

The Relationship between Brand Recall and Brand Attitude in Advergame

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Abstract : The increase of online advertising, specifically advergame has become a popular method of strengthening consumer brand recognition by inserting attractive characters and enhancing entertainment value. There have been several remarkable studies on spokes-characters in advertising effectiveness. However, few studies have examined the link between character presence and consumers' brand recall and attitude in advergame. Moreover, how the entertainment value of an advergame influences brand recall and brand attitude and the mediating role of brand recall in influencing character presence and entertainment on brand attitude are still lacking in the advergaming literature. An online survey was conducted with 366 Malaysian gamers. Using structural equation modeling, the results showed that character presence had no influence but entertainment value had a positive influence on brand recall and brand attitude. This study confirmed the role of brand recall as a mediator of the effect of between entertainment and brand attitude in advergame.

Keywords : character presence, entertainment, brand recall, brand attitude, advergame

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