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

Mahir Pradana*
Department of Business Administration, Faculty of Communication and Business, Telkom University, Indonesia
Syarifuddin Syarifuddin
Department of Business Administration, Faculty of Communication and Business, Telkom University, Indonesia
Haeruddin Hafid
STIE Muhammadiyah Mamuju, Indonesia

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, USA. This 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.

*Corresponding Author
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:
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:

\[ n = \frac{N}{1 + Ne^2} = \frac{26.805}{1 + 26.805 (0.1) (0.1)} = \frac{288}{1+288 (0.1)^2} = 100 \text{ respondents} \]

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.

| 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, 2019).
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) |
|---------------------|-------------|-------------|-------------|-------------|-------------|
| 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       |

### 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       |

### Table 5

| Component Matrix | 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. 3 components extracted
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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