



Examining the Effect of Platform and Game Characteristics of Advergimes on Consumers' Immediate and Delayed Brand Memory

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Abstract

Advergimes are digital games through which advertisers promote their brands. While many studies have explored the influence of the gamification of advertising, little is known about the effects of important advergime attributes such as gaming platform (device used to play games) and game speed (overall pace of games) on consumers' immediate and delayed memory, delayed attitude, and delayed intention to purchase the advertised brands. We address these gaps by conducting two experiments with fictitious brands (Study 1) and real brands that vary in the degree of familiarity (Study 2). Results reveal that a PC-based advergime generates better delayed memory than a mobile-based advergime, while gaming platform does not affect immediate memory. Also, it interacts with game speed only in the delayed situation. Brand familiarity moderates the effects of gaming platform and game speed on brand attitude and purchase intention in such a way that unfamiliar brands are more effective than familiar ones.

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