THE EFFECT OF PRODUCT PLACEMENT IN FOREIGN FOOTBALL MATCH OF UNFAMILIAR AND FAMILIAR BRANDS TOWARD BRAND EQUITY

Ricardo Lysander
Alamat : Jl. P Sudirman 14
Telepon/Faks : 085646668249
Email : ricardo.lysander@outlook.com

Prasetyo
Alamat Surat : Universitas Ma Chung
Villa Puncak Tidar No. 1 Malang
Telepon/Faks : (0341) 550171 / (0341) 550175
Email : daniel.prasetyo@machung.ac.id

ABSTRACT

Media development and audience tendency in avoiding advertisement pushed companies to applied new strategies for their advertising needs. Product placement became a good alternative strategy because the product embedded seamlessly within the television program where sports programs had the most product appearances than other programs. It made the sport programs to have big potential of gaining new customers by using product placement methods. In foreign football programs that broadcasted in Indonesian televisions, audiences were exposed to familiar and unfamiliar brands. This quantitative experimental research analyzed the effect product placement of familiar and unfamiliar brand towards brand equity especially in foreign football match. Independent variable used were product placement of familiar brand and product placement of unfamiliar brand. Independent variables dimensions each variable had indicators, which are: visual, auditory and plot connection placement dimensions. Whereas indicator for dependent variable (brand equity) was from Customer Based Brand Equity Model from Keller. This research involved 100 respondents, using simple linear regression as data analysis method. The researcher found that both of familiar brand and unfamiliar brand did have effects toward brand equity. However, unfamiliar brand seemed to have higher effect toward brand equity than familiar brand because of curiosity.
Keywords: brand familiarity, product placement, brand equity, experimental

ABSTRAK

Perkembangan media dan kecenderungan orang untuk menghindari iklan mendesak perusahaan untuk menerapkan strategi baru dalam pemasaran. *Product placement* menjadi alternatif strategi yang baik karena produk menyatu dalam sebuah program televisi. Program olahraga memiliki penampakan produk terbanyak dibandingkan jenis program televisi lainnya, sehingga program olahrga memiliki potensial besar dalam mendapatkan konsumen baru dengan metode *product placement*. Pada acara sepakbola luar negeri yang disiarkan di Indonesia, penonton terpampang dengan merek-merek yang familiar dan tidak familiar. Penelitian eksperimen kuantitatif ini

bertujuan meneliti mengenai efek dari *product placement* merek familiar dan merek tidak familiar terhadap *brand equity* pada acara olahraga sepakbola luar negeri. Variabel independen di penelitian ini adalah peletakan produk merek familiar dan peletakan produk merek tidak familiar. Indikator dari variabel independen menggunakan dimensi *product placement* yakni: dimensi *visual*, *auditory* dan *plot connection placement*. Sedangkan variabel dependen menggunakan ekuitas merek dengan indikator lima dimensi pada *Customer Based Brand Equity Model* milik Keller. Penelitian ini melibatkan 100 responden, dengan menggunakan alat uji regresi linear sederhana, hasil penelitian menunjukkan bahwa merek familiar dan merek tidak familiar memiliki efek terhadap *brand equity*. Namun merek unfamiliar memiliki efek terhadap *brand equity* lebih besar daripada merek familiar dikarenakan adanya faktor keingintahuan.
Kata kunci: brand familiarity, product placement, brand equity, experimental

INTRODUCTION

Advertisement had many forms that we encounter every day. One of the many advertisement objectives is to gain interest in their product from potential customer (Khan, Kamble and Khatri, 2011). However, 80.8% of television audience are avoiding commercial break (Tse and Chan, 2001 in Wilbur, 2008). Product placement came as an alternative strategy as an integrated marketing communication strategy (Williams, Petrosky and Hernandez, 2011). Prominent audio-visual, highly connected to the plot product placement in movies, improves brand awareness (Cholinski, 2012). Brand awareness is a one-brand dimension that builds brand equity strength (Lee and Leh, 2011). Consumers would chose brand with stronger brand equity instead the weaker one. This resulted a company with stronger brand equity strength that might dominate the market. Thus, made companies competing each other by placing their product in more popular programs to win consumer preferences (Lee and Fayrene, 2011). The author found a bigger opportunity of product placement's success in sport programs such as football, basketball, golf, and other sport championships that are broadcasted in television.

Table 1. Placement frequency in different types/tones of program

Type of Program:	Mean Number of Brand Appearances
Sports	58.25
Feature magazine	40.55
News program	35.96
Game show	29.91
Movie re-runs	17.13

Comedy skit	12.5
Situational comedy	9.5
Others	9.3
Cartoon	6.5
Documentary	5.25
Drama/series	3.1
Made-for-TV movie	1.94
Tone of Program:	
Mostly informative	35.54
Competitive	34.27
Mostly humorous	10.05
Reality-based	9.3
Mostly serious	3.28
Science fiction	0.88
Total:	**14,75**

Source: Avery and Ferraro (2000) in Edström and Jervfors (2006)

Product placement in football appears in advertisement displayed on the advertising boards along on the football field and logos in football club's jersey or equipment. Indonesian showed interest in foreign football club by having many supporter clubs (Wianda, 2014). However, some of the brand exposed in foreign football matches were not yet marketed in Indonesia. Thus, it became unfamiliar brand for Indonesian audiences. Buchanan, Simmons and Bickart (1999) in Dahlén , Lange and Smith (2010) stated that if unfamiliar brand has precedence over a high-equity brand in a mixed store display, consumers will assume that they are similar or even that the unfamiliar brand must be better. If the high-equity brands get precedence, consumers will expect that the unfamiliar brand is a different or worse. From previous researches and studies, the author found that product placement research only conduct product placement and brand equity separately. The author combine all of them into one research while introducing brand familiarity into the research to found which one had higher effects on brand equity.

LITERATURE REVIEW

Product Placement

Product placement is purposeful incorporation of a brand into audio-visual, visual and or audio entertainment vehicles with the main objective of advertising a product of a service or generating publicity cost effectively without the audience or viewer being aware of the persuasive intent (Russell, 2005; Cowley, 2008 in Soba and Aydin, 2013). Russell (2002) brought up three dimensions of placement, which are visual, auditory and plot connection dimension placement. (1) Visual dimension that refers to a screen placement where the brand appears on the screen, (2) Auditory dimension that refers on product placement that is done verbally by mentioning the brand in a dialogue, and (3) Plot connection dimension that refers to brand integration into television program.

Brand Familiarity

Brand familiarity according to Baker, Hutchinson, Moor and Nedungadi (1986) is an uni-dimensional construct that is related to the amount of time that spent for processing information about the brand regardless of the type or content of the processing that was involved. Consumers tend to have variety of associations for familiar brands. They may use or tried familiar brand through family or friends who used the brand and gave reference about the brand, or consumer may had seen its advertisement before. On the other hand, consumers lack many association for unfamiliar brands because they do not have any type of experiences with them (Campbell and Keller, 2003).

Brand Equity

From financial market’s point of view, brand equity is where the asset value of a brand is appraised (Farquhar, 1991; Simon and Sullivan, 1990 in Fayrene and Lee, 2011). While customer-based brand equity is evaluating the consumer’s response to a brand name (Keller, 1993; Shocker, 1994 in Fayrene and Lee, 2011). Higher brand equity levels lead to higher consumer preferences and purchase intentions also brings chances for successful extension, resilience against competitors’ promotional pressures, and to create barrier to competitive entry (Cobb-Walgren, 1995 in Fayrene and Lee, 2011, Farquhar, 1991 in Fayrene and Lee, 2011).

Brand Equity Dimensions

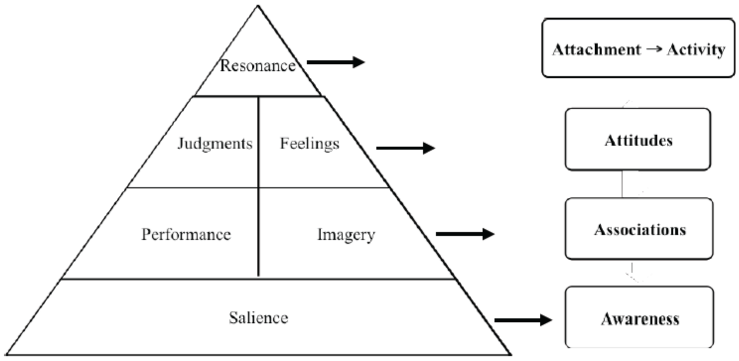

Figure 1. Link Between Brand Equity and Customer Mindset

Source: Adapted for research from Keller, 2008

1. Brand Awareness

   Keller (2003) defined the awareness as the customers' ability to recall and recognize the brand under different conditions and to link the brand name, logo, symbol, and so forth to certain associations in memory. Aaker (1991) in Lee and Leh (2011) identifies higher levels of awareness which are recognition and recall, top-of-mind, brand dominance, brand knowledge and brand opinion.

2. Brand Associations

   Brand associations represent the basis for the purchase decision and loyalty, thus making the brand association is the most accepted dimension of brand equity (Aaker, 1991 in Fayrene and Lee, 2011).

3. Brand Attitudes

   Concerns the respondents' overall evaluations of the brand whether the placed brands influence already established brand attitudes, or what respondents feel and think about the brand. It is believed to be likely that if the respondent has a positive attitude toward the television character, this positive attitude will transfer from the character to the brand (Kjærnested and Nielsen, 2012)

4. Brand Attachment

   The degree of respondents' loyalty and attachment towards the brand. It is assumed that if respondents identify themselves with one or more television characters, it becomes likely that they choose the brand used by the character over competitors' brands (Kjærnested and Nielsen, 2012)

5. Brand Activity

   The extent to which respondents use the brand, talk to others about it etc. Investigates whether placed brands influence further activity, such as brand purchase (Kjærnested and Nielsen, 2012).

Therefore, based on theoretical above, the proposed hypothesis would be

$H0_1$: Product placement of familiar brand did not have effect toward brand equity in foreign football match.

Ha_1: Product placement of familiar brand did have effect toward brand equity in foreign football match.

$H0_2$: Product placement of unfamiliar brand did not have effect toward brand equity in foreign football match.

Ha_2: Product placement of unfamiliar brand did have effect toward brand equity in foreign football match.

Theoretical Framework

Figure 2. Theoretical Framework

Source: Developed for this research (2015)

METHOD

This research used quantitative experimental research. Quantitative research focused on gathering numerical data and generalized it across groups of people or to explain a particular phenomenon (Babbie, 2010). Experiment is a systematic and scientific approach to research in which the researcher manipulates one or more variables, and controls and measures any change in other variables (Blakstad, 2008). This research consists of two independent variables which are Product Placement of Familiar Brand (X1) and Product Placement of Unfamiliar Brand (X2). Both independent variables identified by several indicators, which are: (1) Visual dimension, (2) Auditory dimension, and (3) Plot connection dimension

(Rusell, 2002; Abrahamson, 2012). Dependent variable in this research is brand equity that identified by several indicators, which are: (1) Brand awareness, (2) Brand associations, (3) Brand attitudes, and (4) Brand attachment/ activity. Measurement scale used in this research is Likert scale that is simplified into 5 point. Bertram (2007) defined Likert scale as psychometric response scale that used in questionnaires to obtain participant's responses in degree of agreement with a statement or set of statements.

Data sources is primary data that are obtained from football match audiences that act as respondent in this field experiment. Questionnaire used as the tool for collecting data. Research real purposes would be disclosed to prevent respondent behavior to watch stimuli with unnatural eye that could returned biased result. The amount of football audiences in one match in Indonesia is 12,859,000 of 49,525,104 (Nielsen, 2010). As it would be impossible to obtain data from all of the population, the researcher would took samples using non-probability sampling. It is defined by Malhotra (2007) as sampling technique that rely on the personal judgment of the researcher instead of chance selection procedures. Thus, samples in this research is audiences in range between 18th-40th years old of foreign football match that happens to be attend a football watch party. Age criteria was made with consideration age 18 years to 40 years is educated enough to catch and recognize the brands that showed within football match. The researcher used sample size formula for infinite population to determine sample size (Godden, 2004).

$$SS = \frac{\frac{Z^2 \times (p) \times (1-p)}{e^2}}{1 + (\frac{Z^2 \times p\,(1-p)}{e^2 N})}$$

Whereas
SS : Sample Size
Z : Z-value
P : Percentage of population picking a choice, expressed as decimal
C : Confidence interval, expressed as decimal
N : Population

By using confidence level of 95%; z-value 1.96; 50% of population, and confidence interval of 4, the researcher found the optimal sample size for this research is 92 rounded into 100. Using assumption that the questionnaire return rate was 80%. As suggested by Solimun in Muhson (2012) this research would involve around 100 respondents divided into two groups consists of 50 subjects each, one is under familiar brands and under unfamiliar brands. Independent measures used to analyze two group. It means 50 respondents from first group would be different from other group to avoid weariness.

Bivariate Regression Analysis

Malhotra (2007) defined bivariate regression as a procedure for deriving a mathematical relationship between a single metric dependent variable and a single metric dependent variable. This research analyzed single dependent and two independent variables for each hypothesis to find relationship and effect of independent variable towards dependent variable. The formulated research hypothesis as follows.

$$Y = \alpha_1 + \beta_1 X_1$$

$$Y = \alpha_2 + \beta_2 X_2$$

RESULTS

Product Placement of Familiar Brand

The researcher analyzed the effect of product placement of familiar brand (X1) as independent variables toward brand equity (Y) as dependent variables and the relation of both variables.

Table 2. Descriptive Statistics of Group A (Familiar Brand)

	Mean	Std. Deviation	N
Brand Equity	3.3082	.55583	50
Product Placement Familiar Brand	3.3734	.59573	50

Sources: Processed research data (2015)

Descriptive statistic used to describe the acquired data from research in a meaningful way. The results indicated that brand equity and product placement familiar brand had good mean value of 3.3082 and 3.3734 with the individual responses deviated around 0.55583 and 0.59573 point away respectively.

Table 3. Correlations of Group A (Familiar Brand)

	Brand Equity	Product Placement Familiar Brand
Brand Equity	1.000	.527

Pearson Correlation	Product Placement Familiar Brand	.527	1.000
Sig. (1-tailed)	Brand Equity	.	.000
	Product Placement Familiar Brand	.000	.
N	Brand Equity	50	50
	Product Placement Familiar Brand	50	50

Sources: Processed research data (2015)

Correlations used to see how much each variables correlate each other. Above table showed the correlation were average as it was above 0.5. It is indicated that the higher amount of product placement done or executed by familiar brand in a football match would had average effect on increased brand equity of related brand.

R Square Test

Table 4. Model Summary of Group A (Familiar Brand)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.527	.277	.262	.47736

Sources: Processed research data (2015)

Model summary provided information about the linear regression's ability to account for the total variation in the dependent variable. Regression equation proportion symbolized by R square varied between 0 and 1. The above tables showed 27.7% of the total variance in brand equity explained with error 72.3%. It indicated that product placement familiar brand couldn't explained brand equity well.

t-test

Table 5. Coefficients of Group A (Familiar Brand)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.650	.392		4.210	.000
	Product Placement Familiar Brand	.491	.114	.527	4.293	.000

Sources: Processed research data (2015)

$Y = 1.650 + 0.491X_1$

From table above could be interpreted that when there was no product placement of familiar brand in foreign football match, the brand equity score would be 1.650 and with every product placement done in foreign football would increase brand equity as big as 0.491 point. Significant value of 0.000 indicates that null hypothesis rejected and dependent variable had association with independent variable.

$H0_1$: Product placement of familiar brand did not have effect toward brand equity in foreign football match

Ha_1: Product placement of familiar brand did have effect toward brand equity in foreign football match

$$\text{t} - \text{count} = {b_1}/{Std.Error\ b_1} = {0.491}/{0.114} = 4.307$$

$$t - table\ (df\ =\ 48;\ a\ =\ 0.05)\ =\ 1.677$$

$$t - count\ :\ t - table\ =\ 4.307\ >\ 1.677$$

t-test result showed that t-count had higher value than t-table, it means the Ha_1 is accepted while $H0_1$ is rejected. Therefore, the researcher able to conclude the result of first hypothesis test that product placement of familiar brand did have effect toward brand equity in foreign football match.

Product Placement of Unfamiliar Brand

The researcher analyzed the effect of product placement of unfamiliar brand (X2) as independent variables toward brand equity (Y) as dependent variables and the relation of both variables.

Table 6. Desriptive Statistics of Group B (Unfamiliar Brand)

	Mean	Std. Deviation	N
Brand Equity	2.8396	.49768	50
Product Placement Unfamiliar Brand	3.0828	.59784	50

Sources: Processed research data (2015)

From the acquired data, brand equity and product placement of unfamiliar brand showed average mean value of 2.8396 and 3.0828 with the individual responses deviate around 0.49768 and 0.59784 point away respectively.

Table 7. Correlations of Group B (Unfamiliar Brand)

		Brand Equity	Product Placement of Unfamiliar Brand
Pearson Correlation	Brand Equity	1.000	.541
	Product Placement Unfamiliar Brand	.541	1.000
Sig. (1-tailed)	Brand Equity	.	.000
	Product Placement Unfamiliar Brand	.000	.
N	Brand Equity	50	50
	Product Placement Unfamiliar Brand	50	50

Sources: Processed research data (2015)

It was shown that the correlation of both variables were average as it was above 0.5. It is indicated that the higher amount of product placement done or executed by unfamiliar brand in a football match would had effect on increased brand equity in average amount of related brand.

Hypothesis Test Results for Product Placement of Unfamiliar Brand

R Square Test

Table 8. Model Summary of Group B (Unfamiliar Brand)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.541	.292	.277	.42304

Sources: Processed research data (2015)

The above tables shown 29.2% of the total variance in brand equity has been explained with error 70.8%. It indicated that product placement unfamiliar brand couldn't explained brand equity well. However low value of R Square on both group caused by few numbers of independent variables used for one regression. The more independent variables used in one regression, the higher R Square value should be. Therefore, it is normal that the R Square in this research is low.

t-test

Table 9. Coefficients of Group B (Unfamiliar Brand)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	1.452	.317		4.577	.000
	Product Placement Unfamiliar Brand	.450	.101	.541	4.452	.000

Sources: Processed research data (2015)

$Y = 1.452 + 0.450X_2$

From table above could be interpreted that when there was no product placement of unfamiliar brand in foreign football match, the brand equity score would be 1.452 and with every product placement done in foreign football would increase brand equity as big as 0.450 point. Significant value of 0.000 indicates that null hypothesis rejected and dependent variable had association with independent variable.

H0$_2$: Product placement of unfamiliar brand did not have effect toward brand equity in foreign football match

Ha$_2$: Product placement of unfamiliar brand did have effect toward brand equity in foreign football match

$\text{t} - \text{count} = {}^{b_1}/_{Std.Error\ b_1} = {}^{0.450}/_{0.101} = 4.455$

$t - table\ (df\ = 49;\ a\ = 0.05)\ = 1.677$

$t - count : t - table\ = 4.455\ > 1.677$

t-test result showed that t-count had higher value than t-table, it means the Ha$_2$ is accepted while H0$_2$ is rejected. Therefore, the researcher able to conclude the result of second hypothesis test that product placement of unfamiliar brand did have effect toward brand equity in foreign football match.

From both hypothesis test, the researcher found product placement of unfamiliar brand proved to affect brand equity more significantly with t-count of 4.455 than product placement of familiar brand as it had t-count score of 4.307.

DISCUSSION

From this research hypotheses test result found that unfamiliar brand had higher effect towards brand equity than familiar ones. This could be assumed consistent with Buchanan, Simmons and Bickart (1999) in Dahlén, Lange and Smith (2010) findings. It means that audiences might create perception that the unfamiliar brands appeared in football match could be more popular and famous than familiar brands.

This research result also supported by last research by Phelps (1991) findings stated that advertisement had more significant for unfamiliar brands than familiar brands.

The prior knowledge of familiar brands might reduce the effect of product placement towards brand equity as the Indonesian audiences already know about related brand. Thus, they wouldn't think about it so much as they generally responded to it with confirmation based processing (MacKenzie and Spreng, 1992 in Campbell and Keller, 2003). On the other side, unfamiliar brands had novel and uncertain experience when appeared in a football match. From psychological view, Berlyne (1950,1955), Litman and Jimerson (2004) and Loewenstein (1994) in Litman (2005) stated that human had tendency to discovering new information and may also had rewarding feeling when they discovered that new information. Berlyne (1954) in Litman (2005) also claimed that human memory would better remembered information or knowledge they had found when the questions rated as more puzzling. This made unfamiliar brand gets more attention from audiences than familiar brands because of its uncertainty feels that generated in audiences' mind from getting exposed with unfamiliar brands. This findings contradicted with Williams et al (2011) and Campbell and Keller (2003) findings that said familiar brands achieve higher level of recognition than unfamiliar brands.

The differential result could happened because of different demographic used for research. This research conducted in Malang city and it had a lot of educational institutions as it had around 62 universities and 126 high schools (Diknas Malangkota, 2015; nGalamediaLABS, 2015). Williams et al (2011) stated educated people became more aware with advertisement and product placement in a television programs. Therefore, companies should think smarter strategies to persuade educated people effectively.

CONCLUSION

The research showed that either familiar or unfamiliar brands affect brand equity. However, unfamiliar brands group has a relatively more significant effect towards brand equity than familiar brands. It might be caused by curiosity, as human tends to seek new information to dispel uncertainty they get from being exposed to unfamiliar brands.

Suggestion

The author would suggest next researcher to (1) use more of Consumer Based Brand Equity Model to get wider conclusions, (2) analyze more regression in each brand equity dimensions' indicator to find more details of product placement effect in each brand equity's dimensions, (3) use another indicator for product placement strategies by Miranda (2007) that consists of seen but not send, character integration, and plot integration that might bring more significant results as it is easier to relate with sport programs, (4) add more research object with two or more football match to get more varied respondents' characteristic, and (5) analyze deeper effect of product placement for individuals that exposed of familiar and unfamiliar brand using qualitative method to see how they respond to familiar and unfamiliar brand they encounter and how it motivate their buying decisions.

The researcher suggested that foreign companies with unfamiliar brand would see this as an opportunity to enter new marketplace as the unfamiliar brand gain higher brand equity than familiar brands by exploits curiosity from potential buyer. Then it was up to the companies itself to maintain the positive image by meeting consumers expectation that their products were as good as consumers perceived. While for companies with familiar brands suggested to gain advantage from their familiarity. Using consumer prior knowledge, the companies had higher chances to be accepted by the public because of its positive brand image. Companies with familiar brands should consider another placement method such as endorsement from popular athletes to gain more potential buyer.

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