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Analyzing Determinants of Product Placements in the Movie 'The Internship'

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Abstract

A Hollywood movie entitled 'The Internship', which was released in the year 2013 is known for its accurate portrayal of a world leading information technology company, located in Silicon Valley, California, USAThis paper intends to find out how far the audience received the company-endorsed messages. The research was conducted in three steps, the first one involved a movie showing, after which the students needed to finish submit a resume assignment about what message they received from the movie. The second step was to spread the questionnaire to 100 students, containing indicators from product placement theory. The last step was analyzing the data using factor analysis to find out what determinants are the most influential in keeping the viewers' interest and to find out whether the movie was enough to show the true conditions of the company.

Keywords: Product placement; Marketing communication; Subliminal advertising; Business.

1. Introduction

'The Internship' is a movie about two middle-aged men named Billy (played by Vince Vaughn) and Nick (Owen Wilson). Both are salesmen whose careers are threatened and about to lose their jobs. To change the fate, both are trying to be involved as apprentices at a famous technology company, 'Google'. They were finally accepted as interns and had to compete with a group of genius young students to prove that they are not old-fashioned. With their experiences as salesmen, Billy and Nick led the intern team to success (imdb.com, accessed July 31st, 2016).

The movie 'The Internship' was the first ever movie produced under the cooperation with Google and Universal Studios. The shooting processes were conducted within the Google office buildings at Silicon Valley, California, USA. The movie was intended to remind viewers, that the Google company, envisioned as a professional paradise, where the food is free, diversity is key, and regularly voted the greatest place to work in America (Dowd, 2013).

Just like any other firms, Google increased their advertising spending in an effort to build a brand or grab a share market (www.marketing.co.id, accessed on May 8, 2015). The mass media with the kind of electronic or print is a tool to do the marketing communication activities. One example of the use of electronic media is product placement through popular movies. However, as time goes by there is a fact that visual advertising is no longer effective a mean of marketing communications.

As proposed by Shimp (2010), 60% of men skip commercials or avoid ads and even this percentage increased at a female audience with 70% do the same thing. The advertising though media that are no longer effective due to several reasons, according to Kotler and Armstrong (2012), that television advertising is now lost because the increasing number of television stations, and easy to change the television shows.

This paper aims to analyze whether the product placement conducted by Google in the movie 'The Internship' is effective enough according to their target viewers. Furthermore, this paper also aims to explore the dominant determinants of Google product placement within the movie.

2. Literature Review

Product placement is an activity of inserting particular brand within a movie / film, in order to move the viewer context and mood associated with the film on the inserted brand (Shimp, 2010). From these facts, companies are urged to be more creative and selective in choosing more effective advertising. Rampant product placement in a film makes the companies interested in using a cinema movie as an alternative mean to advertise their products.

According to Russel (2002), product placement has three kinds of dimensions, which are visual / screen placement, auditory / script placement, and plot connection. Product placement is considered well done by a company because it has the advantage that a number of agencies or institutions do influence measurement placement products to the audience. One of the media used by the producers in implementing product placement is through the film. According to McQuail (1987), a film can be considered to have a great influence for the audience, therefore the placement of the product or brand in a particular scene describe the circumstances, characters in the film and setting the time, place and culture in a movie considered to convey a message in real and better communication.

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In Hollywood in the decade 1920s, product placement was popular among manufacturers, with automobiles, food and snacks as the most popular promoted products (Gupta et al., 1998). At first, some buyer promotion bunches feel that item arrangement is a misleading type of publicizing and ought to be banned (Rovella *et al.*, 2015). These gatherings assert that viewers don't know about the powerful way of the position and will subliminally take part in buy practices. In spite of the fact that these gatherings have pushed for more keen government control of the act of item situation, they have been unsuccessful to date (Rovella *et al.*, 2015).

Placing brand name of products in films enable more moviegoers will see the marketed products (Gupta and Lord, 1998). The two primary groups of people involved are placement agents and the movie producers (Karrh *et al.*, 2003). In the movie 'The Internship', the makers used all dimensions of product placement. As in dimensional visual / screen where product placement of Google shown in its entirety, clearly and conspicuously on the movie 'The Internship'. Moreover, there is dimensional auditory / script placement in which the actors can be heard mentioning 'Google' product brand with high intensity and intonation. Then the last is the dimensions of the plot connection where the appearances of 'Google' are in line with location, storyline, and characters involved in the movie.

It is said also by Williams *et al.* (2016) that the purpose of product placement is to increase brand awareness. Brand awareness is a message that was captured by consumer at the time of the initial appearance of the product (Ducan, 2008). According to Durianto (2004) , there are several dimensions to measure brand awareness, are unaware of the brand, brand recognition, brand recall, and top of mind.

2.1. Product Placement

The product placement is to demonstrate a product or brand verbally or visually to perform payment on an entertainment program (Ducan, 2008). Russel (2002), categorize product placement into three dimensions: the visual / screen placement, which is a dimension that refers to the appearance of the brand in screen dimensions often called placement screen has several different levels, depending on how many times a brand appears on the screen, and the style or the style of camera shot of the product. The second one is auditory / script placement is a dimension that refers to a verbal mention of the brand product, and dimensional placement. Script also called for mention of brand placement written in the script to be spoken by the actors. There is also plot connection is the dimension that refers to the how associated the brand with the storyline. Weak linkages between the brand and the storyline will generate contributions were a little too into the story.

Taking a strategic place in the storyline and build good personal of character will help create a good product placement (Raza *et al.*, 2016). There are sufficient empirical evidences that supports placement strategy significantly impacts the consumer's brand recall (Matthes and Naderer, 2015; Meyer *et al.*, 2016). Several publications have proven the influences of placement and brand recall (Gupta and Lord, 1998; Matthes and Naderer, 2015). An experiment by Kim and Eastin (2015), proved the relationship between brand placement and brand recall. Participants were shown a feature film and in the end, around 38% of respondents were able to recall the shown brand (Kim and Eastin, 2015). Several publications were able to validate that link between recall and placement (Matthes and Naderer, 2015; Meyer *et al.*, 2016). However, some also found that no additional cues are required for spontaneous recall of the brand (Liang *et al.*, 2015; Raza *et al.*, 2016).

2.2. Brand Awareness

Brand awareness is a message that is captured by the consumer at the time of the initial appearance of the product (Ducan, 2008). According to Aaker (2004) brand awareness with the measurement is the lowest level in Piramda brand awareness, where consumers are not aware of their consciousness. Brand recognition is the minimal level of brand awareness, where the introduction of a brand reappeared after recollecting through the support (aided recall). Brand recall is a reminder back to the brand without the aid (unaided recall). Top of mind is a brand that is mentioned first by consumers or that first appeared in the minds of consumers. In other words, the brand is major brands of various brands that exist in the minds of consumers.

3. Research Methodology and Discussion

The type of this research is descriptive-quantitative using factor analysis. According to Russel (2002), factor analysis is a tool to determine which factors are dominant in related subject matter.

Factor analysis can be utilized for an assortment of purposes, for example, psychometric assessment, the location of strategy impacts, build approval, and the assessment of estimation invariance. These days, the method is quite often utilized as a part of the procedure of scale advancement to look at the inert structure of a test instrument. Factor analysis confirms the quantity of basic measurements of the instrument (variables) and the example of thing component connections (figure loadings). It moreover helps with the assurance of how a test ought to be scored. For example, when the inactive structure is multifactorial (i.e., at least two variables), the example of component loadings will assign how a test may be scored utilizing subscales; i.e., the quantity of elements characteristic or subscales, the example of thing variable connections (which things stack on which variables) show how the subscales ought to be scored. Factor analysis is an essential explanatory instrument for different parts of psychometric assessment, for example, the estimation of scale unwavering quality (Brown, 2015).

In this research, we analyze product placement in the movie 'The Internship' using dimensions or sub-variables, which are:

Table-1. Product Placements' Operational Variables transformed to questionnaires' enquiries

Q1	**The Google logo is clearly visible on the movie 'The Internship'.**
Q2	The Google logo seen repeatedly in the movie 'The Internship'.
Q3	The duration of the Google logo displayed for a long time (> 3 seconds) on the movie 'The Internship'.
Q4	Name / brand 'Google' is mentioned repeatedly by the actors in the movie 'The Internship'.
Q5	The actors mentioned 'Google' looks / sounds realistic in the movie 'The Internship'.
Q6	The mentioned name 'Google' does not sound superficial or made-up in the movie 'The Internship'.
Q7	Placement of the company brand 'Google' has a strong relationship with the storyline of the movie 'The Internship'.
Q8	I can still remember the 'Google' logo featured in the movie 'The Internship'.
Q9	I can still remember the storyline in which 'Google' is displayed on the movie 'The Internship'.
Q10	I realize that the 'Google' logo is seen in the movie 'The Internship'.

Researchers used a non-probability sampling technique with the purpose of sampling. Non-probability sampling is a sampling technique that does not provide the same opportunities for each element of the population to be elected as samples (Sugiyono, 2011). Meanwhile, according to Purwanto *et al.* (2019) and Malhotra *et al.* (2013), the purpose of sampling is done by choosing deliberately adjusted purpose of research.

The population sampled in the study are all students of Telkom University in 2014. Since the number of population is known then the probability sampling technique by using simple random sampling (Simple Random Sampling). Because the population in this study is known, making the number of samples authors use Slovin formula:

$$n = \frac{N}{1 + Ne^2}$$

n = sample size; N = total population ; e = degree of tolerance

This research uses a reliability level of 90% for use of leeway inaccuracy rate of 10%. According to Sugiyono (2011), rounding up is required because based table sample size and margin of error for the study 10% level clearances. If the calculation is done using the formula, the minimum amount that was obtained was:

$$n = \frac{N}{1+Ne^2} = \quad 26.805 / 1 + 26.805\ (0.1)\ (0.1) \quad \frac{288}{1+288\ (0,1)^2} =$$

= **100 respondents**

All respondents are students of Telkom University who have seen the movie 'The Internship'. A movie showing was conducted to see students, after that the students needed to finish submitting a resume assignment about what message they received from the movie and in the end fulfill the questionnaires.

Primary data are data obtained in the form of resource information. Quantitative data, ie data in that form of the questionnaire given by respondents. Data source; Primary Data Review includes documentation (reviewing existing documents) and the questionnaire given to the respondents. Secondary data consists of data derived from the study of literature in the form of textbooks, journals, internet, results of previous studies. Data collection techniques in this study using the technique or instrument: Questionnaires are a number of written questions that are used to obtain information from respondents about things that are known or felt. This questionnaire is intended to obtain written information from the respondents related to the research objectives.

The data analysis phase will use the factor analysis method with the assistance of software Statistical Package for Social Sciences (SPSS).

4. Discussion

After collecting the questionnaires, the data was then inserted to be processed by the SPSS software. The next step is testing Bartlett's test of Sphericity, which can be used to test the accuracy of the model factors. KMO is useful to measure the feasibility of the sample.

Table-2.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.789
Bartlett's Test of Sphericity	Approx. Chi-Square	394.868
	df	55
	Sig.	.000

The table above is the result of KMO and Bartlett's test. The output shows the number KMO and Bartlett's test was 0.789 was significantly above 0.5 with 0.000 is below 0.05 then the variables and sample it deserves to be analyzed further.

Data is derived from the answers of 100 respondents and analyzed in the anti-image correlation, indicating criteria MSA figure above 0.5. which means that the variable can still be predicted to be further analyzed (Santoso,

2002). From the above test results, all variables that have fairly high correlation with other variables, making it feasible to proceed with the analysis include all the variables.

Table-3.

Anti-image Matrices						
		Zscore(Q06)	**Zscore(Q07)**	**Zscore(Q08)**	**Zscore(Q09)**	**Zscore(Q10)**
Anti-image Covariance	Zscore(Q01)	.021	-.113	-.049	-.117	.066
	Zscore(Q02)	.097	-.034	-.066	-.139	.017
	Zscore(Q03)	.041	-.021	.023	.010	.020
	Zscore(Q04)	-.050	.040	-.028	.002	-.024
	Zscore(Q05)	-.111	.103	-.090	.111	.024
	Zscore(Q06)	.330	-.130	.090	-.079	-.062
	Zscore(Q07)	-.130	.468	-.161	.069	.049
	Zscore(Q08)	.090	-.161	.311	-.017	-.113
	Zscore(Q09)	-.079	.069	-.017	.340	-.049
	Zscore(Q10)	-.062	.049	-.113	-.049	.287
	Zscore(Q11)	-.049	-.090	.054	-.078	-.115
Anti-image Correlation	Zscore(Q01)	.054	-.248	-.133	-.300	.183
	Zscore(Q02)	.311	-.092	-.218	-.439	.060
	Zscore(Q03)	.209	-.091	.124	.052	.110
	Zscore(Q04)	-.270	.180	-.156	.010	-.138
	Zscore(Q05)	-.367	.287	-.308	.362	.085

Communalities are essentially the amount of variance (can be in percentage) of a first variable that can be explained by factors that exist (Pradana and Ichsan, 2018). For example, the variable 01 (website easily understood), the rate of 0.810 means that 81% variance of variable fineness of the fabric can be explained by factors formed, as with other variables. All variables can be explained by factors formed with the greater communalities provisions of the increasingly close relationship variables concerned with factors formed.

Table-4.

Communalities		
	Initial	**Extraction**
Zscore(Q01)	1.000	.655
Zscore(Q02)	1.000	.790
Zscore(Q03)	1.000	.954
Zscore(Q04)	1.000	.958
Zscore(Q05)	1.000	.663
Zscore(Q06)	1.000	.827
Zscore(Q07)	1.000	.516
Zscore(Q08)	1.000	.766
Zscore(Q09)	1.000	.623
Zscore(Q10)	1.000	.759
Zscore(Q11)	1.000	.856

The 14 variables that are analyzed can be grouped into three factors, namely the eigenvalues which indicate the number is greater than one. Thus there are three factors formed. Factor loadings are the correlation between the magnitude of each variable determining the variables that enter each factor is done by comparing the magnitude of the correlation on each line. Figures correlations below 0.5 indicate a weak correlation indication while above 0.5 indicate a strong correlation. Rotated component matrix.

Table-5.

Component Matrix[a]			
	Component		
	1	**2**	**3**
Zscore(Q01)	.728	.141	-.325
Zscore(Q02)	.753	.032	-.471
Zscore(Q03)	.599	.755	.157
Zscore(Q04)	.656	.693	.219
Zscore(Q05)	.788	-.102	-.181
Zscore(Q06)	.674	-.273	.546
Zscore(Q07)	.628	-.327	-.122
Zscore(Q08)	.759	-.072	-.430
Zscore(Q09)	.768	-.176	.050
Zscore(Q10)	.778	-.230	.319
Zscore(Q11)	.848	-.232	.288

Extraction Method: Principal Component Analysis.[a]
a. 3 components extracted

Table-6.

Rotated Component Matrix[a]			
	Component		
	1	2	3
Zscore(Q01)	.712	.186	.338
Zscore(Q02)	.847	.159	.216
Zscore(Q03)	.208	.133	.945
Zscore(Q04)	.206	.236	.927
Zscore(Q05)	.671	.425	.181
Zscore(Q06)	.078	.893	.157
Zscore(Q07)	.544	.464	-.068
Zscore(Q08)	.832	.235	.136
Zscore(Q09)	.496	.592	.162
Zscore(Q10)	.310	.794	.182
Zscore(Q11)	.380	.819	.201

Determining which factor entered variables determined by looking at the largest correlation value. In the above table have been sorted from the largest value to the smallest per factors (Hidayat, 2014). From the table above, it appears that Factor 1 contains variable 1, 2, 5 and 8. The second factor variable loads are 6 and 10. The three factors make variable 3 and 4.

Once the factors are formed, it turns out the variables that go on each factor are not the same as predicted earlier. Therefore, the need to provide the name of the new label representative for the variables entered in each of the following factors. Factor 1 consists of variable 1 (the logo is clearly visible), 2 (the logo is seen repeatedly), 5 (the brand 'Google' is realistically mentioned), and 8 (audience can remember the logo appearance). Seen from the commonness of the whole variables, this first factor can be renamed 'clear and memorable brand appearance'. Factor 2 consists of variable 6 (the mention of the brand name within the dialogues does not sound superficial), and 10 (audience realize that the 'Google' logo appears). This second factor can be renamed 'audience's awareness towards the product appearance'. Last but not least, factor 3 consists of variable 3 (the appearance duration is quite long, about 30 seconds and more), and 4 (the brand name is repeated several times. This third factor can be renamed 'consistent brand appearance repetition'

5. Conclusion

Based on the exploration in the previous chapters above, it can be concluded that the factors that the users acknowledge from the product placement of Google company from the movie 'The Internship' are: Clear and memorable brand appearance, audience's awareness towards the product appearance and consistent repetition of the brand appearance.

Seen from the successful brand awareness campaign by Google in the product placement strategy throughout the movie 'The Internship', more companies can take this as an example of a successful product placement. This research acknowledged its limitations in terms of slightly homogenous respondents, not to mention the small numbers.

These aspects could also be incorporated in future research. Although this research has provided us new insights, some of the study limitations must not be neglected. First, findings cannot be generalized based on this study alone. The sample size is adequate for the research, but in the end, it was a generalized study, while individuals' opinion may vary if the tested product placement used different brands.

Future studies can also compare the effects of high and low involvement product separately. The scope of the study is limited to measure the factors of product placement on purchase intention without further analysis regarding its impact to other constructs. Broader topics of research can give more useful insights to the players in food industry, as well as conducting the research in a wider scope and more heterogeneous respondents.

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