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Research Article

Stardom and Spending: Correlating the Influence of Celebrity-Based Product Placements in ABS-CBN Films on Fan-Consumer Purchasing Intentions and Behaviors

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ABSTRACT

This study examines the influence of celebrity-based product placements featuring Vice Ganda in ABS-CBN films on fan-consumers' perceptions, purchasing intentions, and purchasing behaviors. Using a quantitative correlational research design with 163 fan-consumers from Metro Manila, the study employed survey instruments adapted from Kumar's (2011) questionnaire and grounded in Ohanian's (1990) Source Credibility Tri-Model. Results revealed that fan-consumers held positive perceptions of Vice Ganda's product placements (Mdn = 4.00), exhibited high purchasing intentions (Mdn = 4.00), and demonstrated strong purchasing behaviors (Mdn = 4.00). Correlation analysis revealed a strong positive relationship between purchase intentions and purchasing behaviors ($r = 0.74$, $p < .01$), a weak positive relationship between perceptions and purchase intentions ($r = 0.19$, $p < .05$), and a negligible relationship between perceptions and purchasing behaviors ($r = 0.09$, $p = .25$). These findings support a sequential influence model, suggesting that celebrity endorsements operate through a perception-intention-behavior pathway rather than directly from perception to behavior. The study contributes to the theoretical understanding of celebrity influence mechanisms and practical applications for marketers seeking to optimize product placement strategies in entertainment media.

Keywords: *Celebrity endorsement, Product placement, Parasocial relationships, Consumer behavior, Purchasing intentions, Filipino entertainment, Vice Ganda, Source credibility model, Fan-consumer*

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Introduction

Product placement has emerged as a sophisticated marketing strategy wherein brands integrate their products into entertainment content to capitalize on parasocial relationships between viewers and media personalities (Balasubramanian et al., 2006). In the Philippines—a country with a deeply embedded celebrity culture—this approach has gained significant prominence, with evidence suggesting that Filipino consumers demonstrate heightened responsiveness to celebrity endorsements (Talamayan, 2021). This phenomenon has evolved from the 1960s era of cultural icon Nora Aunor through strategic initiatives that leveraged local personalities to encourage domestic product consumption and has since been adopted and enhanced by the Filipino entertainment industry.

ABS-CBN Film Productions, a subsidiary of ABS-CBN Corporation, the most influential media and entertainment company in the Filipino entertainment industry, has systematically incorporated product placements into its films since 1993. Multiple investigations have documented the effectiveness of these placements in the context of the Philippines. Ong et al. (2022) demonstrated that product placements in Filipino films significantly enhance brand recall, awareness, and attitudinal measures among viewers. Similarly, Kydd (2019) established that celebrity-brand associations in mainstream Filipino cinema substantially influence viewers' product perceptions and attitude formation, with celebrity popularity emerging as a critical moderating variable.

The theoretical grounding for the effectiveness of these product placements in Filipino films comes from Ohanian's (1990) Source Credibility Tri-Model, which proposes that celebrities influence consumer behavior through three primary dimensions: expertise, trustworthiness, and attractiveness. Studies have empirically validated this framework in the Filipino context. Banzuelo et al. (2019) found that 58.2% of Filipino consumers report improved product recall from celebrity endorsements, while 79.6% acknowledge celebrity influence on purchasing decisions. These effects are further enhanced when consumers perceive the celebrity as congruent with the endorsed

product (Huse et al., 2022) and when filmmakers seamlessly integrate placements into narratives (Advincula et al., 2021).

Vice Ganda, a prominent Filipino entertainer, has substantiated these findings throughout her career. Ranked second among Filipino celebrities with the highest endorsement value according to PUBLiCUS Asia Incorporated's 2019 survey, Vice Ganda has established a substantial commercial presence across major brands. The entertainer's films consistently incorporate product placements, from "The Amazing Praybeyt Benjamin" to "Petrang Kabayo." Beyond commercial impact, Vice Ganda's influence extends to social attitudes, with research by Celerio (2017) indicating that fans report adopting similar perspectives as their celebrity idol.

While existing literature has established the general effectiveness of product placements, significant gaps remain in understanding the specific mechanisms through which celebrity-based product placements in films influence consumer purchasing behavior, particularly within the fan-consumer segment. Kaur et al. (2021) emphasized the need for a more nuanced investigation of how media content appreciation moderates responses to brand placements. Castro et al. (2022) noted the lack of comprehensive models explaining celebrity influence on Filipino consumer decision journeys.

Despite the widespread implementation of celebrity-based product placements in Philippine cinema, limited empirical research has examined their effectiveness in shaping purchasing behavior, mainly among fan consumers (Agcambot, 2018; Ong et al., 2022). The potential mediating relationship between perceptions, purchase intentions, and purchasing behaviors remains underexplored. Existing studies focus on generalized outcomes like brand recall and attitude change, often overlooking the nuanced mechanisms within the fan-consumer segment and leaving marketers without evidence-based guidance for designing placements that convert positive perceptions into concrete purchasing actions.

This study addresses these gaps by examining celebrity-based product placements featuring Vice Ganda in ABS-CBN Films, investigating

fan-consumers' perceptions, purchase intentions, purchasing behaviors, and the correlations between these variables. Specifically, this research sought to answer the following questions: (1) To what extent do fan-consumers positively or negatively perceive celebrity-based product placements featuring Vice Ganda? (2) To what extent does Vice Ganda influence fan-consumers' purchasing intentions? (3) To what statistical degree does Vice Ganda influence fan-consumers' self-reported purchasing behaviors? (4) What are the correlations between fan-consumers' perceptions, purchasing intentions, and buying behaviors regarding these product placements?

The study employed Ohanian's (1990) Source Credibility Tri-Model as its theoretical foundation, examining how a celebrity's perceived expertise, trustworthiness, and attractiveness influence audience acceptance and subsequent consumer behavior. The findings contribute to the theoretical understanding of celebrity influence pathways and practical applications for optimizing product placement strategies in entertainment media.

The study aims to provide vital expertise for filmmakers and producers on improving the incorporation of products into films, creating commercially beneficial and effective product placements. It also contributes to existing knowledge on purchasing behavior regarding celebrity influence and fan consumers by examining celebrity-based product placements, particularly within films produced by ABS-CBN Films.

Research Objectives

This study aims to examine the influence of celebrity-based product placements featuring Vice Ganda in ABS-CBN films on fan-consumers' perceptions, purchasing intentions, and purchasing behaviors, as well as to determine the correlations between these variables. Specifically, the research aims to:

1. Assess the extent to which fan-consumers positively or negatively perceive celebrity-based product placements featuring Vice Ganda;
2. Measure the degree to which Vice Ganda influences fan-consumers' purchasing intentions;

3. Evaluate the statistical degree to which Vice Ganda influences fan-consumers' self-reported purchasing behaviors; and
4. Analyze the correlations between fan-consumers' perceptions, purchasing intentions, and buying behaviors regarding these product placements.

Methods

Research Design

This study used a quantitative correlational design to examine relationships between celebrity-based product placements featuring Vice Ganda, fan-consumers' perceptions, purchasing intentions, and purchasing behaviors. This approach was selected to identify and quantify relationships between variables without experimental manipulation, capturing naturalistic consumer responses within the entertainment consumption context (Levin & Fox, 2003).

Sampling

Respondents were 163 Vice Ganda fan-consumers (18-30 years old) residing in Metro Manila, Philippines. The researchers recruited participants through purposive sampling from social media fan groups and accounts from Twitter, Facebook, Reddit, and TikTok dedicated to Vice Ganda. Selection criteria required participants to: (1) be 18 to 30 years old, (2) self-identify as members of the Vice Ganda fandom, (3) have watched at least two films featuring Vice Ganda with product placements, and (4) have purchased at least one product endorsed by Vice Ganda in films.

Sample size determination was based on power analysis using G*Power 3.1 (Faul et al., 2009), indicating that 84 participants were required to detect medium effect sizes ($r = 0.3$) with 80% power ($\alpha = .05$) for correlation analyses. The final sample of 163 participants (91% response rate) exceeded this threshold, providing adequate statistical power.

Instruments

The researchers adapted the survey instrument from Kumar's (2011) questionnaire on celebrity endorsements, which previously demonstrated strong reliability ($\alpha > 0.80$). The instrument was grounded in Ohanian's (1990)

Source Credibility Tri-Model, measuring three primary constructs:

1. **Perceptions of Celebrity-Based Product Placements:** Seven items assessed participants' perceptions of Vice Ganda's product placements, including attention to endorsed brands, confidence in product quality, the appeal of placements, perceived authenticity, trust in promoted products, belief in the celebrity's product usage, and emotional connection to placements ($\alpha = 0.86$).
2. **Purchasing Intentions:** Seven items measured participants' intentions to purchase products featured in Vice Ganda's placements, including attraction to product placements, attention to placements, trust based on public image, positive brand associations, purchasing intentions, trust in celebrity opinions, and persuasion by placements ($\alpha = 0.91$).
3. **Purchasing Behaviors:** Six items assessed actual purchasing behaviors, including product selection, trial of new products, consideration of products outside normal purchase patterns, product recommendations, purchase of endorsed products, and willingness to pay price premiums ($\alpha = 0.89$).

All items used a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). Experts established face validity through review, and the researchers conducted a pilot test with five participants to refine the instrument before full-scale implementation.

Data Collection and Data Analysis

Data collection occurred between January and February 2024 via an online survey platform. After providing informed consent, the researchers screened participants using the selection criteria before completing the three measurement scales questionnaire. The researchers randomized questions within each section to minimize order effects, and attention check items were incorporated to identify non-attentive responses. The survey took approximately 15-20 minutes to complete.

Data screening eliminated 16 responses with attention check failures from the initial

pool of 179 respondents. Descriptive statistics (medians and frequencies) characterized response patterns for each scale item and overall construct scores. Scale interpretations followed established guidelines: for Perceptions (1.00-2.49 = Negative, 2.50-3.49 = Neutral, 3.50-5.00 = Positive); for Purchasing Intentions (1.00-1.49 = Very Low, 1.50-2.49 = Low, 2.50-3.49 = Moderate, 3.50-4.49 = High, 4.50-5.00 = Very High); and for Purchasing Behaviors (1.00-1.49 = Very Weak, 1.50-2.49 = Weak, 2.50-3.49 = Moderate, 3.50-4.49 = Strong, 4.50-5.00 = Very Strong).

Each variable's mean and standard deviation assessed the overall trend and consistency of purchasing intentions and behaviors. A low standard deviation suggests that most consumers have similar purchasing intentions and behaviors. In contrast, a high standard deviation might indicate the presence of distinct subgroups within the population.

Spearman Rho correlation coefficients examined relationships between perceptions, purchasing intentions, and purchasing behaviors. Cohen's (1988) guidelines interpreted correlation strength: small ($r = 0.10-0.29$), medium ($r = 0.30-0.49$), and large ($r \geq 0.50$). Correlation assessed the significance at $\alpha = .05$.

Results and Discussion

Fan-Consumers' Perceptions of Celebrity-Based Product Placements

Fan consumers positively perceived celebrity-based product placements featuring Vice Ganda in ABS-CBN Films (Table 1). The overall median score ($Mdn = 4.00$) indicates a positive perception across the sample. Five perception dimensions received consistently positive ratings ($Mdn = 4.00$): attention to endorsed brands, confidence in product quality, appeal of placements, perceived authenticity, and trust in promoted products. These findings align with Arellano et al.'s (2022) assertion that celebrity endorsements enhance brand credibility and reduce consumer uncertainty, serving as a psychological risk-reduction mechanism in purchase decisions. Despite this, there was a more neutral perception in terms of believing that Vice Ganda personally uses the approved products and the formation of emotional connections to the product placements, indicating

that while there is trust in the product placements alone, there are still some "uncertainties about acquiring a product because some

advertised products are only for show and lack substantial proof" (Arellano et al., 2022, p. 8).

Table 1. Fan-Consumers' Perceptions of Celebrity-Based Product Placements (N=163)

Statement	Median	Interpretation
The presence of Vice Ganda makes me pay more attention to the brand	4	Positive
I feel confident in the quality of a product when Vice Ganda uses it	4	Positive
I find product placements with Vice Ganda appealing	4	Positive
I think celebrity-based product placements with Vice Ganda are authentic	4	Positive
I trust the products shown by Vice Ganda in movies	4	Positive
I believe Vice Ganda uses the products they promote	3	Neutral
I feel an emotional connection to product placements with Vice Ganda	3	Neutral
Overall Median	4	Positive

Note: Interpretation scale: 1.00-2.49 = Negative, 2.50-3.49 = Neutral, 3.50-5.00 = Positive

Two perception dimensions received neutral ratings (Mdn = 3.00): the belief that Vice Ganda personally uses promoted products and the emotional connection to placements. This skepticism regarding authentic product usage supports Kydd's (2019) findings that contemporary consumers demonstrate increased awareness of the commercial nature of celebrity endorsements, while the moderate emotional connection aligns with Gao's (2022) identification of varying levels of parasocial relationship intensity among fans.

The overwhelmingly positive perceptions of brand attention and product quality confidence directly support Ohanian's (1990) Source Credibility Tri-Model, demonstrating that Vice Ganda successfully transfers perceived credibility to endorsed products. The pattern of results suggests that while fan-consumers maintain positive product perceptions overall, they retain a degree of critical awareness regarding the commercial nature of placements. This finding reflects Ong et al.'s (2022) observation that Filipino consumers simultaneously appreciate product placements while maintaining awareness of their persuasive intent. Kydd (2019) states that celebrities in films effectively capture the audience's attention, and the products promoted by these celebrities

are recognized more, thus showing the positive influence of celebrity-based product placements on fan-consumers' perceptions.

Fan-Consumers' Purchasing Intentions of Vice Ganda's Product Placements

Vice Ganda's influence on fan-consumers' purchasing intentions was substantial (Table 2), with an overall median score of 4.00 (High), indicating strong pre-purchase motivation across the sample. The aesthetic dimension—making product placements more attractive and appealing—received the highest possible rating (Mdn = 5.00, Very High), demonstrating an exceptionally strong influence on perceived product appeal. This finding aligns with Puspathan et al.'s (2024) results that visual placements positively influence purchasing intentions. Min et al.'s (2019) research demonstrates that attractiveness is often the most immediately impactful dimension of celebrity influence on consumer evaluation.

All other intention dimensions received consistently high ratings (Mdn = 4.00): attention to placements, trust based on public image, positive brand associations, direct influence on purchasing intentions, trust in opinions, and persuasion. This pattern strongly supports

Bolisay's (2019) conclusion that celebrities efficiently elevate purchasing intentions among fan-consumers by leveraging parasocial relationships. The consistently high intention

scores align with Wu's (2022) observation that fans develop increased enthusiasm for products endorsed by admired celebrities as a form of relational support.

Table 2. Fan-Consumers' Purchasing Intentions of Vice Ganda's Product Placements (N=163)

Statement	Median	Interpretation
Vice Ganda makes product placements more attractive and appealing	5	Very High
I generally like Vice Ganda, which makes me pay more attention to product placements	4	High
Vice Ganda's public image is why I trust product placements	4	High
Vice Ganda makes me feel more positive about brands	4	High
Product placement featuring Vice Ganda influences my purchasing intentions	4	High
I trust Vice Ganda's opinions on products	4	High
I am easily persuaded by product placements featuring Vice Ganda	4	High
Overall Median	4	High

Note: Interpretation scale: 1.00-1.49 = Very Low, 1.50-2.49 = Low, 2.50-3.49 = Moderate, 3.50-4.49 = High, 4.50-5.00 = Very High

These findings have significant strategic implications for marketing practitioners. The consistently high scores across multiple intention dimensions suggest that Vice Ganda's celebrity status simultaneously activates multiple psychological pathways to purchase motivation, creating a robust foundation for consumer action. This multidimensional influence supports Kumar's (2011) assertion that effective celebrity endorsements operate through parallel cognitive and affective pathways rather than singular influence mechanisms. As De Leon (2010) states, the promotion of celebrities affects viewers' buying intentions and behaviors. Thus, this implies a positive relationship between Vice Ganda's product placements and fan-consumers' purchasing intentions.

Fan-Consumers' Purchasing Behaviors of Vice Ganda's Product Placements

Vice Ganda's influence extended beyond intentions to significantly impact reported purchasing behaviors (Table 3). The overall me-

dian score (Mdn = 4.00, Strong) indicates substantial behavioral influence across the sample. The product selection dimension received the highest possible rating (Mdn = 5.00, Very Strong), suggesting that fan-consumers are likelier to choose products endorsed by Vice Ganda when evaluating alternatives. This finding directly supports Castillo et al.'s (2021) research demonstrating that celebrity credibility significantly influences fan-consumers' product selection decisions at the critical point of purchase.

All other behavioral dimensions received strong ratings (Mdn = 4.00): product trials, consideration of products outside normal purchase patterns, product recommendations, actual purchase of endorsed products, and willingness to pay price premiums. This comprehensive influence across multiple behavioral dimensions aligns with Arellano et al.'s (2022) findings that celebrity endorsements enhance product credibility throughout the consumer decision journey.

Table 3. Fan-Consumers' Purchasing Behaviors of Vice Ganda's Product Placements (N=163)

Statement	Median	Interpretation
I am more likely to select products shown in placements with Vice Ganda	5	Very Strong
Product placements encourage me to try new products	4	Strong
Product placements influence me to consider products I would not normally buy	4	Strong
I am likely to recommend products shown in placements with Vice Ganda	4	Strong
I have purchased products specifically because of Vice Ganda placements	4	Strong
Product placements influence my willingness to pay more	4	Strong
Overall Median	4	Strong

Note: Interpretation scale: 1.00-1.49 = Very Weak, 1.50-2.49 = Weak, 2.50-3.49 = Moderate, 3.50-4.49 = Strong, 4.50-5.00 = Very Strong

The strong median score for self-reported purchasing behavior (Mdn = 4.00) provides empirical evidence for actual behavioral impact rather than merely attitudinal effects. Similarly, the strong willingness to pay more (Mdn = 4.00) supports findings by D'Ambrogio et al. (2022) that effective celebrity endorsements can increase perceived product value and reduce price sensitivity among loyal fans. The pattern of results demonstrates that Vice Ganda's influence pervades the entire consumer decision journey, from initial product consideration through purchase to post-purchase advocacy. Consistent scores that show strong interpretation support Ong et al.'s (2022) conclusion that consumers with higher brand recall and positive attitudes toward en-

dorsed products demonstrate increased purchasing likelihood across multiple product categories. Chen et al. (2022) state that consumers who experience positive experiences with a brand through celebrity endorsements can enhance their perception of the brand's emotional value. Thus, Vice Ganda's product placements drive immediate purchasing decisions and cultivate long-term consumer engagement and brand loyalty.

Correlations Between Perceptions, Purchase Intentions, and Purchase Behaviors

Correlation analysis revealed critical insights into the relationships between perceptions, purchase intentions, and purchase behaviors (Table 4).

Table 4. Correlations Between Perceptions, Purchase Intentions, and Purchase Behaviors (N = 163)

Relationship	Correlation Coefficient (r)	p-value	Interpretation
Purchase Intentions ↔ Purchase Behaviors	0.74	< .01	Strong positive
Perceptions ↔ Purchase Intentions	0.19	< .05	Weak positive
Perceptions ↔ Purchase Behaviors	0.09	.25	Negligible

Note: Correlation interpretation: 0.00-0.09 = Negligible, 0.10-0.39 = Weak, 0.40-0.69 = Moderate, 0.70-0.89 = Strong, 0.90-1.00 = Very strong

The strongest correlation emerged between purchase intentions and purchase behaviors ($r = 0.74$, $p < .01$), indicating a robust positive relationship. This finding demonstrates that when Vice Ganda successfully influences fans' purchase intentions, these

intentions frequently materialize into actual purchasing behaviors. This supports De Leon's (2010) observation that product placements featuring celebrities significantly impact consumers' purchasing decisions.

The relationship between perceptions and purchase intentions demonstrated a weak positive correlation ($r = 0.19$, $p < .05$), suggesting that positive perceptions of Vice Ganda's product placements contribute modestly to purchase intentions. This finding contrasts with Vidyanata et al.'s (2018) findings that brand attitude and purchasing intention had a positive relationship and with Castillo et al.'s (2021) assertion of a strong relationship between perception and intention. However, it aligns with Baron and Kenny's (1986) conceptualization of intentions as complex constructs influenced by multiple factors beyond initial perceptions.

Most notably, the correlation between perceptions and purchase behaviors was negligible ($r = 0.09$, $p = .25$), indicating a minimal direct relationship between placement perceptions and actual purchasing actions. This unexpected finding contradicts Cruz et al.'s (2022) suggestion of high consumer susceptibility to celebrity influence. Still, it supports Ong et al.'s (2022) more nuanced model wherein positive perceptions influence purchase behavior indirectly through intention formation. The correlation pattern suggests a sequential model wherein perceptions weakly influence purchase intentions, subsequently strongly influencing purchase behaviors. This model aligns with Ajzen's (1991) Theory of Planned Behavior, which posits that intentions mediate the relationship between attitudes (perceptions) and behaviors. The findings support the proposition that while creating positive perceptions constitutes an important foundation for consumer influence, additional motivational elements are required to bridge the gap between perception and intention.

These findings carry significant strategic implications for marketing practitioners. They suggest that targeting the perception-intention gap represents a critical opportunity for enhancing the effectiveness of celebrity-based product placements. Tactical elements such as calls to action, limited-time offers, or other motivational incentives may be particularly valuable in converting positive perceptions into concrete purchase intentions.

Theoretical and Practical Implications

Findings offer several significant contributions to the theoretical understanding and practical application of celebrity-based product placements. From a theoretical perspective, the results provide empirical support for a sequential influence model wherein celebrity endorsements operate through a perception-intention-behavior pathway rather than directly from perception to behavior. This model refines Ohanian's (1990) Source Credibility Tri-Model by demonstrating the differential impact of credibility dimensions on distinct stages of consumer decision-making.

The findings also support Min et al.'s (2019) proposition that attractiveness constitutes the most immediately impactful dimension of celebrity influence, with Vice Ganda's highest influence ratings emerging on the aesthetic dimension of product appeal. Additionally, the results align with Gao's (2022) conceptualization of fan behavior as operating through both psychological and media-related pathways, with fans demonstrating greater responsiveness to product placements despite maintaining awareness of their commercial nature.

From a practical standpoint, the strong intention-behavior correlation ($r = 0.74$) provides compelling evidence for the effectiveness of celebrity-based product placements as marketing tools, mainly when featuring celebrities with established fan bases like Vice Ganda. The weak perception-intention relationship ($r = 0.19$) suggests marketers should strengthen this critical connection through additional motivational elements within product placements.

The findings further indicate that Vice Ganda's influence extends across the entire consumer decision journey, with particular prominence at the product selection stage. This influence suggests marketers should strategically leverage celebrity endorsements at key decision points rather than uniformly across marketing communications. The comprehensive impact across behavioral dimensions—from trial to recommendation to price tolerance—demonstrates the value of systematic celebrity endorsement approaches that simultaneously target multiple aspects of consumer engagement.

Conclusion

This study provides empirical evidence for the significant influence of celebrity-based product placements featuring Vice Ganda on fan-consumers' perceptions, purchasing intentions, and purchasing behaviors. The findings demonstrate that Vice Ganda's product placements generate positive perceptions among fan-consumers, with particularly strong responses to brand attention, product quality confidence, and placement appeal. These placements substantially influence purchasing intentions, with the aesthetic dimension receiving exceptionally high ratings, ultimately translating into strong self-reported purchasing behaviors, especially in product selection.

The correlation analysis revealed a sequential influence pattern wherein perceptions weakly influence purchase intentions, subsequently strongly influencing purchase behaviors. This pattern supports a mediated model of celebrity influence that refines an understanding of how product placements operate in the context of established fan-consumer relationships. The results align with Ohanian's (1990) Source Credibility Tri-Model by demonstrating that Vice Ganda successfully transfers perceived credibility to endorsed products while suggesting that different dimensions of credibility may impact distinct stages of the consumer decision journey.

The significant correlation between purchase intentions and behaviors ($r = 0.74$) validates the commercial effectiveness of celebrity-based product placements as marketing tools, particularly when featuring celebrities with established fan bases. However, the weak perception-intention link ($r = 0.19$) and negligible perception-behavior relationship ($r = 0.09$) suggest opportunities for strategic enhancement of the influence pathway. These findings contribute to the theoretical understanding of celebrity influence mechanisms and practical applications for optimizing product placement strategies within entertainment media.

Recommendations

Based on the study's findings, the following recommendations are proposed:

For Marketing Practitioners:

1. **Strengthen the Perception-Intention Link:** Given the weak correlation between perceptions and purchase intentions, marketers should incorporate explicit motivational elements within placements, such as limited-time offers, exclusive fan benefits, or clear calls to action to convert positive perceptions into concrete purchase intentions.
2. **Target Critical Decision Points:** The strongest behavioral influence occurred during product selection. Marketers should strategically position celebrity endorsements at key decision points rather than uniformly across marketing communications, emphasizing in-store displays, e-commerce product pages, and comparative shopping environments.
3. **Leverage Aesthetic Appeal:** The exceptionally high aesthetic dimension rating suggests marketers should prioritize celebrities' visual integration with products. Placements should showcase the celebrity actively engaging with the product in aesthetically appealing contexts, highlighting product features.
4. **Maintain Authentic Integration:** Despite positive perceptions, fan-consumers demonstrated skepticism regarding authentic product usage. Marketers should design placements demonstrating believable product engagement and complement the celebrity's established persona to enhance perceived authenticity.
5. **Develop Multidimensional Influence Strategies:** Vice Ganda's influence operated through multiple parallel pathways. Comprehensive placement strategies should simultaneously address attention, trust, aesthetic appeal, and emotional connection rather than focusing on singular influence mechanisms.

For Researchers:

1. **Investigate Mediating Variables:** Future research should explore potential mediating variables in the perception-intention-behavior pathway, particularly examining how parasocial relationship intensity may

moderate the effectiveness of celebrity-based product placements.

2. Conduct Comparative Celebrity Studies: Research comparing the influence patterns of different celebrities across demographic segments would enhance understanding of how celebrity characteristics (e.g., age, gender, entertainment genre) moderate placement effectiveness.
3. Utilize Mixed Methods Approaches: Complementary qualitative research exploring the psychological mechanisms underlying fan-consumers' responses to celebrity placements would enrich an understanding of the quantitative relationships identified in this study.
4. Expand Cross-Cultural Investigations: Research comparing the effectiveness of celebrity-based product placements across different cultural contexts would identify universal principles and culture-specific considerations for international marketing applications.

Implementing these recommendations would advance a theoretical understanding of celebrity influence mechanisms and practical applications for optimizing product placement strategies within entertainment media, ultimately enhancing the effectiveness of this increasingly prominent marketing approach.

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May this study serve as a meaningful contribution to the academic community and inspire further research.

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