# THE INFLUENCE OF BRAND PLACEMENT PRODUCT HAND BODY SCARLETT  WHITENING IN KOREA TODAY'S WEBTOON ON BRAND AWARENESS AND PURCHASE INTENTION PRODUCT HAND BODY SCARLETT WHITENING

**Balqis Aurora Ariani[1] , Nurainun[2] , Muchsin[3] , M. Subhan[4]**

[1,2,3,4] Management Faculty of Economics and Business, Universitas Malikussaleh Lhokseumawe, Indonesia

Email : balqis.200410055@mhs.unimal.ac.id , ainunsamka@gmail.com, muchsin@unimal.ac.id ,
msubhan@unimal.ac.id

Corresponding Author: ainunsamka@gmail.com

## Abstract

*This study aims to identify the influence  of brand placement (independent) consisting of  visual placement, auditory placement, and plot connection on the intention to buy Scarlett brand hand body lotion products. In addition, this study also identified  brand awareness (mediation) variables consisting of brand recognition and brand recall as variables that mediate the relationship between brand placement and purchase intention (dependent). The design used in this study is a quantitative design using an online data collection method using a google form. However, before filling out the questionnaire, respondents will be directed to watch snippets of Korean dramas contained in the google form. Sampling was carried out in a convinience & purposive manner. The number of samples used was 120 respondents. Data analysis using PLS-SEM with the WARP PLS application version 7.0. From the results of the study that tested the influence of brand placement on purchase intention with brand reconation and brand recall as mediation variables, it can be concluded that even though the medasi variable is used, only a few variables have an effect when the mediation variable is used, these variables are visual placement and plot connection.*

*Keywords: Brand Placement, Visual Placement, Auditory Placement, Plot Connection, Brand Awareness, Brand Recognation, Brand Recall, Purchase Intention.*

## 1. INTRODUCTION

Korean dramas, or drakors, have become a huge phenomenon in the Indonesian entertainment world, mainly because of the actors and actresses with attractive visuals and relevant storylines. The placement of products in this drama becomes an effective marketing strategy, allowing companies to subtly advertise their products in the storyline. Research shows that product placement can increase brand awareness and consumer purchase intent, especially among Generation Z who are highly connected to digital media. Generation Z, born between 1996 and 2010, has unique characteristics, including a reliance on technology and a preference for visual information. They are more likely to remember brands that appear in an interesting and relevant context in the drama. Effective product placement can create a positive impression and increase purchase intent, as viewers are more likely to remember the brand when they interact with the product in the context of the story.

In this context, brand awareness plays an important role as a mediator between product placement and purchase intent. The two main dimensions of brand awareness are brand recognition and brand recall. When viewers become aware of the existence of a product in a Korean drama, they are more likely to recognize and remember the brand, which in turn influences their purchasing decisions. Previous research has shown that brand placement in movies or TV shows can increase consumer purchase intent. However, there is still a lack of research exploring the relationship between brand placement mediated by brand recognition and recall on purchase intent. Therefore, this research aims to fill this void by focusing on Scarlett's hand body products in the drama "Today's Webtoon". Against the background of this phenomenon, this study is entitled "The

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Influence of Brand Placement of Scarlett Whitening Hand Body Products in the Korean Drama Today's Webtoon on Brand Awareness and Purchase Intention of Scarlett Whitening Hand Body Products." This research is expected to provide new insights into the effectiveness of product placement strategies in increasing brand awareness and purchase intent among young consumers.

## 2. IMPLEMENTATION METHOD

This research was conducted at Malikussaleh University, and made students who belong to Generation Z as subjects but on the condition that they had watched Korean drama today's webtoon. In this study, the population to be used as a sample is all active students belonging to generation Z. The main population in this study is all active students at Malikussaleh University, where the number of students from generation Z who watch this Korean drama is not known for sure. Therefore, sampling is carried out due to the large number of populations. The sampling technique used in this study is nonprobability sampling. Respondents were taken through convenience sampling and purposive sampling methods. Convenience sampling is the selection of samples that are carried out freely according to the researcher's wishes, while purposive sampling is the selection of samples based on certain considerations, such as choosing the person who is considered to know the most what the researcher wants. In this study, the researcher set the criteria for respondents to be Malikussaleh University students who belong to Generation Z and have watched the Korean drama Today's Webtoon. The sample determination uses the formula approach proposed by Hair et al., (2014) suggesting that the sample size should reach 100 or more. The general rule states that the minimum sample number should be at least five times the number of question items to be analyzed. Therefore, it is recommended that the minimum sample size is 5-10 observations for each parameter to be estimated. The determination of the minimum sample number can be calculated based on the following formula:

$$N = (5\text{-}10 \times \text{the number of indicators used})$$
$$= 5 \times 24 = 120$$

From these calculations, it is known that the number of indicators in this study is 24 items, so the number of samples to be studied is 120 respondents. This study uses a method supported by a quantitative approach, with path analysis using PLSM to measure the role of mediating variables in brand awareness. According to Ghazali (2016), the path analysis method is used to test the influence of variables. Path analysis is a development of multiple linear regression analysis, in which path analysis is used to estimate causal relationships between predetermined variables based on theory. To measure whether brand awareness mediates purchase intent, follow the procedure according to Baron & Kenny (1986), where a variable is called a mediator if the variable affects the relationship between the predictor variable (independent) and the criterion variable (dependent).

## 3. RESULTS AND DISCUSSION
### 3.1 Results
### Outer and Inner Model

In the Outer Model, there are three things that need to be evaluated, namely Convergent Validity, Validity of Discrimination, and Reality. In the output WarpPLS has provided the results of the model of fit indice and P value, it will display the results of three fit indicators, namely Average Path Coefficient (APC), Average R-Squared (ARS), Average Adjustes R-Squared (AARS), Average Block VIF (AVIF).

The output of the WarpPLS program, namely loading factors, is used to show the results of convergent validity testing and measurement instruments. According to Hair et al. (2013), there are two criteria to determine whether the outer model meets the requirements of convergent validity and discriminatory validity in reflective constructs, namely the loading factor is expected to be more than 0.7 and the p value must be significant ($p < 0.005$). Discriminatory validity measures the extent to which a construct differs from other constructs, and can be tested using two approaches:

Cross Loading: This method compares the outer loading value of an indicator against its latent variable with the outer loading value of the indicator against other latent variables. To be valid, the outer loading value of the latent variable must be greater than the loading value of the other latent variables, ensuring that the indicator is more effective in measuring the latent variable. Fornell-Larcker Approach: This approach compares the square root of the Average Variance Extracted (AVE) of a latent variable with the correlation value between that latent variable and other latent variables. In order for the validity of discrimination to be satisfied, the square root of the AVE of each latent variable must be higher than the value of the correlation with the other constructs.

This shows that every statement item or indicator in this study has met the convergence validity requirements. Another approach to assessing the feasibility of convergent validity is through the Average Variance Extracted (AVE) value, provided that the AVE value must $\geq 0.5$. (Ghazali, 2016). An alternative method to assess the validity of discrimination is to compare the square root of the Average Variance Extracted (AVE) for each latent variable with the value of the correlation between constructs. The recommended criterion for this assessment is that the square root of the AVE of each latent variable should be higher compared to any correlation involving that latent variable (Hair et al., 2013).

**Table 2 Reestimation of the Outer Model**

| Latent Variables | Indicators | Loading Factor | P-Value |
|---|---|---|---|
| Visual Placement | VP4 | (0.761) | <0.001 |
| Auditory | AP1 | (0.775) | <0.001 |
| Placement | AP3 | (0.733) | <0.001 |
| | AP4 | (0.779) | <0.001 |
| Plot Connection | PC1 | (0.754) | <0.001 |
| | PC3 | (0.755) | <0.001 |
| | PC4 | (0.792) | <0.001 |
| Brand | BR3 | (0.759) | <0.001 |
| Recognation | BR4 | (0.752) | <0.001 |
| Brand Recall | BL1 | (0.714) | <0.001 |
| | BL2 | (0.779) | <0.001 |
| | BL3 | (0.767) | <0.001 |
| | BL4 | (0.768) | <0.001 |
| | PI2 | (0.766) | <0.001 |
| Purchase | PI3 | (0.767) | <0.001 |
| Intention | PI4 | (0.731) | <0.001 |

Source : Research Results, and data processed in 2024

**Table 3 Fornell-Larcker Values**

| | X1 | X2 | X3 | Z1 | Z2 | Y1 |
|---|---|---|---|---|---|---|
| **X1** | (0.656) | 0.511 | 0.526 | 0.359 | 0.492 | 0.088 |
| **X2** | 0.511 | (0.743) | 0.760 | 0.294 | 0.404 | 0.199 |
| **X3** | 0.526 | 0.760 | (0.746) | 0.502 | 0.440 | 0.178 |
| **Z1** | 0.359 | 0.294 | 0.502 | (0.726) | 0.474 | 0.387 |
| **Z2** | 0.492 | 0.404 | 0.440 | 0.474 | (0.757) | 0.416 |
| **Y1** | 0.088 | 0.199 | 0.178 | 0.387 | 0.416 | (0.736) |

Source : Research Results, and data processed in 2024

**Table 4 Cross-Loading Values**

| | X1 | X2 | X3 | Z1 | Z2 | Y |
|---|---|---|---|---|---|---|
| **VP1** | (0.514) | -0.479 | 0.480 | 0.112 | 0.122 | -0.080 |
| **VP2** | (0.688) | 0.046 | -0.068 | 0.155 | 0.067 | -0.009 |
| **VP3** | (0.636) | -0.244 | 0.333 | -0.383 | -0.054 | 0.118 |
| **VP4** | (0.761) | 0.486 | -0.541 | 0.104 | -0.097 | -0.037 |

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|  | X1 | X2 | X3 | Z1 | Z2 | Y |
|---|---|---|---|---|---|---|
| **AP1** | 0.063 | **(0.775)** | **0.225** | -0.138 | 0.041 | -0.121 |
| **AP2** | 0.092 | **(0.680)** | **0.161** | 0.026 | -0.148 | 0.009 |
| **AP3** | -0.083 | **(0.733)** | **-0.027** | 0.039 | -0.005 | 0.182 |
| **AP4** | -0.065 | **(0.779)** | **-0.339** | 0.078 | 0.093 | -0.059 |
| **PC1** | 0.014 | -0.178 | **(0.754)** | -0.280 | 0.045 | 0.131 |
| **PC2** | -0.010 | 0.510 | **(0.680)** | 0.108 | -0.080 | -0.051 |
| **PC3** | -0.101 | 0.132 | **(0.755)** | 0.129 | 0.123 | -0.116 |
| **PC4** | 0.092 | -0.394 | **(0.792)** | 0.051 | -0.092 | 0.030 |
| **BR1** | -0.059 | 0.450 | -0.297 | **(0.696)** | -0.070 | -0.027 |
| **BR2** | -0.003 | -0.274 | 0.492 | **(0.695)** | -0.126 | 0.078 |
| **BR3** | -0.017 | 0.020 | -0.167 | **(0.759)** | 0.126 | -0.005 |
| **BR4** | 0.075 | -0.183 | -0.012 | **(0.752)** | 0.054 | -0.043 |
| **BL1** | -0.352 | -0.199 | 0.416 | -0.283 | **(0.714)** | 0.143 |
| **BL2** | -0.175 | 0.226 | -0.152 | 0.123 | **(0.779)** | -0.063 |
| **BL3** | 0.205 | -0.209 | 0.142 | 0.044 | **(0.767)** | -0.040 |
| **BL4** | 0.300 | 0.166 | -0.374 | 0.095 | **(0.768)** | -0.029 |
| **PI1** | -0.088 | -0.286 | 0.330 | -0.221 | 0.104 | **(0.678)** |
| **PI2** | 0.028 | 0.258 | -0.275 | -0.081 | 0.126 | **(0.766)** |
| **PI3** | 0.037 | 0.011 | 0.001 | 0.163 | -0.214 | **(0.767)** |
| **PI4** | 0.014 | -0.017 | -0.020 | 0.119 | -0.004 | **(0.731)** |

Source : Research Results, and data processed in 2024

**Table 5 Average Variance Extracted (AVE) Values**

| Variable | AVE | Critical Value | Information |
|---|---|---|---|
| **Visual Placement (x1)** | 0.431 | 0.5 | Valid |
| **Audio Placement (x2)** | 0.552 | 0.5 | Valid |
| **Plot Connection (x3)** | 0.557 | 0.5 | Valid |
| **Brand Recognation (Z1)** | 0.527 | 0.5 | Valid |
| **Brand Recall (Z2)** | 0.574 | 0.5 | Valid |
| **Purchase Intention (Y)** | 0.542 | 0.5 | Valid |

Source : Research Results, and data processed in 2024

**Table 6 Reliability Test**

| Variable | Composite Reliability | Cronbach's Alpha | Information |
|---|---|---|---|
| **Visual Placement (x1)** | 0.748 | 0.551 | Not Reliable |
| **Audio Placement (x2)** | 0.831 | 0.728 | Reliable |
| **Plot Connection (x3)** | 0.834 | 0.733 | Reliable |
| **Brand Recognation (Z1)** | 0.817 | 0.700 | Reliable |
| **Brand Recall (Z2)** | 0.843 | 0.752 | Reliable |
| **Purchase Intention (Y)** | 0.825 | 0.718 | Reliable |

Source : Research Results, data processed in 2024

**Table 7 R-Square**

| Variable | R-Square Value |
|---|---|
| Brand Recognation | 0.404 |
| Brand Recall | 0.313 |
| Purchase Intention | 0.438 |

Source: Primary data processed, 2024

**Table 8 Predictive Relevance**

| Variable | Q-Qquare *Values* |
|---|---|
| Brand Recognation | 0.367 |
| Brand Recall | 0.324 |
| Purchase Intention | 0.332 |

Source: Primary data processed, 2024

**Table 9 Effect Size (F-Square)**

|  | X1 | X2 | X3 | Z1 | Z2 | Y1 |
|---|---|---|---|---|---|---|
| Z1 | 0.053 | 0.021 | 0.329 |  |  |  |
| Z2 | 0.185 | 0.016 | 0.111 |  |  |  |
| Y1 | 0.015 | 0.005 | 0.041 | 0.103 | 0.173 |  |

Source: Primary data processed, 2024

## 3.2 HYPOTHESIS TESTING

Hypothesis testing aims to answer the formulation of the problem that has been established at the beginning of the research. The approach used to test the hypothesis is Path Analysis, where the decision to accept or reject the hypothesis is based on the P Value value of the Path Coefficient. If the P Value is greater thani 0.05, then the hypothesis will be rejected; conversely, if the P Value is less than 0.05, the hypothesis is accepted.

**Figure 1 Research Model and *Path Coefficient***
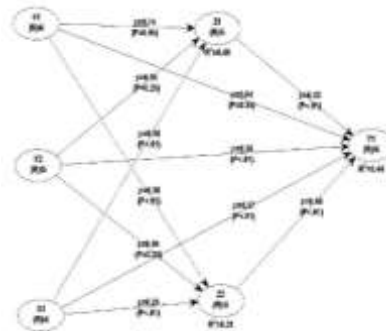


Source : 2024 Data Processing Results (Warppls 7.0 Output)

Based on figure 4.2, the proposed model has the magnitude of the influence of X1, X2, X3 on Y is 44% and the magnitude of X1, X2, X3 on Z1 is 40%, and X1, X2, X3 on Z2 is 31%.

1. Based on the results of the above hypothesis testing, it can be concluded that Z1 (brand recognition) mediates between X1 (visual placement) and Y (purchase intention). This is because the P-Value and path coefficient have significance criteria and are in accordance with the provisions of the properties of mediation according to Baron & Kenny (1986) so that 'full mediation' occurs. It is said to be 'full mediation' because after entering the M variable, the influence of the X variable on Y decreases to zero.
2. Based on the results of the above hypothesis testing, it can be concluded that Z1 (brand recognition) does not mediate between X2 (auditory placement) and Y (purchase intention). This is because the P-Value and path coefficient do not have significance

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criteria and are in accordance with the provisions of the properties of mediation according to Baron & Kenny (1986) so that 'non-mediation' occurs.

3. Based on the results of the above hypothesis testing, it can be concluded that Z1 (brand recognition) has the property of 'partial mediation' in accordance with the provisions of the properties of mediation according to Baron & Kenny (1986), in influencing X3 (plot connection) to Y (purchase intention). It is said to be 'partial mediation' because after entering the variable M, the influence of variable X on Y decreases but does not become zero.

4. Based on the results of the above hypothesis test, it can be concluded that Z2 (brand recall) has the property of 'partial mediation' in accordance with the provisions of the mediation properties according to Baron & Kenny (1986), in influencing X1 (visual placement) to Y (purchase intention). It is said to be 'partial mediation' because after entering the variable M, the influence of variable X on Y decreases but does not become zero.

5. Based on the results of the above hypothesis testing, it can be concluded that Z2 (brand recall) does not mediate between X2 (auditory placement) and Y (purchase intention). This is because the P-Value and path coefficient do not have significance criteria and are in accordance with the provisions of the properties of mediation according to Baron & Kenny (1986) so that 'non-mediation' occurs.

6. Based on the results of the above hypothesis testing, it can be concluded that Z2 (brand recall) mediates between X3 (plot connection) and Y (purchase intention). This is because the P-Value and path coefficient have significance criteria and are in accordance with the provisions of the properties of mediation according to Baron & Kenny (1986) so that 'full mediation' occurs. It is said to be 'full mediation' because after entering the M variable, the influence of the X variable on Y decreases to zero.

## 4. CONCLUSION

This study aims to understand the influence of brand placement on purchase intention, with brand awareness as an intervening variable, especially among Malikussaleh University students who have watched Korean dramas and made product purchases after seeing them in the storyline.

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