

The Influence of Product Placement and Electronic Word of Mouth (e-WOM) on Purchase Decision with Brand Awareness as an Intervening Variable: (Study on Coca-Cola Products)

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Coca-Cola is in first place for the most valuable soft drinks brand and has invested substantial advertising funds in digital marketing campaigns. Coca-Cola has implemented product placement in NewJeans' "Zero" music video. In today's digital era, product placement is an effective strategy to influence purchase decisions, complemented by electronic word of mouth (e-WOM), which disseminates brand information through social media. This research aims to examine the impact of product placement and e-WOM on purchase decisions with brand awareness as an intervening variable. The research method used is quantitative, incorporating both descriptive and causal analysis. The population of this study comprises individuals who have purchased Coca-Cola products and the sample used in this research includes 400 participants who met the criteria for this study. This research uses the Structural Equation Modeling (SEM) method. The results indicate that product placement, e-WOM, and brand awareness each have a significant effect on purchase decisions. Moreover, it also shows that product placement and e-WOM significantly affect purchase decisions through brand awareness.

Keywords: product placement, e-WOM, brand awareness, purchase decision.

1. Introduction

Competition in the business sector is becoming more intense, particularly in the beverage industry. Many beverage brands are competing to attract consumer attention. Coca-Cola is currently one of the most popular and valuable soft drink brands with a brand value of US\$ 74,785 million (Enterprise Apps Today, 2024). Over the past ten years, Coca-Cola has not shown consistent long-term revenue growth. Based on this data, Coca-Cola's revenue grew more slowly by 8.54% per year (WallStreetZen, 2024). Consumer attention is crucial, and Coca-Cola needs to build brand awareness. Aqomi (2024) explains that Coca-Cola still relies on its cultural heritage when its competitors launch creative marketing efforts and new products. However, the brand has struggled to engage younger and tech-savvy consumers. Coca-Cola needs to maintain its strength by making changes to ensure long-term profits and popularity.

Coca-Cola allocates a substantial marketing budget, spending an average of \$4 billion annually (Statista, 2024). One of the strategies Coca-Cola employs is product placement. Product placement has successfully addressed ad avoidance (e.g., zapping or zipping) (Boerman, 2020). Quoted in the New York Times, Haigney (2022) mentioned that nowadays people ignore advertisements. A recent survey by Forrester reveals that only 5% of online adults rarely skip ads, while 74% of consumers frequently skip ads. Marketers must adjust to the constantly evolving market and understand current phenomena and trends. Based on PQ Media's Global Product Placement Forecast 2022 - 2026, investments in product placement strategies grew by 12.3%, reaching \$22.93 billion in 2022. Music emerged as the second-fastest-growing category in product placement revenue (up 13.9%) in 2022 as brands increasingly integrated products into music videos and lyrics (MediaPost, 2022).

Music videos provide opportunities for marketers, with collaborations between the music and advertising industries serving as an adaptive strategy to address changes in the digital era. The music industry seeks new revenue streams, while the advertising industry explores innovative ways to promote brands (Meier, 2011). The music video is one medium of product placement marketing strategies to attract the attention of music fans. Fans often appreciate the work of their favorite artists, adopt their style, and choose products their idols use (Wijaya, 2023). According to OmnicoreAgency, K-pop music videos obtained over 8 billion views in 2019. K-pop has emerged as a favored music genre in Indonesia, with a preference rate of 47% (DataIndonesia.id, 2023).



Figure 1. Coca-Cola product placement on NewJeans - "Zero" MV
Source: Youtube (2023)

Coca-Cola has utilized an increasing number of K-pop music video viewers to implement a product placement strategy in music videos. Coca-Cola applied product placement through a music video titled "Zero", released on NewJeans' official YouTube channel. The song successfully topped the charts in various countries as NewJeans' independent single (Billboard, 2023). In the music video, Coca-Cola is featured as a product used by NewJeans members to support the storyline. The duration of Coca-Cola placements ranges from 2 to 5 seconds per scene, and the product is prominently displayed and mentioned repeatedly throughout the video. Grant Davidson, the Frontline Marketing Director for Coca-Cola Indonesia, outlined the importance of music in daily life since every consumer has a unique vibe by always following the latest trend. Music is closely related to consumers' lives, whether celebrating, having fun, or simply relaxing (Coca-Cola, 2023).

According to a study, prominent product placement strategies directly increase the volume of electronic word of mouth and click-through rates for promoted brands (Eagle & Dahl, 2018). With 221 million internet users in Indonesia (APJII, 2024), the exchange of information in the digital world plays an essential role in society and business. As reported by CNBC (2024), 83.2% of Indonesians use the internet for information-seeking purposes.

Following the release of NewJeans' "Zero" music video, electronic word of mouth (e-WOM) regarding Coca-Cola proliferated across social media platforms. The song "Zero" entered the top 10 trending music videos on YouTube Indonesia (Kompas, 2023). This is evidenced by the music video, which has been watched 20 million times and has seen an increase in comments on the YouTube page, reaching 33,592 comments. In addition, there were diverse opinions and impressions from consumers sharing their experiences with Coca-Cola products. Coca-Cola and NewJeans became trending topics on Twitter Indonesia, with more than 31,300 tweets at the beginning of the music video release. Here, we observe a phenomenon where the public shows enthusiasm for the collaboration between Coca-Cola and the K-pop girl group NewJeans, which is currently trending and popular in the social environment of the community. Technological advancements have influenced the marketing world through the emergence of the e-WOM phenomenon, which can shape public opinion or perception about a brand.

Considering the phenomena outlined in the background, this study is titled "The Influence of Product Placement and Electronic Word of Mouth (e-WOM) on Purchase Decision with Brand Awareness as an Intervening Variable: Study on Coca-Cola Products". The objective of this research is to explore how product placement and e-WOM influence purchasing decisions for Coca-Cola products, with brand awareness serving as an intervening variable.

2. Literature Review

a. Integrated Marketing Communications

Integrated marketing communications (IMC) involves cross-functional, interactive, and continuous brand communication, integrating all stakeholders in the message exchange process to meet the needs and aspirations of each party (Belch & Belch, 2021). IMC emerged from marketers' desire and need to create consistent messages across media channels and marketing communication disciplines. IMC is the coordination of advertising, sales promotion

personal selling, public relations and sponsorship to reach consumers with a powerful unified effect (Hollensen, 2019).

b. Product Placement

Babin et al. (2021) define product placement or brand placement as integrating a brand into entertainment media such as television shows, films, music videos, and video games, clearly aimed at increasing brand awareness and attitudes toward the brand by associating with celebrities or situations. According to Piazzolla et al. (2021), product placement is the integration of a product or brand into an entertainment program designed to influence the audience and generate commercial gain. Meanwhile, according to Boerman (2020), product placement allows marketers to position their products more subtly without exposing the audience to persuasive elements typical of traditional commercial advertising. Puspanathan et al. (2022) divide product placement into three indicators: product placement plot integration, visual product placement, and audio product placement.

c. Electronic Word of Mouth

Electronic Word of Mouth (e-WOM) is any positive or negative statement made by past, present, or future customers about a product or company that is accessible to anyone via the internet (Sulthana & Vasantha, 2019, in Indrawati et al., 2023). e-WOM can be accessed through various sources, including social media networks, blogs, online forums, review sites, newsgroups, and e-commerce platforms (Indrawati et al., 2023). e-WOM contains all online informal conversations (positive or negative) between customers and sellers about a particular good or service (Martini et al., 2023). Positive dialogue can provide free exposure to businesses, increase brand recognition, increase sales, and provide other benefits if it spreads rapidly (Prasetio et al., 2024). According to Indrawati et al. (2023), e-WOM is considered more impactful due to its independent status from the company, as consumer reviews represent personal experiences. Goyette (2010) classifies e-WOM into three indicators: intensity, valence of opinion, and content.

d. Brand Awareness

Brand awareness is a crucial element in building brand equity, as it has a direct impact on it. When the level of consumer awareness of a brand is low, brand equity is likely to be reduced as well (Foster & Johansyah, 2020). According to Raharja and Dewakanya (2020), brand awareness is determined by the consumer's capacity to identify and remember a brand. A brand refers to a name, term, sign, symbol, design, or a combination of these elements that creates a unique identity, setting one company apart from another (Putri et al., 2023). Maintaining a high level of brand awareness is a crucial task for all established brands. Brand awareness as a goal of marketing communication, aims to bring a brand back to consumers' minds when triggered by a specific scene (Nadeak & Setiawan, 2024). Godey et al. (2016) state that brand awareness can be measured using three indicators: consumers are consistently aware of the brand, brand characteristics appear quickly in the minds of consumers, and consumers can quickly recall the brand symbols or logo.

e. Purchase Decision

Purchase decisions refer to consumer behavior that involves the study of how individuals,

groups, and organizations decide to select, buy, and use and how products, services, ideas, or experiences satisfy their needs and wants related to a brand (Kotler & Keller, 2022). Kotler and Keller (2022) divide the consumer purchasing decision process into five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Purchase decisions are an integrative process that combines knowledge to evaluate two or more alternative behaviors and choose one of them (Asnawati et al., 2022). According to Romadhoni et al. (2023), purchase decisions are the stages in the consumer decision-making process when the consumer completes their purchase. In general, consumer purchase decisions involve choosing the most preferred brand. Upadana and Pramudana (2020) identify several indicators of purchase decisions, including the decision to choose, priority, awareness of sacrifice, and preference for the product.

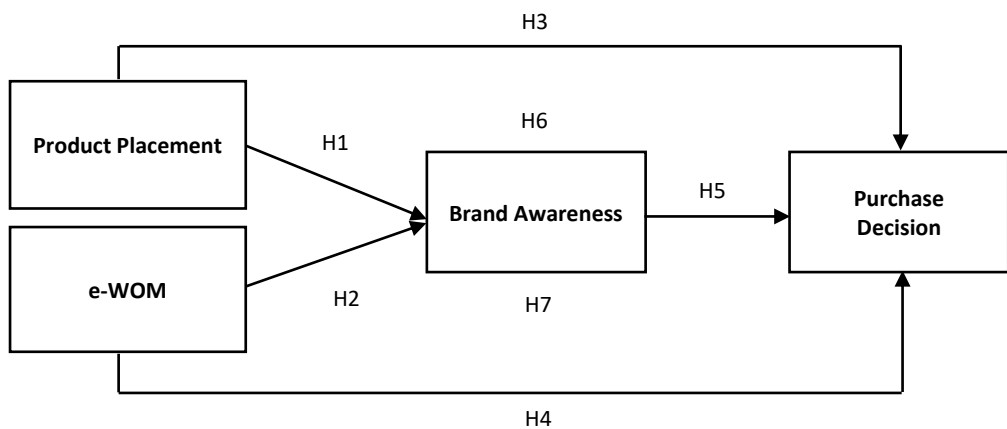


Figure 2. Theoretical Framework

Based on the model, there are seven hypotheses in this study to be tested, which are:

H1: Product Placement has a positive influence on Brand Awareness

Product placement contributes to increasing brand awareness (Putri et al., 2023). Product placement serves as a tool to enhance consumer memory and improve product recognition (Emilia et al., 2022). When a brand appears in entertainment media, such as music videos, consumers are more likely to focus on and analyze information related to the brand (Davtyan et al., 2021). The higher the intensity of product placement, the greater the consumer awareness of the product. According to Puspanathan et al. (2022), audiences prefer to see products integrated into the story, particularly when the product makes a significant impression, which can affect them to make a purchase or leave a lasting memory.

H2: e-WOM has a positive influence on Brand Awareness

The growth of the internet has expanded how consumers gather product information by including online comments from other consumers and enable them to share personal advice through e-WOM. e-WOM from consumers who have purchased a product can create a positive

impression (Widayat et al., 2022). According to Bahi et al. (2020), increased consumer interest in searching for and discussing a brand on social media or the internet leads to higher brand awareness. e-WOM is recognized for its ability to enhance brand awareness in consumers' minds (Raharja & Dewakanya, 2020). Furthermore, it is explained that e-WOM, with dimensions of intensity, valence, and content appearing on online networks will lead consumers and potential buyers to remember and evaluate the brand. e-WOM has a significant positive impact on brand awareness (Rinaldi et al., 2024).

H3: Product Placement has a positive influence on Purchase Decision

Boerman et al. (2020) describe product placement as an advertising strategy that subtly communicates a message, and when implemented effectively, it often receives a positive response from consumers. The aim is to raise awareness of the product and generate interest in purchasing it. Product placement that aligns with the storyline leads consumers to become indirectly aware of the brand and pay more attention, which can encourage consumers to make a purchase decision (Sholikha & Soliha, 2024). Meanwhile, according to Kuenang et al. (2022), the product placement variable has a significant influence on purchasing decisions. Viewers are interested in finding out more about the products placed in entertainment programs and the actors who perform well, which encourages them to purchase the product.

H4: e-WOM has a positive influence on Purchase Decision

e-WOM can reach a wide audience, making its application effective in encouraging other potential consumers to make a purchase. e-WOM enables companies to improve their marketing strategies and drive online purchasing decisions (Martini et al., 2023). Before making a purchase or using a service, consumers typically conduct research by seeking information available, including reviews and user comments (Prasetio et al., 2022). e-WOM plays a crucial role in influencing consumers' purchase decisions and lowering purchasing decision risks (Indrawati et al., 2023). According to Indrawati et al. (2023), e-WOM is considered more influential because it stems from impartial consumer reviews, which reflect personal experiences rather than company-driven messages.

H5: Brand Awareness has a positive influence on Purchase Decision

People are more likely to purchase goods or use services from brands they recognize and trust, such as those identified by a logo or tagline (Putri et al., 2023). If consumers are satisfied with the brand, they are also likely to recommend it to others, which can help the company achieve its sales goals. According to Widayat et al. (2022), consumers prefer familiar brands over unfamiliar ones. The more consumers know about the brand, the greater their tendency to choose it. The study reveals that brand awareness significantly affects consumers' purchase decisions. The findings of Ramadhan et al. (2023) suggest that increased awareness and recognition of a company's products improve the chances of attracting potential consumers to make a purchase.

H6: Product Placement has a positive influence on Purchase Decisions through Brand Awareness

Brand awareness plays a crucial role in enhancing the effect of product placement on purchase

decisions. Puspanathan et al. (2022) highlight that when an audience sees a product featured in media, they are more inclined to recognize it in the future when the product is referenced. Customers tend to purchase familiar products, and their purchasing decisions are influenced by products they can remember. Effective product placement can increase brand awareness, which in turn leads to higher purchase decisions (Putri et al., 2023). According to Chernikova and Branco (2019), product placement aims to attract the audience's attention to the brand, enhance consumer memory of the product, and create instant recognition of a product or brand to influence consumer purchasing behavior. Moreover, product placement can increase brand awareness and encourage higher purchase decisions (Srivastava, 2020).

H7: e-WOM has a positive influence on Purchase Decisions through Brand Awareness

e-WOM helps consumers remember and recognize a brand among competitors, making it easier to make decisions and complete purchases (Widayat et al., 2022). Informative e-WOM and strong brand awareness enable consumers to make purchasing decisions more quickly and confidently. Bahi et al. (2020) indicate that brand awareness influences consumer purchase decisions. Specifically, when consumers are exposed to electronic word of mouth about a product, they are likely to seek additional information during the purchase interest process to ensure the product is the right choice. According to Citrasumidi and Pasaribu (2023), better e-WOM and brand awareness lead to higher purchase decisions.

3. Research Methodology

The research employs a quantitative method. According to Indrawati (2015), quantitative research methods are designed to measure behavior, knowledge, opinions, or attitudes accurately. Researchers examine specific populations and samples, utilizing quantitative data processing techniques. The research strategy involves a survey, with data collected via an online questionnaire distributed to individual respondents who are Indonesian citizens, have purchased Coca-Cola products, have watched the music video of NewJeans – “Zero”, and have seen reviews of Coca-Cola products on social media. The minimum sample size was determined using the Cochran formula since the exact population size for this study is unknown (Sugiyono, 2022). Based on a 5% margin of error calculation, the sample size required for this study was determined to be 269 participants; however, the researchers rounded it up to 400 participants. Data collection is conducted using the survey method, and the study involves non-intervention data. The analysis was conducted using Structural Equation Modeling (SEM) with Smart PLS 4.

4. Results and Discussion

Table 1. Respondents' Characteristics

Description		Percentage
Gender	Male	34%
	Female	66%
Age	17 – 25 years old	56%
	26 – 35 years old	39%
	36 – 45 years old	5%

Job	College Student	47%
	Private Employee	32%
	Self-Employed	18%
	Civil Servant	2%
	Other	1%
Social Media	Instagram	54%
	Twitter/X	23%
	Tiktok	18%
	Facebook	2%
	Other	4%

Table 1 presents the demographic distribution of 400 respondents: 66% are female, and 34% are male. Regarding age distribution, 56% of respondents are aged 17-25 years old, 39% are aged 26-35 years old, and 5% are aged 36-45 years old. Regarding occupation, 47% of respondents are college students, 32% are private employees, 18% are self-employed, 2% are civil servants, and 1% are categorized as ‘other’. For sources of information or reviews about Coca-Cola products, 54% use Instagram, 23% use Twitter/X, 18% use TikTok, 2% use Facebook, and 4% use other platforms.

In the descriptive analysis, brand awareness achieved the highest result, classified in the very good category with a percentage of 87.1%. This was followed by e-WOM, also classified in the very good category with a percentage of 84.2%. The purchase decision was classified in the good category with a percentage of 81.1%, while product placement was similarly classified in the good category with a percentage of 79.9%.

a. Measurement (Outer Model)

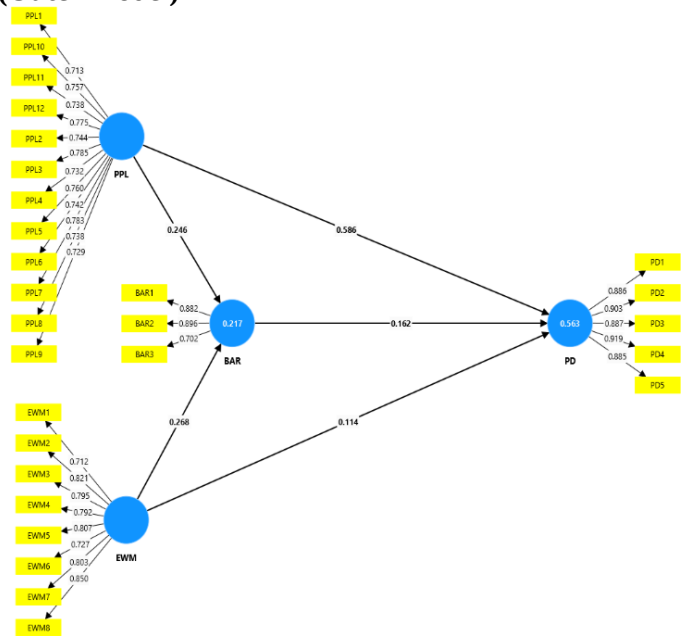


Figure 3. Results of the PLS Algorithm Measurement Model

b. Convergent Validity

Convergent validity is used to assess the accuracy of each measurement statement. In SEM-PLS, convergent validity is assessed using the loading factor. This study adopts a rule of thumb where a loading factor value greater than 0.70 indicates that the measurement statement is valid and has good convergent validity (Indrawati, 2015).

Table 2. Factor Loading

Variable	Item	Factor Loading	Information
Product Placement	PPL 1	0,713	Valid
	PPL 2	0,744	Valid
	PPL3	0,785	Valid
	PPL 4	0,732	Valid
	PPL 5	0,760	Valid
	PPL 6	0,742	Valid
	PPL 7	0,783	Valid
	PPL 8	0,738	Valid
	PPL 9	0,729	Valid
	PPL10	0,757	Valid
	PPL11	0,738	Valid
	PPL12	0,775	Valid
Electronic Word of Mouth	EWM1	0,712	Valid
	EWM2	0,821	Valid
	EWM3	0,795	Valid
	EWM4	0,792	Valid
	EWM5	0,807	Valid
	EWM6	0,727	Valid
	EWM7	0,803	Valid
	EWM8	0,850	Valid
Brand Awareness	BAR1	0,882	Valid
	BAR2	0,896	Valid
	BAR3	0,702	Valid
Purchase Decision	PD1	0,886	Valid
	PD2	0,903	Valid
	PD3	0,887	Valid
	PD4	0,919	Valid
	PD5	0,885	Valid

Table 2 shows that all indicators have loading factor values greater than 0.7, indicating a strong correlation for each indicator. Therefore, all indicators are considered valid. Furthermore, convergent validity is measured using the Average Variance Extracted (AVE). A measurement is considered valid if its AVE value exceeds 0.5, indicating that it meets the standards for convergent validity (Indrawati, 2015). The AVE values in this research are greater than or equal to 0.5, indicating that all variables meet the criteria for convergent validity. Thus, it can be concluded that all variables are consistent with the requirements for convergent validity.

Table 3. Average Variance Extracted

Variable	AVE
Product Placement	0,563
Electronic Word of Mouth	0,624
Brand Awareness	0,691
Purchase Decision	0,803

c. Discriminant Validity

Discriminant validity is a measurement tool used to test whether variables predicted to be construct-wise are not highly correlated, indicating that the variables are different from one another (Indrawati, 2015). Discriminant validity is assessed by comparing the AVE values for each variable. The AVE value for each variable should be higher than its correlations with other variables.

Table 4. Fornell-Lacker Criterion

	BAR	EWOM	PD	PPL
BAR	0,831			
EWOM	0,425	0,790		
PD	0,455	0,558	0,896	
PPL	0,417	0,641	0,727	0,750

The data in the table above show the Fornell-Larcker Criterion, which presents the square root values of the AVE in reverse style. These values are higher than the correlation values with other latent variables. Based on the square root of the AVE calculations, the results indicate that each variable meets the criteria for discriminant validity.

Table 5. Heterotrait-Monotrait Ratio

	BAR	EWOM	PD	PPL
BAR				
EWOM	0,483			
PD	0,517	0,597		
PPL	0,461	0,680	0,764	

Based on the values in Table 5, the Heterotrait-Monotrait Ratio (HTMT) for each construct variable is below 0.90. Each construct variable can form its latent variable if it has a value of less than 0.90 (Hair et al., 2017). This shows that the research model formed from the above variables is valid.

d. Reliability Test

Table 6. Reliability Test Result

Variable	Cronbach's Alpha	Composite Reliability (rho_a)
Product Placement	0,930	0,933
Electronic Word of Mouth	0,913	0,915
Brand Awareness	0,778	0,831
Purchase Decision	0,939	0,939

Reliability is evaluated through Cronbach's Alpha and Composite Reliability, which require a minimum coefficient of 0.70 (Indrawati, 2015). Table 6 shows that all variable values for Cronbach's Alpha and Composite Reliability are above 0.70. This indicates that each indicator within the variables has good consistency and reliability.

e. Structural Model (Inner Model)

The assessment of the structural model is intended to evaluate the impact of one latent variable on other latent variables (Indrawati, 2017). The importance of this influence can be ascertained by examining the path values, and the t-values associated with these paths can be obtained through the implementation of bootstrapping procedures. The study used a significance level of 0.05, with the T-statistic for the path coefficient required to be greater than 1.65 for a one-tailed test.

Table 7. Specific Direct Effects

	Connection	Regression Coefficient	T Statistics	P Values	Conclusion
H1	PPL → BAR	0,246	3,505	0,000	Accepted
H2	EWOM → BAR	0,268	3,541	0,000	Accepted
H3	PPL → PD	0,586	10,398	0,000	Accepted
H4	EWOM → PD	0,114	2,017	0,044	Accepted
H5	BAR →PD	0,162	3,568	0,000	Accepted

Referring to the Path Coefficient, T-statistic values, and P-values presented in Table 7, the analysis reveals that:

- 1) The analysis reveals a path coefficient of 0.246 (positive) between product placement and brand awareness, with a T-statistic of 3.505, higher than 1.65, and a P-value of 0.000, below 0.05. Therefore, Hypothesis 1 is supported, showing that product placement has a significant and positive effect on brand awareness.
- 2) The analysis reveals a path coefficient of 0.268 (positive) between e-WOM and brand awareness, with a T-statistic of 3.541, higher than 1.65, and a P-value of 0.000, below 0.05. Therefore, Hypothesis 2 is supported, showing that e-WOM has a significant and

positive effect on brand awareness.

- 3) The analysis reveals a path coefficient of 0.586 (positive) between product placement and purchase decision, with a T-statistic of 10.398, higher than 1.65, and a P-value of 0.000, below 0.05. Therefore, Hypothesis 3 is supported, showing that product placement has a significant and positive effect on purchase decisions.
- 4) The analysis reveals a path coefficient of 0.114 (positive) between e-WOM and purchase decision, with a T-statistic of 2.017, higher than 1.65, and a P-value of 0.044, below 0.05. Therefore, Hypothesis 4 is supported, showing that e-WOM has a significant and positive effect on purchase decisions.
- 5) The analysis reveals a path coefficient of 0.162 (positive) between brand awareness and purchase decision, with a T-statistic of 3.568, higher than 1.65, and a P-value of 0.000, below 0.05. Therefore, Hypothesis 5 is supported, showing that brand awareness has a significant and positive effect on purchase decisions.

f. Specific Indirect Effects

Table 8. Specific Indirect Effects

	Specific Indirect Effect	Regression Coefficient	T Statistics	P Values	Conclusion
H6	PPL → BAR → PD	0,040	2,402	0,016	Accepted
H7	EWOM → BAR → PD	0,043	2,420	0,016	Accepted

Table 8 shows the Path Coefficient and T-statistic values on indirect effects and can be concluded:

- 1) The indirect effect of product placement on purchase decisions through brand awareness has a path coefficient of 0.040 (positive), with a T-statistic of 2.402, higher than 1.65, and a P-value of 0.016, below 0.05. These findings show that product placement has a significant impact on purchase decisions through brand awareness. Thus, Hypothesis 6 in this study is supported.
- 2) The indirect effect of e-WOM on purchase decisions through brand awareness has a path coefficient of 0.043 (positive), with a T-statistic of 2.420, higher than 1.65, and a P-value of 0.016, below 0.05. These findings show that e-WOM has a significant impact on purchase decisions through brand awareness. Thus, Hypothesis 7 in this study is supported.

g. R Square

Table 9. R Square

Variable	R ²
Brand Awareness	0,213
Purchase Decision	0,560

The R-squared values of 0.67, 0.33, and 0.19 categorize the model as "good," "moderate," and "weak" (Indrawati, 2017). Table 9 presents the R-squared value for the brand awareness variable at 0.213, or equal to 21.3%, indicating a weak level of explanation. Meanwhile, the R-squared value for the purchase decision variable is 0.560, or equal to 56.0%. This value indicates that the predictive power of this research is moderate.

Discussion

The Influence of Product Placement on Brand Awareness

Product placement and brand awareness have a path coefficient value of 0.246, a T-statistic of $3.505 > 1.65$, and a P value of $0.000 < 0.05$. The results show that product placement has a positive and significant influence on brand awareness of Coca-Cola products. This means that better product placement in music videos enhances the potential for increasing brand awareness. This study's results align with previous research findings by Emilia et al. (2022) and Putri et al. (2023), which found that product placement has a positive and significant impact on brand awareness.

The Influence of e-WOM on Brand Awareness

e-WOM and brand awareness have a path coefficient value of 0.268, a T-statistic of $3.541 > 1.65$, and a P value of $0.000 < 0.05$. The results show that e-WOM has a positive and significant influence on brand awareness of Coca-Cola products. This indicates that a more extensive word-of-mouth effect created through social media contributes to increased brand awareness. This study's results align with previous research findings by Foster and Johansyah (2020) and Raharja and Dewakanya (2020), which found that e-WOM has a positive and significant impact on brand awareness.

The Influence of Product Placement on Purchase Decision

Product placement and purchase decisions have a path coefficient value of 0.586, a T-statistics of $10.398 > 1.65$, and a P-value of $0.000 < 0.05$. These results indicate a positive and significant influence of product placement on the purchase decision of Coca-Cola products. This suggests that the placement of products in NewJeans' "Zero" music video, including visual elements, audio, and integration with the storyline, positively affects consumers' decisions to purchase Coca-Cola products. The findings of this study are consistent with previous research by Rahayu (2021) and Kuenang et al. (2022), which also demonstrate that product placement has a significant and positive impact on purchase decisions.

The Influence of e-WOM on Purchase Decision

The path coefficient between e-WOM and purchase decision is 0.114, with a T-statistic of $2.017 > 1.65$ and a P value of $0.044 < 0.05$, indicating a positive and significant influence of e-WOM on purchase decision. This implies that more informative e-WOM accelerates consumer decisions to purchase Coca-Cola products. This finding is consistent with previous studies by Widayat et al. (2022) and Yayli and Bayram (2012), which also demonstrated that e-WOM has a positive impact on purchase decisions.

The Influence of Brand Awareness on Purchase Decision

The path coefficient between brand awareness and purchase decision is 0.162, with a T-statistic of $3.568 > 1.65$ and a P value of $0.000 < 0.05$, indicating a positive and significant influence of brand awareness on purchase decisions. The results show that brand awareness has a positive and significant impact on Coca-Cola product purchase decisions. This finding is consistent with research by Widayat et al. (2022) and Bahi (2020), which also demonstrated that brand awareness has a significant effect on purchase decisions.

The Influence of Product Placement on Purchase Decisions through Brand Awareness

The analysis shows that the coefficient for the influence of product placement on purchase decisions mediated by brand awareness is 0.040 (positive), with a T-statistic of $2.402 > 1.65$ and a P value of $0.016 < 0.05$. This indicates that product placement influences purchase decisions for Coca-Cola products through brand awareness. This finding aligns with previous research by Chernikova and Branco (2019) and Putri et al. (2023)—the results of their research state that brand awareness can mediate between product placement and purchase decisions.

The Influence of e-WOM on Purchase Decision through Brand Awareness

The analysis shows that the coefficient for the influence of e-WOM on purchase decisions mediated by brand awareness is 0.043 (positive), a T-statistic of $2.420 > 1.65$, and a P value of $0.016 < 0.05$. This indicates that e-WOM influences purchase decisions for Coca-Cola products through brand awareness. This result is consistent with the research carried out by Widayat et al. (2022) and Citrasumidi and Pasaribu (2023)—the results of their research state that brand awareness can mediate between e-WOM and purchase decisions.

5. Conclusion

Based on the study examining how product placement and e-WOM impact purchase decisions with brand awareness as a mediating factor for Coca-Cola products in Indonesia, as previously described, the conclusion of this research is that product placement, e-WOM, and brand awareness have a significant impact on purchase decisions. The influence of product placement and e-WOM on purchase decisions is also mediated by brand awareness. All the hypotheses in this research are supported. The results indicate that product placement, e-WOM, and brand awareness play significant roles in influencing purchase decisions for Coca-Cola products. The higher or better the Coca-Cola brand awareness is caused by the better or more attractive product placement and e-WOM of Coca-Cola products, the more likely it is to increase consumer purchase decisions on Coca-Cola products. Future research could consider examining other populations with different characteristics from the current study. Additionally, future research could explore other mediating variables, such as brand attitude and brand image, and consider moderating factors like gender and age.

6. References

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