



The Impact of Game-Specific Factors on Brand Recall and Brand Attitude

Devika Vashisht

Assistant Professor, Department of Marketing, ICAI Business School, India

dev2007.d@gmail.com

Abstract

Purpose: This experimental study provides empirical evidence of the effect of brand prominence in advergames on gamers' brand recall and brand attitude under varied game-involvement conditions from attention and elaboration perspectives.

Design/methodology/approach: A 2 (brand prominence: prominent or subtle) x 2 (game-involvement: high or low) between-subject measures design is used. 229 student gamers participated in the study. A between-subject measures MANOVA is used to test the hypotheses.

Findings: The results reveal that for an advergame with prominent brand placement, low game-involvement results in greater brand recall than high game-involvement. However, for an advergame with prominent brand placement, high game-involvement results in more favorable brand attitude than low game-involvement.

Discussion: These experimental findings suggest to marketers and game designers to cogitate for a right mix of game-specific factors while creating effective advergames to have stoutest positive advergame effect on players' brand recall and brand attitude.

Keywords: Advergames, Brand prominence, Game-involvement, Brand placements