

Advergaming: Exploring the New Landscape in Marketing

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Abstract

Online space is now getting cluttered with same and similar ventures providing similar solutions. It's the same set of ads on the sidebar of websites which repeatedly flash in an attempt to gain customers attention but are unable to. For digital ventures and start-ups which have to compete with big and established brands, it is essential that they go out and look for more than one ways to reach out to their target audience and build an emotional connect with them. One of the many tools which are not being heavily used by digipreneurs is Advergaming. These are online games which are used for the purpose of advertising and these are one of the upcoming tools which are used for building brand awareness. These tools have been used in the past but were focused on the younger age groups and used cartoon type characters. With changing lifestyles and preferences for leisure activities, there has been a steady trend of adults which are involved in game play. This paper explores the possibility of creating an emotional engagement and hence loyalty towards the brand using simple advergaming which are focussed on age groups above 18 years. The data is collected from 352 respondents and analysed using various statistical tools to establish if the games can lead to engagement and hence loyalty.

Keywords

Advergaming, Emotional Customer Loyalty, Online games, advertising

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INTRODUCTION

Online gaming is an intensely social phenomenon, with millions of young adults around the globe interacting constantly, not only to play, but also to share information and evaluate games. Judy McGrath (Ex MD- CEO, MTV Networks) Advergaming as the name suggests is the combination of Advertising and Gaming. Coined in the year 2000, by Anthony Giallourakis, it is the new generation gaming trend in which marketing communication and brand presence is made felt to the customer through online gaming. While advertising has multiple forms and media, advergaming is a unique approach which is marked by heavy engagement of the user in the game and a conceded persuasion by the marketer along with an addictive interest. A lot has changed in every business with the onset of Internet and its

irreplaceable, insatiable presence in our daily lives. The communication process accelerated and so did the advertisement process. Advertisements were now using the New Media¹ and were able to reach out to a greater audience in a lesser amount of time. The advent of computers for home and personal use, communication through the internet on computers and soon on mobiles all these factors led to the use of New Media and correspondingly creative and intelligent advertising. The definition of advertising re-invented the concept of non-personal message into a customised message for each user. A blend of large number of creative and technically robust techniques now come under the umbrella of intelligent advertising. They encompass pop-up ads on web pages, blogs, social media advertising, in-game advertising and also

advergaming. While most of these tools use varied techniques of grabbing customer attention, advergaming build both the customers attention and engagement.

The onset and invasion of broad band in all the homes has also made advergaming a form of “immersive advertising”(Wade, 2004). The use of broadband made it far easier to transfer large amounts of data in a short span of time and also transfer digitally heavy graphics and animations. This lead to the rise of heavy file transfers, onset of e-newspapers, e-books, movie and music downloads and heavily animated games, thus making the users time on internet more and more immersive. This in turn led to considering online gaming as an interactive tool for advertising
Source: Adapted from (Fox, 2011)

which is now known as advergaming. Like most of the other promotional strategies utilizing gamification as a technique for building customer interest and increasing customer engagement, online advertising also moved to use the gamification techniques by a tool which is now known as advergaming. Advergaming is one of the many tools of intelligent advertising which tries to gain gamers attention and silently build the brand presence in the minds of the unsuspecting customers. Some of the highlights of this period of Intelligent Advertising have been elaborated in Table 1(Fox, 2011).

Table 1: Representation of key milestones of the current era of Intelligent Advertising

Year	Milestone
1981	The network MTV launches, advertising music artists 24x7; consumers tune in for advertising messages instead of by product
1984	Apple sets a precedent at the Super Bowl with the most expensive TV ad for Macintosh - featuring Ridley Scott
1994	Hot Wired Site launches with the first banner ads from AT&T, Sprint, MCI, Volvo and others
1994	Pay per Click keyword advertising debuts on Goto.com(now a part of Yahoo!) It was widely mocked
1995	The first keyword ad, "Golf" is created by Yahoo!
1997	The first mobile ad is launched, a Finnish news provider offers free news headlines via SMS sponsored by advertising
1995-2000	Billions invested in online ads. The dot.com bubble soon pops
2000	Google rolls out AdWords, a pay per click service, A performance based ads service
2001	Pop up and Pop Under ads fill up users' screens
2006	YouTube launches as we see the birth of video advertising, including in video ads, participatory video ads, pre roll ads and more
2006	Twitter's global community makes viral marketing/ advertising fast and free
2007	FaceBook introduces the concept of behavior based advertisign specifically targetting users' social interactions
2008	In text advertising appears, matching double underlined words within the site's content to relevant ad bubbles
2010	Viral advertising overtakes traditional marketing, Old Spice Guy campaign receives 30 million views
2011	Online advertising becomes a clear No. 2 in budget priority for advertising worldwide, typically at the expense of print and radio.

As is visible from the Table 1, virtual games became a hit as soon as the virtual world hit the market. By around the year 2000 there were billions of dollars riding on internet advertising. It was a clear indicator of the potential of the medium and the fact that somewhere people were getting addicted to it. The addiction of kids and students to cartoons, racing, online sports or even gambling has lead the advertisers to believe that there is scope of grabbing consumers’ attention through this distraction based method. An in-depth understanding of the same can be achieved by understanding the virtual world and its trends.

The world of Virtual gaming and its trends

The virtual world is nothing but an extension of animations and close to reality graphics. A game

in a virtual world gives the user the ability to become some/any character and live a fascination where they are able to achieve a given objective which may be something as simple as winning a car race. While virtual gaming and its use as an advertising tool started rising in the 2000s, using games to advertise was not a totally new concept. In early 1980s Atari cartridge games were sent to customers through mail order and would be used to advertise (Purswani, 2010). Later, Johnson and Johnson created the mail-order ‘Tooth Protectors’ game for the Atari, where one must deflect unhealthy snacks from falling onto teeth (Bogost, 2010) . In the game, the teeth lie on the bottom of the screen and represent a mouth. After a tooth is hit by three snacks, it begins disappearing; and one may heal one tooth at a time which involves

brushing, flossing and mouth-washing. It was impossible to deflect all the snacks, reflecting that it is impossible for all snacks to be avoided in real life, they must merely be controlled. This was an addictive and interesting game which was successful in playfully communicating the brand image. While these are examples of advertising through games, use of online internet based games is the latest trend which is catching up with the masses. If we basically try to analyze the reasons for sudden emergence of this trend, we would be able to trace it down to the success of internet in being an essential part of our lives. The onset of Internet in our daily lives has speeded up the communication process as well as the advertisement process. Advertisements have started moving online. The trend and concept of online advertising started way back in 1994 (Burner, 2005), and had started off as simple pop ups and website banners. It had promised to roll in a lot of "eyeballs," "stickiness," "bleeding edge," but unfortunately the technology did not transform the advertising landscape much. Soon the major search engines such as Yahoo! And Google realized the power of online advertising through AdWords and unleashed the new concept of advertising through Pay per Click methodology. Internet became a source for networking and managing human connections as well. Large chunks of consumer information was available online which was used as well as misused (Howard & Komili, 2010) by Search Engines in advertising and proliferating information. Today there are at least ten different types on online advertisements which range from pop ups to online videos to social network advertising to even online games and these games used for advertising are termed as Advergaming. The biggest advantage of online advertising is that it helps in evaluating real time effectiveness of the advertisement (Tavor, 2011) Once this evaluation is done one can easily refine and readjust the advertising budget much before it's too late (Palanisamy & Wong, 2003). The best way to appreciate these advergaming would be to sift through some examples and see the impact of these games as advertising tools. In the recent past, there have been several instances of success of Advergaming in different fields. American movie Hunger Games was a huge hit on the first day of its release not because of all the print advertisements electronic media used but also nearly a year long digital campaign which simmered and prepared fever for the movie amongst fans (Barnes, 2012). For a year

advergaming were launched and the youth were awaiting the launch of the movie. This generated the necessary hype for the movie and made it a box office success. Similarly the Indian movie Barfi! (2012) generated a hype by launching YouTube application in which the protagonist would act as per the instructions typed by the user like laugh, cry, shout etc. (IANS, 2012). Another example of a contemporary Advergame 'Red vs. Green', a checkers type game programmed by M&Ms to advertise their candy (M&Ms, n.d.). In the game you control either the Red or Green M&M, and have to convert the other side's M&Ms to your color by surrounding them and positioning your pieces. The shape of M&Ms allows easy integration of the product into the game. The nature of advergaming is such that there is highest involvement of men and children (Purswani, 2010). These success stories go on to showcase the fact that the time spent by the youth and its addiction to online gaming has significantly increased over the last decade or so. Advergaming which started with children is now starting to show its influence on adolescents and adults as well. This is the primary reason why it is being considered as a potential area different from regular advertising techniques. But why does someone get gripped in the game? This is a thought which can be understood analyzing the concept of emotional engagement and loyalty.

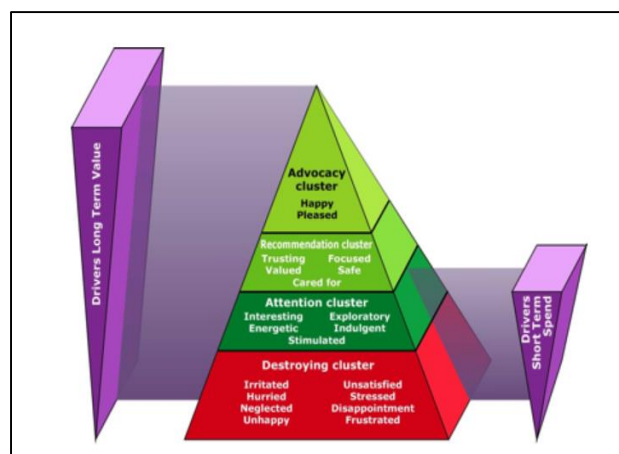
Emotional Engagement and loyalty: It is necessary to define the contribution of all these aspects in brand building of any organization and increased purchase intention of the customer. In our study, we try to gauge the effectiveness of an Advergame by measuring its contribution in increasing the emotional customer engagement and loyalty. To do so, it is important to first define the concept of emotional customer engagement and loyalty. Marketers are evolving everyday moving from customer satisfaction to customer delight and now are looking to build long time relationships with customers by keeping them emotionally engaged and loyal. Emotional engagement was conceptualized way back in 1990 by (Kahn, 1990) but was not exactly termed as emotional engagement He had bifurcated engagement as a concept into three categories i.e. cognitive, affective (emotional) and physical. The concept was used by (May, Gilson, & Harter, 2004) as well but was coined by (Fleming, Coffman, & Harter, 2005). They clearly pointed out that emotionally satisfied and engaged customers contribute to the company's

bottom line far more than the rationally satisfied ones. Engagement theory (Kearsley & Shneiderman, 1998) and the transportation theory (Deighton, Romer, & McQueen, 1989) put together elaborate that when individuals play an Advergame they feel engaged and lost in the narrative world due to the personal enjoyment derived out of it and this enjoyment impacts their attitudes and beliefs towards the brand. The focus of companies has always been to have repeat customers and loyal customers, but to do so, it is important to build and engage customers. (Nolinske) mentions that customers can be regular and repeat customers yet emotionally disconnected. They may not be the most profitable customers to the company. Infact customer engagement can also be used as a tool can enhance the loyalty and connectivity of the customer with the organization which can further enhance the customers' awareness about the organizations' social activities (O'Brien, Jarvis, & Soutar, 2015). And this tool is used most commonly in online communities to enhance loyalty (Brodie, Ilic, Juric, & Hollebeek, 2013). (Brodie, Hollebeek, Juric, & Ilic, 2011) have conceptualized five fundamental principles of customer engagement and based on the same they have defined customer engagement as: Customer engagement (CE) is a psychological state that occurs by virtue of interactive, co-creative customer experiences with a focal agent/object (e.g., a brand) in focal service

Source: (Shaw, n.d.)

relationships. It occurs under a specific set of context dependent conditions generating differing CE levels; and exists as a dynamic, iterative process within service relationships that co-create value. CE plays a central role in a nomological network governing service relationships in which other relational concepts (e.g., involvement, loyalty) are antecedents and/or consequences in iterative CE processes. It is a multidimensional concept subject to a context- and/or stakeholder-specific expression of relevant cognitive, emotional and/or behavioural dimensions. The use of Advergame is seen to enrope, transport and engage its users into the theme of the game. (Nairn & Hang, 2012). Thus it is a rather interesting tool which can be used to engage first time users as well as regular users. The presence of realistic 3D and 4D technology will only enhance its look and feel of the brand and lay the seeds of loyalty. Emotional customer engagement steeply differs from transactional customer engagement. Transactional engagement speaks about engaging a customer only through the process of a transaction of money exchange, where as emotional engagement deals with the customers engaging with the values of the organization and feels emotionally intrigued enough to be part of the organization. (Dyer, 2012). Figure 1 shows a detailed hierarchy of 20 emotions which the can drive or destroy the customer experience

Figure 1: Hierarchy of Emotional Value



These emotions have been created into the following clusters based on their impact of the customers' emotion the value of the product. Emotions such as irritated, unhappy, frustrated etc. are clubbed under destroying cluster as they, if perceived by the customer, will completely

destroy the customers' experience. Interesting, Simulated and exploratory type of emotions create attention and interest in the mind of the customer hence under attention cluster. The recommendation cluster of emotions contains cared of, safe, focused type of emotions while

happy and pleased emotions run under advocacy cluster. The emotions in the recommendation and advocacy cluster are the ones which create a long term engagement and loyalty in the mind of the customer. (Shaw, n.d.). Thus an emotionally engaged customer is connected to the organization and not only recommends but even advocates for it. It is this set of customer that co-create, recommend to the organization, give constructive feedback and inputs and help the organization grow (Greve, 2014). Though this paper we try to check whether playing online games by a given age group segment (18-60 years) leads to emotional engagement and hence loyalty. This can be converted in terms of hypothesis as

H1: A positive correlation exists between the engagement created by the game and the positive emotional customer loyalty towards the brand

METHODOLOGY

An online survey was created to collect data from vast number of game playing respondents. But before doing so a small representative sample of 50 respondents were tested with a Pilot study. This sample was selected based on convenience and fixed quotas of various demographics were represented in the sample so as to observe the behavior of each demographic group individually and in detail.

Pilot Study: For the pilot study, a small representative group of 50 respondents were selected. This group of respondents had people from all the various demographic profiles and thus gave a broad guideline about choosing the correct respondents. These selected respondents were exposed to a simple Advergame for 15 – 20 minutes and then filled out an online survey in the presence of the researcher. The Advergame that was used was by the Kellogg's brand of cornflakes called Chocos. The objective of the game was to collect as many chocos as possible into a bowl and then pour cold milk from the tap into the bowl and then proceed to the next level. The game was simple, the objectives were clearly defined, and most of all the game was extremely illustrative in nature where it was continuously describing how to achieve the goals and also it was illustrating how to use the product, chocos. Snapshots from the game have been added in Appendix A.

The questionnaire for the pilot study had mostly open ended questions so as to get a feel of the

respondents mind set. The questionnaire was prepared using one of the freely available online survey tools. The entire process was monitored to observe the reactions of the respondents towards the game as well as towards the questions. This also gave us a lot of subtle cues regarding the feelings of the respondents which came out in the form of slangs and remarks. Further, a long and subjective feedback was collected from the respondents regarding their emotions at the end of the game and also as a feedback to the entire concept of advergaming. The entire process of data collection for the pilot study spanned 8 days. This data that was collected was analyzed statistically and more importantly, it helped in identifying some of the gaps of the previously existing studies. It also helped in identifying the scope and viability of the entire research. At the end of the pilot study, following observations were made, which were later incorporated in finalizing objectives and hypothesis:

- Large number of un-tapped game playing audience exists in the age bracket of 21-35 years (64percent).
- Only 28percent of the audience had previous exposure to online gaming for the purpose of advertising
- 45percent of the users unanimously preferred mobile based games over PC based games.

While these seemed like simple data points these were the stepping stones in the entire process of preparation of the questionnaire.

Game and Questionnaire Design for Main Study

The game which was selected for the purpose of main study was again an illustrative game of the brand Lipton IceTea. Here the player has to barbeque some food products on the barbeque stove. These food products included some vegetarian some non-vegetarian food items that would drop from the top of the screen. The player has to quickly flip these items before they get burnt. The heat of the game begins when the pace of the dishes dropping on the barbeque increases and the gamer has to be quick in flipping the same. At the same time they also have to keep an eye on the bottle of Lipton IceTea, which starts blinking as soon as the heat increases. One needs to virtually drink that Lipton IceTea to cool off and then focus back on the game. There are liberal indicators about how and when to use the product. Also the logo of the brand is in continuous display with relevant messages

popping off time and again. In the main study we had purposefully picked up this game as it was targeting a product that was not positioned for children. This gave us the ability to test it relevantly on a different age group of people most of which have had some brand of an ice tea at some point of time or the other. Further snapshots from the game have been attached in Appendix B. Taking a cue from the pilot study, it was felt that it would be safe and appropriate, though not exhaustive, to share the survey online through emails. This technique helped in bringing about the required amount of heterogeneity to the sample. Attempt was made to meet large and diversified audience. Thus, an online survey was designed and data was filled in the questionnaire through three different techniques. Firstly, the respondents were emailed a link to an Advergame, which they would click, play the Advergame and then fill their opinion about the game in an online form. This technique gave the flexibility to the respondents, to play the game irrespective of time, place or even technology (phone, laptop or tab). This also helped in creating a real life like scenario where potential customers are constantly distracted by multiple stimuli from the neighboring environment. The presence of these stimuli in our study only acted as a boon as it authenticated the results further since these were the true emotions/responses which are felt by a potential customer who is exposed to a game for the purpose of advertising. The questions were constantly and randomly jumbled with the help of the settings in the online tool and presented to the respondents to maintain the authenticity of the survey. While some demographic questions regarding the respondents were direct, most other questions tested the required factors indirectly and by concealing the questions amidst large number of similar yet different options. To minimize biasness in selection of sample, attempts were made to

purposefully select people with heterogeneous backgrounds and to see the representation of each demographic category. This reduced the biasness but there was still some scope of error that one could foresee from the fact that the game and questionnaire was emailed and some people may and in fact did attempt the questionnaire without playing the game. Such responses were controlled from the fact that users not only had to fill up their scores through three attempt of the games but also had to identify 3 questions which were specifically related to the game. In case someone has not played the game, they would not be able to answer them at all. Further restrictions on the login and IP address of the system used for filling out the questionnaire was created with the help of the online tool. These restrictions ensured that there is a 1:1 relationship in the responses and respondents. The questionnaire was designed online and had a total of 36 questions. It was divided into the following basic segments:

- Segment 1: Respondents Demographics Details
- Segment 2: Respondents’ response to Advergaming parameters
- Segment 3: Respondents’ Emotional Engagement and Loyalty

Data Analysis & Results

The model by (Shaw, n.d.) which describes the customers’ emotions into four basic categories was used as the baseline to analyze the data. Using this model a scale was developed to measure emotional customer loyalty. Also items which indicated higher engagement towards the game were clubbed and transformed into one variable which is referred to as game engagement. To test this relationship within the framework of the research objective we would first test the correlation between game engagement variable and the emotional customer loyalty variable.

Table 2: Correlation between game engagement and Emotional Customer Loyalty

Correlations			
Correlation between Game Engagement & Emotional Customer Loyalty	Pearson Correlation	p-value	Remarks
	0.505	0.000	Weak positive
**Correlation is significant at the 0.01 level (2-tailed).			

The Table 2 clearly shows that there is a positive correlation between game engagement and Emotional Customer Loyalty and the analysis is found significant as $r(0.505)$ and $(p<0.01)$. This

implies that game engagement is positively impacting emotional customer loyalty. Hence we can accept the hypothesis H1.

HYPOTHESIS ACCEPTED: A positive association exists between the engagement created by the game and the positive emotional customer loyalty towards the brand.

We can further analyse the relationship between the two variables and its impact on each other by using regression analysis as a tool. Table 3 below describe the details of the regression analysis.

Table 3: Model Summary of Regression Analysis

Dependent Variable	Independent Variable	Regression Coefficient	t-stat value)	(p-	F-Stat value)	(p-	R ²	Durbin Watson
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(F(1,349) = 119.577, p<0.001) with R² of 0.255

ECL	(Constant)	24.305	11.725 (0.000)	119.577 (0.000)	0.255	1.543
	Game Engagement	1.330	10.935 (0.000)			

Thus we can report the above regression analysis briefly as follows:

This further predicts that the loyalty built through game engagement is 24.305 + 1.330(game engagement) which means that every single unit increase in game engagement leads to 1.330 time

increase in loyalty. Thus it shows game engagement not only has a positive correlation but also a strong positive impact on the emotional customer loyalty of game players. Figure 2 shows the regression line for the impact of game engagement on emotional customer loyalty.

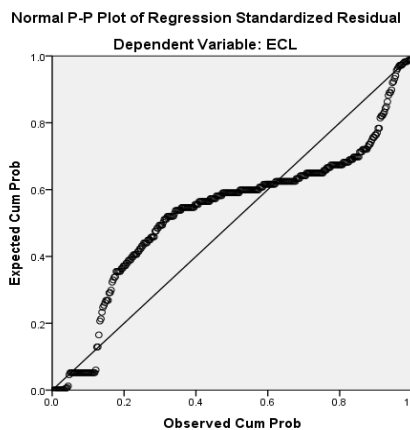


Figure 2: Plot of Regression Line

This is summarised as $(F(1,349) = 19.577, p < 0.001)$ at $R^2 = 0.255$. It has also been computed in the form of equation 1.

$ECL = 24.305 + 1.330 [\text{Game_Engagement}] + \text{Error} \dots \dots \dots \text{Equation(1)}$

Managerial Implications

This entire study had some starking revelations about advergimes and their ability to build emotional customer loyalty. Various attributes of the games were found to be indicators of higher engagement. Games which had out of the box themes, were found to be entertaining and hence more engaging. This also opens up the markets for gaming and game designing into a full fledged profession which requires creativity and also a keen interest in marketing. It was found that the respondents which were generally more believing in sanctity of advertising were the ones which were more engaged in the games and had a better brand recall. These were also the respondents which were familiar with the concept of gaming and were regular gamers were more engaged in the game. We can easily conclude that gamers engaged in the process of the Advergimes were potential customers for whom we can convert into emotionally engaged and loyal customers. These emotionally engaged customers not only come across as repeat buyers of the products but would definitely count as brand ambassadors who would constantly advocate and recommend the brand to friends and family. The use of Advergimes have limited applications but the audiences to which they can be now used has opened up and should be utilized completely. As a manager of tomorrow it would be extremely important to use the correct advertising tool to the correct audience. Advergimes most easily connect with the audience which already has some exposure to technology or is an avid online user. In such circumstances, for digital entrepreneurs, which start their ventures online and cut down on the cost of traditional advertising, Advergimes can prove to be a strong tool to build emotional loyalty and not just gain awareness and eyeballs.

LIMITATIONS OF STUDY

Every study suffers from certain limitations. The limitations of this study have been classified into the following categories:

- a) **Technological Limitations:** The game which was shared with the respondents was running on a set technical configuration. There were instances where respondents gave feedback that they were not able to play the game due to incompatibility with the configuration of the game, or due to

unavailability of internet or poor connectivity to the internet. These barriers were real time issues which would disengage a person from the game and also from the brand.

- b) **Sampling Limitations:** The sample which had to be selected was of game playing audience thus it was not possible to bring about complete randomness to the sample. Although, the judgement of the sampler was there while selecting the sample care was taken to ensure as much heterogeneity as possible in the demographic profile of the sample. While some attempts were made to incorporate greater amount of data nationally, most of the sample respondents were belonging to Delhi NCR and other metropolitan and tier I cities of the country.
- c) **Type of Advergimes:** The game used in this research was limited to a particular industry and game type. We had used Lipton Ice-Tea as the product and one of the games of Lipton Ice-Tea called Better BBQ Challenge. There is also a possibility that in the Indian context some of the audience may or may not feel completely comfortable with the concept of barbeque where different vegetarian as well as non-vegetarian products were used virtually to barbeque them.
- d) **Role of Gender:** In the Indian context itself, from one corner to the other of the country there is a huge change of mind sets, social norms, culture and society. A cooking game may have a different impact on different genders. While the game did not display any tools/figures which were specific to gender, peer pressure may sometimes act as a deterrent amongst males to be part of a cooking challenge. Even though the Indian society is opening up and these orthodox tendencies are not prevalent in Delhi-NCR and Tier I cities, there is a possibility of a small impact of the same on the mind-set of the respondents while answering the questionnaire.

Future Scope of Research

Advergimes in this study were focussed on Indian respondents and that too the sample was confined to Delhi-NCR and Tier I cities. The impact of advergimes may change if this study is extended to the tier II cities where the penetration of internet has recently increased after the launch of 4G services in India. In today's date the latest values of internet penetration in the country is close to 38 percent and there has been a growth of nearly 49percent (Nair, 2015) since the last year. This also shows the rapid change in the market and the fact that customer needs are changing. Hence by slight change in the sample size the

study may produce different results. Indian customers are highly diverse and are bound by several social norms and religious beliefs. While these terms may act like restriction in some cases, a study to compare and contrast the proposed model in different ethnicities may produce wonderful and useful insights from which the new age global marketers may benefit extremely. While this study picked up the best possible example of an illustrative game which was freely available on the internet further research is possible to test the same model against different type of games. The study reveals the love and emotional engagement which the respondents have towards games that are specific to entertainment industry and hence the impact of games before the release of the relevant movie/TV serial and/or the best time to launch a game as a part of an advertising campaign can be rather useful to the industry and would take the concept of Advergaming to an all new level. Every research is a learning process where some perceptions backed by literature are confronted with real time truths. Some of these perceptions get statistically accepted which others get completely rejected. In the whole process, at the end we come across various truths which are statistically verified. At the end, it is only justified to re-look at the entire journey from start to end and see how many miles we have covered. This journey started from a small news clipping which mentioned the success of a video game in building large fan-base even before the release of a movie. The curious mind made us investigate if this was the first of its kind event or if there were other such examples happening. Were these happening in all industries? Was this a known phenomenon in India? Does it impact everyone equally? All these questions were converted into research objectives and this entire concept was studied all the way from its history and first documented instances. In this process I have personally played and analysed 28 different Advergaming from various industries, countries and target groups. It brought me across experts who had coined the term, who use these advergaming for a living and also who are avid gamers and consumers of this concept. All these people pointed to the fact that this is the technology of tomorrow and has a very high potential customer base. This technique is still left un-tapped in many sectors and is treated casually. On the contrary our study, strongly suggests that it is an extremely cost effective advertising technique which has very low investment and can

immediately convert users attraction and attention in to on the spot on-line sale. It would only be just to conclude this study with the hope that this technique of tomorrow would change the marketing landscape and our study would add to the literature and findings which would be substantially useful across many industries.

Once we know something, we find it hard to imagine what it was like not to know it.

Chip & Dan Heath, Authors of Made to Stick, Switch

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