The Influences of Kopiko's Product Placement in Korean Drama Towards Indonesian Korean Drama Viewers Purchase Intention

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Abstract. The number of Indonesians watching Korean dramas has drastically increased since the Covid-19 pandemic. Many sequences in Korean dramas display the involvement of commercial advertising, and one of them was carried out by Kopiko, which was hailed as the first Indonesian company to do so. The limited attraction of explanation, lack of assurance that it will raise audience awareness, and other negatives are associated with product placement, which is thought to be beneficial in reducing zipping and zapping behavior. The aim of this study is to investigate how product placement affects viewers' inclination to buy Kopiko, which is featured in Korean dramas. The data was gathered using the survey method by an online questionnaire distributed to 320 Indonesian Korean drama viewers, then analyzed using PLS-SEM to determine the correlation between variables. According to the findings of this study, Favorable Leading Characters and Brand Familiarity significantly influence Brand Awareness that leads to a positive Brand Image. The overall Brand Image significantly influences Consumers' Attitudes and finally influences consumers' Purchase Intention. To summarize, Kopiko requires follow-up strategies to increase audience awareness of the drama which will lead to a higher purchase intention. The study's findings will aid brand marketers, especially Indonesian brands in establishing an in-depth understanding of how product placement can enhance audience Purchase Intention.

Keywords: Korean Drama · Online Survey · PLS-SEM · Product Placement · Purchase Intention

1   Introduction

For enthusiasts of Korean entertainment, the term "Korean Wave" has been well known. Due to the enormous number of fans of Korean entertainment in Indonesia, this trend is becoming more and more disruptive, due to the vast amount of Korean entertainment lovers in Indonesia, and as the Korean entertainment business grows, new trendsetters are emerging one after another [1]. The term "Korean Wave" describes a situation in which Korean entertainment, including drama, film, music, and fashion, became widely recognized abroad. One evidence of the changing culture is the arrival of the Korean wave

phenomenon in Indonesia. Growth associated with the Korean Wave is acknowledged as a long-term trend in business. It would be advantageous to study this occurrence in terms of a marketing plan [2]. According to a 2017 survey by Tirto.id, a significant portion of Indonesians consider Korean drama series to be their favorite. According to a research of 529 randomly selected respondents, 49.72% of them like Korean drama series [3]. Particularly during this pandemic, the number of Korean drama viewers has considerably increased. According to a 2020 study by the Indonesian Institute of Sciences (LIPI), 842 of the 924 respondents reported streaming Korean drama [4]. Many situations in Korean dramas display the use of product placement, either subtly or overtly [5]. One instance of product placement in a Korean drama was implemented by PT Mayora Indah Tbk with Kopiko in the drama series "Vincenzo," "Mine," and "Hometown Cha Cha Cha."

The issue brought up in this study relates to advertising, which was one of the key components in helping a business successfully promote its products [6]. People these days believe that commercials interrupt their enjoyment of a television or a movie. According to nytimes.com, most people despise commercials, especially young people [7]. With 65% of users, according to Databoks' research, Indonesia tops the list of nations that block the most online advertisements [8]. Therefore, Indonesians are willing to pay a subscription amount in order to watch shows without being interrupted by ads. Another study by Song Lianlian, et al., among 650 households, they started to switch off their televisions when the advertisements came and turn it back when the dramas started [9]. It demonstrates that traditional ads are ineffective due to zipping and zapping. Even product placement, which is thought to be an efficient strategy for preventing advertisements from zipping and zapping, has drawbacks, including the limited appeal of explanation, no assurance that viewers will be made aware of the brand or product, and a lack of control that may result in a negative placement perspective in audience's perception [10]. In addition, the product placement that was being used by Kopiko in Korean dramas also faced several limitations. The regulation of Korea's Broadcasting Act related to the "Product Placement Guideline" give some boundaries to all brands who collaborate with Korean drama with the use of product placement. Also added by a condition where Kopiko is experiencing a decline in terms of sales from 2019 to 2020 due to the uncertainty of economic conditions caused by COVID- 19 pandemic. Thus, the goal of this study is to determine whether product placement genuinely affects customers' intention to buy "Kopiko," which is featured in Korean drama series.

The Korean wave phenomenon is one of the most well-known influxes of Korean culture into East Asia and the rest of the world [2]. The term "Korean drama" itself describes television drama productions made in Korea that are presented as miniseries and are in the Korean language [11]. Additionally, there are numerous sequences in Korean dramas that openly or tacitly involve product placement [5]. Product placement, according to Belch and Belch is a method used to boost commercial campaigns for a product or service by creating the perception that it is essential to the movie's plot [12]. Several features and criteria have an impact on the usage of product placement in films, dramas, and other media [13]. Product placement enables the company to appear naturally on television even when viewers may be emotionally immersed in the entertainment [14]. According to Fontaine (2001), placement prominence refers to a brand's capacity to draw in customers [15]. Consider the duration of the placement

when establishing a brand or product identification that is clearly visible and heard by the audience [15]. The placement significance of films, shows, etc. will also be influenced by repetition, the size of the brand or product exhibited, and the positioning of the brand or product itself [16]. Plot connection, according to Russell (1998), is the degree to which a product's placement is embedded into the plot line or script of a film, television program, or other media [16]. Numerous studies have found a correlation between instances where a brand is central to the story and higher levels of plot linkage, which boosts recall. [17]. Russell (2002) also noted that the degree to which the brand narrative structure is related to or appropriate to the film's plot can be used to determine the plot connection [17].

There is no doubt that a drama, movie, or television show has a strong correlation to the character that performs it. To improve the likelihood that the audience will process the persuading message contained in product placement, an actor plays a significant role in evoking a pleasant emotion [18]. A leading character is an actor who is heavily invested and has a commanding presence in the film. When the main character is well-liked by the audience, they are more likely to pay close attention to the message and other things the character brings up [18]. Brand familiarity can be described as a unidimensional concept that is closely related to how long consumers take to comprehend information. Alba and Hutchinson (1987) offered a different definition, referring to audience experience as the collection of consumer reactions to a good or service [19]. Both direct and indirect sensations are possible for this encounter. While practical experience centered on actually using a precise item or brand obtained, the implicit experience included how that item or brand accidentally emerged in our environment [20].

A name, symbol, or combination of both is referred to as a brand when describing or identifying one product or service from others. While awareness refers to the impact a brand has on consumers' perceptions [21]. Brand awareness, as described by Aaker (1996), is the capacity of consumers to recognize and recall that a brand belongs to a given category of items [22]. Brand awareness is another definition proposed by O'Guinn, Allen, and Semenik (2009) that refers to how easily a product line could be recalled in consumers' memory [23]. Brand recognition and brand recall are two factors that are closely related to brand awareness and makeup for brand awareness itself [24]. Brand image refers to an individual's image of the brand as well as a collection of consumers' perceptions [25]. Additionally, brand image and customer self-concept are linked; when the two are consistent, consumers are more likely to like the brand [26]. Consumer reactions to product placement in movies or other media are highly correlated with consumer views regarding it. Those who had a favorable attitude toward a brand are more likely to want to buy that brand, while those who have a negative attitude are less likely to do so [27]. Previous studies have shown that customers' sentiments toward a brand are influenced by both their perceptions and cognition of that brand [28]. Early Kim & Kim (2016) states that the term "intention" refers to a person's motive displayed to a conscious sense or plan to exhibit a behavior [29]. This drive may result in customer intent to purchase a good before taking action. The intention is a consumer behavior that shows up as a reaction to an item that encourages the buyer's interest in buying a thing, according to Kotler & Keller (2016) [30]. The phrase "purchase intention" refers to people's anticipated or anticipate potential behaviors as well as the chance that their beliefs and perspectives would be persuaded to follow a particular course of action [31].

Based on the previous discussion, the researcher developed a research hypothesis by looking at the correlation for each variable as follows:

- Hypothesis 1: Consumers'brand awareness is significantly impacted by placement prominence.
- Hypothesis 2: Consumers'brand awareness is significantly impacted by plot connection.
- Hypothesis 3: Consumers'brand awareness is significantly impacted by favorable leading character. Hypothesis 4: Consumers' brand awareness is significantly impacted by brand familiarity.
- Hypothesis 5: Brand Image is significantly impacted by brand awareness.
- Hypothesis 6: Consumers' attitudes toward the placed brand are significantly impacted by overall brand image. Hypothesis 7: Purchase intention is significantly impacted by consumers' attitudes toward the placed brand. Hypothesis 8: Brand image is significantly impacted by brand familiarity.
- Hypothesis 9: Consumers' attitudes toward the placed brand are significantly impacted by favorable leading character.
- Hypothesis 10: Consumers' attitudes toward the placed brand are significantly impacted by brand awareness.
- Hypothesis 11: Purchase intention is significantly impacted by brand awareness.
- Hypothesis 12: Purchase intention is significantly impacted by brand image.

2   Method

In completing this research, several references are being used to develop the research framework, and variables were developed using research by Babin et al. (2021) [16], Kozary & Baxter (2010) [32], Kong & Hung (2012) [18], Bressoud et al. (2010) [15], and Guennemann & Cho (2014) [19]. Since all of these papers were timed and supported one another, the researcher integrated them, which resulted in a considerably larger contribution to the research. Research framework shown in Fig. 1.

The quantification and analysis of variables will be addressed by the quantitative methodology used in this study. The data will be gathered using an online survey. A questionnaire will be used for this survey. The evaluation of each variable will be done on a Likert-type scale, with 1 expressing completely disagree and 5 expressing fully agree. 33 questions will be included in the survey, which will be disseminated via Google Forms.
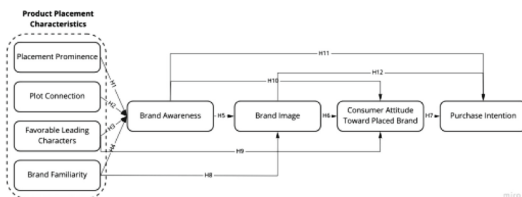

Fig. 1. Research Framework

2.1 Population and Sample

Malhotra (2007) asserts that a marketing study requires a representative size of 200 participants at the absolute least [33]. Therefore, for each drama title— Hometown Cha Cha Cha, Vincenzo, and Mine—about 100 respondents will be employed. Consequently, there will be about 300 responders in total for this survey.

The participants in this study include Indonesians who frequently seen Korean dramas, with a sample of those who have seen "Vincenzo," "Mine," and "Hometown Cha Cha Cha." In this research study, a judgemental sampling method called non-probability will be employed. Judgmental or purposeful sampling was done because the researcher would develop precise performance standards that may provide the best data to meet the study objectives.

2.2 Technical Data Analysis

The questionnaire consists of two sections, the first section is about demographics, behavior, and screening questions of the respondents, while the second section is about questions related to the indicator of each variable used in this research. The data will be analyzed using descriptive statistical methods and Partial Least Squares - Structural Equation Modelling (PLS-SEM) with SmartPLS 3.0 software. Furthermore, reliability, validity, and hypothesis testing will be conducted in this research.

3 Result and Discussion

The 320 respondents to the survey show that it has attained the minimal sample size outlined in the second chapter. The result of the respondents' profiles can be seen in Table 1.

3.1 Respondents' Demographic & Behaviour

Table 1 shows the summary of the majority of this research respondents.

For the behavioral questions, it can be seen that 94.4% of the respondents are preferred to watch Korean drama with most of them watching it twice in a week. Main characters become the main factor that influences them to watch. The majority of the respondents think that Korean drama is unique and has an interesting storyline. They also like the totality acting from the actors but unclear ending become the reason they disliked Korean drama.

3.2 PLS-SEM Analysis

Testing for validity and reliability was performed on the data in order to verify it was reliable and valid. The constancy of an instrument's component across time is referred to as the importance of executing a reliability test [34]. The preferred threshold for conducting indicator reliability assessments, Wong (2013) states is 0.7; nevertheless, exploratory research is still appropriate at 0.4 or higher. Additionally, the internal reliability assessment for exploratory research should be 0.7 or above [35]. While the extent

Table 1. Respondent Profile

Parameter	Frequency	%
Age		
17–25	260	12,2%
Gender		
Female	250	78,1%
Domicile		
JABODETABEK	118	36,9%
Monthly Expense		
Rp500.000-Rp1.999.999	129	40,3%
Occupation		
College Students	225	70,3%

to which the data that have been gathered can actually cover the study problem is referred to as validity [34]. Wong (2013) asserts that for an analysis to be considered legitimate, the average variance extracted (AVE) must be 0.5 or above [35]. Since the condition was met, the outcome demonstrated that the data are accurate and dependable.

The following stage is to carry out the hypothesis testing after carrying out the reliability and validity test (see Fig. 2). Bootstrapping is a non-parametric resampling technique that assesses the variation of the gathered data to estimate a statistic's variability [36]. According to Wong (2013), SmartPLS and a two-tailed t-test can be used to provide T-statistics for the hypothesis test. The recommended degree of significance is 5%, and the T-statistics must be more than 1.96 for the path coefficient to be considered significant [35]. (see Table 2). Research Model with T-Value shown in Fig. 2.

Given that the T-value is 1.054, which at a significance level of 0.05 is less than 1.96, H1 testing is refused. The rejection of hypothesis H1 reveals a discrepancy with studies on product placement done by Wang & Chen (2019). The study discovered that dialogic involvement and prominence had an impact on brand memory, a component of brand
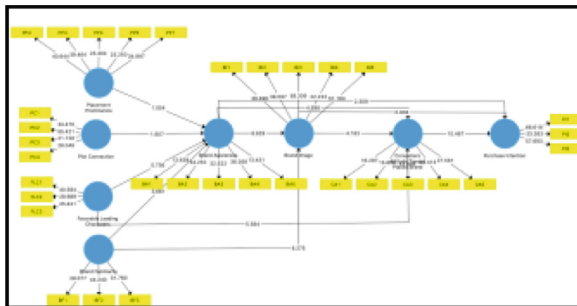

Fig. 2. Research Model with T-Value

awareness [37]. The product and/or brand name cannot occupy more than a quarter of the screen, according to Article 59–3 of the Broadcasting Act of Korea. It cannot occupy more than one-third of the screen if it is for mobile media. Meaning that, while using a prominent placement, Kopiko's product, logo, and name cannot take up more than 1/4 of the screen. Which might have an impact on the cause of some responders' continued ignorance of Kopiko's initial entrance in the drama [38].

Given that the T-value is 1.607, which at a significance level of 0.05 is less than 1.96, H2 testing is rejected. The results of the study by Bressoud et al. (2010), which predicted that higher information processing and greater brand recall would result from the plot's interaction with the products [15], do not support the rejection of hypothesis H2. The indicator The statement "The connection between the drama of Vincenzo, Mine, or Hometown Cha Cha Cha plot is strong" is, on mean, the least persuasive (3.8563), indicating that there is no strong connection between the scene that was featured in the drama and the Kopiko brand placement. Even when the Kopiko product was in an appropriate situation, the audience might start to wonder why it was there.

Given that the T-value is greater than 1.96 at a significance level of 0.05 and is 5.736, H3 testing is acceptable. According to a study by Kong & Hung (2012), an actor plays a significant role in evoking a positive mood in order to increase the likelihood that the audience would process the persuasive message in an advertisement or product placement [18]. This indicates that viewers are paying closer attention to the message delivered by their favorite actors, Song Joong Ki, Lee Bo Young, and Kim Seon Ho, in the dramas "Vincenzo," "Mine," and "Hometown Cha Cha Cha," and that they are also becoming significantly more aware of the Kopiko product placement.

Given that the T-value is 3.661, which is higher than1.96 at a significance threshold of 0.05, H4 testing is approved. It was consistent with earlier studies that demonstrated brand familiarity causes consumers to remember more information than consumers who are exposed to unfamiliar brands [39]. Indicator of brand familiarity The indication with the highest average value (4.4469) was "Kopiko is a label that I am experienced with before I watched the drama Vincenzo, Mine, or Hometown Cha Cha Cha.", according to the descriptive analysis, which supports this conclusion. This indicates that the Kopiko brand is well known to the viewers of the dramas "Vincenzo," "Mine," and "Hometown Cha Cha Cha," which has a substantial impact on the growth of brand awareness.

Since the T-value is 8.629, which is higher than 1.96 at a significance level of 0.05, H5 testing is acceptable. This result was consistent with the findings of Guennemann & Cho's (2014) study, which found that brand awareness has a big impact on how product placements in movies are perceived [19]. This indicates that customers' perceptions of the brand will advance if they are exposed to additional brand information relating to brand awareness. Indicates that after seeing the drama, customers' awareness of the Kopiko brand and product has improved dramatically. As a result, consumers now perceive Kopiko as a reputable, successful, reliable, sophisticated, and leading brand.

Since the T-value at a significance threshold of 0.05 is 4.163, higher than 1.96, H6 testing is acceptable. This result was in line with Zhang's (2015) research, which found a connection between brand image and customers' self-concept and that people will favor a brand whose image matches their self-concept [26]. This corresponds to the fact that Kopiko's brand image has a big impact on how customers feel about the brand. According

to the descriptive analysis, it can be said that consumers have a favorable perception of Kopiko as a brand, particularly as a successful one. After seeing the program Vincenzo, Mine, or Hometown Cha Cha Cha, I think Kopiko is a reputable brand (4.3156) because this brand image indication has the highest mean score of all brand image indicators, supports this point of view. The favorable impression that Kopiko received had a big impact on how its customers felt about the brand.

Given that the T-value is 10.467, which is higher than 1.96 at a significance threshold of 0.05, H7 testing is approved. Research by Saptura & Rumambi (2013), which claimed that customer attitudes toward a brand indicate the consumer's impact on the brand and can lead to actual behaviors like brand selection [40], was used to support this conclusion. Meaning that when viewers have a good outlook after seeing Kopiko product placement in the dramas "Vincenzo," "Mine," and "Hometown Cha Cha Cha," they are more likely to want to buy Kopiko products. According to the indicators, a favorable customer perception can manifest as a desire to purchase Kopiko products after viewing the drama, featuring Kopiko product placement, as well as support for the creative product placement in their purchase intentions, and agreement that Kopiko product placement has revealed a lot about Kopiko itself.

Given that the T-value is 8.275, which is higher than 1.96 at a significance threshold of 0.05, H8 testing is acceptable. Guennemann & Cho's (2014) study, claimed that this finding was supported by the fact that consumers perceive and form opinions about product categories more favorably when they are acquainted with the brand [19]. This indicates that the familiarity of audiences and consumers with the Kopiko brand has a major impact on how customers perceive the Kopiko brand. As previously noted, respondents have grown accustomed to the Kopiko brand, which contributes to the improvement of the Kopiko brand's perception among consumers.

Since the T-value is 5.584, which is higher than 1.96 at a significance level of 0.05, H9 testing is approved. A study by Kong & Hung (2012) found that Even when major and minor characters are in the same narrative, shoppers and audiences are often more willing to interact with the more attractive major characters than the minor ones [18] supported this conclusion. Meaning that each drama's main character's appearance and acting, played by Song Joong Ki from Vincenzo, Lee Bo Young from Mine, and Kim Seon Ho from Hometown Cha Cha, substantially influenced how consumers felt about Kopiko and helped to create an emotional connection with the brand.

Given that the T-value is 4.698, which is higher than 1.96 at a significance threshold of 0.05, H10 testing is approved. According to a study by Macdonald & Sharp from 2000, customers show a high propensity to utilize brand awareness as a heuristic when choosing a particular product [43]. Additionally, customers have a more favorable attitude toward the placement because they believe that marketers that have a strong brand awareness for their goods won't use dishonest marketing techniques on them [44]. This indicates that consumer perceptions of Kopiko have been significantly influenced by their exposure to the brand through the Korean dramas "Vincenzo," "Mine," and "Hometown Cha Cha Cha." Customers feel that Due to the widespread exposure of Kopiko's products, people have a more favorable opinion of the company as a result of watching the episodes.

Given that the T-value is greater than 1.96 at a significance level of 0.05 and 2.309, H11 testing is acceptable. Brand knowledge can serve as a pre-qualifying criterion in a

product line and has a considerable influence on purchasing intent, according to research by Chi et al. [24] corroborating this conclusion. Meaning that it has been established that consumer awareness of Kopiko items, as depicted in the dramas "Vincenzo," "Mine," and "Hometown Cha Cha Cha," has a major impact on customers' intention to make a purchase. According to the criteria of purchase intention, consumers with strong brand awareness may be more likely to contemplate purchasing Kopiko items, wish to purchase Kopiko when they need a coffee candy or have the impulse to search for Kopiko products after enjoying dramas.

Given that the T-value is 0.938, which is less than 1.96 at a 0.05 level of significance, H12 testing is refused. In contrast to studies from Guennemann & Cho (2014), which explained that overall brand image had a significant impact on purchase intention [19], hypothesis H12 was rejected. But this denial is consistent with studies from Li, et al. (2017) and Tsabitah & Anggraeni (2021) that indicated brand image has little influence on consumers' intentions to buy [30, 41]. According to the study, even if a brand has a favorable reputation among consumers, that does not necessarily mean that they will be willing to buy it. This corresponds to the fact that, despite Kopiko having a favorable brand image, consumers may not be eager to buy Kopiko. Furthermore, the Broadcasting Act of "Product Placement" in Korea stipulated that the goal of implementing brand placement in Korean dramas shouldn't be done to persuade viewers to buy something right away. In addition, based on the profile of the respondents, it was dominated by the female gender. CNN Indonesia stated that consuming coffee or caffeine give a lot of negative impact on female metabolism [45]. Based on that consideration, it might influence the rejection of the twelfth hypothesis due to the majority of the respondents in this research are female.

The result of hypotheses test shown in Table 2.

Table 2. The result of Hypotheses Test.

	T Statistics	P Values
Brand Awareness -> Brand Image	8,629	0,000
Brand Awareness -> Consumer Attitude Toward Place Brand	4,696	0,000
Brand Awareness -> Purchase Intention	2,309	0,021
Brand Familiarity -> Brand Awareness	3,661	0,000
Brand Familiarity -> Brand Image	8,275	0,000
Brand Image -> Consumers Attitude Toward Placed Brand	4,163	0,000
Brand Image -> Purchase Intention	0,938	0,348
Consumers Attitude Toward Placed Brand -> Purchase Intention	10,467	0,000
Favorable Leading Characters -> Brand Awareness	5,736	0,000
Favorable Leading Characters -> Consumers Attitude Toward Placed Brand	5,584	0,000
Placement Prominence -> Brand Awareness	1,054	0,292
Plot Connection -> Brand Awareness	1,607	0,108

4 Conclusion

Two of the four product placement characteristics— placement prominence and plot connection—were disregarded as having a substantial impact on brand awareness. Based on the descriptive study, it is easy to see Kopiko brand placement in the dramas "Vincenzo," "Mine," and "Hometown Cha Cha Cha," although Kopiko product placement has not yet reached its full potential in terms of duration and appearances. The descriptive analysis demonstrates that there is not a strong enough connection between the drama scene and the Kopiko product placement. The rejection of the concept of placement prominence and plot connection to brand awareness may have numerous causes. Furthermore, based on this research, the twelfth hypothesis on the connection between brand image and buy intention was also disproved. This denial might be closely related to Article 59–3 of the Korea Broadcasting Act, which discusses "The Guidelines of Product Placement." According to the report, the purpose of product placement in Korean dramas should not be to persuade viewers to buy certain brands. Therefore, even while customers have a favorable perception of Kopiko as a brand, this perception does not always affect the consumer's intention to make a purchase. On the other hand, this study acknowledged 9 more hypotheses. Favorable main characters and brand familiarity have been shown to have a big impact on brand awareness, which improves the Kopiko brand image and increases consumer attitudes toward the brand, which increases consumer buy intent. Even if the aim of product placement in Korean dramas was not to persuade viewers to make a purchase, various clever strategies have been developed by marketers to push the boundaries of these laws without breaking them. While they cannot expressly say, "Buy this product!" they may unwittingly bring attention to it by being theatrical or making a joke. As a result, it is possible to infer from the analysis of this research that product placement influences customers' purchase intentions for Kopiko positively through a number of independent and mediating variables.

Based on the findings, the researcher makes some recommendations. To avoid awkward placement situations, brand marketers must carefully analyze the type of drama and setting that will be used as the ad placement medium. It is instructive for marketing teams of other brands to maximize their advantages. To avoid losing shoppers who had been persuaded by the drama to contemplate purchasing the product from those brands, the marketing teams of other brands should provide an additional marketing campaign. This is due to the fact that the rules governing brand placement in Korean dramas do not permit direct audience influence over brand purchasing. After the top actors and actresses have consumed the brand's product, the marketing department of another company could develop a marketing strategy or piece of content to capitalize on the enthusiasm and encourage more people to buy the product. This study may be useful to marketers who want to create marketing plans that will encourage more purchases. Additionally contributes to the completion of research gaps and the expansion of marketing knowledge by identifying the factor that has the greatest impact on purchase intention.

to detail ensured that the research stayed on track from the start.layed equations are centered and set on a separate line.

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