent 2: *“For me, it gives impact towards the brand because when people are being exposed of the product, they will trigger back about the brand they used to hear. Besides, if the product placement is put in the media that is favoured by viewers, the brand may last longer in the memory of viewers. While people talking about the movie for example, they will mention about the brand and it is good in terms of gaining higher target audiences.”*

Respondent 3: *“Yes, for me product placement did give a certain amount of impact towards the brand because the more exposure the product, the more memorable the brand towards the consumer.”*

Respondent 4: *“Yes definitely, by placing a product in the film, the brand directly placing the product positioning in the consumer's mind. Some people may not know the brand position of a certain brand, but after the placement in the film,*

*the audience or consumer somehow more understand with the brands' identity or positioning.”*

Respondent 5: *“It does give an impact because they would get good promotional views based on the popularity of the movie or drama.”*

Therefore this shows how product placement does impact the brand in a way the more exposure the brand has in the movie, the more advantages the brand gets.

### **Malaysians are Aware of Product Placement**

Malaysians are aware of product placement, even though in Malaysia they seldom use product placement as an execution technique for marketers. Normally Malaysians will see product placement in international movies. The country that uses product placement the most now days is Korea.

Korean dramas always use product placement because the brand is normally the main sponsor for the drama, so you can normally see product placement in scene's such as the actors going into a coffee shop and drinking coffee, when it is that coffee shop that is sponsoring the event, so they will get a big amount of product placement time. In the latest hit Korean drama 'Descendants of the Sun', their main sponsor was 'Subway', so you can see them eating and entering 'Subway' multiple of times during the drama, therefore having multiple product placement exposure.

In Malaysia, you can see product placement being used normally in television variety shows such as 'Gegar Vaganza', 'Akademi Fantasia' and many more. But Malaysians has yet to use product placement as one of their execution techniques to advertise a brand.

The most known product placement that Malaysians are aware of in a Malaysian movie is in the movie 'Istanbul Aku Datang' where they had used 'Maggie Asam Laksa' as their product placement and had multiple exposures in the film. The film became a box hit success and everyone who watched the movie wanted to eat 'Maggie Asam Laksa' afterwards. Other than that, less known Malaysian movies using product placement are like 'Sumolah' using 'Ogawa', while the latest one is 'Polis Evo' where the product placement they had used is actually the Evo car.

Respondent 1 stated that “Malay drama. Malay movies, English movies etc. In fact, Korean drama.”, therefore explaining how Malaysians often not know more product placement being use in Korean dramas, but they do know the existence of product placement in Malaysia.

While respondent 2 in the other hand said that “Mostly I noticed product placement is being used in movies and reality show. While I'm watching movie, there will be some time where it focused on the product such as in 'Istanbul Aku Datang' movie. There are some scenes that use product placement of 'Asam

Laksa' Maggie in the movie." This further strengthens the statement about product placement in Malaysia and that they are aware of product placement and what big impact it had towards audience until they actually remember it.

## **Conclusion**

From the findings gathered, we are well aware how product placement can influence consumer decision making from many factors that contribute towards it. In Malaysia, advertisers seldom use product placement as an execution technique to advertise a brand, this is because they do not practice the technique often. But those who does use product placement in Malaysian movies have successfully portrayed the brand, for instance in the movie 'Istanbul Aku Datang', it became a box office movie, and nobody had predicted it, to which became advantages towards 'Maggie Asam Laksa' because they had used product placement method to portray their brand. This had indeed influenced consumer's decision making because everyone who watched the movie wanted to eat 'Maggie Asam Laksa' afterwards. This was highly because of the multiple exposures Maggie had during the movie.

Normally, box office films are those who use product placement in their movies. The latest box office film to use product placement is 'Polis Evo' having the 'Evo' sports car as their main product placement in the movie. Even though not all can afford the car, but people can't deny that they are influenced of the car because of the multiple exposures it has in the movie. Besides that, you can see clearly, product placement is also a marketing technique used by marketers to expose their brand, it is indeed true that after a box office film gain attention, automatically the product within the movie is also at an advantage, therefore surely the brands sales will increase from the help of the product placement technique.

Product placement is without a doubt effects consumer decision making, purposefully through films. This is a way where marketers aim directly towards their target audience. Therefore whoever watches the movie will get direct exposures of the brand. But to some people, the brand is also one of the factors that effect the consumer decision making. This is because, if the brand is perceived as high quality and that they have brand recognition and brand recall towards the brand, then the product placement is at an advantage, but if the brand is at low quality, audience would just ignore the product placement, and think of it as just part of the movie.

Besides the brand effecting consumer decision making, the repetition of the brand in the movie also helps to influence audiences decision making. Many studies suggest that, when consumers are exposed to a certain brand a multiple of times, they will start to trigger the memories of the consumer of when they had encountered such brand in the past, or heard a friend talking about it. Besides that, when a word appears multiple of times, consumers will think that it is important, therefore will start looking up for the word. Same goes to the brand, when there are multiple exposures, and then consumers will start to feel curious and want to know more about the brand.

Indeed, brand affects the consumer decision making, but the product placement too affects the brand. As stated before, when there is positive reach from the audiences and they accept well of the product placement, then the brand will be at an advantage because their sales will increase from the multiple exposure they receive from the product placement. Other than that, the more time or exposure the brand has in the movie, it will increase the consumers trust towards the brand, assuming that the brand is good because of the product placement and how they portray the brand in the movie.

Lastly is that, because of the lack of product placement usage in Malaysia, gladly to say that Malaysians are aware of product placement, and that they admit to wanting to be more exposed of the factor. But not all agree so. Consumers should not be worried to need to know about product placement, but more in the lines of the marketers need to know the proper execution technique to really enhance product placement in the movie. Malaysian marketers should use this advantage and start using more of product placement, so it can be as good as international films that speak greatly of product placement and its advantages it brings to the movie and even to the brand itself.

Therefore, without a doubt, product placement influences consumers decision making, and many factors contribute towards it too such as box office films helping garner audience, the brand as well as brand repetition, product placement towards the brand as well as Malaysian's being aware of the brand. Therefore, marketers as well as consumers should learn more about product placement and start using it as a marketing technique.

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