A Work Project, presented as part of the requirements for the Award of a Master Degree in
Management from the NOVA – School of Business and Economics.
A roadmap to designing advergames: How major video games can help in the design of
advergames and the impact of memories.
Diogo Henriques Martins 2540
A Project carried out on the Master in (Management) Program, under the supervision of:
Luis F. Martinez
January 6 <sup>th</sup> , 2017

A roadmap to designing advergames: How major video games can help in the design of

advergames and the impact of memories.

**Abstract** 

This paper looks into ways to design advergames and tries to incorporate memories into them.

To assess it, two experimental groups were created: one watched a The Sims 2 video and

another one a generic Ikea advergame. At the end, as expected, when happy memories of

past experiences playing major video games were activated willingness to buy increased.

Therefore, to create the biggest amount of value possible, companies should use elements of

major titles, from gameplay to audio tracks, when designing an advergame, so players can

relieve good times they had when paying them.

**Key words** 

Advergames; memories; willingness to buy; videogames.

2

# **Contents**

Introduction	4
The Sims	5
Ikea	5
Literature review	6
Methodology	9
Experiment design	g
Procedure	10
Sample	11
Results	11
Measurement and reliability	11
Linear regressions	12
Hypotheses testing	13
A posteriori analysis	14
Influence of self-customization awareness in willingness to buy	14
A posteriori hypothesis	14
A posteriori results	15
Discussion	16
Answers to research questions	16
Limitations	17
Suggestions for future research	18
Conclusion	19
Acknowledgements	19
Appendix I – Screenshots of the videos used on the surveys, The Sims and Ikea	20
Appendix II – Survey answers	20
Appendix III – Detailed variables	22
References	23

#### Introduction

Martin Lindstrom (2005) argued the importance of senses in marketing to increase purchase intention. Thereby, video games are being used, in marketing promotions, because they use visual and audio stimulus through the game itself and touch stimulus through the controller. Apart from that, the interactive properties of an online video game has an influence in consumer attitudes (Szuz-Pop, 2014) and satisfaction (Wechselberger, 2016). This phenomenon is called advergame, a video game designed by a brand to provide promotional incentives and to increase consumer awareness (Groot, 2012). Advergames combine the control found in traditional advertising with the entertainment communication context linked with product placement (Wise, Bolls, Kim, Venkataraman, & Meyer, 2008).

On the one hand, most studies focus on the impact of product placement on video games (Szuz-Pop, 2014). On the other hand, studies regarding advergames focus on the relation between attitude towards the game and attitude towards the brand (Wise, Bolls, Kim, Venkataraman, & Meyer, 2008); the impact of in-game brand exposure (Cauberghe & De Pelsmacker, 2010); receptiveness to advergames (Winkler & Buckner, 2006); or purchase intention (Mengkuan & Huang, 2011).

This study moves one step further and tries to assess the differences between the impact of playing major video games titles and playing generic advergames on purchase intention. The former will create different feelings, such as happy memories in the mind of consumers who have played that game before, unlike the generic one. These emotions, and their impact on purchase intention, will be the studied factor. To do so, the game *The Sims 2* will be used with a group, and a generic advergame with another. In the end differences will be drawn and evaluated.

#### The Sims

Created in 2000, *The Sims* was a fresh concept in the video games industry. Currently, the main series has four games for computers, marketed as life simulation video games. In 2012, prior to the launch of *The Sims 4*, the second title of this series sold thirteen million copies across all platforms, and the first one was the best-selling game of all time, with sixteen million copies sold across all platforms (Ku, 2012). In 2015, *The Sims 4* was announced as the top selling computer game for the second year in a row (SimsVIP, 2016).

The goal of that game is to manage a family of Sims as if the player was a god deciding their actions, their surroundings, and their life. Players can also create Sims, give them physical and psychologic traits, create a house for them and decorate it. As a real life simulator, characters will grow and will be able to have babies, jobs, and other choices in a sea of endless possibilities.

#### Ikea

Born in Sweden in 1973, *Ikea* is a multinational retailer whose focus is on the design of ready-to-assemble furniture. At this time, it is ranked as the 46<sup>th</sup> world's most valuable brand, with sales reaching to thirty six billion dollars (Forbes, 2016).

To help consumers visualize how the furniture will look in their house, the website from *Ikea Dubai* provides them with room planners. This tool allows them to design rooms by placing items from *Ikea* in it, and then changing colors and combinations. It can be considered an advergame since its design and objectives are similar to "dress a doll" games, found online.

Along those lines, one of those planners was chosen as the generic advergame and the *The Sims 2* was chosen as the major video game title. The former is estimated to not have any impact on memories because it only exists in the website of *Ikea Dubai*, the latter is

predicted to have an influence since it is one of the most sold games for computers. Nonetheless, both of them are aligned with *Ikea*'s vision of selling furniture to design a space, which connects with previous studies that dissertate about contextual relevancy being a critical factor that influences advisement's effectiveness (Ping & Wenjie, 2014).

#### Literature review

When a person plays *The Sims 2* and is exposed to the *Ikea* brand, or their products, it is called product placement. When this concept happens with videogames it is not the same as talking about traditional product placement – tv or movies. The interactive context of a game makes the two concept different (Kleeberger & Johannes, 2002). However, although this idea can be present in *The Sims 2*, as a marketing campaign, the goal of this study is to determine the best way to design an advergame. Hence, if major games increase willingness to buy more than generic advergames it is important to understand why, in order to shape the marketing material in the best way.

Previous scholars have assessed the positive impact of advergames on purchase intention (Mengkuan & Huang, 2011) but none have attempted to use major titles in their studies. Instead, they focused on generic advergames that were created to advertise the brand or a product. With this being said, the first hypothesis that this study will analyze was developed.

H1: Major titles will be more effective in influencing purchase intention than generic ones.

There are some assumptions behind that hypothesis. One of them is that it happens because major titles will create happy emotions, namely pleasant memories in consumers' minds. Nowadays, games are franchises, architected throughout time, developing relationships with players (Johnson, 2015). That is one of the reasons why this major saga

has four titles, each game strengthens the relation the game has with their players. People will feel happy if they can re-play one game that they love, with new content, better graphics, better soundtrack, different plots, and more new features. This happiness is due to the positive memories they have when thinking about their time playing one title of the saga. This involvement between players and games originates the second hypothesis.

H2: Major titles will be more effective influencing memories

Another variable that may justifies the first hypothesis is satisfaction. According to a previous study, satisfaction, or enjoyment, was also linked with video games and it looked for ways to increase it thought difficulty and natural mapping (Wechselberger, 2016). Major titles are designed to entertain an audience for several hours and are generally linked with a bigger difficulty level and complexity. Another study noticed that positive memories were the most influential variable regarding wine tourists' satisfaction (Quadri-Felitti & Fiore, 2013). Past positive experiences are linked with enjoyment, if the experience left an optimistic impact in the consumer it means their expectations were reached, or surpassed. With this information, two more hypotheses appeared:

H3: Major titles will be more effective at influencing satisfaction

H4: Memories will have a significant positive impact on satisfaction

Advergames are centered on the product, or brand, so it is common that the brand will often be visible in the game. There have been studies completed regarding this occurrence, how brand placement in different types of media – films, television shows, songs, and video games – affect attitudes towards the brand (Sung & de Gregorio, 2008). For this study it is important to determine the players' reaction when facing one of the two games, they may whether find *Ikea* an original company because they are using a game that is loved and making them relive good moments, or they may find the corporation not so creative

because they did not put effort to create a new an advergame. Lastly, it was also proved that satisfaction with the shopping experience led to more positive attitudes toward the brand (Ballouli & Bennet, 2014). When the buyer is satisfied with their shopping experience it will improve their appreciation of the band. As such the following hypothesis are offered:

H5: Major titles will be more effective influencing attitudes towards the brand

H6: Satisfaction will have a major positive impact on attitudes towards the brand

At the end of this model, there are several factors that influence purchase intention.

wine tourists it was found that happy memories regarding their wine experience caused an

The first one that can affect this predisposition to buy are memories. In a study done with

impact on their likelihood to return and recommend to a friend (Quadri-Felitti & Fiore, 2013).

Besides it, satisfaction confirms the consumer's initial expectations and it was proved that it

has a moderate effect in willingness to buy during the purchase stage (Claudia, 2012). On

other words, when a customer is happy and values their shopping experience they will buy

more. At last, attitudes towards the brand have an impact on purchase intention. People who

identify less with the brand will feel less the connection between the two and it will reduce

their willingness to buy. As it was studied, a negative attitude will result in a resistance to the

persuasion of the advergame (Ham, Yoon, & R. Nelson, 2016). With this information the last

three hypotheses were drawn.

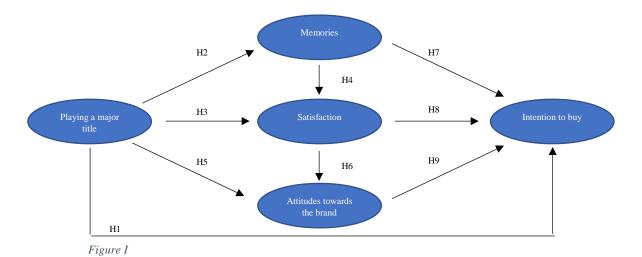
H7: Memories will have a significant positive impact on purchase intention

H8: Satisfaction will have a significant positive impact on purchase intention

H9: Attitudes towards the brand will have a significant positive impact on purchase

intention

All these hypotheses are summarized in figure I, where it is possible to see the connection between variables.



## Methodology

## **Experiment design**

When designing this experiment two groups were chosen, one that would be in contact with *The Sims 2* (major title) and another one who would be in contact with *Ikea* (generic advergame). To understand the best form of contact, between the interviewed and the experiment, a focus group was done at first. Three people participated, one male, and two females of ages between 21 and 23. One of them played *The Sims 2* while the other two played the *Ikea* version. The people playing the generic advergame were tired of it after 15 minutes and were frustrated because the advergame lacked some features that they wanted, like the possibility to add a couch or a TV. To reduce this feeling, keep surveys short, and to be more feasible to reach a big sample size, the game was changed to a one minute video showing it being played. This also happened in more studies, such as Walsh, Clavio, Mullane, and Whisenant (2012), where a video was chosen instead of having people playing the advergame. Therefore, an online questionnaire was done to prevent having participants in a room playing the game and answering to it in the moment.

#### **Procedure**

To create two groups, two online surveys were done where the only difference was the video being shown – Appendix I. They were later posted on *Facebook* on a post where it was asked for people to only select one of them to answer. The title said that they were answering a study about the effectiveness of an Ikea room planner game.

To filter answers, only respondents who had played *The Sims* before were accepted to be part of this study. Thus, the variable "Memories" would not become biased because only people who had played it before were answering the survey. With this, all participants would recognize the game and up to a certain point feel nostalgic when seeing the video.

From those tests, 46 answers to *The Sims* survey were gathered and 33 to the *Ikea* one. From those, one survey was not used for the major title because all answers were identical and none from the *Ikea* group ended up being valid. The reason for that is the filter, as well as some questions asking about the reasons for having played *The Sims* before, ended up biasing the "Memories" variable for the group that saw the *Ikea* video. They were thinking about *The Sims* while answering the survey; and at the end, when answering the questions about their memories, some respondents thought that it was enquiring them on their feelings towards the major title instead of the generic one.

Those conclusions come from two respondents of the *Ikea* questionnaire who were questioned about it. One of them said that since the video did not bring any memories they answered the questions about memories based on *The Sims*, which for them was the logic deduction; the other thought that the clip she was watching was from *The Sims 2*, when in reality it was not.

Thus, all the answers from the people that saw the *Ikea* video were not taken into consideration for this study. Instead, a new survey for this group was done. It was similar to

the previous one, the difference was that this one had no questions regarding *The Sims*. It was also shared on *Facebook* under a post that called for people who still had not participated in this study.

#### Sample

At the end, in a valid way, 48 people answered the *Ikea* survey and 45 replied to the *The Sims* one. Nonetheless, three surveys were not used because the same numerical answer was given to every question. Regarding demographic, the majority of the participants had an age range between 19-22 (63.8%) and the second biggest group was 23-26 (25.5%), in terms of gender 38.3% identified themselves as being female. This questionnaire had a participation of 17.8% foreigner people, being American the biggest group from them (13.3%). Only 6.4% did not have a college degree at the time and 59.6% had a bachelor's degree. Regarding information about game style and reasons to visit *Ikea*, only the data from *The Sims* surveys was used. From them, 76.6% answered that they played the game because they liked to create/decorate houses and 84.6% said that they had visited an *Ikea* store because they needed to buy furniture/decorate a room. The complete information can be found in appendix II.

#### **Results**

#### Measurement and reliability

To ensure the validity of the questionnaire the scale used and all the questions, applied to assess each variable, are based on previous research studies. In light of studies like Ballouli and Bennet (2014) all items were measured using a seven-point Likert-type scale. A scale that ranged from "Strongly disagree" to "Strongly agree", for statistical effects it ranged from one to seven, respectively. The variable customization had two items, that were adapted from the study made by Jian (2002) and it was the only one with a Cronbach's Alpha inferior to .7 ( $\propto_{TheSims}$ = .66;  $\propto_{Ikea}$ = .53). That value means that it was the only variable that was not

reliable and since it was only composed by two items it was impossible to exclude one of them to increase its Cronbach's Alpha. Satisfaction was based on studies like Claudia (2012) and with three items its Cronbach's Alpha reached .93 in *The Sims* case and .89 in *Ikea*. Also based on that study, the variable willingness to buy ( $\propto_{TheSims}$ = .83;  $\propto_{Ikea}$ = .98) was composed by three items. The memories variable was also composed by three items ( $\propto_{TheSims}$ = .96;  $\propto_{Ikea}$ = .85) and was developed by L Quadri-Felitti and Fiore (2013). Last on the list attitudes towards the brand was assessed through a four-items scale used by Ballouli and Benner (2014) ( $\propto_{TheSims}$ = .91;  $\propto_{Ikea}$ = .95).

To better understand all the variables, their means, and standard deviations, appendix III can be consulted.

## **Linear regressions**

To test the hypothesis mentioned earlier and to understand the impact of one variable in another, linear regression tests were done. Furthermore, it is possible. Those results can be found in table I.

	β	Std. Error	t	Sig.
Willingness to buy; $R^2 = 0.01$	.30	.28	1.07	.29
Major title	.50	.20	1.07	
Willingness to buy; $R^2 = 42$				
Memories	.24	.06	3.79	.00
Satisfaction	.04	.10	.41	.68
Attitudes	.60	.12	5.15	.00
Memories; $R^2 = .46$				
Major title	2.37	.27	8.86	.00
Satisfaction; $R^2 = 13$				
Major title	-1.27	.37	-3.44	.00
Memories	.35	.11	3.27	.00

Attitudes; $R^2 = 31$				
Major title	01	.20	07	.95
Satisfaction	.45	.07	6.22	.00

Table I

## **Hypotheses testing**

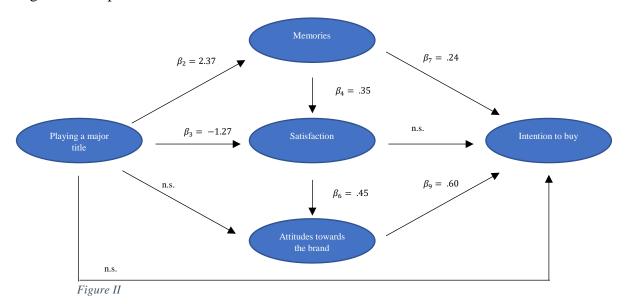
Under hypotheses 2 and 5, playing a major title would have a bigger impact on memories and attitudes towards the brand, respectively, than if a generic advergame was played. It was proved that the major tittle did indeed influenced memories in a positive way (as supported by H2;  $\beta_2 = 2.37$ ) but there was no significant influence on attitudes towards the brand (contradicting H5).

On the theoretical model satisfaction would influence willingness to buy (H8) when analyzing the data it did not have any significant influence on that variable. Instead, it ended up having a significant positive impact on attitudes towards the brand (as H6 suggested;  $\beta_6 =$  .45). By its turn, satisfaction was linked with playing a major title and memories. The former had a significant negative impact (not supporting H3;  $\beta_3 = -1.27$ ); the latter was validated when it was assessed a significant positive impact (backing up H4;  $\beta_4 = .35$ ).

The first hypothesis is the foundation of this study and it resulted that it was not statistically significant. It was not possible to prove that major titles increase willingness to buy more than generic advergames. That happened due to the opposite effect that memories and attitudes towards the brand had on the studied variable. Although the former had a significant positive impact (supporting H7;  $\beta_7 = .24$ ) on intention to buy and the latter also had a significant positive impact (supporting H9;  $\beta_8 = .60$ ), in the end they cancelled each other. Playing a major title reduced satisfaction, which will have a significant negative impact on attitudes towards the brand, which causes a reduction in willingness to buy. While

memories are trigged, increasing willingness to buy, satisfaction decreases which makes people perceive *Ikea* as a less innovative company and reducing *Ikea's* overall likeness, consequently lowering their intention to buy.

All the results are summarized in figure II where it is clear to see all variables and the significant impact that each one has.



#### A posteriori analysis

### Influence of self-customization awareness in willingness to buy

According to the survey, 84.6% of the interviewees said that they went to *Ikea* because they needed to buy furniture/decorate a room. That means that people who tend to go to this store already know that they have the need to decorate one room. In other words, people who are frequently changing the space that surrounds them will go more often to Ikea, in order to buy new products to beautify a room.

## A posteriori hypothesis

In light of what was said a new analysis was done. This analysis tried to estimate the impact of playing the major title in people with lower and higher self-customization awareness. Playing the major title could cause a greater impact in the willingness to buy of the people

with bigger self-customization awareness. Since this impact can be different given different levels of this awareness it would hamper a multiple linear regression. Thus, two simple linear regressions were done, one for people who played the major title, with willingness to buy as the dependent variable and self-customization awareness as the independent; the other had the same variables, the difference lays on the fact that it was performed using data collected from the people who had played the advergame.

Nonetheless, since self-customization awareness scored a Cronbach's Alpha inferior to .7 it was not reliable. Which means that it should not be used as the independent variable. Given that, one question had to be removed, but since that variable was only composed by two questions it had to be defined simply by the following item - "I frequently change the decoration of the space where I live in".

### A posteriori results

Those regressions can be visualized in figure III and through direct observation it is possible to notice that for people who played *The Sims* their willingness to buy is always superior to their counterpart. To assess if this constant difference was significant a new multiple linear regression as performed. This one had the same variables as the simple regression but also included the dummy variable - type of game played – as independent. In table II it is possible to observe that the difference between the two simple linear regressions, caused by playing the major title, is not statistically relevant. However, self-customization awareness had a significant positive impact ( $\beta = .28$ ) and that information was used to rerun the initial regression. Although  $R^2$  increased from .42 to .66 the coefficients of the remaining variables did not variate much, which implies that by omitting that variable in the first regression the conclusion of the first study was not biased. That conclusion provides confidence regarding the values obtained in the first part of this experiment.



Figure III

	β	Std. Error	t	Sig.
Willingness to buy; $R^2 = .35$				
Self-Customization awareness	.28	,08	3.39	,00
Major Title	.36	.27	1.32	.19
Willingness to buy; $R^2 = 0.66$				
Memories	.22	,06	3.50	,00
Satisfaction	,06	,09	.61	.55
Attitudes	.55	.12	4.63	,00
Self-Customization awareness	.14	.69	2,01	,05

Table II

## **Discussion**

## **Answers to research questions**

When designing a video game with advertising purposes no conclusion can be drawn regarding the use of a generic one instead of a major title. What can be concluded is that to increase willingness to buy it is important to use factors that can bring memories to the user. Examples are adding *The Sims* music to the *Ikea* advergame; when designing a racing advergame using elements from *Mario Kart* such as power ups; or even using *Candy Crush* 

as guidelines to create an advergame to a candy bar. Although all these factors will be familiar to the player, increasing their willingness to buy and their overall satisfaction, it is important to take into consideration two things. The first is that it is only going to be effective among people who had played the major game before, meaning that it is important to do market research to assess that information in the target group. The second point is to not fall into the jurisdictional arm, copyright infringement. If the intention is to use the audio track of a popular video game, some copyrights should be acquired, or partnerships should be made. According to this experiment, if *Ikea* designed the advergame or not the users did not change their opinions about them, how innovative they are nor about how much they like the brand. In other words, through a partnership the company that wants to create an advergame can save money by not having to research its consumers and develop a game for them. The author, by its turn, will gain free marketing by having their game partially being used by a corporation.

The way the advergame is designed is also important because it will play a role in satisfaction. That variable impacts the attitudes the player will have towards the brand which will end up influencing buying intention. Moreover, as discussed previously, it needs to be aligned with the company and with what they sell - this connects with previous studies that talk about satisfaction and how it is associated with shopping experience, namely how they increase when atmospheric stimuli fit in terms of their arousing qualities (Mattila & Wirtz, 2001)

#### Limitations

There were a few limitations this study had to go through, in order to develop conclusions. The first one was assuring that the *Ikea* group was unbiased and making sure they were not being influenced by thoughts that the major title could bring them. This setback jeopardized

the first round of questionnaires and forced a second round to be done. Nevertheless, the number of replies to the surveys was not as large as intended because there was a need to reach out for people who did not complete the first survey. Those people could have answered the first study instead, increasing the sample size.

To facilitate the collection of surveys the respondents had to watch a video. This conditioning blocked certain reactions because it prevented people from actually playing the video game. A double-edged sword, a decision that could have ended up reducing the levels of enjoyment of those who watched the *The Sims 2* video because they were not actually playing it. As stated before, satisfaction is linked with video games (Wechselberger, 2016). This conclusion was damaged by the lack of expertise to create one of them which prevented the creation of a generic video game and consequently forced the use of one that was already done. That game was not shaped as intended and the way it was design would lead to inferior levels of satisfaction when played, as it happened in the focus group. Nonetheless, The *Ikea* video that people saw could have helped them fulfilling the need to visualize the furniture in their room, but blocking the typical emotional responses a regular computer game transmits, the involvement with the game and stimuli. Strictly speaking, by blocking the involvement of the subject with the game, they may experiment an advertisement instead of an advergame.

## Suggestions for future research

All things considered, satisfaction was a variable with some limitations that lead to a non-conclusive answer and should be examined closely in later studies. There should also be items that can help understand the different levels of satisfaction, to understand not only if the experience was worth the person's time but also why it was worth the person's time.

To achieve better conclusions, a new study with subjects playing games regarding a new type of good should also be made. This one would be beneficial to involve a product

category with high involvement by the consumers and another one with low involvement, as it was done by Cauberghe and De Pelsmacker (2010). Shopping for furniture is not as simple as buying a candy, it implies a more rational decision and it has a bigger impact in the buyer's life. This way different levels of involvement can generate different responses.

#### Conclusion

With video games influencing consumer attitudes (Szuz-Pop, 2014) and with the value it can create by controlling elements found in traditional advertising with the entertainment communication context linked with product placement (Wise, Bolls, Kim, Venkataraman, & Meyer, 2008), it is important for companies to see new windows for reaching out to consumers. Since more people are playing mobile video games and the revenue associated with it is expected to surpass, in 2016, the revenue generated by games played on PCs and consoles (Needleman, 2016), it is important to use this trend in marketing campaigns. Especially with the rise of virtual reality, companies can find bigger involvement forms with their consumers.

#### Acknowledgements

I would like to express my gratitude to NovaSBE that throughout my studies shaped my mind and taught me important lessons about the business world. I also would like to thank all the effort of all the teachers with which I crossed my path at NovaSBE, specially my work project advisor, Professor Luis F Martinez.

Lastly, I am grateful for my family and friends, who supported me and helped me with this project.

Appendix I – Screenshots of the videos used on the surveys, The Sims and Ikea



Figure IV



Figure V

Appendix II – Survey answers

Question	Answer	Number of answers	Percentage
	I liked to create/decorate houses	39	79.6%
Why did you play <i>The Sims</i> *	I liked to control Sims	20	40.8%
(Multiple answers were allowed)	I liked to create Sims	19	38.8%
	All my friends were playing it	7	14.3%
	Other	4	8.2%

With what frequency do you play video games? *	Once a year	14	28.6%
	Once every three	7	14.3%
	months	•	11.670
with water facility as you pany water games.	Once every	6	12.2%
	month	10	20.00/
	Every week	19	38.8%
Have you ever gone to <i>Ikea</i> ? *	Yes	39	79.6%
	No	7	14.3%
	Needed to buy	22	0.4.60/
	furniture/decorate	33	84.6%
	a room		22.12/
	Helping a friend	9	23,1%
	Wanted to see	6	15.4%
Why did you visit an <i>Ikea</i> store *	new products		
(Multiple answers were allowed and only people who	Wanted to buy		
answered "Yes" to the previous question could reply	miscellaneous		20.004
to this one)	products	12	30.8%
, , , , , , , , , , , , , , , , , , ,	(Christmas lights,		
	plates)		
	To eat/buy	3	7.7%
	groceries		
	Other	3	7.7%
What is your gender?	Male	36	38.3%
	Female	58	61.7%
	<18	3	3.2%
	19-22	60	63.8%
How old are you?	23-26	24	25.5%
How old are you:	27-30	5	5.3%
	31-34	1	1,1%
	>35	1	1,1%
	High school	6	6.4%
What is your maximum level of education at the	Undergraduate	56	59.6%
moment?	Master's	30	31.9%
	PhD/MBA	2	2.1%

<sup>\*</sup>Only valid answers to the *The Sims* surveys were used

Table III

Appendix III – Detailed variables

Appendix III – Deta	irea variables	The Sims			Ikea		
Question	Variable	Cronbach's Alpha	Medium	SE	Cronbach's Alpha	Medium	SE
I am constantly changing the decoration of the space where I live	Self-customization awareness	.66	3,09	1.72	.53	3.27	1.57
I like to customize my personal belongings/games	awareness		4.93	1.84		4.96	1.58
I truly enjoyed this experience			5,02	1.54		5.42	1.35
I am satisfied with this experience	Satisfaction	.93	5,07	1.44	.89	5.52	1.38
The video was worth my time watching it			4.41	1.84		4.92	1.37
My attitude towards Ikea is favorable			5.48	1.60		5.77	1.12
Ikea is an innovative company	Attitudes	.91	5.83	1.14	.95	5.92	1.15
I like Ikea			5.65	1.32		5.96	1.20
My overall attitude towards  Ikea is positive			5.63	1.22		5.81	1.27
I want to buy furniture I want to decorate my house	W/:11: 4 1	02	5.37 5.76	1.61 1.58	00	5,06 5.29	1.39 1.53
I want to see Ikea's latest products	Willingness to buy	.83	4.76	1.72	.88	4.63	1.54
I have wonderful memories of playing that video game.			5.85	1.51		3.50	1.11
I won't forget my experience playing that video game.	Emotions	.96	5.70	1.68	.85	3.33	1.10
I have a lot of positive memories thinking about that video game.			5.67	1.70		3.27	1.11
Total	Self-customization awareness	-	4,01	1.54	-	4.11	1.30
Total	Satisfaction	-	4.83	1.52	-	5.28	1.24
Total	Attitudes	-	5.65	1.19	-	5.86	1.10
Total	Willingness to buy	-	5.74	1.57	-	3.37	.97
Total	Emotions	-	5.74	1.57	-	3.37	.97

Table IV

#### References

- Ballouli, K., & Bennet, G. (2014). New (sound) waves in sport Marketing: do semantic differences in analogous music impact shopping behaviors of sport consumers?. Sport Marketing Quarterly, 23 (2), 59-72.
- Cauberghe, V., & De Pelsmacker, P. (2010). The impact of brand prominence and game repetition on Brand responses. *Journal of Advertising*, 39 (1), 5-18.
- Claudia, I. (2012). A decomposed Model of consumer's intention to continue buying online. *Economic Insights Trends and Challenges*, Vol. I(LXIV) (4), 58 69.
- Forbes. (2016, May). World's Most Valuable Brands. Retrieved from Forbes: http://www.forbes.com/companies/ikea/#
- Groot, J. (2012). IT-based risks in advergame campaigns. University of Twente.
- Ham, C. D., Yoon, G., & R. Nelson, M. (2016). The interplay of persuasion inference and flow experience in an entertaining food advergame. *Journal of Consumer Behaviour*, 15, 239-250.
- Heckler, S. E., & Childers, T. L. (1992). The role of expectancy and relevancy in memory for verbal and visual information: What is incongruency? *Journal of Consumer Research*, 18(4), 475-492.
- Jiang, P. (2002). Exploring consumers' willingness to pay for online customisation and its marketing outcomes. *Journal of Targeting, Measurement and Analysis for Marketing*, 1, 168–183.
- Johnson, C. (2015, August 24). Level up! How music enhances the video gaming experience. *Music Week*, p. 28.
- Kleeberger, J., & Johannes, H. (2002, December 6). *Online gaming as Marketing and sales catalyst*. Retrieved from

- http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.202.3123&rep=rep1&type=pdf
- Ku, A. (2012, March 21). The Top 15 Best-Selling PC Games Of All Time. Retrieved from Tom's Hardware: http://www.tomshardware.com/picturestory/587-best-sellinggame-list.html
- Lindstrom, M. (2005). Brand Sense. Free Press.
- Mattila, A. S., & Wirtz, J. (2001). Congruency of scent and music as a drive of in-store evaluations and behavior. *Journal of Reading*, 77, 273-289.
- Mengkuan, L., & Huang, Y. S. (2011). Can learning theoretival approaches illuminate the ways in which advertising games effect attitude, recall, and purchase intention.

  International Journal of Electronic Business Management, 9 (4), 368-380.
- Needleman, S. E. (2016, April 21). *Mobile-Game Revenue to Surpass Console and PC,*Study Says. Retrieved from The Wall Street Journal: http://www.wsj.com/
- Ping, K. Y., & Wenjie, J. (2014, July). Engaging consumers with advergames: an experimental evaluation of interactivity, fit and expectancy. *Journal of the Association for Information Systems*, 15 (7), 388-421.
- Quadri-Felitti, L. D., & Fiore, A. M. (2013). Destination loyalty: effects of wine tourist's experiences, memories, and satisfaction on intentions. *Tourism and Hospitality Research*, 13(1), 47-62.
- SimsVIP. (2016, May 15). ESA Report: The Sims 4 "Top Selling PC Game" of 2015.

  Retrieved from Sims VIP: http://simsvip.com/2016/05/15/esa-report-sims-4-top-selling-pc-game-2015/

- Sung, Y., & de Gregorio, F. (2008). New Brand Worlds: College Student Consumer

  Attitudes toward Brand Placement in Films, Television Shows, Songs, and Video

  Games. *Journal of Promotion Management*, 14 (1/2), 85-101.
- Szuz-Pop, A. (2014). The influence of interactivity on consumer attitude of advertising in video games. *The USV Anuals of Economics and Public Administration*, 14 (1(19)), 112-119.
- Walsh, P., Clavio, G., Mullane, S., & Whisenant, W. (2012, December 4). Brand

  Awareness and Attitudes Towards Political Advertisements in Sport Video Game.

  Public Organiz Rev, 14, 127–138.
- Wechselberger, U. (2016). Music game enjoyment and natural mapping beyond intuitiveness. *Simulation & Gaming*, 47 (3), 304-323.
- Winkler, T., & Buckner, K. (2006, Fall). Receptiveness of gamers to embedded brand messages in advergames: attitudes towards product placement. *Journal of Interactive Advertising*, 7 (1), 37-46.
- Wise, K., Bolls, P. D., Kim, H., Venkataraman, A., & Meyer, R. (2008, Fall). Enjoyment of advergames and brand attitutes: the impact of thematic relevance. *Journal of Interactive Advertising*, 9 (1), 14.