

List of Tables

Table 2.1 Thesis Literature Review	20
Table 2.2 Thesis Literature Review	20
Table 2.3 Thesis Literature Review	21
Table 2.4 Thesis Literature Review	22
Table 2.5 Thesis Literature Review	22
Table 2.6 International Journal Literature Review	24
Table 2.6 International Journal Literature Review	24
Table 2.6 International Journal Literature Review	25
Table 2.6 International Journal Literature Review	26
Table 2.6 International Journal Literature Review	27
Table 2.11 National Journal Literature Review	28
Table 2.11 National Journal Literature Review	28
Table 2.11 National Journal Literature Review	29
Table 2.11 National Journal Literature Review	30
Table 2.11 National Journal Literature Review	30
Table 3.1 Operational Variable	34
Table 3.2 Research Score.....	36
Table 3.3 Validity Test Results Variable X.....	40
Table 3.4 Validity Test Results for Variable Y.....	41
Table 3.5 Reliability Test Results Variable X & Y.....	44
Table 3.6 Interpretation Criteria Score	45
Table 4.1 Details of Research Questionnaire Distribution	52
Table 4.2 Respondents' Responses Regarding Visual Placement Dimensions.....	57
Table 4.3 Respondents Auditory/Script Placement Dimensions.....	58
Table 4.4 Respondents' Responses Regarding Dimensions of Plot Connection	60
Table 4.6 Product Placement Variable Summary.....	61
Table 4.7 Respondents' Responses to the Top of the Mind Dimensions	63
Table 4.8 Respondents' Responses Regarding Brand Recognition Dimensions	65
Table 4.9 Respondents' Responses Regarding Brand Recall Dimensions	66
Table 4.9 Respondents' Responses Regarding the Dimensions of Unaware of Brand.....	68
Table 4.10 Recapitulation of Brand Awareness Variables	69
Table 4.11 MSI Transformation	71