

PRODUCT PLACEMENT AND INFLUENCER CREDIBILITY EFFECTS ON PURCHASE INTENTION THROUGH BRAND AWARENESS FOR CLAIR.INC TUMBLERS

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Abstrak

Perkembangan pemasaran digital melalui live streaming, khususnya live marathon di Youtube, mendorong pemanfaatan strategi product placement dan kredibilitas influencer untuk membentuk brand awareness dan mendorong minat beli konsumen. Penelitian ini bertujuan menganalisis pengaruh product placement dan kredibilitas influencer terhadap minat beli konsumen melalui brand awareness sebagai variabel mediasi pada produk tumbler clair.Inc di kalangan penonton live marathon Youtube channel YB. Penelitian menggunakan pendekatan kuantitatif dengan desain asosiatif kasual. Sampel sebanyak 384 responden ditentukan menggunakan teknik nonprobability sampling dengan metode accidental sampling, dan data dikumpulkan melalui kuesioner daring. Analisis data dilakukan dengan regresi linier berganda, analisis jalur, dan uji sibel. Hasil penelitian menunjukkan bahwa product placement dan kredibilitas influencer berpengaruh positif dan signifikan terhadap brand awareness maupun minat beli konsumen, baik secara langsung maupun tidak langsung. Brand awareness juga terbukti mampu memediasi secara signifikan pengaruh kedua variabel tersebut terhadap minat beli. Berdasarkan temuan tersebut disarankan agar Clair.Inc mempertahankan dan meningkatkan strategi product placement yang alami serta lebih selektif dalam memilih influencer, sementara peneliti selanjutnya disarankan menambahkan variabel lain seperti brand image dan e-WOM guna memperoleh gambaran yang lebih komprehensif.

Kata Kunci : Product Placement, Kredibilitas Influencer, Brand Awareness, Minat Beli.

Abstract

The development of digital marketing through live streaming, particularly live marathons on YouTube, has encouraged the use of product placement strategies and influencer credibility to build brand awareness and drive consumer purchase intention. This study aims to analyze the influence of product placement and influencer credibility on consumer purchase intention, with brand awareness as a mediating variable, focusing on Clair.Inc tumbler products among viewers of the YB YouTube channel's live marathon. The research employs a quantitative approach with a causal associative design. A sample of 384 respondents was determined using

a non-probability sampling technique with accidental sampling, and data was collected through an online questionnaire. Data analysis was conducted using multiple linear regression, path analysis, and the Sobel test. The results show that both product placement and influencer credibility have a positive and significant effect on brand awareness and consumer purchase intention, both directly and indirectly. Brand awareness is also proven to significantly mediate the influence of these two variables on purchase intention. Based on these findings, it is recommended that Clair.Inc maintain and enhance natural product placement strategies and be more selective in choosing influencers, while future researchers are advised to add other variables such as brand image and e-WOM to obtain a more comprehensive picture.

Keywords: *Product Placement, Influencer Credibility, Brand Awareness, Purchase Intention.*

A. INTRODUCTION

The development of digital technology has transformed marketing practices, particularly through social media and video platforms. The dominance of video content in global digital advertising has encouraged the emergence of more subtle marketing strategies such as product placement . Data from We Are Social (2025) recorded that YouTube users in Indonesia reached 143 million, making this platform a primary marketing tool through live streaming, particularly long-duration marathon formats that allow for real-time interaction and natural promotional insertion. This phenomenon can be explained using the Elaboration Likelihood Model (ELM) by Petty & Cacioppo (1986). In low-involvement situations, such as watching entertainment content, individuals process messages through peripheral channels, making them more easily influenced by simple cues such as visuals and source credibility. The contribution of video commerce to e-commerce transactions in Indonesia increased from less than 5% (2022) to around 20% (2025). The live marathon phenomenon popularized by Reza Arap (YB) was able to attract up to 100,000 concurrent viewers. Based on this gap, this study aims to analyze the influence of product placement and influencer credibility on consumer purchasing interest through brand awareness as a mediating variable on the Clair.Inc tumbler product among live marathon viewers of the YB YouTube channel.

1. Product Placement

Product placement is a marketing communication strategy that indirectly inserts products into media content so that it is not seen as explicit advertising (Russell, 1998) . From an ELM perspective, this strategy works through the peripheral pathway because consumers respond to

visual and situational stimuli without in-depth information processing. Product placement indicators in this study include placement frequency, prominence, narrative context, delivery modality, and association with influencers (Russell, 2002) .

2. Influencer Credibility

Influencer credibility describes the level of audience trust in the individual delivering the promotional message, consisting of three main dimensions: expertise , trustworthiness , and attractiveness . Ohanian (1990) . In ELM, influencer credibility acts as a powerful peripheral cue when the audience is not motivated to evaluate the information in depth. Indicators include expertise, trustworthiness, attractiveness, content consistency, and audience interaction Ohanian (1990) ; Goldsmiths et al. (2000) .

3. Brand Awareness

Brand awareness is the ability of consumers to recognize and remember a brand in a particular product category, and is the initial stage in the formation of Customer Based Brand Equity Keller (1993) . Repeated exposure to a brand, for example through product placement in live streaming , increases familiarity without requiring in-depth evaluation. Indicators include brand recognition, brand recall, top of mind awareness, brand salience, and brand familiarity (Keller (2001) ; Aaker (1996) .

4. Purchase Interest

Purchase intention describes a consumer's tendency to make a purchase after evaluating the information received by Kotler & Keller (2016) . In ELM, purchase intention can be formed through central or peripheral channels, with the peripheral channel being more dominant in the context of live streaming. The purchase intention indicators in this study adapt the AIDA (Attention, Interest, Desire, Action) model, namely attention, interest, desire, tendency to act, and willingness to recommend Dodds et al. (1991) .

5. Research Hypothesis

Based on the conceptual framework above, the following hypothesis is formulated:

H1 : Product placement has a positive and significant effect on brand awareness.

H2 : Influencer credibility has a positive and significant effect on brand awareness.

H3 : Product placement has a positive and significant effect on purchase intention.

- H4 : Influencer credibility has a positive and significant effect on purchase intention purchase.
- H5 : Brand awareness has a positive and significant effect on purchase intention.
- H6 : Brand awareness can mediate the effect of product placement on buying interest.
- H7 : Brand awareness is able to mediate the influence of influencer credibility on purchasing interest.

B. METHOD

This study aims to analyze the influence of Product Placement (X1) and Influencer Credibility (X2) on consumer Purchase Intention (Y), both directly and indirectly through Brand Awareness (Z) as an intervening variable, on the Clair.Inc tumbler product among viewers of the YB YouTube channel live marathon. The study used a quantitative approach with the Sugiyono (2023) survey method and was conducted online for four months (February–May 2025). The population was all viewers of the YB YouTube channel live marathon who were interested in the Clair.Inc tumbler product. Because the population was unknown (infinite population), the sample size was calculated using the Cochran formula ($Z = 1.96$; margin of error 5%) so that 384 respondents were obtained, with a non-probability sampling technique of the accidental sampling type.

The research variables consist of Product Placement and Influencer Credibility (independent), Purchase Intention (dependent), and Brand Awareness (intervening), each measured by indicators from Russell (2002), Ohanian (1990) and Goldsmiths et al. (2000), Keller (2001) and Aaker (1996), and Dodds et al. (1991), using a four-point Likert scale. Data were collected through an online questionnaire (Google Form) which was tested for validity ($r_{count} > r_{table}$) and reliability (Cronbach's Alpha > 0.60) (Ghozali, 2021).

Data analysis used descriptive and inferential statistics with the help of SPSS. Before testing the hypothesis, classical assumption tests were conducted (normality, multicollinearity, heteroscedasticity). The main analysis techniques were multiple linear regression and path analysis through two models: $Z = a + b_1X_1 + b_2X_2 + e_1$ and $Y = a + b_1X_1 + b_2X_2 + b_3Z + e_2$ (Ghozali, 2021). Hypothesis testing was carried out through a partial t-test (significant if sig.

<0.05), a coefficient of determination (R^2) test, and a Sobel test to examine the mediating role of Brand Awareness. (Ghozali, 2021) .

The research implementation is carried out in stages: identification of phenomena and formulation of problems, preparation of theoretical studies and hypotheses, determination of methods and instruments, data collection through online questionnaires until the sample is fulfilled, data processing and analysis, and drawing conclusions and suggestions.

C. RESULTS AND DISCUSSION

The object of this research is the Clair.inc tumbler product Arifill Bottle series (1,500 ml, priced around Rp450,000) which was promoted through product placement during a live marathon activity on the YB YouTube Channel. The product was used directly by influencers during long-duration broadcasts, creating repeated brand exposure and natural integration with the content, supported by real-time interactions between influencers and viewers through live chat. These characteristics make this object relevant to examine the influence of product placement and influencer credibility on consumer purchasing interest through brand awareness as a mediating variable.

The characteristics of 384 research respondents based on gender, age, and frequency of watching the YB live marathon are summarized in Table 1.

Table 1. Respondent Characteristics

Category	Group	Amount	Percentage (%)
Gender	Man	151	39.3
	Woman	233	60.7
Age	17-25 Years	260	67.7
	26-35 Years	112	29.2
	36-45 Years	12	3.1
Viewing Frequency	1-2 Times	60	15.6
	3-5 Times	182	47.4
	More than 5 Times	142	37.0

Source: Processed Primary Data (2026)

The majority of respondents were female (60.7%), aged 17-25 years (67.7%), and had watched the YB marathon live 3-5 times (47.4%), indicating that the audience was dominated by the younger generation who actively used digital media and had a high potential for exposure to product placement during the broadcast.

1. Validity and Reliability Test Results

The validity test was conducted by comparing the calculated r value to the table r value of 0.1001 ($n=384$), while the reliability test used the Cronbach's Alpha value with a minimum limit of 0.60. A summary of the results of both tests is presented in Table 2.

Table 2. Summary of Validity and Reliability Test Results

Variables	Number of Items	Range r Count	Cronbach's Alpha	Decision
Product Placement (X1)	5	0.694 - 0.738	0.762	Valid & Reliable
Influencer Credibility (X2)	5	0.684 - 0.734	0.759	Valid & Reliable
Brand Awareness (Z)	5	0.685 - 0.743	0.767	Valid & Reliable
Purchase Interest (Y)	5	0.725 - 0.820	0.837	Valid & Reliable

Source: Processed Primary Data (2026)

All items in the four variables had calculated r values above the table r (0.1001) and were therefore declared valid, and all variables had Cronbach's Alpha above 0.60 and were therefore declared reliable. Thus, the research instrument is suitable for further data collection and analysis.

2. Classical Assumption Test Results

Classical assumption tests include the normality test (One-Sample Kolmogorov-Smirnov Test) , multicollinearity test (Tolerance and VIF), and heteroscedasticity test (Glejser Test) on Model I (the effect of Product Placement and Influencer Credibility on Brand Awareness) and Model II (the effect of Product Placement, Influencer Credibility, and Brand Awareness on Purchase Intention). A summary of the results is presented in Table 3.

Table 3. Summary of Classical Assumption Test Results

Model	Asymp. Sig. Normality	Tolerance (Min)	VIF (Max)	Sig. Glejser (Min)	Conclusion
Model I	0.066	0.759	1,318	0.139	Normal, free from multicollinearity and heteroscedasticity
Model II	0.075	0.614	1,628	0.071	Normal, free from multicollinearity and heteroscedasticity

Source: Processed Primary Data (2026)

The Asymp. Sig. values for both models are greater than 0.05, indicating a normal distribution of residuals. The tolerance values for all independent variables are above 0.10, and the VIF values are well below 10, indicating no multicollinearity. The Glejser test significance values for all variables are also above 0.05, indicating no heteroscedasticity. Thus, both regression models qualify for path analysis.

3. Path Analysis Results

Path analysis is used to test the direct influence between variables through two regression models. Model I tests the equation $Z = a + b_1X_1 + b_2X_2 + e_1$, while Model II tests the equation $Y = a + b_1X_1 + b_2X_2 + b_3Z + e_2$. The results of both models are presented in Table 4.

Table 4. Results of Path Analysis of Model I and Model II

Model	Track	B	Beta	t	Sig.
I	Product Placement -> Brand Awareness	0.464	0.442	9,460	0,000
I	Influencer Credibility -> Brand Awareness	0.254	0.254	5,443	0,000
II	Product Placement -> Purchase Interest	0.190	0.177	3,693	0,000
II	Influencer Credibility -> Purchase Interest	0.169	0.166	3,697	0,000
II	Brand Awareness -> Purchase Interest	0.468	0.458	9,658	0,000

Source: Processed Primary Data (2026)

In Model I, Product Placement has the greatest influence on Brand Awareness (Beta = 0.442) compared to Influencer Credibility (Beta = 0.254). In Model II, Brand Awareness has the greatest influence on Purchase Intention (Beta = 0.458), followed by Product Placement (Beta = 0.177) and Influencer Credibility (Beta = 0.166). The R Square value of Model I of 0.370 (37.0%) increased to 0.461 (46.1%) in Model II after Brand Awareness was entered as a

mediating variable, indicating the role of Brand Awareness in strengthening the influence of Product Placement and Influencer Credibility on Purchase Intention.

4. Mediation Test Results (Sobel Test)

Testing the mediating role of Brand Awareness was conducted using the Sobel Test. The test results are presented in Table 5.

Table 5. Mediation Test Results (Sobel Test)

Mediation Path	Sobel Test Statistic	Two-tailed Probability	Decision
Product Placement -> Brand Awareness -> Purchase Interest	6,793	0,000	Significant Mediation
Influencer Credibility -> Brand Awareness -> Purchase Interest	4,727	0.00000228	Significant Mediation

Source: Processed Primary Data (2026)

Sobel Test Statistic values are greater than the t-table (1.96) with a probability value below 0.05, so that Brand Awareness is proven to significantly mediate the influence of Product Placement and Influencer Credibility on Consumer Purchase Interest.

5. Summary of Hypothesis Test Results

Table 6. Summary of Hypothesis Test Results

Hypothesis	Statement	Sig.	Decision
H1	Product Placement influences Brand Awareness	0,000	Accepted
H2	Influencer credibility influences brand awareness	0,000	Accepted
H3	Product Placement Influences Purchase Interest	0,000	Accepted
H4	Influencer credibility influences purchase intention	0,000	Accepted
H5	Brand Awareness influences Purchase Interest	0,000	Accepted
H6	Brand Awareness Mediates Product Placement on Purchase Intention	0,000	Accepted
H7	Brand Awareness Mediates Influencer Credibility on Purchase Intention	0.00000228	Accepted

Source: Processed Primary Data (2026)

Product Placement and Influencer Credibility are proven to have a positive and significant effect on Brand Awareness (H1: B=0.464; H2: B=0.254; Sig.=0.000). The repeated and naturally integrated placement of Clair.inc tumbler products in the live marathon (92.71% of

respondents agreed that the product position was easy to notice; 92.97% agreed that the product appeared repeatedly), along with high trust in influencer YB (93.23%), increased consumers' ability to recognize and remember the brand. According to ELM, these two stimuli work as peripheral cues because live marathon viewers are generally entertainment-oriented, not in-depth evaluation, in line with Russell (2002) and Keller (1993) and supported by the findings of Nadeak & Setiawan (2024) and Maharani (2025).

Product Placement, Influencer Credibility, and Brand Awareness also have a positive and significant effect on Purchase Intention (H3–H5: $B=0.190$; 0.169 ; 0.468), with Brand Awareness as the strongest predictor. Consistent product exposure drives interest (92.18%) and the desire to own the product (92.71%), while trust in influencers drives the willingness to recommend the product (94.02%), in line with Kotler & Keller (2016) and Ohanian (1990). The Sobel Test results show that Brand Awareness significantly mediates the influence of Product Placement (Sobel=6.793; $p=0.000$; H6 is accepted) and Influencer Credibility (Sobel=4.727; $p=0.00000228$; H7 is accepted) on Purchase Intention, indicating that both independent variables influence Purchase Intention not only directly but also through increasing brand awareness first, in line with Aaker (1996). Overall, these findings strengthen the application of the Elaboration Likelihood Model, especially the peripheral route, in explaining the consumer persuasion process in the context of live streaming marathons on YouTube.

D. CONCLUSIONS

Based on the research results, Product Placement and Influencer Credibility both have a positive influence on Brand Awareness and Consumer Purchase Intention, both directly and through the mediating role of Brand Awareness that strengthens the relationship between the two on Purchase Intention. This finding confirms that a marketing strategy through YouTube live marathons that combines effective product placement and credible influencer support is an effective approach to building brand awareness while driving purchase intention. Theoretically, this research strengthens the application of the Elaboration Likelihood Model on the peripheral route in the context of long-duration live streaming marathons, and practically provides input

for Clair.inc and similar marketers. This research still has limitations because it only focuses on one product and one YouTube channel with a limited number of respondents, so the results cannot necessarily be generalized.

E. SUGGESTIONS

Based on the research results, several suggestions can be made. For Clair.Inc, it is recommended to maintain and improve the product placement strategy consistently and naturally in live streaming, be more selective in choosing credible influencers, and continue to strengthen brand awareness through creative and relevant digital marketing activities. For YouTube Channel YB, it is recommended to maintain the concept of an interactive live marathon with natural placement of sponsored products, and maintain credibility through quality content and honest and transparent product reviews. For future researchers, it is recommended to add other variables such as brand image, brand trust, e-WOM, product quality perception, or price, expand the research object to other products, brands, or live commerce platforms such as TikTok Live and Instagram Live, and use more diverse research methods such as mixed methods or longitudinal to deepen the findings.

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