

Advergaming: Factors, Attitude And Purchase Intention

Effulgence

Vol. 17, No. 2 (Special Issue)

July - December 2019

Rukmini Devi Institute of Advanced Studies

E-mail : effulgence@rdias.ac.in, Website : www.rdias.ac.in

<http://effulgence.rdias.ac.in/user/default.aspx>

<https://dx.doi.org/10.33601/effulgence.rdias/v17/iSpl2/2019/47-57>

Rupa Rathee¹ ✉

Pallavi Rajain²

Abstract

In the past advertising was restricted to magazines, newspapers, radio, television etc. but with the advent of digital media and internet, several new forms of advertising have become commonplace. One such form of advertising is "advergaming" which is advertising through games. This form of advertising is very engaging. Although it may seem that such a form of advertising may be restricted to the younger population but data shows that people from all age groups are attracted towards them. Therefore, a study was conducted to analyse the factors influencing consumer's attitude towards advergaming and in turn its effect on purchase intention. The data was collected using questionnaire comprising a sample size of 202 respondents from National Capital Region (India). The data was analysed through SPSS ver. 25 using factor analysis, correlation and regression. The study results showed that there was significant correlation between the factor affecting advergaming and attitude towards advergaming along with attitude towards advergaming and purchase intention. The study also found that purchase intention was significantly and positively influenced by attitude towards advergaming. The study has important implications for marketers as they can make use of such digital promotion to make their presence felt to a larger audience.

Keywords: Advergaming, Advertising, Attitude, Factors, Promotional tool, Purchase intention

INTRODUCTION

In present day society advertising has ended up being an intricate business and with the fast developments in web innovation, the industry scene

is changing at a rapid pace than previously. Current communication tools and public targeting does research to know the customer description and their states of mind along with keeping in mind the end goal to well encourage the requirements and needs

-
1. Assistant Professor, Department of Management Studies, Deenbandhu Chhotu Ram University of Science and Technology, Murthal (Sonapat), Haryana, India, ruparathee@gmail.com
 2. Research Scholar, Department of Management Studies, Deenbandhu Chhotu Ram University of Science and Technology, Murthal (Sonapat), Haryana, India, pallavirajain@gmail.com

of purchasers. In most recent years, more work has been done to fathom what the customer thinks and their purchasing process. Because of the expanded intrigue, general research was conducted in the zone of strategic development used to impact the shopper purchasing process and find how this can be done in the best way imaginable.

Games playing has largely been vital to mankind. With the development of our general society and additionally computerized one, it appears to be sensible that advanced games are on an increment and their dispersal keeps on developing. Computerized games have advanced into medium for mass advertising to target a large number of individuals. In their research Lenhart et al. (2008) suggested that despite the fact that games are typically considered for youths, still gamers are found in large numbers at all age groups. The normal age of game players is 30 years in the United States and they have been playing games for a long time, as indicated by the Entertainment Software Association (ESA, 2012).

Advergame is where computer games are deliberately utilized for publicizing. It is utilized to publicize the items, thought, brand or anything related to the organization. These organizations make or support computer games to help an item or administration. With the improvement of the web, advergames have turned out to be notable and the most noteworthy normal for brand sites as a major aspect of brand situation planning and brand strategy. They elevate repeat activity to sites i.e. gamers come to play the game and they likewise call their companions to partake which prompts informal advertising making the site prominent.

1. Use of Advergaming as Marketing Strategy

Other than the utilizations of item arrangement inside a game, a more powerful and inventive method for outlining a game just for the rule of promoting a brand or an item is as of late being utilized by sponsor with a specific end goal to cater

to customers using an online stage. Advergames are such computer games which are subsidized specifically by a publicist. Likewise, they as a rule are coursed for no charge to the purchasers. The contrasts between the item arrangement and advergaming was obviously decided in the book "Changing the Game", by David Edery and Ethan Mollic who stated that "like highly incorporated product placement, well-designed advergames have the power to entertain consumers in an engaging and informative way. On the other hand, unlike product placement advergames offer business more control over the context in which the brand is practised by consumers and saves them the possible hassle of operating within the constraints forced by game developers." So, it can be said, advergaming is an interactive game-product formed for increasing brand equity and being more well known by the customers. The core idea of advergame is "receiving information while entertaining the game".

LITERATURE REVIEW

1. Factors influencing advergames

Hofmeister and Nagy (2011) found that advertising is an inescapable factor in the lives of youngsters living in Hungary. The youthful generation is presented to a consistently developing number of business messages in the electronic media and particularly the web. As per the after effects of AGB Nielsen in Hungary, youngsters viewed more than three hours of TV every day and were presented to somewhere in the range of 21,000 to 24,000 TV ads in 2010. Newer types of media, for example, the web have additionally extended advertising reach and make diverse chances to target youngsters. In this way, economically supported sites containing diversions and advancements intended for youngsters have turned out to be critical correspondence factors on the web. Under these conditions, the mind-boggling inquiry of how the web influences kids is quite interesting. Despite the fact that product arrangements showed up in videogames as early as the 1980s, an advanced type

of product positioning where the brand is at the centre of the game itself, as opposed to the brand put in the form of a distraction, called advergimes. These sorts of advertising equipments comprise of amusements and notices which appear to be great ways for organizations to target youngsters from multiple points of view. Antonsson and Games (2009) in their investigation said that the general quality of production of advergimes keeps on expanding each year. Numerous advergimes have bigger spending plans than easy-going games and are achieving a level of complex quality equivalent to or more prominent than different parts of the gaming business. These recreations may fuse video, pre-rendered 3D illustrations, or even Xbox 360 console diversions. Calin (2010) found that cutting edge advergimes began essentially as web-based recreations that consolidated promoting content. First and foremost, computer games were used by numerous organizations to set their image logos made by particular gaming firms. Nonetheless, this type of advergaming is somewhat constant and insufficient as the player is focused on the undertaking necessary for the amusement and probably won't recognize the brand picture showed in background. This confinement has urged the organizations to dispatch advergimes of their own, which are created around a subject or a character straightforwardly related with their items as well as brands. To guarantee a vast dissemination of these recreations, they were intended to be openly accessible on the Internet. The amenities propounded by the Internet have expanded the level of intelligence of the amusement and have included a viral marketing probability. An and Stern (2011) tested the utilization of advertising break for an advergime to analyse whether its quality helped kids perceive the limited time nature of the advergime. The study also tried to find the alleviated impacts of promoting inside the game environment. The examination necessitated that 112 kids, aged between 8 - 11, played an advergime which included visual as well as sound configurations of the promotion break as available or missing in accordance with the hypothetical casing

using the Persuasion Knowledge Model (PKM). Results demonstrated that not even a single advertisement break helped youngsters to obviously identify the business idea behind the game used. Additionally, the nearness of the promotion break was not connected to youngsters' right distinguishing proof of the persuasive agent. The promotion breaks mitigated advertising impacts on youngsters, be that as it may, confirmed by the diminished want for and memory of the promoted item. Folkvord (2012) in an experimental research found whether in the case of playing advergimes advancing unhealthy or healthy food influences nourishment intake among kids. Three hundred kids in the age group of 8- 10 played an advergime and a short time later free admission of unhealthy or healthy food was estimated. Kids in the trial conditions either played a healthy food, unhealthy food or an unbiased adaptation of a marked memory diversion for 5 min before eating. A short time later, they finished survey measures. Youngsters in the control condition ate before finishing the survey, without playing a diversion. The results demonstrated that playing an advergime containing (either unhealthy or healthy) food signs prompts higher caloric admission of unhealthy or healthy nourishment. Youngsters did not eat significantly more healthy food when they played the more advantageous variant of the advergime than did the individuals who played the less healthy rendition. In comparison to the individuals who played the more beneficial variant, the kids who played the undesirable form of the advergime did not eat significantly more unhealthy nutriment items. These findings recommend that playing advergimes advancing sustenance, paying little attention to the nourishment being unhealthy or healthy, may expand the (caloric) measure of nourishment allowed for kids. Rathee and Rajain (2018) studied the impact of various factors like entertainment, sociability, escape and persuasion knowledge related to advergimes on attitude towards advergimes. The research was conducted on 161 children between the ages of 10-17 years using a short questionnaire. The outcomes of the study suggested that there was a

significant relationship between the listed variables.

2. Attitude towards advergames

Hernandez (2008) emphasized on youngsters who are viewed as a standout amongst the most vulnerable targets to publicizing and also a remarkable online segment. Youngsters include a substantial level of the online market: around 90 per cent of kids aged 5 to 17 utilize computers and 59 per cent are web clients. As any web client, kids are presented to an assortment of publicizing. In any case, conventional types of internet showcasing, (for example, pop-ups or banners) have demonstrated inadequacy among more youthful segment of people, while selective immersive advertisements, for example, advergames guarantee a more extended introduction to brands. Subsequently, kids give off an impression of being one of the fundamental focuses of advergames. Definition of attitude towards advergames suggests that "an affective construct assessing favorable or unfavorable consumer predisposition toward the advergence itself resulting from active user-game interaction". Albeit elective models have been suggested posting antecedents to the attitude development toward advergaming amid grown-ups, research related to determinants of kids' states of mind was deficient. Subsequently, the investigation specifically, broke down later grade school youngsters' dispositions in light of the fact that instead of pre-school and early primary school kids, the first group can assess an item and its choices and their brand inclinations all the more reliably. As needs be, the motivation behind this investigation was to analyze the variables adding to uplifting attitudes toward advergaming by later grade school kids. Ashley and Tuten (2013) found that advergaming have been utilized for quite a while as a type of branded form of entertainment intended to draw in prospective consumers in a marked movement for a broadened timeframe. Progressively, advergaming are saturated with social characteristics identified with the ascent in ubiquity of web-based life, particularly long-range informal communication. In spite of the ubiquity of

social advergaming, little is thought about the advantages of consolidating social highlights into amusements. In spite of the fact that advertising innovativeness, as described by curiosity and importance, has been appeared to affect promoted brands, it isn't clear how inventiveness connects with advergence socialness to influence mark improvement. To tackle the gaps existing in the research, this paper wrote about three experiments that look at the brand impacts of advergaming that empower social cooperation to advergaming that are not social. The outcomes showed that in respect to non-social advergaming, results were more positive for attitudes towards games for social advergaming, demeanours toward the brand support and brand advocacy, especially when advergaming were new. Gura and Gura (2016) in their investigation found that mobile games have turned into an imperative way of stimulation. These advancements have pulled in the consideration of advertisers and helped them understand the gigantic possibility for the advertising message transmission to buyers through those diversions. Various examinations directed regarding this matter have demonstrated that advergence is a viable channel of correspondence and can help in creation of brand awareness. Additionally, they have low costs contrasted with conventional methods for promoting and are simple to figure out. Albanian organizations working in different parts, have likewise started to apply this strategy for promoting, following so the overall pattern. This investigation reviews encounters of an Albanian organization that has worked on advergaming as a method for promoting. The examination infers that: successful advergence with every one of its characteristics, managed how to influence the brand acknowledgment and help in client relationship administration; a great model of advergaming helps in acknowledgment of various elements of the organization, for example, social duty; advergence help in estimating the effect of the crusade in a brief timeframe and also the formation of a database accessible for various uses later on. Astute, Bolls, Kim, Venkataraman and Meyer (2008) found the impacts of particular features of

advergaming on required advertising results. This article reported the after effects of an analysis intended to look at how variety in the thematic association between the diversion related with an advergaming and the brand influences the connection between state of mind toward the brand and gaming attitude (compared with disposition toward the advertisement). The examination uncovers a more grounded positive connection between state of mind toward the brand and gaming attitude when members play games with a high thematic association with the brand's item. Along these lines, outlining advergaming that relate specifically to the result of the supporting brand should improve the probability of positive moulding of brand attitude evoked by playing an advergaming. Kinard and Hartmen (2013) inspected the impact of advergaming for stimulation brands (i.e. unscripted tv shows) on states of mind (amusement and brand) and conduct expectations. Additionally, they looked at integration level as far as congruency with the advergaming and also earlier brand understanding. In this way, the authors analysed four distinctive advergaming that shifted on brand reconciliation level (high versus direct) alongside brand involvement level (none versus earlier). Two were considered to be high brand mix and the other two were regarded to be direct brand coordination. Brand integration condition at the low-level was excluded by the authors. The outcomes demonstrated that high brand joining evoked more negative demeanours paying little heed to earlier brand involvement. The outcomes additionally demonstrated that brand integration did not influence social aims. Be that as it may, people without earlier brand encounter indicated low behavioural intentions toward the high brand combination advergaming. The result identified with brand integration is especially pertinent as high coordination brought about negative attitudes.

3. Purchase intentions towards advergaming

Aggarwal (2014) found that in the current media condition youngsters more often than not invest the

vast majority of their leisure energy in playing various games, staring at the TV, surfing on the web which makes them well learned in this manner, prompting changes in purchase intentions and purchase preferences. Advergaming are new and upcoming form of advanced advertising used to allure grown-ups and youngsters to play in marked conditions. The paper expected to decide the viability of advergaming on youthful kids based on altered chain of importance of effects model. A subjective research was done on controlled gathering of youthful kids. Likewise, this paper gives a first chance to do this sort of research in an Indian setting. A subjective research was directed in the private computer classes in the Gurgaon area. Later, Hernandez and Minor (2015) endeavoured to answer whether there were contrasts between recuperating memory by utilizing false recall or recall of brands in an intelligent and imaginary condition, for example, advergaming. They likewise discovered whether there were contrasts in memory in a similar setting if the dialects of capability depend on a similar content (e.g. alphabetic/alphabetic, for example, English/Spanish) versus cross-content (e.g. logographic/alphabetic, for example, English/Chinese). Similarly, Vashisth (2015) recommended that other than the old conventional media platforms, for example, daily papers, radio and TV, magazines etc. there are various new media stages accessible for publicists which has made promoting exceptionally compelling, yet difficult in the meantime. As of late, advertisers have presented another imaginative method for brand excitement to influence customers' psyches which is known as advergaming. Advergaming are progressively being investigated as a non-conventional medium to draw in youthful gamers by Brand managers while including another flood of income. This depends on the conviction that advancement through an advergaming for a brand entices a gamer/customer to connect with a brand, empowering a brand to carry forward its messages to the customer who thus can look out ideas and reasoning behind a brand in this way expanding a brand's scope alongside high degree of consumer awareness. Newzoo Games

Market Research in a report indicated that until 2016, the gaming business sector would have multiplied and would garner US \$23.9 billion. Waiguny and Terlutter (2010) studied that advergames was viewed as an important correspondence procedure which particularly targeted kids. Makers of advergames underscore that positive feelings are transferred to the brand through positive gaming environment. In any case, ongoing investigations showed that youngsters, even at a youthful age, perceived the way that advergames are shown as “camouflaged” brand messages. This research article detailed the job of stimulation in the process of recreation and its effect both on prescribing the advergame and re-using it and additionally on kids’ behavioural intentions and demeanours towards the brand. Consequently, in this research they manage kids’ impression of the knowledge of recreation and its effect on brand attitude and conduct. Youngsters belonging to the age group of 9 - 12 were the respondents for this examination as this age segment is the fundamental focus for some advergames. Redondo (2012) contemplated that advergames are generally available without any payment, are playable on or downloadable from the brand’s site, simple and enjoyable to play and offer brisk prizes. They are for the most part easy-going amusements. Advergames are normally intended for playing periods of short duration and additionally for play periods of long duration with a specific end goal to be effectively played amid short breaks during the day, for example, holding up times, on tablets, or cell phones. The present investigation of easy-going advergames’ adequacy is hypothetically grounded in

the combination of theories of psychological reactance and classical conditioning. As predicted by classical conditioning, the positive influence prompted by an unconditioned boost (i.e. the easy-going advergame) is automatically exchanged to its matched adapted improvement (i.e. the brand). Amusements, motion pictures and TV programs offer great settings for compelling exchange of effect in light of the fact that the brands put in them are totally coordinated into a diversion encounter. In spite of these ideal settings, past investigations of the viability of branded amusement on customer preferences have yielded blended outcomes. In one set of outcomes, brand assessments were not reoriented by introduction to product placements in film or to those in recreations. But product preferences were improved by arrangements in films for another set. Farias (2018) analysed whether advergames were an effective means of promotion when compared to banners. The study also intended to find whether the type of user has an influence on the effectiveness of the format used. An experiment was conducted which included 152 participants. It was found that in comparison to banners, advergames were not as effective as intended particularly in terms of brand attitude and intention to purchase.

OBJECTIVES

1. To study the factors influencing consumer’s attitude towards advergames.
2. To analyse whether attitude towards advergames influences purchase intention.

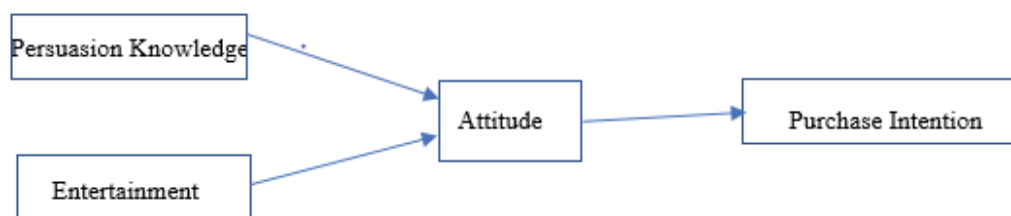


Figure 1 : Model of the study

Hypothesis

H1: There is a positive impact of factors affecting advergmes on attitude towards advergmes.

H2: There is a positive impact of attitude towards advergmes on purchase intention.

Research Methodology

The researchers collected vast review of literature covering different aspects belonging to the research related to advergmes that impact gamers as was discussed in preceding passages. The information was gathered through self-administered questionnaire. Essential information was gathered from respondents belonging to the age group of 12 - 54 years with respect to factors affecting advergmes, attitude towards advergmes and purchase intentions towards items promoted through advergmes on a five-point Likert scale ranging from strongly disagree to strongly agree. The investigation consisting of a sample size of 202 respondents was confined to the National Capital Region. The sample comprised of 93 females (46 per cent) and 109 males (54 per cent). The review

investigated the present circumstance as for the utilization of advergmes and its use.

DATA ANALYSIS AND DISCUSSION

1. Reliability Assessment

To assess the reliability Cronbach’s alpha was used which is a measure of internal consistency of the statements used. In this study, the value of alpha coefficient for the scale used was .875 which indicated a good consistency level among the statements of the instrument used for survey.

2. Exploratory Factor Analysis

The value of KMO was .872 (as shown in table 1) which suggests that the sample was adequate for factor analysis. Further exploratory factor analysis was conducted which led to four factors which explained 63.5 per cent of the variance. These factors included persuasion knowledge, entertainment, attitude towards advergmes and purchase intentions.

Table1: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.872
Bartlett's Test of Sphericity	Approx. Chi-Square	993.758
	Df	66
	Sig.	.000

Table 2: Exploratory Factor Analysis

Factors	Statements	Loadings	% of variance	Reliability
Persuasion knowledge	Do advergmes make people like brands	.776	14.03	.845
	Do advergmes stimulate the sales of products	.700		
Entertainment	When you play advergmes, do you have a good time	.676	12.01	.790
	When you play advergmes, do you get entertained	.672		
	Do you think advergmes are exciting	.647		

Attitude towards advergames	There aren't enough games like this directed at customers	.765	22.43	.784
	Do you think Advergames are artful	.736		
	Do you like Advergames	.725		
	Do games like these lead customers to make unreasonable purchase demands	.622		
Purchase intentions	What is the probability that you will try the product advertised through advergames	.871	15.06	.690
	After playing advergames, do you have overall positive feeling about the product?	.666		
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.				
a. Rotation converged in 6 iterations.				

Factors

Factor I: Factors influencing Advergames

This factor comprises of two variables (persuasion knowledge and entertainment). Both these variables explained 26 per cent variance and had a reliability of .845 and .790 respectively as seen in table 2. This factor includes statements such as advergames make people like brands, advergames stimulate sales of products, playing advergames gives good time, playing advergames is entertaining for people.

Factor II: Attitude towards advergames

The second factor explained 22.4 per cent variance

and the reliability of this factor was .784. The factor included statements such as liking for advergames, whether advergames are artful, if enough advergames are directed at customers and do advergames lead to unreasonable demands.

Factor III: Purchase intentions

This factor explained 15 per cent of the variance and had a reliability of .690. It included only two items that is probability of trying a product that was advertised through advergames and overall feeling about a product after playing advergames.

3. Correlation and regression

Table 3: Correlation between Attitude, Entertainment and Persuasion Knowledge

Variables		Attitude	Entertainment	Persuasion Knowledge
Attitude	Pearson Correlation	1	.488**	.296**
	Sig. (2-tailed)		.000	.000
Entertainment	Pearson Correlation	.488**	1	.162*
	Sig. (2-tailed)	.000		.039
Persuasion Knowledge	Pearson Correlation	.296**	.162*	1
	Sig. (2-tailed)	.000	.039	

Table 4: Correlation between Attitude and Purchase Intention

Variables		Attitude	Pur Int
Attitude	Pearson Correlation	1	.380**
	Sig. (2-tailed)		.000
	N	202	202
Pur Int	Pearson Correlation	.380**	1
	Sig. (2-tailed)	.000	
	N	202	202

Pearson correlation was run to determine the relationship between factors affecting advergaming and attitude towards advergaming; also, between attitude and purchase intention towards products using advergaming. There was a significantly positive

correlation between persuasion knowledge and attitude ($r=.296, n=202, p=.000$), entertainment and attitude ($r=.488, n=202, p=.000$); also attitude and purchase intention ($r=.380, n=202, p=.000$) as seen in table 3 and table 4.

Table 5. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.709	.229		7.446	.000
	Entertainment	.248	.051	.418	4.884	.000
	Persuasion Knowledge	.182	.065	.206	2.805	.006

a. Dependent Variable: Attitude towards Advergaming

The R square value of 28.8 per cent indicates how much total variation in the dependent variable, that is attitude is explained by the independent variables, persuasion knowledge and entertainment. The coefficients table shows whether persuasion knowledge and entertainment significantly explain

the attitude. As the value for B is statistically significant and positive as shown in table 5. So, it can be said that $\text{Attitude} = 1.709 + .248 (\text{Entertainment}) + .182 (\text{Persuasion Knowledge})$ and thus hypothesis H1 was accepted.

Table 6: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.529	.288		5.316	.000
	Attitude	.319	.114	.245	2.801	.006

a. Dependent Variable: Pur Int

The R square value (16.7 per cent) indicates how much total variation in the dependent variable, that is purchase intention is explained by the independent variables attitude. The coefficients table shows whether attitude significantly explains the purchase intention. As the value for B is statistically significant and positive as shown in table 6. So, it can be said that $Pur\ Int = 1.529 + .319 (Attitude)$ and thus hypothesis H2 was also accepted.

CONCLUSION

The use of new formats of advertising though not commonplace but is still intriguing for researchers. One such format namely advergaming has garnered much attention due to its engaging nature. In particular gamers or generally whoever plays games on the internet are exposed to this form of advertising. Several researchers have studied various aspects related to the use of advergaming. This study focussed on the factors involved while using advergaming as a form of marketing communication. It was found that two prominent factors were involved (persuasion knowledge and entertainment) which influenced advergaming. The attitude towards advergaming and purchase intentions towards products advertised through advergaming was also evaluated. It was found that all these variables were significantly and positively correlated. Lastly, it was found that persuasion knowledge and entertainment influence attitude towards advergaming and further purchase intention was influenced by the attitude towards advergaming. The study is useful for brands who intend to promote their products online as this media is quite engaging and alluring.

IMPLICATIONS

The study has practical implications for marketers as they can easily advertise their products to a large number of customers through advergaming. The results of the study suggested that persuasion knowledge and entertainment have a positive impact on attitude of customers. So, marketers can focus on these two aspects to develop a positive

attitude towards their brand. As these games are quite engaging and lead to increased purchase intentions, their use will be beneficial to brands looking to attract new customers as well.

REFERENCES

- 1) Aggarwal, V. S., & Khurana, S. (2018). Advergaming and Children. Application of Gaming in New Media Marketing, 56.
- 2) An, S., & Stern, S. (2011). Mitigating the effects of advergaming on children. *Journal of Advertising*, 40(1), 43-56.
- 3) Antonsson, J. B., & Games, G. (2009) Advergame Specific Design Principles. 2008-2009 Casual Games White Paper, 104.
- 4) Ashley, C., & Tuten, T. (2015). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. *Psychology & Marketing*, 32(1), 15-27.
- 5) Călin, G. (2010). Advergaming: Characteristics, limitations and potential. *Annals of the University of Oradea, Economic Science Series*, 19(1), 726-730.
- 6) Edery, D., & Mollick, E. (2008). Changing the game: How video games are transforming the future of business. Ft Press.
- 7) Entertainment Software Association. (2012). Essential Facts About the Computer and Video Game Industry. Retrieved from https://www.isfe.eu/sites/isfe.eu/files/attachments/esa_ef_2012.pdf
- 8) Farías, P. (2018). The effect of advergaming, banners and user type on the attitude to brand and intention to purchase. *Revista Brasileira de Gestão de Negócios*, 20(2), 194-209.
- 9) Folkvord, F. (2012). The effect of playing advergaming promoting healthy or unhealthy foods on actual food intake among children. *Appetite*, 59(2), 625.
- 10) Gura, S., & Gura, K. (2016). The Use of Mobile Advergame as Brand Communication Tool: Case Study "Vodafone City". *American Journal of Marketing Research*, 2(2), 61-72.

- 11) Hernandez, M. D. (2008). Determinants of children's attitudes towards "advergemes": the case of Mexico. *Young Consumers*, 9(2), 112-120.
- 12) Hernandez, M. D., & Minor, M. S. (2015). False recall of brands in advergemes: a cross-country comparison. *Journal of Research in Interactive Marketing*, 9(1), 54-69.
- 13) Hofmeister-Tóth, A., & Nagy, P. (2011). The content analysis of advergemes in Hungary. *Qualitative Market Research: An International Journal*, 14(3), 289-303.
- 14) Kinard, B. R., & Hartman, K. B. (2013). Are you entertained? The impact of brand integration and brand experience in television-related advergemes. *Journal of Advertising*, 42(2-3), 196-203.
- 15) Lenhart, A., Kahne, J., Middaugh, E., Macgill, A. R., Evans, C., & Vitak, J. (2008). Teens, Video Games, and Civics: Teens' Gaming Experiences Are Diverse and Include Significant Social Interaction and Civic Engagement. Pew internet & American life project.
- 16) Rathee, R., & Rajain, P. (2018). Persuasive Advergemes: Boon or Bane for Children. Application of Gaming in New Media Marketing, 77-94, IGI Global.
- 17) Redondo, I. (2012). The effectiveness of casual advergemes on adolescents' brand attitudes. *European Journal of Marketing*, 46(11/12), 1671-1688.
- 18) Vashisht, D. (2015). Effects of brand placement strength, prior game playing experience and game involvement on brand recall in advergemes. *Journal of Indian Business Research*, 7(3), 292-312.
- 19) Waiguny, M., & Terlutter, R. (2010). Entertainment in Advergemes and its Influence on Brand-Related Outcomes for Children. In *Advances in Advertising Research*, 1, 171-186. Gabler.
- 20) Wise, K., Bolls, P.D., Kim, H., Venkataraman, A. and Meyer, R. (2008). Enjoyment of advergemes and brand attitudes: the impact of thematic relevance, *Journal of Interactive Advertising*, 9(1), 27-36, available at: www.jiad.org/article107.