

In-Game Advertising: Analyzing the Effects of Brand Congruity, Integration, and Prominence towards IGA Attitude and Purchase Intention

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In-Game Advertising: Analyzing the Effects of Brand Congruity, Integration, and Prominence towards IGA Attitude and Purchase Intention

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Abstract. *Currently mobile in-game advertising (IGA) has become a promotional medium that is widely used in introducing and offering products to consumers. Using an existing online racing game, this study analyzed the effect of brand congruity, integration, and prominence on attitudes toward IGA and purchase intention on brands that advertised in this game. A total of 100 respondents ranging from 16 to 35 years old were involved. Partial Least Squares analysis was used as the data technique analysis. The results show that brand congruity, integration, and prominence have a significant effect on consumer attitudes toward IGA. However, those do not have effect on purchase intention.*

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Keywords. *Brand congruity, brand integration, brand prominence, attitude towards in-game advertising, purchase intention*

Abstrak. *Saat ini mobile in-game advertising (IGA) telah menjadi media promosi yang secara luas digunakan dalam mengenalkan dan menawarkan produk kepada konsumen. Dengan menggunakan game balap online yang ada, penelitian ini menganalisis pengaruh kesesuaian, integrasi, dan prominen merek pada sikap terhadap IGA dan niat beli pada merek yang diiklankan dalam game ini. Sebanyak 100 responden dengan rentang usia 16 sampai 35 tahun dilibatkan dalam penelitian ini. Analisis Partial Least Squares digunakan sebagai teknik analisis data. Hasil menunjukkan bahwa kesesuaian, integrasi, dan prominen merek berpengaruh signifikan terhadap sikap konsumen terhadap IGA. Namun, hal tersebut tidak berpengaruh pada niat beli.*

Kata kunci. *Kesesuaian merek, integrasi merek, prominen merek, sikap terhadap in-game advertising, minat beli*

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Introduction

Smartphone becomes the most in-demand device by people as its varied sophisticated features offered. Those features including fast internet access, ease access to abundant of information-wherever and whenever, supporting many kinds of file, high capacity data transfer, availability of numerous ready-installed applications and convenience of doing many tasks, become the main attraction of society to choose this device comparing to ordinary cell phones. eMarketer (2016) reported that there is an increase in number of people who use smartphone in Indonesia, from 55 million users in 2015 to 92 million users in 2019. Currently Indonesia has become the top-three largest market for smartphone in the Asia-Pacific (after China and India), with the largest users (61%) are under the age of 30 years old.

Meanwhile, research conducted by MomoMarket suggests that 45.61% of Android users have downloaded games for their devices and the most downloaded games are casual games or light games as much as 29.92% (MomoMarket, 2015). Furthermore, Smartphone User Persona Report (SUPR) also mentioned that smartphone users in Indonesia spend 129 minutes per day on average. The survey also noted that about 19% of respondents spend more than 1.5 hours a day playing games on their devices (Vserv, 2015).

Those aforementioned data give a picture of how high the level of mobile games usage in Indonesia. The phenomenon is now getting attention by business people and media advertising planners with the start of the mobile games utilization as one of the advertising media. There are several ways to place ads on online media, one of which is in-game advertising (IGA). IGA is putting the brand on a game, particularly in the form of posters, billboards or sponsors in racing or sports-typed games (Chang, Yan, Zhang, & Luo, 2010; Terlutter & Capella, 2013). IGA is different from advergame which is a game that is made specifically to advertise a product (Gross, 2010; Mallinckrodt & Mizerski, 2007).

In-game advertising was first introduced in 1978 on computer game "Adventureland" and in 1991 in-game advertising was then commercialized. From year to year, IGA has shown a significant increase in revenue. Several sources reported IGA created \$34 million in 2004, \$699 million in 2009, \$1 billion in 2014 and 2016 it is estimated at \$7,2 billion (Burns, 2009; Tassi, 2011).

Noticing the fast growing IGA from year to year, the consideration of alternative way to place ads needs to do. However, company and advertiser have to understand the effective way to place ads in a game in order to influence gamer's attitude towards the ads and purchase intention of gamers on product advertised.

| Number of Smartphone Users (in million) | 2015 | 2016F | 2017F | 2018F | 2019F |
|---|-------|-------|-------|-------|-------|
| China | 525.8 | 563.3 | 599.3 | 640.5 | 687.7 |
| India | 167.9 | 204.1 | 243.8 | 279.2 | 317.1 |
| Indonesia | 55.4 | 65.2 | 74.9 | 83.5 | 92.0 |
| Japan | 51.8 | 55.8 | 58.9 | 60.9 | 62.6 |
| South Korea | 33.6 | 34.6 | 35.6 | 36.5 | 37.0 |
| Philippines | 26.2 | 29.9 | 33.3 | 36.5 | 39.2 |
| Vietnam | 20.7 | 24.6 | 28.6 | 32.0 | 35.2 |

Figure 1.
Smartphone User Growth in Indonesia
Source: (eMarketer, 2016)

This is because even though the average consumers sees 3.600 brands every day, but only a few brands will be remembered by consumers. That is not too necessarily have positive impact on purchase intention (Frontline, 2001). Some researches postulated that there are some dimensions influencing gamers' attitude towards IGA. Lewis and Porter (2010) stated that if the brand advertised match with the game theme, it is able to reduce disturbed feeling experienced by game players. Hernandez, Chapa, Minor, Maldonado, and Barranzuela (2004) also claimed that if the advertised products or brands do not match with game theme, it will disturb game players which this intrusive feeling can affect players' attitude towards the ads. However, research done by Lee and Faber (2007) and Peters and Leshner (2013) mentioned conversely. Brands that do not congruent enable to attract more attention from game players.

The next is brand integration, that is, the extent to which an ad is well-integrated and runs naturally (Chang et al., 2010). Well-integrated and naturally-presented brand is able to make the players unaware that the game is a medium of advertisement (Ho, Lin, & Yang, 2011). It can make the players accept the game and will play it back later. Game played repeatedly can make the players more familiar with the brands in the game and can enhance their intention to buy the brand or product (Baker, 1999; Zajonc, 1968). However, highly integrated brands and games can form negative evaluation towards the games since consumers assume that IGA is trying to deliver advertising message rather than attempting to provide entertainment (Kinard & Hartman, 2013; Reijmersdal, 2009).

In addition to those above two dimensions, there is one more dimension that is not less important in influencing the attitude of players to the in-game ad, that is, brand prominence. Brand prominence is a product placement or other brand identity that is made based on position and size on the screen in order to be highly visible for players or smartphone users to do action regarding to the area of scene (Cauberghe & Pelsmacker, 2010; Gupta & Lord, 1998).

Appropriate position and size of brands, which are easy to see by players and its emergences do not disturb the game, are able to attract players' attraction and make them to play it back (Chang et al., 2010). However, brand's position and other obtrusive brand's identity will make players realize the persuasive intention of IGA as one of the advertising media. This leads to skeptical attitude towards advertising and has impact on a negative evaluation (Friestad & Wright, 1994; Reijmersdal, 2009).

In general, consumers play games because they are interested in the game itself, not the advertisement. If an ad is inappropriate and not well integrated in the game, then the player may be annoyed with the ad (Chang et al., 2010). This can affect consumer attitudes toward advertising that will also impact their interest in buying the advertised product. When consumers poses a positive attitude to the product or brand that is displayed in the advertisement, the consumer's purchase intention or positive behavior on the product or brand will also be exhibited (Muzellec, Kanitz, & Lynn, 2013; Punyatoya, 2015). However, the prior studies have shown various results. Afterwards, this study aims to analyze brand congruity, integration, and prominence as an antecedent that can shape attitudes regarding to IGA and purchase intention. It is hoped to contribute to the company and advertising media planners to evaluate and measure the effectiveness of in-game advertising as an advertising medium.

Brand congruity, attitude towards IGA, and purchase intention

Brand placement in online video game enables to foster high awareness towards ads, yet it can reduce realistic feeling of players when it is not well-coordinated with the atmosphere surrounded (Lewis & Porter, 2010). Brand congruity is a relevance between products advertised and the game (Huang & Yang, 2012). Meanwhile, according to Chang et al. (2010), brand congruity is the match between program sources and ads involvement.

In IGA, the advertised product is located throughout the game. If the advertised product does not match the game being played, it can make the consumer feel annoyed and cause a negative evaluation of the advertisement. This negative evaluation can also cause consumers to be reluctant to buy the products or brand presented in ads (Chang et al., 2010). Based on above explanation, hypotheses proposed are mentioned as follows:

H1: Brand congruity has positive effect on attitude towards in-game advertising

H2: Brand congruity has positive effect on purchase intention

Brand integration, attitude towards in-game advertising, and purchase intention

Game players typically see ads as part of the game if it can be combined in proper way and look naturally in the game scene. Brand integration is the extent to which a number of ads are related to the game and run naturally (Chang et al., 2010). Having the same meaning, ads which are not well integrated and do not look naturally, will reduce players' interest in playing the game. Furthermore, well-integrated game and brand features can drive consumers' positive responses, such as a positive attitude toward the game and willingness to buy the advertised product (Kinard & Hartman, 2013). According to aforesaid explanation, hypotheses proposed are in the following:

H3: Integration of ads in game has positive effect on attitude towards in-game advertising.

H4: Integration of ads in game has positive effect on purchase intention

Brand prominence, attitude towards in-game advertising, and purchase intention

It is stated in the research that even consumers have already seen 3.600 brands on average every day; only a few brands will be remembered by consumers and that is not too necessarily have positive impact on purchase intention (Frontline, 2001). Ad effectiveness is also influenced by some factors, including ad position, frequency of ad appeared and how often the ad appeared in a game so it is easy to see. Brand prominence is product placement (or other brands introduction) made to be

conspicuous based on position and size in the screen or its focal point towards action on the spot (Cauberghe & Pelsmacker, 2010). According to Chang et al. (2010), brand prominence is strategic location of an ad, frequency of ad emerge and ad size in a game which is easy to see. When playing games, consumers focus on interactive content and will process the content intensively. In gaming context, prominent brands or logos in the game will benefit advertisers as they can attract the players' attention compared to subtle brand placements (Cauberghe & Pelsmacker, 2010). It can also affect consumers' attitude towards ads. If consumers like an ad, they will tend to buy the products advertised. Based on this explanation, hypotheses are proposed as below:

H5: Brand prominence has positive effect on attitude towards in-game advertising

H6: Brand prominence has positive effect on purchase intention

Attitude towards in-game advertising and purchase intention

Consumers' attitude is something that leads to the goal encountered in the form of actions, speech, deeds and emotions of a person. Consumers attitude is a learned predisposition or tendency to react positively or negatively to product offerings (Sunyoto, 2012). In general, consumers play games because they are interested in the game itself, not the advertisement. If they like the game/advertisement then they will likely to buy the advertised product. Based on this explanation, it is proposed these following hypotheses:

H7: attitude towards in-game advertising has positive effect on purchase intention

Research Methodology

The data collection was conducted in Surabaya during May - July 2017. The questionnaires were distributed to respondents in the offices, colleges and schools, in order to obtain more diverse respondents' characteristics in terms of age, income and education level.

Respondents were selected from millennial who declared themselves often playing game apps on their smartphones over the last three months and were willing to engage in research. This criterion was applied to ensure that respondents have experience with games on mobile devices so they were able to provide answers to the questionnaire based on what they experienced.

A screening question was asked before the questionnaire was submitted to ensure conformity with the expected respondent characteristics. Then respondents were asked to play MotoGP mobile games. This mobile game was chosen because it carries a game designed in such a way that the player can see the ad during playing. All respondents played the same mobile game for 15 minutes to ensure that they evaluated the same situation so their responses can be compared.

To represent the population of the study, the number of samples taken is based on Hair, Black, Babin, and Anderson (2010), that is, 5-10 times the number of indicators. In this study, there are 18 items which means the number of respondents is between 90-180 respondents. From ± 200 distributed questionnaires, only 133 questionnaires were returned, and out of these only 100 questionnaires are valid and can be used for further analysis. The sampling technique used non-probability purposive sampling. In addition, the respondents involved in this study are between 16 to 35 years old.

Profile of respondents' characteristic in this research is shown in table 1. There are total of 18 items in the questionnaire to test the relationship between brand congruity, integration, prominence, attitude towards in-game advertising and purchase intention. Of the 18 statements used, four item statements were used to measure brand congruity adapted from Gross (2010). To measure brand integration and brand prominence we adopted three items for each from Chang et al. (2010). Meanwhile four items were used to measure attitudes toward ads adapted from Chutijirawong and Kanawattanachai (2014) and Kusumasondjaja (2016). The last, four items were used to measure purchase intention adapted from Kotler (2008).

The 5-point Likert scale was implemented for all statement items; which 1 indicates a "strongly disagree" while 5 indicates a "strongly agree" towards the proposed statement. The statement items presented in previous studies were changed and adapted to fit the in-game advertising context studied in this study. A preliminary study was conducted on a small number of respondents who had similar characteristics to the targeted respondents for the main research to ensure that the questionnaire questions were understood by the respondents. Data was then processed using Partial Least Square.

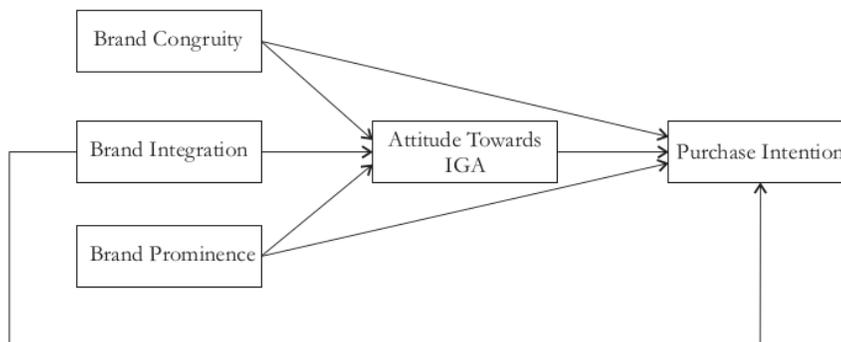


Figure 2 .
Research Framework

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Table 1.
Demographic Profile of Respondents

| | Characteristics | Frequency | Percentage |
|--|-----------------------|-----------|------------|
| Gender | Male | 79 | 79 |
| | 45 female | 21 | 21 |
| | Total | 100 | 100 |
| Age (years) | 16 – 20 | 23 | 23 |
| | 21 – 25 | 37 | 37 |
| | 26 – 30 | 29 | 29 |
| | 31 – 35 | 9 | 9 |
| | >35 | 2 | 2 |
| | Total | 100 | 100 |
| Education | Junior High School | 9 | 9 |
| | Senior Higs School | 67 | 67 |
| | Diploma | 12 | 12 |
| | Undergraduate | 12 | 12 |
| | Total | 100 | 100 |
| Occupation | Student | 20 | 20 |
| | College student | 30 | 30 |
| | Employees | 45 | 45 |
| | Entrepreneur | 5 | 5 |
| | Total | 100 | 100 |
| Playing mobile games | Yes | 100 | 100 |
| | No | 0 | 0 |
| | Total | 100 | 100 |
| Frequency of playing Mobile Games per Day (hour) | 1 | 54 | 54 |
| | 1 – 2 | 39 | 39 |
| | 2 – 3 | 4 | 4 |
| | > 3 | 3 | 3 |
| | Total | 100 | 100 |
| Type of Mobile Games Played | Arcade | 21 | 21 |
| | Racing | 40 | 40 |
| | Sport | 18 | 18 |
| | Others | 21 | 21 |
| | Total | 100 | 100 |
| Income per month (IDR) | 1.000.000 – 2.000.000 | 1 | 1 |
| | 2.000.000 – 3.000.000 | 38 | 38 |
| | 3.000.000 – 4.000.000 | 34 | 34 |
| | 4.000.000 – 5.000.000 | 8 | 8 |
| | 0 | 19 | 19 |
| | Total | 100 | 100 |

Table 2
Questionnaire Table

| Constructs | Operational Definition | Indicator |
|--------------------------------------|--|--|
| Brand Congruity | Brand Congruity is the relevance of in-game advertising with game themes (Huang & Yang, 2012) | <ol style="list-style-type: none"> 1) Advertised brands become the central object in the game. 2) The advertised brand matches the theme of the game. 3) The advertised brand image contributes to the game's theme. 4) The product category of the advertised brand matches the game theme. |
| Brand Integration | Integration is the extent to which an advertisement is related to the games and runs naturally. (Chang et al., 2010) | <ol style="list-style-type: none"> 1) Ads have become an important part of the game scene. 2) Ads symbolize game themes. 3) Game is not interesting if ads disappear. |
| Brand Prominence | Brand prominence strategic location, frequency of ad emerge and ad size in a game which is easy to see by players (Chang et al., 2010) | <ol style="list-style-type: none"> 1) The ad appears in the right location. 2) Ad size is appropriate. 3) Ads often appear. |
| Attitude towards in-game advertising | Consumers' attitude is something that leads to the goal encountered in the form of actions, speech, deeds and emotions of a person. Consumers attitude is a tendency learned to react on products offer in both good and bad problems consequently (Sunyoto, 2012) | <ol style="list-style-type: none"> 1) The ad is informative. 2) The ads are fun. 3) The ad is interesting. 4) I like the ad. |
| Purchase Intention | Purchase Intention is an interest that arises after receiving the stimulus from the product seen in in-game advertising, from which the interest arises to try the product until it finally the desire to buy exists in order to have it. (Kotler, 2008) | <ol style="list-style-type: none"> 1) Will consider buying the advertised product 2) I've a strong impetus to buy the advertised product. 3) Plan to buy the advertised product 4) Tend to buy the advertised product. |

Results and Discussion

Before the structural model is estimated, the measurement model consisting of 5 constructs is designed using Partial Least Square (PLS) . Selection of PLS-SEM as an analytical tool because it can be used to estimate various causal models in various theoretical models and empirical data situations (Hair, Ringle, Sarstedt, 2011). Model fit index confirms that the model of measurement can be declared suitable. The internal consistency of each construct shows a high correlation between each measurement item.

Composite reliability is also calculated and yields a value between 0.872 and 0.944 which indicates good reliability as it is quite well beyond the minimum limit on the 0.70 model. The validity of a construct is measured by calculating the value of cross loading factors in which all measurement items are declared valid. The above results show that the measurement model formed from the research instrument used in this study proved to have convergence validity and good reliability.

Further analysis is performed by calculating the coefficient of determination (R^2), describing the proportion of endogenic construct variation that can be explained by the relationship in the model. For the attitude toward IGA, coefficient of determination shows a relatively high value (0.797), followed by purchase intention 0.576. The results of the Stone-Geisser test yield R^2 numbers that evaluate the predictive relevance in the structural model where the resulting number is expected to be above 0.

Based on the test, it is obtained a greater result of 0 for all endogenous variables used in this study. Thus, the above results indicate that the hypothesized model is acceptable. Table 3 presents information on convergence validity numbers, composite reliability of each construct, discriminant validity, coefficient of determination, and predictive relevance.

Table 3.
Evaluation of PLS Estimation Measurement Model

| Contract | Item | Factor Loadings | Composite Reliability | AVE | R^2 |
|----------------------|------|-----------------|-----------------------|-------|-------|
| Brand Congruity | X1.1 | 0.767 | 0.906 | 0.708 | |
| | X1.2 | 0.897 | | | |
| | X1.3 | 0.843 | | | |
| | X1.4 | 0.853 | | | |
| | X2.1 | 0.876 | | | |
| Brand Integration | X2.2 | 0.809 | 0.872 | 0.695 | |
| | X2.3 | 0.815 | | | |
| | X3.1 | 0.921 | 0.939 | 0.837 | |
| Brand Prominence | X3.2 | 0.944 | | | |
| | X3.3 | 0.879 | | | |
| | Y1.1 | 0.863 | 0.907 | 0.709 | 0.797 |
| Attitude towards IGA | Y1.2 | 0.871 | | | |
| | Y1.3 | 0.818 | | | |
| | Y1.4 | 0.816 | | | |
| | Y2.1 | 0.867 | 0.944 | 0.809 | 0.576 |
| Purchase Intention | Y2.2 | 0.922 | | | |
| | Y2.3 | 0.936 | | | |
| | Y2.4 | 0.871 | | | |

After ensuring that the structural model has good goodness of fit, hypothesis testing was done resulting the significance value of each relationship path. Based on the test results, it is found that H1, H3, H4, and H7 are supported significantly. While H2, H5, and H6 are not supported. Thus brand congruity, brand integration and brand prominence cannot directly affect purchase intention. All three variables must be mediated by attitudes towards IGA first before it can affect purchase intention.

First hypothesis: the influence of brand congruity on attitudes towards advertising

Based on hypothesis test results presented in Table 4, it can be concluded that the suitability of existing brands in the MotoGP game has a significant effect on the player's attitude towards the ads in the game. Leading to a positive relationship, the higher the brand congruity, the player's attitude towards advertising is also getting better. Thus the first hypothesis can be accepted. This finding is consistent with Lee and Shen (2009) which stated that the appropriate (congruent) ads tend to shape a positive attitude of the player towards the ads.

Second hypothesis: the effect of brand congruity on purchase intention.

Based on hypothesis test results presented in Table 4, it can be inferred that brand congruity perceived by consumers has no effect on purchase intention. It is because relevant brand

placements in in-game advertising tend to be ignored by players because the ads match with their expectations about gaming environment being played, otherwise unsuitable brand placement will be appealing and memorable so to increase interest in buying products in the in-game advertising (Huang & Yang, 2012).

Third hypothesis: the effect of brand integration on attitudes towards advertising.

Based on hypothesis test results presented in Table 4, it can be concluded that the well-integrated brand has a significant effect on player's attitude towards advertising. Leading to a positive relationship, the better the brand integration on the game, the better players' attitude towards the advertisement. This result is also in line with some earlier studies (Chang et al. (2010); Okazaki and Yagüe (2012); Rifon et al. (2014)).

Fourth hypothesis: the effect of brand integration on purchase intention

Based on hypothesis test results presented in Table 4, the fourth hypothesis is not supported. This can be inasmuch as players already have previous experience with existing brands in the game being played. So the integration of the brand with the game being played has no effect on behavioral intention (Kinard & Hartman, 2013).

Table 4.
Path Coefficient and Hypothesis Testing

| Hypotesis | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | Standard Error (STERR) | t-statistics (O/STERR) | Result |
|-----------------------------|---------------------|-----------------|----------------------------|------------------------|------------------------|---------------|
| H1 BC -> Att _{iga} | 0.328 | 0.318 | 0.112 | 0.112 | 2.924 | Supported |
| H2 BC -> PI | 0.145 | 0.155 | 0.153 | 0.153 | 0.945 | Not Supported |
| H3 BI -> Att _{iga} | 0.380 | 0.383 | 0.088 | 0.088 | 4.340 | Supported |
| H4 BI -> PI | 0.001 | 0.000 | 0.125 | 0.125 | 0.010 | Not Supported |
| H5 BP -> Att _{iga} | 0.246 | 0.257 | 0.076 | 0.076 | 3.224 | Supported |
| H6 BP -> PI | -0,028 | -0,034 | 0.097 | 0.097 | 0.291 | Not Supported |
| H7 Att _{iga} -> PI | 0.654 | 0.650 | 0.145 | 0.145 | 4.518 | Supported |

Fifth hypothesis: the effect of brand prominence on attitudes towards advertising

Based on hypothesis test results presented in Table 4, it can be seen that brand prominence positively influence attitudes towards advertising. This suggests that the placement of a brand/logo with an appropriate size and location which is conspicuous to the player can have a big impact on the player's attitude towards the ad. Leading to a positive relationship, it can be concluded that the better the size and location of the ads perceived by the player, the better attitude of the player against the ads in the game. Although the finding in this study is parallel with preceding studies that support this correlation (Chang et al., 2010), but these are not in line with research done by Purnawirawan, Wouters, and Pelsmacker (2010) and the Persuasion Knowledge Model (PKM) (Friestad & Wright, 1994;1999).

Different results could be due to the type of media used and the duration of the ad exposure. This study uses IGA as advertising media played for 15 minutes, while research by Purnawirawan et al. (2010) was done using movie context and has longer duration. In IGA, inappropriate product ad placement can reduce the perception of game realism and disrupt players that yields to negative evaluation of the ads (Lewis & Porter, 2010). This study is also not in the same vein with PKM. Notwithstanding that the strategic location and size of the ads enable to attract players' attention, in the same time, it triggers them on questioning the reason of ads' placement. Generally, PKM confronts that, the more the players realizing persuasive ads, the more negative evaluation towards ads will be formed (Friestad & Wright, 1994;1999). Brand prominence placement will activate their persuasion knowledge, with the result that they are being skeptic towards ads.

Sixth hypothesis: the effect of brand prominence on purchase intention

Based on hypothesis test results presented in Table 4 above, it can be seen that brand prominence does not have significant effect on purchase intention. Although prominent

brand placements may attract attention that has an impact on memory upgrades, but at the same time players may begin to wonder about the reason for their placement. Based on the PKM, players who are aware of the persuasion intent of the ad will process the advertisement differently. They will defend themselves from the persuasion (Friestad & Wright, 1994;1999), and this can lower their interest to buy products in the game (Purnawirawan et al., 2010).

Seventh hypothesis: the effect of attitudes towards advertising on purchase intention

Based on hypothesis test results presented in Table 4 above, it can be concluded that the better attitude of players in in-game advertising, then consumers tend to form purchase intention on the advertised product. The findings proclaims equal notion to prior study. Noor, Sreenivasan, and Ismail (2013) stating that if consumers form a positive attitude on the advertisement, the consumer's willingness to buy the product or brand advertised will also be formed.

The data analysis mentioned shows that brand congruity, integration, and prominence indicate positive effect on attitude towards IGA, but not on purchase intention. It is because that the prime reason of someone playing a game is to seek entertainment, fun experiences and pleasure (Gross, 2010; Hernandez, 2008; Kinard & Hartman, 2013). Therefore, players' attention goes to the game played rather than to advertising messages, so it does not motivate them to purchase. Yet, attitude towards IGA, indirectly, mediates those three constructs towards purchase intention. The total effect of congruity, integration, and prominence to purchase intention through attitudes toward IGA is greater than their direct effect (total effect: 0.36, 0.25, and 0.13 respectively). This can be explained by affect transfer mechanism which means that positive feeling perceived towards ads can be transferred to advertised brands and thus will influence their intention to buy the products or brands (Wise, Bolls, Kim, Venkataraman, & Meyer, 2008).

Conclusion

Results presented in this study give new insight about theoretical linkage between brand congruity, integration, prominence, attitudes towards IGA, and purchase intention. These findings are expected to contribute to non-traditional advertising literature and consumer behavior since empirical research in the field of in-game advertising in Indonesia is still limited. However, unexpected results are shown in this study. This study reveals that brand congruity, integration and prominence shown have no positive effect to purchase intention. It becomes important findings considering there are some previous studies that support the causality between those variables. Most of the consumers only focus on the game, not on the ads. Thus even the brand matches the game's theme, well integrated, and quite prominent, it cannot shape their desire to buy the advertised product.

For marketing and advertising practitioners, it is better to consider type of products and media will be used. IGA perhaps more suitable for convenience goods, which product's choices are available and consumers do not need complicated decision-making process of buying. Having IGA is able to enhance brands' awareness and consumers' memory, thereby brands or products in IGA can be as the main choice. Setting the right game features (such as improving players' enjoyment, avatar customization, relevance of products advertised and game theme, shared-to friends feature, etc.) Will be the a strategic value to achieve the effectiveness of advertising in online media, especially mobile games. Besides the contributions already discussed, this study also has limitations that can be overcome in subsequent research. We involved only respondents from one city on the island of Java. Further research may involve respondents from several major cities in Indonesia or compare with other countries that have different cultures so the results can be generalized.

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