

# **The Relationship among Product Placement, Brand Preference and Purchase Intention**

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## **Abstract**

Product placement is increasingly popular. In the past study, this topic has always been discussed from a company perspective on how companies marketing strategies (ex. Product placement) effectively attract consumers to buy. This study further explores the impact of consumers' brand preference on purchase intention.

The study is quantitative. The method of collecting data is questionnaire. The total of valid questionnaire is 140. This study analyzes hypotheses in the way of SPSS regression analysis. The results indicate that (1) Maslow's hierarchy of needs has a positive impact on purchase intention (2) Product design has a positive impact on purchase intention (3) Celebrity endorsements have a positive impact on purchase intention (4) Information richness has a positive impact on purchase intention (5) Brand preference plays a mediating role in the relationship between Maslow's hierarchy of needs and purchase intention (6) Brand preference plays a mediating role in the relationship between product design and purchase intention (7) Brand preference plays a mediating role in the relationship between celebrity endorsements and purchase intention (8) Brand preference plays a mediating role in the relationship between information richness and purchase intention.

Past consumer behavior research has developed a model for consumer decision making. And think that through this model can choose what consumers want. However, this study found that even after the product and brand selection were determined in the final step of the model, the final result would be different due to brand preference.

In traditional marketing theory, it is considered that companies' strategies influence the consumers' purchase intention. However, this research further indicates that company's marketing strategies influence on consumers' purchase intention through brand preference. That is to say, consumers' brand preference is a critical factor because it determines whether companies' investment and marketing strategies can successfully lead to consumers' purchase intention.

**Keywords: Product Placement, Purchase Intention, Maslow's Hierarchy of Needs, Product Design, Celebrity Endorsements, Information Richness, Brand Preference**