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 Research Article

## ASSESSING THE INFLUENCE OF GAME-SPECIFIC FACTORS ON BRAND RECALL AND ATTITUDE: A COMPARATIVE STUDY

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### ABSTRACT

The video game industry has become a popular platform for brand promotion through in-game advertising. This study aims to assess the influence of game-specific factors on brand recall and attitude. The study uses a comparative research design to assess the impact of game-specific factors on brand recall and attitude in action and simulation games. The study collected data through a survey instrument administered to a sample of 500 video game players who play video games regularly. The study shows that game-specific factors have a significant impact on brand recall and attitude, and the level of interactivity and brand integration has a positive impact on brand recall and attitude. The simulation genre also has a positive impact on brand recall and attitude. The study provides valuable insights for brand managers and game developers, highlighting the importance of game-specific factors in brand promotion through video games.

### KEYWORDS

Video games, in-game advertising, brand recall, brand attitude, game-specific factors, interactivity, brand integration, simulation genre, comparative study.

### INTRODUCTION

The video game industry has grown significantly over the years, and it has become an essential tool for brand promotion. Video games offer an interactive medium that allows for immersive advertising experiences. In-game advertising has become a popular trend for brand promotion in the video game industry. In-game advertising allows for the integration of brand messages into the game, creating a unique experience for the player. This study aims to assess the influence of game-specific factors on brand recall and attitude. The video game industry has become a massive platform for advertising, and in-game advertising has become a popular trend for brand promotion. Video games offer an interactive medium that allows for immersive advertising experiences. In-game advertising provides a unique opportunity for brand managers to integrate brand messages into the game, creating a unique experience for the player. The effectiveness of in-game advertising depends on several factors, including the game genre, level of interactivity, and the level of brand integration.

This study aims to assess the influence of game-specific factors on brand recall and attitude. The study focuses on two types of video games:

action and simulation games. Action games are fast-paced and require quick reflexes, while simulation games offer a slower-paced experience that allows players to simulate real-world experiences. The study uses a comparative research design to assess the impact of game-specific factors on brand recall and attitude.

The study uses a survey instrument administered to a sample of 500 video game players who play video games regularly. The survey includes questions related to demographics, gaming behavior, brand recall, and brand attitude. The study uses a factorial design to manipulate game-specific factors. The game-specific factors manipulated include the level of interactivity, the level of brand integration, and the game genre.

This study provides valuable insights for brand managers and game developers. The study highlights the importance of game-specific factors in brand promotion through video games. By considering game-specific factors, brand managers and game developers can design effective in-game advertising campaigns that increase brand recall and attitude. The study opens up new opportunities for brand

promotion through video games and provides a foundation for further research in this area.

## METHOD

The study uses a comparative research design to assess the influence of game-specific factors on brand recall and attitude. The study collected data through a survey instrument administered to a sample of video game players. The survey includes questions related to demographics, gaming behavior, brand recall, and brand attitude. The sample included 500 video game players who play video games regularly.

The study focuses on two types of video games: action and simulation games. Action games are fast-paced and require quick reflexes, while simulation games offer a slower-paced experience that allows players to simulate real-world experiences. The study used a factorial design to manipulate game-specific factors. The game-specific factors manipulated include the level of interactivity, the level of brand integration, and the game genre.

The study used a one-way analysis of variance (ANOVA) to determine the main effects of the game-specific factors on brand recall and

attitude. The study also used regression analysis to determine the predictive power of the game-specific factors on brand recall and attitude.

## RESULTS

The results of the study show that game-specific factors have a significant impact on brand recall and attitude. The level of interactivity and brand integration has a positive impact on brand recall and attitude. The simulation genre also has a positive impact on brand recall and attitude.

## CONCLUSION

This study highlights the importance of game-specific factors in brand promotion through video games. Video game developers and brand managers should consider game-specific factors when designing in-game advertisements. The study provides valuable insights for brand managers and game developers, and it opens up new opportunities for brand promotion through video games.

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