

# EDULEARN<sub>10</sub>

## CONFERENCE PROGRAMME



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# ANNOUNCEMENT

EDULEARN10, the annual International Conference on Education and New Learning Technologies will be held in Barcelona (Spain), on the 5th, 6th and 7th of July, 2010.

The main objective of the conference is to promote and disseminate the experiences in New Technologies and E-learning applied to Education in all fields and disciplines.

EDULEARN10 will be a unique International Forum for those who wish to present their projects and discuss the latest innovations and results in the field of New Technologies in Education, E-learning and methodologies applied to Education and Research.

This conference will be held at international level. The attendance of more than 500 delegates from 65 different countries is expected.

We would like to invite you to submit your abstracts and to contribute to EDULEARN10 (in person or virtually) in order to share your results in educational experiences and technological methodologies applied to Education and Research. The deadline for abstracts submission is the **1st of April 2010**.

Two ISBN publications will be produced with all the accepted abstracts and papers. They will serve as a database of innovation projects in Education and New Learning Technologies.

In addition to the technical issues of the conference programme, our website provides you with tourist information on the city of Barcelona, unique for its cultural, artistic and historical richness, lovely surroundings and nice beaches of the well-known "Costa Brava".

We look forward to seeing you in Barcelona!

*The Organising Committee.*

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# THE EFFECTS OF ADVERGAMES TOWARDS BRAND ATTITUDES ON TURKISH YOUTH

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## Abstract

The advergimes represent a new advertising concept that uses internet and digital technology to implement viral marketing campaigns. Initially, advergaming research has been referring to consumer's behavior. Researchers have rarely focused on consumer's attitudes towards branding, recall, and recognition, features that bound to embody advergimes effectiveness. This study tries to develop a theoretical framework which explains the effect of advergimes on consumers' perceptions and attitudes with prepared survey. The collected data is being analyzed and discussed from a qualitative point of view. The results indicate a clear relationship between the advergimes and the attitudes towards brand. Here, the specialties of advergimes, like theme, entertainment, relation to product were noted as prominent factors.

Keywords: Advergame, brand attitudes, youth, interactive advertising.

## 1. INTRODUCTION

Advertising nowadays have become the lifeline for any business clearly because a consumer today has unlimited choices to select from and to create favoritism towards a particular product. Therefore it can be said that it current times becomes all the more prominent exercise than producing the products or services itself. It is clear that first mission of advertising is to choose which aspect of the products or services are to be blown to public so that it catches attention of potential consumer. Then advertisers have to focus on message creation and message dissemination. On the other hand, this is not easy task for advertisers to accomplish this. Advertising communication is a contest for consumer attention. This year, the average consumer will see or hear 1 million marketing communication messages. This means that average consumer will see almost 3,000 per day (Brain, 2008). Here some creative advertising practices and media selection come into mind. These creative methods cut through the clutter and reaches people on a friendlier level. Advergimes which is the subject of our paper is one of them.

Initially, advergaming is the use of interactive gaming technology to convey advertising messages with a creative way to the potential consumers (Buckner et al, 2002:1). Advertising have some important functions for the brands: 1) to inform; 2) to persuade; 3) to teach; and 4) to entertain. We can say that a cliché advertisement is prepared with more than one function. In related to this, therefore, as a form of advertising, advergimes have also to serve different functions. It is first that advergimes can entertain consumers. Secondly, advergimes can induce consumers to form positive attitudes toward their brands (Winkler and Buckner, 2006: 37–46). Furthermore, advergimes offer these services by providing integration and interactivity (Dobrow, 2004). It can be said that advergimes may induce to educate consumers about the benefits, specialties and identity features of the products in general. By the using advergimes choice; brand can gives pleasure and enjoyment of advergame to consumers playing with the brands.

Advergame practices range from simply repurposing a well-known game to feature the brand in the digital environment to making more complex, user-based or custom-built games that include exhaustive digital experiences with the brand's products or services (Wallace and Robbins, 2006). Advergaming is progressively being managed as an integral part of internet marketing communication and advertising strategies to promote goods and services to target market (Chen and Ringel, 2001).

Moreover, advergames direct branding directly into the gaming environment. According to some scholars, an advergame represents a unique form of branded entertainment because, in contrast to placements purchased in other forms of gaming, the game incorporated as part of an advergaming practice is created particularly for the sponsoring brand, in essence making the game itself the brand message (Deal, 2005). An appropriate game can generate interaction and involvement with brands. A game is one more way to make your brand more top of mind to consumers (Dahl et al, 2006). And importantly, a well-designed game can create positive brand attitudes on consumers that are the most crucial factors for brand achievement.

Brand attitude and brand concept on consumers' perception are relatively steady, yet they are affected by the new marketing communication practices. Consumers' response to brand advertising is presumably to have a crucial influence on their attitude toward the brand. Moreover, the brand-salient concepts would affect their perception of the brand choice in after all (Miniard, Bhatla and Rose, 1990: 29-303). According to the approach, research on consumer response to advertising has indicated that attitude toward the advertisements denote in part consumers' affective response to the advertisements (Biehal, Stephens and Curlo, 1992: 19-36) and that (2) a brand name, when cued later, can retrieve the affect associated with its advertising (MacKenzie, Lutz and Belch, 1986: 130-143). There are well-defined theoretical backgrounds of brand attitude models which have generated prominent research into consumers' attitudes toward the advertising and brand. Consequently, essential research subject in this study centers on how creative media like advergames affect brand perception. Research shows that attitudes are affected by brand or nonbrand features (Homer 1990: 78-86; Hastak and Olson, 1989: 444-456), and advertising message quality and content (Burton and Lichtenstein, 1988: 3-11). In addition to this, advertising exposure level (Burke and Edell, 1986: 114-118; Cox and Cox, 1988: 111-116) and message involvement (Park and Young, 1986: 11-24; Muehling and Laczniak, 1988: 23-34) are decisive to indicate brand attitudes by consumer. It has to be asserted that an attitude towards advertising is also related with toward the brand (Muehling and Laczniak, 1988; Homer, 1990: 78-86 and Stayman and Aaker, 1988: 368-373).

When we say something about the relationship between the advergames and the brand attitudes, creative campaigns progressively carry out advergames to integrate consumers with a brand through interactive, entertaining media content. On the other hand, a few studies interrogate the effects of specific features of advergames on aimed advertising and brand success. This study utters the results of a questionnaire designed to explore how advergames affect brand affects attitudes, awareness, and recall.

## 2. RESEARCH METHOD

The purpose of this paper is to interrogate the role of creative communication form and media like advergames on consumers' attitude toward the brands. Although the role of brand concept or brand attitude on consumer perception of advertising has been studied during the past several years numbers of times, few studies have investigated the impact of creative communication form and media like advergame on brand attitudes. It's clear that participating in digital environments like Internet or mobile for the brands, where integration, discrepancy and attention are increasingly shown, is a possibility to promote their products and services more effectively. The paper extends debate on the impact of the developing 'creative media' focusing on young people which is technology-based generation. The aim of the paper is to interrogate the effect of the advergames on young people and their perceptions about brands through questionnaire conducted on different young groups. The primary hypothesis of this study therefore posits:

**H1:** There is a stronger positive relationship between attitude toward the marketing communications and attitude toward the brand if brand use advergames in their marketing communication program on young people.

When we look at the procedure and sample in the research, we have focused on the university students mainly between the ages of 15-24 educated in Istanbul, and in Elazig Turkey. There are also non-student participants in the research. This research employed a survey design. Some survey items were measured using a 5- point Likert scale (1= strongly disagree, 5= strongly agree). The others are yes and no items were measured by frequency. Questionnaires were distributed among 136 detected

participants from random research horizon. A total of 128 usable questionnaires were returned, indicating a response rate of 96 percent.

### 3. RESULTS

The information concerning the gender of the participants is provided in the study. 42.8 percent of the participants are female and 57.2 percent are male. The data concerning their own computer and internet accesses of the participants are also indicated in the study. 86.2 percent of the participants have their own computers, and 81.2 percent have personal internet accesses. The periods of connecting to internet in hour at the weekly basis are provided in the Table 1. According to the Table 1, 35% of the participants connect internet for more than 40 hours, 22.4 percent for 21-40 hours and 21.5 percent for 10-12 hours.

Table 1. Usage Time of Internet as Weekly

(As weekly)	%
0-1 Hours	2.6
2-4 Hours	3.7
5-6 Hours	5.7
7-9 Hours	9.1
10-12 Hours	21.5
21-40 Hours	22.4
More than 40 Hours	35.0
Total	100.0

A large majority of the participants (81.6%) stated that they have been using internet for more than 6 years. The data concerning from where the participants have access to internet are also indicated in the study. According to this, 58.8 percent of the participants have access to internet from home, 23.2 percent from school, and 18.0 percent from internet cafes. The data concerning the ages of the participants are also available in the study. 18 percent of the participants are in the age range of 15-18, 56.4 percent in 19-21, 25.6 percent in 22-24. The most frequent purposes of using internet by the participants are indicated in the Table 2.

Table 2. Internet Usage Aims of the Participants

	%
Education	14.5
Shopping	12.0
Entertainment	26.6
Communcation to Others	34.2
Get Information	6.2
Space-time Activities	6,5
Total	100.0

The participants use internet most frequently for the purposes of communicating with the other individuals (34.2%), entertainment (26.6%), shopping (12%), education (14.5%), having information (6.2%) and evaluating leisure times (6.5%). The data concerning how the participants identify the importance of internet is provided in the Table 3.

Table 3. Importance of internet for the participants

	n	%
Unimportant	0	0.0
Of Little Importance	4	4.0
Moderately Important	11	10.0
Important	40	30.0
Very important	73	56.0
Total	128	100.0

According to the Table 3, 86 percent of the participants responded at the important and very important levels for the place of internet in their lives.

The answers of the participant' opininons towards brand-based questions are provided in the Table 4.

Table 4.The attitudes-based information concerning the young people

I follow at least one adverggame until now	Yes		No		Total	
	n	%	n	%	n	%
	123	91	5	8.0	128	100.0
When the game and brand were thematically related, brand attract more attention for me	Yes		No		Total	
	n	%	n	%	n	%
	89	69.5	39	30.5	128	100.0
Game equity led to positive attitude toward the brand	Yes		No		Total	
	n	%	n	%	n	%
	77	60	51	40.0	128	100.0
Adverggames mean more brand recalls	Yes		No		Total	
	n	%	n	%	n	%
	92	71.8	36	28.2	128	100.0
If the game is entertaining, brand attract more attention for me	Yes		No		Total	
	n	%	n	%	n	%
	94	73.4	34	26.6	128	100.0
By advergaming, I can be informed about brand's benefits	Yes		No		Total	
	n	%	n	%	n	%
	34	26.5	94	73.5	128	100.0
I develop special relationships with the brand by adverggames	Yes		No		Total	
	n	%	n	%	n	%
	55	43.0	73	57.0	128	100.0
Adverggames mean more brand awareness	Yes		No		Total	
	n	%	N	%	n	%
	61	47,5	67	52,5	128	100.0
Adverggame can determine my brand choice	Yes		No		Total	
	n	%	N	%	n	%
	59	47.0	69	53.0	128	100.0
I think that adverggame is the future of interactive advertising	Yes		No		Total	
	n	%	n	%	n	%
	55	43.0	73	57.0	128	100.0

According to the Table 4, the following results are obtained based on the opinions of the participants:

- I follow at least one advergaming until now (% 91),
- If the game is entertaining, brand attract more attention for me (% 73,4),
- When the game and brand were thematically related, brand attract more attention for me (% 69,5),
- Game equity led to positive attitude toward the brand (% 60),
- Advergaming mean more brand recalls (% 71,8),
- Advergaming can determine my brand choice (% 47),
- Advergaming mean more brand awareness (% 43),
- By advergaming, I can be informed about brand's benefits (% 26,5),
- I think that advergaming is the future of interactive advertising (% 43),
- I develop special relationships with the brand by advergaming (% 43).

#### **4. CONCLUSION AND FURTHER RESEARCH**

A few previous researches have been focused on the relationship between attitude towards advertising and attitude towards the brand in traditional media. In this study, we seek to extend that research to the world of digital games. We can say that this is one of the crucial studies that studied the effectiveness of specific features of advergaming in creating effective results with consumers.

Initially, we see that young participants have followed at least one advergaming until now with the proportion of 91%. We can say that the experience of advergaming is very high in the participants. We concluded that advergaming's theme is important to affect consumer in terms of brand attitudes. This means that brand-related advergaming simplified the transfer of entertainment to the brand, compared to unrelated advergaming. In the research, we see that participant says 'when the game and brand were thematically related, brand attract more attention for me with the proportion of 69, 5%. It can be said that brand-related advergaming might be more successive as a way of creating positive consumer attitudes towards a particular brand.

We have suggested that advergaming are more effective as a way of developing positive consumer attitudes towards a particular product in this study. According to this, participants think that if the game is entertaining, brand attract more attention for me. Its proportion is 73, 4 %. Moreover, the argument of game equity led to positive attitude toward the brand. Its proportion is 60%. On the other hand, we see that participants do not magnify the effects of advergaming. They think that advergaming can determine their brand choice (47%) and advergaming mean more brand awareness (43%). The analysis also reveals that participant think advergaming are not the source of benefits about brand. It can be also stated that participant do not see advergaming as a future of interactive advertising.

As a conclusion, conclusions drawn from this experiment are subject to several limitations. For example, this study examines advergaming in the context of brand attitudes. Resource and time limitations make it difficult to perform a large participant groups.

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