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Branded Video Game: A Review of Advergame as a Marketing Tool

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Abstract:
Advergame research has attracted the attention of researchers and practitioners because of its unique structure for engaging with customers. The outcomes, on the other hand, have been contradictory or insignificant. Therefore, this study aims to synthesize findings from several empirical studies that adhere to predetermined stages or protocols. Thus, we could identify research gaps and provide new insights for future research in this field. We applied the Theory, Context, Characteristics, and Methodology (TCCM) procedure to systematically review 30 eligible articles published in the last ten years. We also used the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) flowchart to search multiple journal databases for articles. Our findings suggest that existing studies rely on flow, affect transfer, the Elaboration Likelihood Model (ELM), and the Persuasion Knowledge Model (PKM) as theoretical foundations. Most studies were conducted in the United States and India, with adolescent and adult participants predominating. Our review reveals that web-based advergame, real brand, food and beverage product categories were frequently implemented. According to our findings, cognitive responses were widely used to assess advergame effectiveness. By integrating findings and perspectives from many empirical studies related to advergame, our study will provide an overview of advertising areas, particularly in non-traditional advertising formats. As a result, it can be used to identify knowledge gaps, develop research agendas, or as a critical component in developing theoretical frameworks and conceptual models. Advergame has evolved as a "new" marketing tool that has shown to be an effective marketing campaign for engaging customers. Although various studies have shed light on the adoption, design, and effects of an advergame, there is a scarcity of research that systematically evaluates and summarizes past findings. The majority of previous research has relied on meta-analysis or content analysis studies. This study aims to bridge that gap despite the need for more advergame information.

Keywords: advergame, marketing tools, preferred reporting items for systematic reviews and meta-analyses; theory, context, characteristics, and methodology.

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品牌视频游戏：作为营销工具的广告游戏回顾

摘要：

广告游戏研究因其与客户互动的独特结构而引起了研究人员和从业者的关注。另一方面，结果是矛盾的或微不足道的。因此，本研究旨在综合几项符合预定阶段或协议的实证研究的结果。因此，我们可以确定研究空白并为该领域的未来研究提供新的见解。我们应用理论、背景、特征和方法（中医）程序系统地审查了过去十年中发表的 30 篇符合条件的文章。我们还使用棱镜（系统评价和元分析的首选报告项目）流程图在多个期刊数据库中搜索文章。我们的研究结果表明，现有的研究依赖于心流、情感转移、精化似然模型（榆树）和说服知识模型(PKM)作为理论基础。大多数研究是在美国和印度进行的，青少年和成人参与者占主导地位。我们的审查表明，基于网络的广告游戏、真实品牌、食品和饮料产品类别经常被实施。根据我们的发现，认知反应被广泛用于评估广告游戏的有效性。通过整合许多与广告游戏相关的实证研究的发现和观点，我们的研究将概述广告领域，特别是非传统广告格式。因此，它可用于识别知识差距、制定研究议程或作为开发理论框架和概念模型的关键组成部分。广告游戏已发展成为一种"新"营销工具，已被证明是吸引客户的有效营销活动。尽管各种研究已经阐明了广告游戏的采用、设计和效果，但很少有研究能够系统地评估和总结过去的发现。以前的大多数研究都依赖于元分析或内容分析研究。尽管需要更多广告游戏信息，但这项研究旨在弥合这一差距。

关键词： 广告游戏、营销工具、系统评价和荟萃分析的首选报告项目；理论、背景、特征和方法论。

1. Introduction

Traditional marketing has shifted to digital due to technological advancements. Changes in consumer behavior are encouraged as a result of this migration. Previously, consumers were exposed to passive advertisements such as television or print advertisements; however, consumers are now confronted with interactive advertising formats and are more likely to seek information through various communication tools actively. Marketers are then encouraged to seek alternative advertising methods to capture customers' attention (Catalán et al., 2019a; van Reijmersdal et al., 2015a). One method combines advertising and digital games, such as in-game advertising (IGA) and advergame (Steffen et al., 2013; Vashisht et al., 2019).

Brands can be displayed together as a game background or in a game-provided space/location. In contrast to IGA, advergames typically consist of only one product and are purposefully designed to promote a company's brand or product (Vashisht et al., 2019). Compared to other types of promotion media, advergame blurs the lines between advertising and entertainment; hence, consumers are unaware that advergame is another advertising format type. Marketers can benefit from this because consumers are less likely to object to its exposure. Advergames are currently aimed not only at children who are susceptible to the persuasive intent of advergames but also at adolescents and adults.

Even though advergame is an effective marketing tool, previous studies have yielded conflicting results. Therefore, with a systematic approach, this study aims to summarize previous studies based on the theory, context, characteristics, and methodology (TCCM)

procedure and provide insights for future research. In addition, we used the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) flowchart to help us find relevant and eligible articles.

2. Methodology

To map, analyze, and synthesize the existing literature on advergame research in business and management contexts, we used a systematic approach adapted from Le et al. (2019). We take the following steps: (1) define the research objectives; (2) identify keywords, databases, and selection criteria; (3) search databases, screen the results based on predefined criteria, and refine criteria for inclusion and exclusion; (4) extract relevant material from eligible searched results and compile summary tables; and (5) synthesize and present findings.

For the comprehensiveness of the systematic review, published articles were obtained through various databases. Journal articles written in English, available in full text, and published between 2010 and 2020 are among the selection criteria. Non-journal publications, such as conference papers, book reviews, book chapters, books, and editorial notes, were not included in our analysis to ensure consistent analytical standards (Le et al., 2019). In addition, because this research focuses on advertising in business and management, we exclude studies (such as articles on body mass index or policy and ethics debates) unrelated to our purpose.

In pre-selected journal publishers, we used multiple keywords such as advergame and advergaming. These keywords were used on April 17th, 2021, and 74 articles were identified from the databases: Emerald (n = 7), Elsevier (n = 22), Taylor & Francis (n = 18), JSTOR (n = 19), and others (n = 8). Unfortunately, we

could not locate any articles relevant to our study objective in the Springer database. We adapted the PRISMA flowchart from Page et al. (2021) to improve the efficiency of the literature search process. To avoid duplication, we ran comparisons across these databases. This process resulted in the exclusion of two articles, leaving 72 articles. The remaining articles were rescreened to see if the full text was provided or could be downloaded. This process resulted in the exclusion of 16 articles from the final analysis. However, after further review, 31 articles were justified in being discarded because they were unrelated to our study.

For example, van Reijmersdal et al. (2015b) investigated the effects of integrated advertising on children's persuasion and awareness. However, this article focuses on integrated print advertising rather than advergame. Likewise, Roettl and Terlutter (2018) examined the impact of video game formats (2D, 3D, or virtual reality) on game evaluation and brand placement. However, the game format used in the study was not specified in this article. As a result, it is unclear whether it was intended for advergame or in-game advertising. Another reason for exclusion was that the publications we reviewed did not present empirical data on advergames, such as articles with narrative reviews or policy (Hofmeister-Tóth & Nagy, 2011; Quilliam et al., 2011; Thomson, 2011; Folkvord et al., 2016; Terlutter & Capella, 2013).

After that, a reference cross-check was performed to ensure that no important publications were overlooked. This procedure resulted in the addition of 5 articles to our database. This resulted in 30 articles being considered for final analysis (Appendix). Figure 1 depicts our article selection procedure. These articles were categorized and quantitatively structured to provide a comprehensive overview of advergame research.
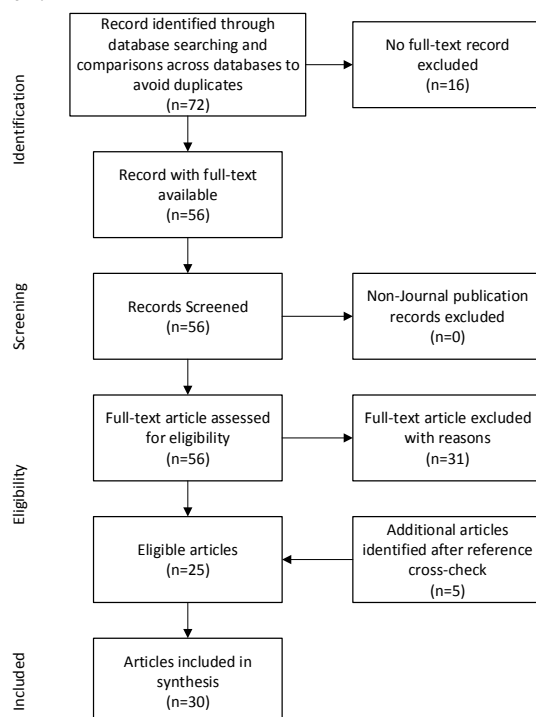

Figure 1. PRISMA flow diagram adopted from Le et al. (2019)

Table 1 shows the journals' list of the 30 articles. Publications come not only from management and advertising journals (77 percent, n = 23) but also from other fields of study (Computers in Human Behavior, Entertainment Computing, and Expert Systems with Applications).

3. Results

This section contains a literature review using the TCCM framework (Paul & Rosado-Serrano, 2019). This framework categorizes research based on theory, context, characteristics, and methodology. As a result, it will aid us in efficiently describing previous studies.

3.1. Theory

To explain measured effects, advergame research employs a variety of theoretical frameworks and models. In our summary, the number of theories and models used differs from the number of articles analyzed because one article may employ multiple theories and models to explain the phenomenon under investigation (Table 2). Flow theory (Catalán et al., 2019b; Hernandez, 2011; Soebandhi et al., 2018; Steffen et al., 2013) and affect transfer theory (Vanwesenbeeck et al., 2017; Waiguny et al., 2012) are widely implemented to support studies in advergame research. Originally used to describe a person's pleasant experiences in daily life and work, the concept of flow is now widely used in various fields (Waiguny et al., 2012). Flow has also been investigated in the context of information technology, where it has been linked to positive marketing outcomes such as attitude formation and purchase intentions (Catalán et al., 2019a; Soebandhi et al., 2018). Affect transfer theory is also used to explain the impact of gaming experiences on advertised products. The brand is at the center of the game in advergame. As a result, the experiences (both positive and negative) gained while playing the advergame will be remembered and can be passed on to the brand (Vanwesenbeeck et al., 2017). In other words, if consumers enjoy the games they play, they are likely to enjoy the products advertised and vice versa (Soebandhi et al., 2018).

Table 1. Distribution of publications by journals

Journal Name	No. of Articles	Percentage (%)
Computers in Human Behavior	5	17%
Entertainment Computing	1	3%
Expert Systems with Applications	1	3%
International Journal of Advertising	3	10%
International Journal of Electronic Business	1	3%
Internet Research	2	7%
Journal of Advertising	6	20%
Journal of Brand Management	1	3%
Journal of Business Research	1	3%
Journal of Consumer Behaviour	1	3%
Journal of Interactive Marketing	1	3%

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Continuation of Table 1		
Journal of Marketing Communications	2	7%
Journal of Product and Brand Management	1	3%
Journal of Promotion Management	1	3%
Journal of Research in Interactive Marketing	1	3%
Online Information Review	1	3%
Young Consumers	1	3%
Total	30	100%

In terms of the research framework, the Elaboration Likelihood Model (ELM) and the Persuasion Knowledge Model (PKM) are extensively used in the articles we examine. ELM has been used to explain how people respond to persuasive messages, and it is frequently associated with attitude change (Vanwesenbeeck et al., 2017). The elaboration evoked by individuals towards brands, according to this model, is one mechanism that may affect brand attitudes and advertising attitudes (Cicchirillo & Mabry, 2016). Brand elements such as the brand name or logo are integrated into the gaming environment in advergame. It allows players to assess the relationship between advergame and brands. As a result, the development of brands embedded in games can influence the persuasion effect of advergames (Vashisht & Sreejesh, 2017).

Another framework we discovered is PKM, which describes how individuals use their knowledge (persuasion knowledge or PK) to evaluate marketers' tactics and strategies. PKM proposes that a person's knowledge of advertising intentions and tactics can be used to defend against persuasion attempts (Friestad & Wright, 1994). In advergame, product/brand information is hidden or integrated into the game. When consumers recognize an advergame as a persuasive communication effort, they are more likely to resist the message conveyed by the advergame (Gross, 2010).

Table 2. Theoretical foundations

Theories	Models
Affect transfer theory (4)	Affect transfer and associative-propositional evaluation models
Categorization theory (2)	Elaboration Likelihood Model (8)
Cognitive load theory	Integrated Information Response Model
Cognitive priming theory	Landscape Model
Excitation transfer theory (2)	Limited Capacity Model (4)
Flow Theory (6)	Limited Capacity Model of Mediated Message Processing (3)
Mere exposure theory	Persuasion Knowledge Model (6)
Psychological reactance theory	
Reactance theory	
Schema Theory	
Self-determination theory (SDT)	
Theory of reasoned action	
Theory of vividness effects	
Uncertainty reduction theory (URT)	

Continuation of Table 2	
Uses and Gratifications (U & G) theory	

3.2. Context

Tables 3 and 4 summarize our findings concerning the contexts studied in this study. As shown in Table 3, most studies were conducted in the United States (20%, n = 6) and India (17%, n = 5). One study did not specify where it was conducted, only that it was conducted among Middle-European children (Waiguny et al., 2012). The remainder is dispersed throughout South America, the United Kingdom, other Asian and European countries. Only two articles examined cross-cultural consumer behavior (Choi et al., 2013; Wanick et al., 2018) while the rest focused on a single country.

Children are thought to be susceptible to advergame persuasive intent. The fun environment created by advergame to convey a brand message can subconsciously influence them. As a result, advergame research focusing on children's susceptibility is critical. However, our analysis reveals that only 17% (n = 5) of studies (An & Stern, 2011; Soebandhi et al., 2018; van Reijmersdal et al., 2012) focused on children, while the rest involved adolescents to adults as target participants. Our findings are consistent with those by Sharma (2014), who stated that gaming is no longer limited to children. A growing number of adolescents and adults are playing video games. As a result, advergame is also aimed at this age group. Furthermore, we discovered that there were also age differences. Some studies classified the age range of 10 to 12 years as children, while others (Hernandez & Chapa, 2010) classified it as adolescence.

3.3. Characteristics

In this section, we deduce advergame characteristics from the articles we examined. Table 4 shows that most studies used web-based advergames (Gross, 2010; van Reijmersdal et al., 2015a), while six studies used mobile advergames (Okazaki & Yagüe, 2012; van Berlo et al., 2020). The rest did not specify the platform, but they were generally computer games (Choi et al., 2013; Sreejesh & Anusree, 2017). For research purposes, the advergame used can be custom-made (Cauberghe & Pelsmacker, 2010; Choi et al., 2013; Wottrich et al., 2017) or an existing one (Peters & Leshner, 2013; van Reijmersdal et al., 2012; Waiguny et al., 2013). Furthermore, the advertised brands/products may be real or fictitious. The most common reason for using fictitious products is avoiding familiarity and biased effects of prior brand knowledge (Cauberghe & Pelsmacker, 2010; Vashisht & Pillai, 2016). Our finding denotes that food and beverages are the most commonly used product categories.

Table 3. Countries of the identified studies

Location	No. of Articles	Percentage (%)
Belgium	1	3%
Brazil & UK	1	3%
Middle-Europe	1	3%

Continuation of Table 3		
Germany	2	7%
India	5	17%
Indonesia	1	3%
Ireland	2	7%
Japan	1	3%
Mexico	1	3%
Spain	1	3%
Taiwan	1	3%
The Netherlands	4	13%
The US	6	20%
The US & Korea	1	3%
n.r.	2	7%
Total	30	100%

Table 4. Advergame characteristics

Advergame Type	Advertised Brand	Product Category
Mobile advergames (Android)	Fictitious brand (8)	Car (2)
Mobile phone advergame (3)	Fictitious company	Cereal (2)
Mobile SNS advergame	Real Brand (20)	Chocolates
Mobile web-based advergame	n.r.	Coffee (3)
Web-based advergame (14)		Drink (4)
n.r. (10)		Energy/diet drink
		Fast-food (2)
Custom-built advergame (15)		Food (3)
Existing advergame (13)		Food retailing industry
n.r. (2)		Snack (9)
		Others (14)
		n.r (3)

3.4. Methodology

This section will be examined the methodology used in terms of study design, sampling technique, number of play sessions, and exposure duration.

As shown in Table 5, most articles used an experimental study design and a questionnaire to collect responses from participants. Questionnaires can be in the form of paper-and-pencil questionnaires (An & Stern, 2011; Hernandez & Chapa, 2010), online surveys (Kinard & Hartman, 2013; van Reijmersdal et al., 2012), or survey questionnaires given one week after playing the game (Catalán et al., 2019a, 2019b). Some studies used relevant tests to achieve their research objectives (Peters and Leshner, 2013; Waiguny et al., 2013). Furthermore, the study design used by Waiguny et al. (2012) differed from that of other studies. Their study included observation and face-to-face interviews conducted by trained interviewers who followed standardized questioning guidelines.

Table 5. Summary of study design

Study Design	No. of Articles	Percentage (%)
Experimental and online survey	3	10%
Experimental and questionnaire, word-fragment completion task, recognition test, pre-test/post-test method to assess changes in attitudes	1	3%

Continuation of Table 5		
Experimental and questionnaire	17	57%
Experimental and questionnaire, followed by open-ended questions	2	7%
Experimental and survey questionnaire (after one week)	3	10%
Observation and a face-to-face interview	1	3%
Online experimental and questionnaire	1	3%
Online experimental and Single Category Implicit Association Test (SC-IAT)	1	3%
Quasi-experimental design (pre-test–post-test) and online survey	1	3%
Total	30	100%

Table 6. Summary of the sampling technique

Sampling technique	No. of articles
Convenience sampling	6
Invitation through social media groups, e-mail, SMS for the registered SNS users, or posters and flyers distributed on the campus	4
Randomly selected from a list of all the university students	4
Recruited from university, college, or school	11
Snowball	4
n.r	6
Total	35

In terms of sampling technique, our findings show that recruitment on campus or at school is the most commonly used technique (An & Stern, 2011; Sung & Lee, 2020). One common reason is that this location can represent the target audience's age group. Because there were studies that used a combination of sampling techniques in their research, the total number of articles in Table 6 exceeds the total number of articles we analyzed. Cauberghe and Pelsmacker (2010), Wanick et al. (2018), for example, combined convenience sampling with snowballing to obtain a sampling frame that accurately represents the game population.

Table 7. Summary of the number of play sessions

Number of play sessions	No. of articles
Unlimited	6
Once	1
Two times	1
Two - four times	1
n.r	22
Total	31

Based on the number of play sessions (Table 7), 22 studies did not specify how many times participants could play the advergame. Six studies allowed participants to play the game as many times as they wanted (Cicchirillo & Mabry, 2016; Sukoco & Wu, 2011), and another study allowed participants to play the game 1 to 4 times. The goal of determining the number of play sessions is to keep advergame exposure consistent (Gross, 2010; van Reijmersdal et al., 2012). Our results also reveal that some studies used a

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combination of play sessions (Cauberghe & Pelsmacker, 2010).

Table 8 summarizes our findings regarding duration exposure. According to the table, 20 studies used a specific duration of exposure, such as 1, 2, or 15 minutes (Peters & Leshner, 2013; Soebandhi et al., 2018; Wanick et al., 2018). Others played the advergame for a set amount of time (Gross, 2010; Wottrich et al., 2017) or for an unlimited amount of time (Kinard & Hartman, 2013). Furthermore, none of the others mentioned how long the participants could play the game. We adopted van Berlo et al.'s (2020) framework to categorize brand-related outcomes after the advergame play into cognitive, affective, conative (intention), and behavioral (actual) responses. Our findings are summarized in Table 9.

Table 8. Summary of exposure duration

Duration of exposure (min.)	No. of articles	Percentage (%)
1	1	3%
2	2	7%
3	1	3%
4	1	3%
5	7	23%
10	6	20%
15	2	7%
10 - 15	1	3%
3 - 5	1	3%
5 - 6	1	3%
Unlimited	1	3%
n.r	6	20%
Total	30	100%

Table 9. Summary of the advergame outcomes

Cognitive response	
Agent Knowledge	Brand recall
Beliefs about the Game's	Brand recognition
Assistive Intent	Company evaluation
Brand attention	Flow experience
Brand beliefs	Perceived brand value
Brand memory	Persuasion Knowledge
Brand perceptions	
Affective response	
Advergame Attitude	Game enjoyment
Brand attitude	Mood
Brand trust	Telepresence
Conative responses (intention)	
Intention to play	Purchase intention
Intentions to share the advergame	Word of Mouth intention
Personal information disclosure	Toward the game
Behavioral responses (actual)	
Actual shares of the advergame	Snack choice

4. Discussion

According to our systematic review of the existing literature, advergame has been studied in several countries, including the United States, South America, Europe, and Asia. However, the vast majority of the extracted articles in this review are from the United States and India. This dominance can be explained by the fact that most management science research has concentrated on the mature market in the United States. There are concerns about the potential impact of advertising on childhood obesity (Truman & Elliott,

2019). Furthermore, India's rapidly expanding gaming industry necessitates advergame research, as an advergame can lead to improved customer relationships (Sharma, 2014). Our analysis also reveals that most of the studies we reviewed focused only on one country. Only a few studies attempted to capture cross-cultural consumer behavior.

Most studies assert that people's susceptibility to advertising is determined by their age. In other words, children may be more susceptible to the persuasive intent of advertisements than adults (Wang & Mizerski, 2019). Hence, we initially assumed that advergame research involving children would outnumber that involving adolescent and adult consumers. Nonetheless, our review clearly shows that adolescent and adult studies predominate. One plausible explanation for this finding is that empirical evidence for the assumed association is inconclusive (Mizerski et al., 2017). Furthermore, more teens and older people are gamers, making them a potential target for covert advertising such as advergames (Cauberghe & Pelsmacker, 2010; van Berlo et al., 2020; Vashisht & Royne, 2016). As a result, studies in this age range are inevitable.

In terms of advergame characteristics, most studies focus on web-based advergames and real-world brands. Furthermore, food and beverages are the most popular product category. There is no statistically significant difference in the number of specially developed advergames compared to existing advergames implemented in the studies we investigated. Few studies in our analysis make use of the mobile advergame platform. Future research is expected to use this alternative platform as the number of mobile users continues to grow. Because it can be played anywhere, this could be strong evidence that more and more people will play games on their cell phones. As a result, further investigation in this research area is required.

In terms of methodology, our review indicates that researchers used a variety of study designs in their research. Both experimental and questionnaire methods were widely used in the research for young and adult consumers. For ensuring that exposure duration was equal among all participants, participants were exposed to a pre-selected advergame for a set period. Most studies did not specify how many times a participant could play an advertisement game. This is unfortunate because everyone's exposure would be different. The more they play the advergame, the more likely they realize that it is designed to promote a brand. For ensuring equal brand exposure, future research should consider implementing an equal number of play sessions. Furthermore, recruitment from a university, college, or high school was commonly used to find participants who matched the study's objectives. Our findings also show that using multiple sampling techniques simultaneously is acceptable.

In terms of advertising game outcomes, the extracted articles in our review concentrated on cognitive responses (e.g., brand recall and recognition, brand beliefs, brand memory). On the other hand, advergames

are typically found on company websites, with the brand or product at the center of the game. Before they start playing the advergame, players are familiar with the brands or products. As a result, affective responses, such as brand attitude, may be more effective than cognitive responses (Youn & Mira, 2012). More research is needed to compare the effectiveness of cognitive versus affective responses in an advergame study.

5. Conclusion

Advergame has evolved as an innovative marketing communication that has demonstrated to be an effective marketing campaign for customer engagement. Several studies have conducted meta-analysis or content analysis studies, but few have focused on research that analyzes and summarizes previous research in this field. Overall, our systematic review contributes to online advertising research and literature, particularly in the context of advergaming. We summarize 30 eligible articles on advergame research in the marketing context using the TCCM and PRISMA frameworks. Advergame is a suitable medium for promoting a company's brand that has piqued the interest of both academics and practitioners. Advergame can improve customer engagement, which will benefit the company in the long run. However, its efficacy as a new marketing communication medium needs further investigation. Of course, there are some limitations to our systematic review. We excluded non-journal publications to maintain a consistent analysis standard, only looked at articles published in the last ten years, and only advertising research in the context of business and management was considered. However, advergame research is still evolving. Thus, based on our findings and the limitations of our study, our review can provide insights into the current landscape of advergame research and directions for future studies, benefiting both academics and practitioners.

Acknowledgment

Authors' Contributions

Santirianingrum Soebandhi is responsible for the research framework, literature search, data analysis, and writing evaluation; Anang Kukuh Adisusilo is responsible for literature search, data analysis, and writing.

Appendix

List of all papers
1. An and Stern (2011)
2. Catalán et al. (2019a)
3. Catalán et al. (2019b)
4. Cauberghe and Pelsmacker (2010)
5. Choi et al. (2013)
6. Cicchirillo and Mabry (2016)
7. Gross (2010)
8. Hernandez (2011)
9. Hernandez and Chapa (2010)
10. Kinard and Hartman (2013)
11. Martí-Parreño et al. (2013)
12. Okazaki and Yagüe (2012)
13. Peters and Leshner (2013)
14. Soebandhi et al. (2018)
15. Sreejesh and Anusree (2017)
16. Steffen et al. (2013)
17. Sukoco and Wu (2011)
18. Sung and Lee (2020)
19. van Berlo et al. (2020)
20. van Reijmersdal et al. (2015a)
21. van Reijmersdal et al. (2012)
22. Vanwesenbeeck et al. (2017)
23. Vashisht and Pillai (2016)
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26. Vashisht and Sreejesh (2017)
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