

The Perceived Effect of Product Placement on the Purchase Behavior of Generations X, Y, and Z in Calamba, Laguna

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Abstract

The primary objective of this study is to accomplish research and establish a body of knowledge that can serve as a basis for enhanced product placement strategies/advertisements in Calamba, Laguna, which is considered to be a place where a lot of businesses operate; and may it be a big or small enterprises. In particular, this study aims to (1) determine the perception of Generation X, Y, and Z in Product Placement in Calamba, Laguna in terms of Attention, Interpretation, and Recall. (2) find out the perception of Generation X, Y, and Z in Purchase Behavior in Calamba, Laguna in terms of Attitude, Subjective Norms, Perceived Behavioral Control, and Intention. Lastly, (3) ascertain if there is a significant effect between Product Placement on the Purchase Behavior of Generation X, Y, and Z in Calamba, Laguna.

The research design that was used in this study is Quantitative-Descriptive Causal; this type of research design attempts to establish a connection between the dependent and independent variables that can answer the research problem. In this study, there were three hundred eighty-four (384) respondents from Generation X, Y, and Z who live in Calamba, Laguna. Statistical treatment applied to the data of the overall research study includes mean and standard deviation for determining the perception of Generation X, Y, and Z in Product Placement and in Purchase Behavior in Calamba, Laguna, and simple linear regression that is used to know if there is a significant effect between product placement and the purchase behavior of Generation X, Y, and Z in Calamba, Laguna.

Findings revealed that the overall response for the Perception of Product Placement of Generation X, Y, and Z in Calamba, Laguna are all concluded as strongly agreed. It means that Product Placement has a strong impact on their ability to remember a product; thus, this strengthens the effectiveness of product placement in reaching and connecting with Generation X, Y, and Z audiences. In addition, the study also shows a positive overall response for the Perception of Purchase Behavior of Generation X, Y, and Z in Calamba, Laguna; this means that the respondents have a positive attitude towards the product and it is considered to be an advantage for affecting purchase behavior across the three generations.

The study shows that product placement has a significant effect and also has a positive impact on the purchase decision of Generation X, Y, and Z. Thus, there is a significant effect between Product Placement on the Purchase Behavior of Generation X, Y, and Z in Calamba, Laguna.

Keywords: Product Placement, Purchase Behavior

THE PROBLEM AND ITS BACKGROUND

Introduction

In recent years, the lives of many people have changed; the way they live, their social status, and how they perceive life in general. These changes are brought by many factors and one of those that influence these sudden differences is the exponential emergence of technology. This claim was supported by an article written by Un.org in the year 2020 in which they cited that digital technologies have become more advanced and are indeed considered to be the most rapid innovation we have in history. The organization also claims that for only two decades, 50% of the world's population has been developed resulting in the enhancement of a country's connectivity with other nations, a country's finances, access to public services, and trade.

With technology, the lives of many people become a lot easier. Simplelearn (2023) explained that the latter helps every individual who is using it to decide faster with the help of different artificial intelligence and machine learning offered on the internet, in addition, it also increases chances of becoming more technologically advanced, it saves cost and time than doing the actual amount of work an individual needed to do, it added efficiency for everyone and even gives a competitive edge to any organizations who can adopt and make use of the advantages of technology; hence, even in the process of selling from the side of business and buying from the side of the customers become much accessible. This is because technology affects the corporate world by giving businesses another platform that they can use in marketing the product that they aim to sell, the media. In line with this, the customers also benefit from this as they can see and become aware of different products that they might need in the future once exposed to any of the business strategies in the media.

Furthermore, one of the strategies that a business uses to market its product is Product Placement. According to Kenton (2022), Product Placement is also known as embedded marketing and he defines it as a form of advertising in which the product is being featured in a larger audience; this type of strategy is typically seen in movies, television, videos and many more form of media. Product Placement is also practiced in many countries including the Philippines. In the country, this marketing tool is used for known brands (Ong, 2022).

This marketing tool is indeed a great help to the business industry as it helps the latter to introduce its product to the market. This way of advertising is executed in a calm way where what an individual is watching will not be disturbed by occasionally showing advertisements that might annoy them but rather, this type of marketing lets the individual itself draw their attention to the product after being exposed to it; having said, this will lessen the chance of negative impact to the purchase behavior on an individual. However, despite of its relevancy to different countries and advantages to the business industry, Product Placement still has its disadvantages. Since the strategy is considered to be a silent marketing, some individual might also not notice the exposure and might lose the purpose of the business' marketing strategies. Moving forward, aside from the advantages that technology offers, there are also visible changes in how it is being utilized by everyone. It is said that Generation Z or the people who were born between 1997 and 2012 are the most technologically advanced group of people because they are the ones used to different forms of media, especially social media every day. Therefore, it is most likely that they are exposed to Product Placements. Having said that, it is a question of how, on how does product placement affect the purchase behavior of Generations X, Y, and Z.

Background of the Study

There are a lot of companies across the world. The number of the latter increases along with the technology

that is constantly being advanced. In fact, according to Statistica (2023), there are an estimated number of 333.34 million companies operating across the world which is a lot higher by 6.08% in the year 2021 which only has a total of 314.21 million companies. With this claim, a lot of organizations are competing for almost the same market, their edge is how much strategic they can get to enhance and encourage customers to buy their product. Hence, a lot of professionals in marketing have developed different forms of advertising and different strategies of marketing they can use, one of which is most commonly known and used these days is Product Placement.

As cited in Accion Opportunity Fund (2013), Product Placement has become an important way for brands and products to reach their target market in an understated way. This type of marketing is used by businesses to increase their sales, their brand awareness, and to draw customers without using common advertisements that are often ignored by people; this is supported by Crocker (2022) by claims that almost 84% of millennials don't trust traditional advertising.

That being said, Product Placement is relevant these days as it is considered to be a new way of marketing a product, especially since businesses are formulating and using new ideas and strategies to come up with a technique that will attract the customer's attention and interest towards their brand. It is important for them to achieve a perfect advertisement because according to Marcom (nd), a customer's exposure to advertisement may leads to cognition such as the memory of the product that will later on, can possibly leads to liking the product and finally purchasing it.

This is why the researchers have decided to choose Calamba, a city in the province of Laguna, to be the research locale. Calamba City, Laguna is known to be the birthplace of Jose P. Rizal, one of the Philippines, a national hero. This makes the city famous across the nation which makes it a great tourist spot. Having a lot of tourists visiting the city, and a large number of populations on the city, it caught the eye of a lot of businessmen across the country. This makes Calamba, Laguna a home for a lot of companies, factories, and businesses and a perfect locale for the study of determining the perceived effect of product placement on the purchase behavior of Generations X, Y, and Z. Thus, the researchers aim to finish this study as they believe that choosing Calamba, Laguna will give them sufficient respondents and a great significance in the business industry.

Statement of the Problem

Product Placement is a type of marketing strategy or technique wherein a product is shown in a certain media. However, the effect of this strategy altering the purchase behavior of the customer, particularly the generation X, Y, and Z, is still unclear. Therefore, the main problem of this study is to determine the perceived effect of Product Placement on the Purchase Behavior of Generations X, Y, and Z in Calamba, Laguna. Specifically, the study aims to answer the following questions:

1. What is the perception of Generations X, Y, and Z in Product Placement in Calamba, Laguna in terms of:
 - a. Attention
 - b. Interpretation; and
 - c. Recall
2. What is the perception of Generations X, Y, and Z in Purchase Behavior in Calamba, Laguna terms of:
 - a. Attitude
 - b. Subjective Norms
 - c. Perceived Behavioral Control; and
 - d. Intention

3. Is there a significant effect between Product Placement on the Purchase Behavior of Generations X, Y, and Z in Calamba, Laguna?

Scope and Limitation

This study focuses on the perceived effect of product placement on the purchase behavior of Generations X, Y, and Z who live in Calamba, Laguna. The researchers chose this location to conduct their study because Calamba, Laguna, is known to be one of the cities in Laguna that has a significant number of companies, factories, and businesses. Furthermore, this city also has the greatest number of populations that consists of three Generations, Generation X, Y, and Z, who are more likely to be technologically advanced and classified to be exposed in product placements making it a great place to conduct this study. Given this, the researchers thought that the result of this study would benefit the above-mentioned businesses because they would be aware of product placement, and how it will affect their business based on its effectivity on the different generations in the city.

In this study, researchers are not allowed to gather information from improper respondents; instead, only those multigenerational individuals who live in Calamba, Laguna are permitted to answer the following questions on the survey form. The study will collect data from the population in Calamba Laguna, using a survey questionnaire. The data collection will be conducted using a multi-level sampling technique.

METHODOLOGY

Research Design

In this study, the researchers utilized Quantitative-Descriptive Causal, which attempts to establish the connection between two different variables and provides results that can answer the research problem. There is no changing of situations and experiments needed in this study. It was used to determine This study focuses on the perceived effect of product placement on the purchase behavior of Generations X, Y, and Z who live in Calamba, Laguna. The researchers chose this location to conduct their study because Calamba, Laguna, is known to be one of the cities in Laguna that has a significant number of companies, factories, and businesses. Furthermore, this city also has the greatest number of populations that consists of three Generations, Generation X, Y, and Z, who are more likely to be technologically advanced and classified to be exposed in product placements making it a great place to conduct this study.

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This is the most effective research design for this study since the researchers aim to know how effective the use of product placement in the purchase behavior of consumers is.

Respondents of the Study

According to the data gathered from the municipality of Calamba, Laguna, there are 603,644 total population in the city as of 2023. The total number of respondents needed in the study was calculated using Rao soft which results in a three hundred eighty-four (384) population. It was then divided into three for three different generations to remove the bias, G-Power Analysis was used; finally, from 384, the respondents went down to 252 respondents. The latter was once again divided into three resulting in

eighty-four (84) respondents per generation. The respondents' profile is included as the researchers aim to know the respondents' age by generation which will help the researchers qualify their respondents if they are individuals within the age range of Generation Z, Generation Y, and Generation X who are more likely to be exposed in different media platforms.

Population and Sampling Technique

The population in this study is Generation X, Y, and Z people in Calamba, Laguna. This is the best population to be used because it is the location where the said generations who are more likely to be technologically advanced and classified to be exposed to product placements.

The researchers utilized the Multi-Level Sampling Technique, in which the samples are selected through multiple stages or levels. Since the population of this study is Calamba, Laguna, the respondents in this study were the sample representative of the entire population. Convenience sampling was used in this study as the researchers had selected participants based on their accessibility and the respondent's availability. To remove the bias, the researchers used the Random Sampling method to select random data without a specific pattern from the data collected. This gives the population an equal chance to be selected to participate in this study. This will help the researchers identify their respondents because the technique is more statistically reliable.

Research Instrument

The instrument used in this research is a combination of adapted and researcher-made survey questionnaires. It is used to collect, analyze, and interpret the different views of different people from a particular population. Survey questionnaires are the most applicable research instrument in this study because this study aims to know the Perceived Effect of Product Placement on the Purchase Behavior of Generations X, Y, and Z in Calamba, Laguna.

The first part of the survey questionnaire includes questions that help the researchers determine the perceived effect of product placement on the Purchase Behavior of Generations X, Y, and Z in Calamba, Laguna; it is adapted from Aaron Koopman's dissertation entitled "Students' Perceptions on the Effectiveness of Product Placements – A Case Study of a Private Higher Education Institution in Durban" on year 2017. This part of the survey questionnaire Likert Scale, is a rating scale that is used to measure an individual's attitude, opinion, or behavior (Bhandari et al., 2020). On the other hand, the second part of the survey questionnaire is purely researcher-made questionnaire, this part also includes questions in a Likert Scale form which will help the researchers determine the factors that affect the Purchase Behavior of an individual that belongs to either of the three generations, whether it is generation X, Y, or Z. Hence, both parts of the survey questionnaire used numbers 1, 2, 3, and 4 which can be interpreted as strongly disagree, disagree, agree, and strongly agree.

Table 1: Response Interpretation

| Range | Verbal Interpretation |
|-------------|-----------------------|
| 1.00 - 1.75 | Strongly Disagree |
| 1.76 - 2.50 | Disagree |
| 2.51 - 3.25 | Agree |
| 3.26 - 4.00 | Strongly Agree |

Furthermore, to ensure the reliability of the survey questionnaire to answer and support this study, it has undergone validation by three (3) different Master of Business Administration at the University of

Perpetual Help System DALTA (UPHSD) – Calamba Campus. Finally, the questionnaire was measured and tested by Cronbach Alpha and has an overall remark of .953 which is interpreted as Excellent.

Table 2: Reliability Test of Elements

| Variable/ Indicator | No. of Items | Cronbach’s Alpha |
|------------------------------------|--------------|------------------|
| Attention (ATTE) | 6 | .828 |
| Interpretation (INTER) | 6 | .893 |
| Recall (REC) | 6 | .879 |
| Attitude (ATTI) | 6 | .900 |
| Subjective Norms (SUBN) | 4 | .709 |
| Perceived Behavioral Control (PBC) | 6 | .855 |
| Intention (INTENT) | 6 | .756 |
| OVERALL | 40 | .953 |

Data Collection

To get accurate data, the researchers wrote a request letter, noted by the thesis adviser and the program chair of the College of Business Administration and Accountancy (CBAA), to the Municipality of Calamba, with the intent to ask for the total population of the city in accordance to age. The gathered data was then consulted by the statistician to ask for the total number of respondents needed in the study. Then, after undergoing different tests to evaluate the reliability of the questionnaire, the researchers began their data-gathering procedure. The researchers asked for their availability and provided the respondents with an approval letter. After that, the information and data gathered were used to formulate a conclusion that will help the researchers in determining the information needed in this study.

RESULTS AND DISCUSSION

Table 3: Product Placement in terms of Attention

| Indicators | Mean | Verbal Interpretation |
|---|-------------|-----------------------|
| When I have a pre-existing need, I pay more attention to the product placement of a product. | 3.25 | Agree |
| When I have a positive attitude towards the product, I pay more attention to the product. | 3.42 | Strongly Agree |
| When a celebrity is featured with the product placement, I pay more attention to the product. | 3.11 | Agree |
| When the product placement is well positioned, I pay more attention to the product. | 3.27 | Strongly Agree |
| When the product placement is more intrusive, I pay more attention to the product. | 3.09 | Agree |
| When I am exposed to how the product is used, I pay more attention to the product. | 3.46 | Strongly Agree |
| Composite Mean | 3.27 | Strongly Agree |

Attention is the stage where a customer becomes mindful of certain environmental factors. Product placement in terms of attention has a composite mean of 3.27 with a standard deviation of 0.49 and is interpreted as strongly agree.

According to the data shown above, the indicator with the highest weighted mean of 3.46 is when they are exposed to how the product is used, they pay more attention to the product which results in strongly agree, while the indicator with the lowest weighted mean of 3.09 is when the product placement is more intrusive, they pay more attention to the product which was interpreted as agree.

According to Florack (2020), individuals might discover things faster and stare at them for a longer period than they previously paid attention to. The observed effects of focused attention on decision could be the result of a particular attitude acquired through the initial exposure and obtained during the selection process. The influence of specific attention on interests would involve an analysis of how much time consumers' attention depends on the items being compared in choosing, rather than only periods of equal duration for the product appearance on the screen. This indicates that most generations in Calamba, and Laguna pay more attention to the product when they are exposed to how the product is used and their interest in it grows significantly. Furthermore, their attention is captivated when the product has a more obvious impactful presence, meaning that a product's exposure or intrusiveness is also important in gaining attention from people.

Table 4: Product Placement in terms of Interpretation

| Indicators | Mean | Verbal Interpretation |
|--|-------------|-----------------------|
| When I have a pre-existing need, I develop positive feelings towards products placed in product placement. | 3.32 | Strongly Agree |
| When I have a positive attitude towards the product, I develop positive feelings towards products placed in product placement. | 3.39 | Strongly Agree |
| When a celebrity is featured in the product placement, I develop positive feelings towards the product. | 3.17 | Agree |
| When product placement is well positioned, I develop positive feelings towards products placed in product placement. | 3.33 | Strongly Agree |
| When the product placement is more intrusive, I develop positive feelings towards products placed in product placement. | 3.17 | Agree |
| When I am exposed to how the product is used, I develop positive feelings towards products placed in product placement. | 3.44 | Strongly Agree |
| Composite Mean | 3.30 | Strongly Agree |

Interpretation is the process of comprehending and making sense of the information received depending on features of the events, oneself, and context is referred to as interpretation (Solomon, 2013). Product placement in terms of interpretation has a composite mean of 3.30 with a standard deviation of 0.44 and is interpreted as strongly agree. The data above shows that the indicator with the highest weighted mean of 3.44 is when they are exposed to how the product is used, they develop positive feelings towards the products placed in product placement which results in strongly agree, while the indicator with the lowest weighted mean of 3.17 is when a celebrity is featured with product placement, they develop positive

feelings towards the product, and when the product placement is more intrusive, they develop positive feelings towards the products placed in product placement which results in agree.

Following Niosi (2021), it is important to be conscious of schemata since our interpretations influence our behavior. The third stage of perception is interpretation, in which individuals give an interpretation of their perceptions through the use of cognitive structures referred to as schemata. Schemata are information systems of preserved, connected data that humans utilize to comprehend new events. We all have rather complex schemata that evolved throughout time as little units of knowledge connected to generate a larger significant complexity of information.

Similarly, to table 3.1, most generations in Calamba, Laguna are more likely to develop positive feelings about the product when individuals are exposed to a product’s usage. This implies that firsthand knowledge or displays of the product’s functionality helps to develop positive feelings among individuals. In simple terms, seeing the product from advertisements appears to be an important aspect in creating positive perceptions.

Table 5: Product Placement in terms of Recall

| Indicators | Mean | Verbal Interpretation |
|--|-------------|-----------------------|
| When exposed to product placement, I am able to recall it. | 3.37 | Strongly Agree |
| When a celebrity is featured with the product placement, I am able to recall the product placement of a brand. | 3.41 | Strongly Agree |
| I am able to recall product placements that are more obvious and intrusive. | 3.33 | Strongly Agree |
| When I have a positive attitude towards the product, I am able to recall product placements better. | 3.48 | Strongly Agree |
| When I have a pre-existing need, I am able to recall the product placements better. | 3.37 | Strongly Agree |
| If I frequently saw a product from product placement, I am able to recall the product. | 3.44 | Strongly Agree |
| Composite Mean | 3.40 | Strongly Agree |

Recall is the stage where it includes two components: a long-term memory phase and a short-term active phase. Product placement in terms of recall has a composite mean of 3.40 with standard deviation of 0.44 as interpreted as strongly agree. According to the data shown above, the indicator with the highest weighted mean of 3.48 is when they develop a positive attitude towards the product, they can recall product placements better which results in strongly agree, while the indicator with the lowest weighted mean of 3.33 is when they can recall product placements that are more obvious and intrusive which results to strongly agree.

Recall is critical in encouraging more people to remain with your brand and purchase it multiple times. When you acquire an item as a client, once it is completed or improved, you automatically want to buy again exactly that same brand because the overall experience it provided was good (Bhasin, 2019). This indicates that with complete results of strongly agree in Generations X, Y, and Z in Calamba, Laguna, they are able to recall product placements better when they are exposed to it, the use of celebrity for brand

exposure, when the product is more obvious, and if the product from product placements can be frequently seen from the media.

Table 6: Purchase Behavior in terms of Attitude

| Indicators | Mean | Verbal Interpretation |
|---|-------------|-----------------------|
| Product Placement is an effective marketing strategy because it drives my purchase behavior upon being aware of a certain product. | 3.42 | Strongly Agree |
| Product placement will benefit me because it exposes me to different brands including those products that I am not yet aware of that I might buy in the future. | 3.39 | Strongly Agree |
| Product placement will positively impact my purchase behavior. | 3.37 | Strongly Agree |
| My experience with a product influences my purchase behavior towards it. | 3.40 | Strongly Agree |
| Purchasing a product will make me happy. | 3.46 | Strongly Agree |
| If I frequently saw a product from a product placement, I might consider buying it. | 3.25 | Agree |
| Composite Mean | 3.38 | Strongly Agree |

Attitude is the result of all of a person’s knowledge, perspective, and opinion that he/she thinks when considering a certain behavior (Brookes, 2023). Purchase behavior in terms of attitude has a composite value of 3.38 with standard deviation of 0.45 and interpreted as strongly agree. The table above shows that the indicator with the highest weighted mean of 3.46 is when purchasing a product will make them happy which results to strongly agree, while the indicator with the lowest mean of 3.25 is when they frequently saw a product from product placement, they might consider buying it which results to agree.

An individual's attitude can be positive or negative, based on their evaluation of a certain object or person. Depending on their beliefs, an individual's attitude may manifest in their emotions or actions (Myers & Twenge, 2018). This indicates that the attitude on the purchase behavior of Generations X, Y, and Z in Calamba, Laguna effectively impact their purchase behavior with the help of effective marketing strategies, creating products that are matched with their preferences, to building loyalty to the brand, and long-term satisfaction among consumers.

Table 7: Purchase Behavior in terms of Subjective Norms

| Indicators | Mean | Verbal Interpretation |
|--|------|-----------------------|
| When a person who is important to me saw a product on television, newspaper, magazine, film, and other forms of media, and recommends it to me, I will buy it. | 3.20 | Agree |
| When my family and friends have used a certain product that I am interested in, I will ask them for their opinion about it before making a purchase. | 3.41 | Strongly Agree |
| I will buy a product because my friends and family are using it. | 3.14 | Agree |
| When a product already proven to have a lot of users, I will buy it. | 3.44 | Strongly Agree |

| | | |
|-----------------------|-------------|-----------------------|
| Composite Mean | 3.30 | Strongly Agree |
|-----------------------|-------------|-----------------------|

Subjective norm is how an individual may view the ideas, opinions, and beliefs of other people towards a specific behavior. Purchase behavior in terms of the subjective norm has a composite value of 3.30 with a standard deviation of 0.48 and is interpreted as strongly agree. The table above shows that the indicator with the highest weighted mean of 3.44 is when a product is already proven to have a lot of users, they will buy the product which results to strongly agree, while the indicator with the lowest mean of 3.14 is when their family and friends are using a product, they will buy it which results to agree.

According to V. Kokila and Dr. N. Sampathlakshmi (2020), subjective norms are alterations in behavior caused by social reference pressure from other people. Subjective norm influences purchasing intent but does not influence attitude. This indicates that the ideas, opinions, and beliefs of other people impact the multigenerational purchase behavior of Calamba, Laguna. Social factors have a major impact on the purchase behavior of Generations X, Y, and Z, meaning that the preferences and suggestions of friends, family members, or the wider society influence how people select and purchase things. This social influence demonstrates how interconnected things are in purchasing decisions, in which other people’s perspectives can shape the decision-making process of an individual.

Table 8: Purchase Behavior in terms of Perceived Behavioral Control

| Indicators | Mean | Verbal Interpretation |
|--|-------------|------------------------------|
| When I have enough money to buy a product, I will buy it. | 3.41 | Strongly Agree |
| When a product can be bought in a store accessible from my location, I will buy it. | 3.37 | Strongly Agree |
| A product that provides enough information that makes it easy for the consumer to understand its purposes and uses influences my purchase behavior of buying it. | 3.52 | Strongly Agree |
| I will buy a product because it is easy to use. | 3.40 | Strongly Agree |
| Any beneficial product drives me to buy it. | 3.47 | Strongly Agree |
| I believe a product is reliable when there are enough reviews about it. | 3.52 | Strongly Agree |
| Composite Mean | 3.45 | Strongly Agree |

Perceived behavioral control is an individual’s awareness of the ease or the difficulty that comes with performing a certain behavior (LaMorte, 2022). Purchase behavior in terms of perceived behavioral control has a composite value of 3.45 with a standard deviation of 0.43 and interpreted as strongly agree. The table above shows that the indicator with the highest weighted mean of 3.52 is when a product that provides enough information that makes it easy for the consumer to understand its purposes and uses influences their purchase behavior of buying it, and when they believe that a product is reliable when there are enough reviews about it which results to strongly agree, while the indicator with the lowest mean of 3.37 is when a product can be bought in a store accessible from their location, they will buy it which results to strongly agree.

The larger the number of assets and possibilities humans believe they possess, the fewer challenges they expect to face, and the higher their thinking authority they have over their behavior. These resources and possibilities may be categorized as both internal and external variables, including internal to the person in

question, such as abilities, skills, expertise, and consciousness (Peng Jung et al., 2019). This indicates that consumer perceptions of ease or difficulty correspond to the purchasing behavior of Generations X, Y, and Z in Calamba, Laguna demonstrating the importance the ease considerations on consumer choices. It influences consumers’ preferences and decisions across groups. Such information may include a variety of characteristics, such as product accessibility, purchase convenience, and more.

Table 9: Purchase Behavior in terms of Intention

| Indicators | Mean | Verbal Interpretation |
|---|-------------|-----------------------|
| In the future, I intend to continue using newspaper and magazine, and watching television, film, and other forms of media to see some products that are applicable to me. | 3.36 | Strongly Agree |
| I believe I will be using products I purchase as much as I did this year or more next year. | 3.36 | Strongly Agree |
| I plan to purchase a product regularly after my experience with it. | 3.38 | Strongly Agree |
| I plan to change the product I purchase based on its effectivity. | 3.50 | Strongly Agree |
| After being aware of a product, I plan to search for information about the product first before purchasing it. | 3.51 | Strongly Agree |
| If I frequently saw a product exposed from a product placement, I intent to buy the product. | 3.33 | Strongly Agree |
| Composite Mean | 3.40 | Strongly Agree |

Intention is when the stronger the drive and intention of an individual to perform a certain behavior, the higher the chance for them to execute its behavior (Asare, 2015). Purchase behavior in terms of intention has a composite value of 3.40 with standard deviation of 0.41 and interpreted as strongly agree.

The table above shows that the indicator with the highest weighted mean of 3.51 is when after being aware of a product, they plan to search for information about the product first before purchasing it which results to strongly agree, while the indicator with the lowest mean of 3.33 is if they frequently saw a product exposed from a product placement, they intent to buy the product which results to strongly agree.

As stated by LaMorte (2022), Intention refers to the factors that motivates and influenced a behavior. The stronger the intention to act a behavior, the more likely the behavior will be performed. This indicates that product placement influences the desire of purchasing a product among people of different generations. The approach by which products are strategically positioned or displayed is more likely to influence decision-making across all age groups. The accessibility and product placements across different situations, such as marketing, retail establishments, and online platforms influences the purchase behavior of Generations X, Y, and Z. In short, intentional exposure to products in specific areas or channels tends to influence and drive purchase behavior among various ages in Calamba, Laguna.

Table 10: Effect of Product Placement to Purchase Behavior of the Respondents

| Hypothesis | Regression Weights | Beta Coefficient | t-value | p-value | Decision |
|---|--------------------|------------------|---------|---------|---------------|
| Product Placement has no significant effect on the Purchase Behavior of the Generations X, Y, and Z Respondents | PP -> PB | 0.564 | 12.601 | <.001** | Reject the H0 |
| R-Squared | 0.388 | | | | |
| F (1,250) | 158.777 | | | | |
| Note: *p<0.05, **p < 0.001 PP: Product Placement, PB: Purchase Behavior | | | | | |

A simple linear regression analysis was conducted to examine whether product placement (PP) significantly predicted purchase behavior (PB) across multiple generational respondent groups. The model explained 38.8% of the variance in purchase behavior ($R^2 = 0.388$). Product placement significantly predicted purchase behavior, $F(1,250) = 158.777, p < .001$. This indicates that product placement has a significant effect on the purchase behavior of the generational sample.

Furthermore, the regression coefficient for product placement was statistically significant ($B = 0.564, t = 12.601, p < .001$). This suggests that for every one unit increase in product placement exposure, purchase behavior is predicted to increase by 56.4%. In other words, increased exposure to product placements has a positive relationship with increased purchasing of those products across the generations sampled.

This indicates that product placement is an effective marketing strategy as it significantly affects the purchase behavior of Generations X, Y, and Z. It incorporates influence that can increase brand recall as Table 1.3 indicates that Generations X, Y, and Z are able to recall product placements better when they are exposed to it. Also, reach different audiences as product placement strategy occurs with the use of different media platforms the way product placement easily blend into many types of media enables it to engage with audiences of all ages in ways that typical advertising often fails to do. With the help of minimizing the advertisement avoidance, it also influences the lifestyle objectives and leave a lasting impression on a brand.

In accordance with Deane, M. T. (2022), according to the Bureau of Labor Statistics (BLS), around 20% of start-ups fail within their first two years of operation, 45% within the first five years, and 65% within the first ten years. Only 25% of newly established enterprises last 15 years or longer. With that, businesses should determine the right comprehensive approach of marketing strategy that makes their brands stay in business. With product placement strategy, media consumption habits are one of the challenges as Generations X, Y, and Z consume different media platforms from their preferences. There are a lot of media that product placement can be used, like television programs, movies, music videos, newspapers, etc. With this, adopting multi-channel usage approaches can help in reaching a broad audience. Another one is the attention span differences, different people have different interests so, it is important to create concise advertisement that captures the attention of audience quickly as Table 1.1 shows that attention is captivated when the product has a more obvious impactful presence.

According to Perwitasari et al. (2020), product appearance, product performance, the quality of the item, brand image, ideas about the product, customer recognition, and product consistency affect to improve the efficacy of product placement on the positioning of the brand. Furthermore, it has been discovered that the characteristics that generate product placement, such are brand ambassador, packaging design, product functionalities, product quality, and brand physical characteristics, influence the customer's desire to buy items. Therefore, product placement positively impacts Generations X, Y, and Z on their purchase behavior.

CONCLUSIONS

Based on the findings of the study, the perception of Generations X, Y, and Z in product placement, the overall response to attention, interpretation, and recall are all concluded as strongly agreed. The strategy of using product placements effectively captures the attention of a diverse audience. It is clearly understood by respondents from Generations X, Y, and Z and has a strong impact on their ability to recall products. This positive alignment across attention, interpretation, and recall demonstrates the effectiveness of product placement in reaching and connecting with Generations X, Y, and Z audience.

For the perception of Generations X, Y, and Z in purchase behavior, the overall response to attitude, subjective norm, perceived behavioral control, and intention are all concluded as strongly agreed. It implies that respondents have positive attitudes towards the product, perceived social support in terms of purchasing, and they are confident in their ability to make purchase, and clear intention to do so. This correlation indicates an advantage for affecting purchase behavior across multiple generations.

To conclude, product placement has a significant effect in shaping and indicates positive influential impact of product placement strategies on consumer decisions within diverse groups. This influence results in enhanced brand awareness, improved attitudes, and ultimately a higher possibility of consumers taking positive actions, such as purchasing an advertised product. The effectiveness of the product placement strategy appears to extend to a wide range of customer groups.

RECOMMENDATIONS

The study has shown that majority of the respondents know and are exposed to product placement. Thus, this recommends that the business owners must consider utilizing almost all of the possible platforms in using product placement as its marketing strategy. It is also shown that perception on product placement of various generation in Calamba, Laguna in terms of attention has resulted to overall strongly agreed. Therefore, it is recommended for business owners to come up with a strategic idea from which their product will appear in product placement. This way, the product will catch much of the viewer's attention and will increase the possibility of the product being recalled by the people who have seen it. Thus, accomplishing the theory of perception process.

The perceived behavioral control has been answered by the respondents as strongly agreed. With that, it is recommended by the business owners to consider improving their distribution management. This step will be a great way for the product to be more accessible to its target market and also, this will affect the purchase behavior of the customer's as it is easy for them to look and buy.

Based on the result of the study, it is proven that Product Placement has a significant effect on the Purchase Behavior of different generations. Therefore, it is recommended for the business owners to use this marketing strategy to come up with a better usage of product placement to increase the reach the product. Universities should use this study, analyze its finding to help future researchers with their research. Universities should use this as a tool to give knowledge, understanding, and information to those who seek

for it and those who are studying the same field. It is recommended to keep a copy of this research in the library to keep a body of knowledge that can possibly contribute to the betterment of the industry and education.

The researchers are highly encouraged to publish this work online to elevate its reach and increase the possible readers; thus, this study can help a lot of students who are exploring the same topic and even teachers and professors who aims to discuss such topic to their students.

APPENDICES

Certification of SPSS Use



CERTIFICATION of SPSS Use

This is to certify that the research entitled

**“The Perceived Effect of Product Placement on the Purchase Behavior of
Generations X,Y, and Z in Calamba, Laguna”**

has undergone statistical analysis through a licensed IBM
SPSS Software V24, last June 6, 2024
conducted by R&DC

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CERTIFICATION

This is to certify that the research manuscript with the provisional title:

**“The Perceived Effect of Product Placement on the
Purchase Behavior of Generations X, Y, and Z
In Calamba, Laguna”**

to be submitted by the following students namely:

**Jesarela G. Bonavente, Piolo P. Cañubas, and
Krizha L. Natanauan**

of the **College of Business Administration and Accountancy**, has been checked,
proofread, and edited for proper and correct English language.

This certification guarantees the quality of the English language in this paper provided the
editor's changes are accepted and well-anchored in the researchers' goals and intentions,
and hereby serves as an endorsement of the language editor for research publication and
other relevant purposes it may serve.



JAYDEE QUERUBIN, ABCOMM
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Employee ID# 19687-0852

Certification of Language Editing



CERTIFICATION of LANGUAGE EDITING

This is to certify that the research entitled

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Purchase Behavior of Generations X, Y, and Z In Calamba, Laguna”**

has undergone language checking through Grammarly,
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SCORE: 81

All Issues: 577

Clarity: 309

Critical: 92

Correctness: 176

This certification is issued this 11-June-2024, for research requirements.



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