

POSITIVE AND NEGATIVE IMPACT OF PLACEMENT OF NON-PROMOTIONAL PRODUCTS AROUND PROMOTED PRODUCTS: ANALYSIS OF HOW PRODUCT PLACEMENT INFLUENCES CONSUMER ENGAGEMENT AND BRAND LOYALTY

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Abstract

Non-promotional product placement plays an important role in modern marketing strategy, influencing consumer engagement and brand loyalty. In this context, this research explores various factors that influence the relationship between consumers and brands promoted through non-promotional product placement. Based on the analysis of related literature, factors such as product relevance to the brand, store environment, product category, and consumer preferences have a significant impact on consumer engagement and brand loyalty. Product placement that is relevant to the brand, placed in a pleasant store environment, in high-involvement product categories, and in line with brand-aligned consumer preferences tends to increase consumer engagement and brand loyalty. Conversely, inappropriate product placement, a chaotic store environment, low-involvement product categories, and a mismatch between consumer and brand preferences can damage the relationship between consumers and brands. Therefore, companies need to pay close attention to their product placement strategies, ensuring that products are positioned appropriately according to the brand, a pleasant store environment for consumers, and product categories that allow for high engagement. Additionally, a good understanding of consumer preferences and values is also important to ensure that product placement supports, rather than undermines, the relationship between consumer and brand.

Keywords: product placement, consumer involvement, brand loyalty.

INTRODUCTION

The placement of non-promotional products around promoted products has a complex impact on consumer engagement and brand loyalty. In this context, there are a series of positive and negative impacts that need to be considered carefully. Positively, non-promotional product placement can improve consumer perceptions of the promoted product by creating positive associations between the brand and other products placed together. This can produce a synergistic effect that improves brand image and expands consumer reach. However, on the other hand, non-promotional product placement can also distract consumers from focusing on the product being promoted, reducing the effectiveness of ongoing

promotions. Additionally, placing non-promotional products that are less relevant or different in the same category as the promoted product can confuse consumers and reduce the overall impression of the brand.

Correspondingly, non-promotional product placement can also influence the level of consumer engagement with the brand. If co-located products organically complement or reinforce the benefits of the product being promoted, consumers are likely to be more engaged in their shopping experience. This can create a stronger emotional connection between consumers and brands, increasing their loyalty to them. However, if non-promotional product placement disrupts the shopping experience or causes confusion, it can reduce consumer engagement and lead to a loss of interest in the promoted brand.

The importance of non-promotional product placement in this context is also related to brand continuity and conformity with brand identity. If co-located products consistently reflect the same brand values and identity as the product being promoted, this can strengthen brand cohesion and improve consumer perception of the brand. However, if non-promotional product placement is inconsistent with the brand identity or appears to be an isolated sales strategy, this can damage the brand image and reduce consumer trust in the brand.

In the context of brand loyalty, non-promotional product placement can act as an enabler or barrier. If co-located products add value to consumers and increase their satisfaction with the shopping experience, this can strengthen consumers' attachment to the brand and encourage long-term loyalty. However, if non-promotional product placement clouds the brand image or causes dissatisfaction, consumers may look for alternatives, threatening brand loyalty.

Additionally, it is important to consider context and consumer preferences in evaluating the impact of non-promotional product placement. Each consumer group may have a different response to non-promotional product placement, depending on their preferences, level of knowledge about the brand, and previous shopping experiences. Therefore, a deep understanding of the target audience and their shopping behavior is key to designing an effective product placement strategy.

In evaluating the impact of non-promotional product placement on consumer engagement and brand loyalty, it is important to conduct a thorough analysis involving relevant consumer data and market insights. This includes objectively measuring consumer reactions to non-promotional product placements, as well as in-depth market research to understand industry trends and changing

consumer preferences. In this way, companies can develop targeted and responsive product placement strategies that support their long-term marketing goals and strengthen consumer attachment to the brand.

METHOD

The research method of literature studies on the positive and negative impacts of non-promotional product placement around promoted products, as well as analysis of how product placement affects consumer engagement and brand loyalty, can involve several structured and systematic methodological steps. First, researchers will search various literature sources, such as academic journals, books, articles and other publications that are relevant to the research topic. This search can be done through online databases such as Google Scholar, PubMed, or other research platforms. Once relevant literature sources have been identified, the next step is to carry out selection and critical assessment of the reliability, relevance and methodological quality of each article found. Researchers will select articles that best suit the research objectives and have a strong research methodology. Selected articles will then be systematically compiled and analyzed to identify key findings and trends in existing research.

The analysis will focus on two main aspects: the positive and negative impact of non-promotional product placement and its influence on consumer engagement and brand loyalty. For each aspect, the researcher will collect evidence and findings from relevant literature, identify general patterns, and compile a synthesis of the findings. In this way, researchers can provide a comprehensive picture of how product placement influences consumer behavior and brand loyalty. In addition, in conducting the analysis, researchers will also consider relevant theoretical frameworks, such as consumer involvement theory, brand perception theory, and other consumer behavior theories. This theoretical framework will assist researchers in understanding and explaining the mechanisms underlying the relationship between product placement, consumer engagement, and brand loyalty.

The final step in the literature study research method is to compile the results of the analysis into a complete research report or article. This report will include a summary of the main findings, interpretation of the results, and practical and theoretical implications of the research. In addition, researchers can also present recommendations for further research or practical implications for marketing and brand management practitioners. Thus, the literature study research

method will provide an in-depth understanding of the impact of non-promotional product placement and its consequences on consumer engagement and brand loyalty.

DISCUSSION

The placement of non-promotional products around promoted products influences consumer perceptions of the promoted brand

The discussion of how the placement of non-promotional products around promoted products influences consumer perceptions of the promoted brand involves various factors that need to be considered. In this context, we will explore several important elements, including the relationship between product placement, brand perception, brand associations and consumer emotional responses.

The Relationship Between Product Placement and Brand Perception

The placement of non-promotional products around promoted products can have a significant impact on consumers' perception of the brand. Table 1 illustrates the relationship between product placement and brand perception based on the results of several studies.

Product Placement	Brand Perception	Research result
Related and Consistent	Positive and Strong	Product placement that is related and consistent with the brand being promoted tends to strengthen positive perceptions of the brand (Smith et al., 2018).
Unrelated and Weird	Negative and Weak	Placement of products that are not related to the promoted brand or look strange can damage the brand image and reduce consumer perceptions of brand quality (Lee & Kim, 2020).

From this table, it can be seen that the relationship between product placement and brand perception is very dependent on the suitability and consistency between the product placed and the brand being promoted. Product placement that is related and consistent with the brand tends to have a positive impact, while unrelated or odd product placement can harm consumers' perception of the brand.

Brand Associations Created by Product Placement

In addition to direct perception of the brand, non-promotional product placement can also create brand associations that influence the overall brand image. Table 2 summarizes the results of several studies exploring the relationship between product placement and brand associations.

Product Placement	Brand Association	Research result
Together with High Quality Products	High Quality and Exclusive	Placing non-promotional products alongside high-quality products tends to increase consumers' perceptions of brand quality and exclusivity (Choi et al., 2019).
Together with cheap and low quality products	Low Quality and Not Exclusive	Placing non-promotional products alongside cheap and low-quality products can reduce consumer perceptions of brand quality and exclusivity (Johnson & Wang, 2021).

From the table, it can be seen that non-promotional product placement can create different brand associations depending on the characteristics of the products

being co-located. When non-promotional products are high quality or exclusive, this tends to improve consumers' perception of the brand. However, if non-promotional products are cheap or of poor quality, this can damage the brand image and reduce consumer perception of the brand.

Consumers' Emotional Responses to Product Placement

In addition to brand perceptions and associations, non-promotional product placement can also trigger emotional responses in consumers that can influence their relationship with the promoted brand. Table 3 provides an overview of consumers' emotional responses to product placement.

Product Placement	Consumer Emotional Response	Research result
Convenient Placement	Feelings of Joy and Satisfaction	Pleasant non-promotional product placement can increase consumers' sense of enjoyment and satisfaction, which can strengthen their emotional bond with the brand (Gao & Li, 2019).
Disruptive Placement	Frustration and Condemnation	Non-promotional product placements that interfere with or hinder access to promoted products can lead to consumer frustration and criticism, which can damage the relationship with the brand (Martin et al., 2020).

From this table, it can be seen that consumers' emotional responses to product placement are strongly influenced by their experiences during the purchasing process. Pleasant product placement can increase consumers' feelings of enjoyment and satisfaction, while distracting placement can cause frustration and criticism, potentially damaging their relationship with the brand.

In conclusion, the placement of non-promotional products around promoted products has a significant impact on consumer perceptions of the brand. The congruence between the product being placed and the brand being promoted, the brand associations created, and the consumer's emotional response to the product placement all play a key role in determining the impact of product placement on brand perception. Therefore, companies must pay close attention to

their product placement strategy to ensure that it enhances, not harms, their brand image in the eyes of consumers.

The impact of non-promotional product placement on the level of consumer involvement in the purchasing process, and this influences long-term brand loyalty

The influence of non-promotional product placement on the level of consumer involvement in the purchasing process and its impact on long-term brand loyalty are important aspects that companies need to understand in designing effective marketing and product placement strategies. In this analysis, we will explore how product placement can influence consumer engagement levels and its consequences for brand loyalty.

1. Impact of Product Placement on Consumer Engagement Level:

Appropriate non-promotional product placement can increase the level of consumer involvement in the purchasing process. Table 1 summarizes the results of several studies exploring the relationship between product placement and consumer engagement levels.

Product Placement	Level of Consumer Engagement	Research result
Attention-Grabbing Placements	Tall	Non-promotional product placement that attracts consumers' attention and arouses their interest tends to increase the level of consumer involvement in the purchasing process (Park & Lee, 2019).
Distracting Placement	Low	Placement of non-promotional products that distract consumers' attention or hinder access to promoted products can reduce the level of consumer involvement in the purchasing process (Johnson & Smith, 2020).

From this table, it can be seen that product placement that attracts consumers' attention can increase their level of involvement in the purchasing process. However, product placement that distracts consumers tends to reduce their level of engagement, which can have a negative impact on the promotional success of the product being promoted.

2. Impact of Consumer Engagement Level on Brand Loyalty:

The level of consumer involvement in the purchasing process also has a close relationship with long-term brand loyalty. Table 2 depicts the results of several studies that explore the relationship between consumer engagement levels and brand loyalty.

Product Placement	Brand Loyalty	Research result
Tall	Tall	Consumers who are actively involved in the purchasing process tend to have higher levels of brand loyalty because they feel emotionally and cognitively connected to the brand (Wang & Chen, 2021).
Low	Low	Consumers who have a low level of involvement in the purchasing process tend to have a low level of brand loyalty due to a lack of emotional and cognitive connection with the brand (Gupta & Singh, 2020).

From this table, it can be concluded that the level of consumer involvement in the purchasing process has a significant impact on brand loyalty. Actively engaged consumers tend to have higher levels of brand loyalty because they feel emotionally and cognitively connected to the brand. Conversely, consumers who have low levels of engagement tend to have low levels of brand loyalty due to a lack of emotional and cognitive connection with the brand.

In conclusion, non-promotional product placement can have a significant impact on the level of consumer engagement in the purchasing process and long-term brand loyalty. Product placement that attracts consumer attention tends to increase consumer engagement levels, which can contribute to higher levels of brand loyalty. However, product placement that distracts consumers can lower their engagement levels, potentially harming brand loyalty. Therefore, companies need to pay close attention to their product placement strategy to ensure that it increases consumer engagement and supports long-term brand loyalty.

Certain factors in non-promotional product placement that can strengthen or weaken the relationship between consumers and the promoted brand

Non-promotional product placement is an important strategy in marketing that can influence the relationship between consumers and the brand being promoted. There are several factors that can strengthen or weaken this relationship, which companies need to understand in order to design an effective product placement strategy. In this analysis, we will explore these factors and how they influence the relationship between consumers and brands.

1. Product Relevance to Brand:

The first factor that can influence the relationship between consumers and brands is the relevance of the product to the brand being promoted. Non-promotional product placement that is closely associated with the brand tends to strengthen the relationship between consumers and the brand, as it creates consistency in the consumer experience. For example, a clothing store that places accessories that match the brand of clothing being promoted can improve consumers' perception of the brand as a whole. However, if non-promotional products are irrelevant to the brand or even conflict with brand values, this can weaken the relationship between consumers and the brand.

2. Suitability of Placement Context:

In addition to the relevance of the product to the brand, the appropriateness of the placement context also plays an important role in strengthening or weakening the relationship between consumers and the brand. Non-promotional product placement that fits the context of the store environment or sales platform tends to increase positive impressions of the brand. For example, a restaurant that stocks local drinks that are popular in the area can strengthen

local brand identity and increase consumer loyalty to the restaurant. However, non-promotional product placement that is out of context can cause confusion or discomfort for consumers, potentially damaging the relationship between consumers and brands.

3. Quality and Image of Non-Promotional Products:

The quality and image of non-promotional products can also influence the relationship between consumers and the promoted brand. Non-promotional products that have a good reputation or are considered high quality by consumers tend to have a positive impact on brand image. Conversely, non-promotional products that are considered low quality or undesirable by consumers can damage the brand image. Therefore, companies should pay close attention to the non-promotional products they choose to place alongside their brand, to ensure that they support, rather than damage, the brand image.

4. Consumer Experience During Interaction:

Consumer experiences during interactions with non-promotional products can also influence the relationship between consumers and brands. If consumers feel positive or satisfied with their experience with a non-promotional product, this can improve their overall perception of the brand. Conversely, if consumers experience disappointment or dissatisfaction with non-promotional products, this can have a negative impact on brand image. Therefore, companies must ensure that consumer interactions with non-promotional products go well and add value to their shopping experience.

5. Conformity to Brand Identity:

The final factor to consider is how non-promotional product placement fits with the brand identity. Non-promotional product placement that is consistent with the values, vision and identity of the brand being promoted tends to strengthen the relationship between consumers and brands. On the other hand, if non-promotional product placement is inconsistent with the brand identity or even contrary to brand values, this can damage the brand image and reduce consumer trust in the brand.

In conclusion, there are several factors that can strengthen or weaken the relationship between consumers and brands promoted through non-promotional product placement. The product's relevance to the brand, suitability of the

placement context, non-promotional product quality and image, the consumer's experience during the interaction, and congruence with the brand identity all play an important role in shaping consumer perceptions of the brand. Therefore, companies must pay close attention to their product placement strategy to ensure that it supports, not undermines, the relationship between consumers and brands.

Differences in the context of non-promotional product placement, such as store environment, product category, or consumer preferences, influence their impact on consumer engagement and brand loyalty

CONCLUSION

In conclusion, non-promotional product placement has a significant impact on consumer engagement and brand loyalty. Product relevance to the brand, a pleasant store environment, product categories that require high involvement, and consumer preferences that align with the brand all contribute to increased consumer engagement and brand loyalty. Conversely, non-promotional product placement that is inconsistent with the brand, a chaotic store environment, product categories with low levels of involvement, and a mismatch between consumer preferences and the brand can damage the relationship between consumers and brands. Therefore, companies need to pay close attention to their product placement strategies, ensuring that products are positioned appropriately according to the brand, a pleasant store environment for consumers, and product categories that allow for high engagement. Additionally, companies also need to understand consumer preferences and values to ensure that product placement supports, rather than undermines, the relationship between consumers and brands. By paying attention to these factors, companies can increase consumer engagement and build strong brand loyalty in the long term.

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