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A Study on Effectiveness of Advertisement in Gaming Zone

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ABSTRACT

We all most familiar with the word “ Advertisement ”.Ultimately it will helps the business peoples or corporates to boost their sales by promoting and importantly by catching the target or key audience. Generally an advertisement meant for announcement or a notice in a public medium for promoting the product or a type of services, events or vacancies. The rapid spread of Smart phones usage level and the subsequent level of using and installation of apps over the smartphones and over the mobile web completely converts the way and strategies of advertisers to connect with their key customers. Most importantly the Most of the companies via advertisement campaigns they try to incorporate the ads in gaming zone or in gaming applications to influence them towards advertisement. This article explores the effectiveness of incorporation of ads in gaming apps, Does it really encourage the key audience to watch digital advertisement and how this ads will impact on consumers behavior .for this the researcher read some articles for the reference and collected opinion from the consumers through online survey (Used Google form) about ads in game, based on the convenient sampling method.

Introduction

In this modern era digital era the most of the companies found that the best way to deliver the advertisements using the social media and the different gaming zone applications or via video games. Because they found that this way of delivery method of advertisement reaches the key audience and it architecture and designed format is to be very interesting and curious and memorable by those who accessed them. Few Articles explains the effects of the advertisements that targets the game players. because the time spent on the games increased significantly across the globe that is the consumers playing time up to 14 percent in the past year to an average of 8 ½ hours (State of online Gaming 2021 – Report, updated: March 15, 2021) .and also an online gaming is one of the effective way to advertise the products or services by no window close option, no skip option or by giving a rewards to the game players. Finally the words ‘ Advertisement or

Advertising' and 'Gaming', Advergaming goes well beyond the just in game advertisement. Most of the previous studies present an advertisement via digital media network that how well consumers receive and grasp the concept from the advertisement. The product or service promotion in video games is a relatively fastest growing advertisement tool. Therefore more amount of advertising Rupees/Dollars being spent on this medium to optimize the effectiveness. The main intention of advergaming is to build the fun and positive connection with the key consumers. In digital era the video games need must an advertisement channel which is necessary to be an effective and to drive awareness and to connect with the consumers in an innovative and by creative way. This study is also review that whether the advergaming for promoting the product or service is effectively reaching the audience or not.

Review of Literature

The system board games does not have the most efficient way to deliver the message, but ultimately the board games is enjoyed by the players or the board game accessories. And one more importantly the system board games proves that it is enjoyable and funny for experienced users and also it makes the bonds and creates a bond between its players during the game access (M satrio, R Sanjaya, and B Harnadi, 2019). Board games can be fun when you play with family or friends. They are stress busters also and a good board game could also improve our critical thinking capabilities. The most of the board games are available for example : Mattel scrabble board game, Hasbro Risky strategy board game, Hasbro mouse trap board game, Monopoly ultimate banking, Creative's millennium snakes & Ladder and Ludo, Tickles sequence card game, Toing anger slayer board game kit, Jambuwala enterprise magnetic chess set, Toytrend big business board game, Ratna's 2 in 1 Class chess and business board game etc. (Shaikha Thakur, 2021).

Ludo King is the India's first gaming app to cross 100 million downloads (Mint India investment summit, 2021) Has hit 500 million downloads worldwide in December. In India it is most popularized in the sense this Ludo King gaming application very similar to the Indian traditional home game i.e. generally called "Chamkhabara", "Chakkhabara", therefore in Pandemic the to play with the families of friends the most of the smartphone users installed the Ludo king. and also Gametion Technology Pvt. Ltd. targeting 5X growth in revenue this year aiming to touch

\$100 million mark (Vikash Jaiswal, Founder, Gametion Technology). India's online gaming is expected to reach a market value of \$1 billion with approximately 310 million online games by 2021 (KPMG and Google Report). There is a common agreement that the digital media greatly impacted the way a marketer reaches today's consumer.

Digital media meant to the electronic media that disseminates the information in digital forms. This emphasizes any type of media available via the computers, Mobile phones, smart phones, tabs, laptops or other gadgets. And more significantly the internet is a very prominent venue of the digital marketing era. Digital Ads is a form of promotion that uses the internet connection for the purpose to deliver the marketing information. Digital and online advertising is and undergone phenomenal growth since its inception of in 1994 (Robinson, Whsocka, & Hand, 2007). When we thought about the online advertisements it is an important and there is a need to know the factors that could have impact on the acceptance of this kind of the advertisements or the services. A Unified theory of acceptance and use of technology (UTAUT) is a very popular model that really integrates the key elements from the previously well-known model as a determinants of behavioral intention to accept new technology (Arwa salameh, Nur fazidah Elias and Nader Abdel Karim, 2016).

The above articles and most of the articles tell that how digital media is important for the product or service to create awareness and promote the product or service. This study also

try to check the effectiveness of ads in games and tells that how the people accept the ads while they engage in game and what strategy that companies following to engage the consumers in gaming apps.

Adopted Methodology

In this research study, research methodology is presented in the context of the research design, data collection methods, Sources of data collection (Sample Source), Sample size, data Presentation, Data analysis. The descriptive research was used with the specific objectives of the study. This descriptive research includes the Primary method i.e. survey of the key target people or digital game players with respect to the behavior towards ads in games. The study was conducted with taking in to account only a selected online games which includes – Top 5 most played mobile games in India during 2020-21 namely (Kajol Aikat, 2021). PUBG, Among US, Ludo King, Garena Free Fire, Pokemon Go, Carrom Disc Pool etc. The study tool was developed and administered to the game aspirants and the data that have been collected is presented and analyses are done to draw the findings which aids in interpretation. In this study the description of sample design was as follows:

(a) Type of Universe: Finite Universe, the number of items is the population of the Kolar region.

(b) Sampling Unit: Sampling unit constitutes the convenient/Deliberate/Judgement sampling of the Six Blocks (Kolar (District) and Sub Blocks (Bangarpet, KGF (Kolar Gold Field), Malur, Mulbagal, Srinivasapur).

(c) Sampling Source: The Population of the kolar and sub blocks.

(d) Sampling Size: in this study the 30 game players from each blocks are selected, which constitute total of 180 respondents.

(e) Sampling Procedure: In this study, Researcher selected six blocks of the kolar district. Kolar (District) and Sub Blocks (Bangarpet, KGF (Kolar Gold Field), Malur, Mulbagal, Srinivasapur through judgement sample technique.

Data Collection Method: The collected for the study by both Primary source and Secondary sources.

- **Primary Source:** the primary data for this research study is collected through administering the well-structured questionnaire was used (Created by using online google form) and the questions in the google form or in a schedule are significantly closed ended questions to assist the respondents in stress free during pandemic (Covid-19) in answering the questions. Multiple choice questions, intension scale and ranking question are used for the primary data collection. Open ended questions are also framed to get the suggestion or review from the respondents about ads in game. These questions are framed to cover the type of aspects such as preferring ads, type of game preferred, status of influence of ads while playing the game.

- **Secondary Source :** The strategies and techniques of various gaming companies studied through Journals, relevant Websites

Data analysis

For the purpose of data presentation, the data are divided according to the variables or attributes to be studied. After the classification of the data, the data are summarized and presented in a meaningful fashion.

The study was conducted in the year 2021.

Findings of the study –

(a) Profile of the Respondents – With respect of the age group, the profile of the respondents, 91.1% of the respondents are the below the age group of 30 years and note that they are above 16 years. Followed by 6.7% respondents are between 31 to 45 years.

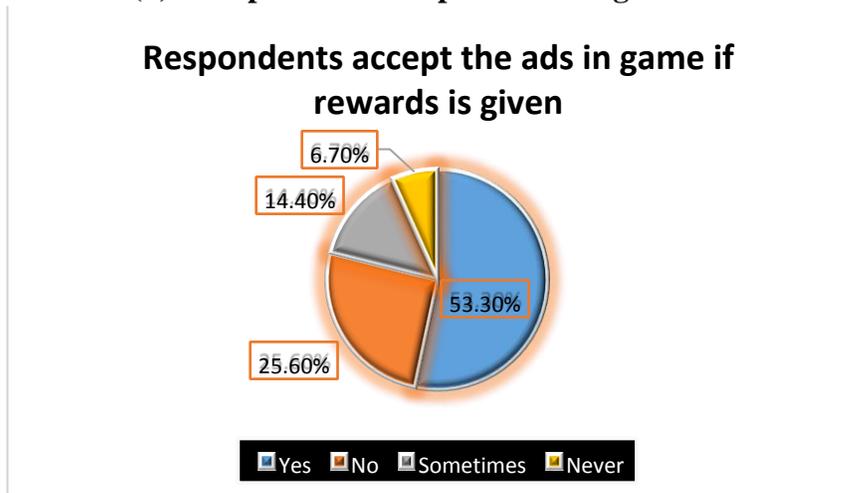
And only 2.2% are above 45 years. The maximum opinion is received, 66.7% from the female respondents and 33.3% of male contributed. With respect to the designation is concerned , the 68.9% of the respondents are students, followed by 21.1% Employees , 2.2% business persons , 4.3% Housewife’s ,2.2% are Lecturers and 1.1% news reporter, out of respondents Maximum 52.2% of the respondents are from kolar, followed by 12.2% of the respondents are belongs to Maluru,11.1% of the respondents are from Mulabagal,10% of the respondents are from srinivaspura .7.8% belongs to KGF and only 6.7% Respondents are from Bangarpet. Out of total respondents all (100%) the respondents have android mobiles.

(b)

(c) Type of game played by the respondents :

Sl.no	Particulars	Percentage of response
1	Ludo King	47.8
2	Garena Free Fire	11.1
3	PUBG	11.1
4	Carrom Disc Pool	11.1
5	Among Us	1.1
6	Cricket, Candy crush,Templerun,Pokemon G	11.3
7	No game played	6.6

(d) Respondents accept the ads in game if rewards is given :



From the study we got to know that the maximum 53.3% of the respondents will accepts the ads while playing the games if they got rewards from watching the ads. And 14.4% respondents says that sometimes they will accept and 25.6% they will not at all like the ads in games

(e) Ads in game is very effective :

From the research study it is found that the below graph interpreting that from the total respondents 61.10 % of the respondents feels that the ads in game is very effective and they are interest if rewards adds to the ads . Followed by 7.70 % strongly agreed this, 22.20 % of the respondents disagrees the ads in game because as per the survey they did not like the ads in games. and 8.90% fully dis agree with

the ads in game. by this we got to know that from the total population most of the respondents react in positive way when only they will get rewards .

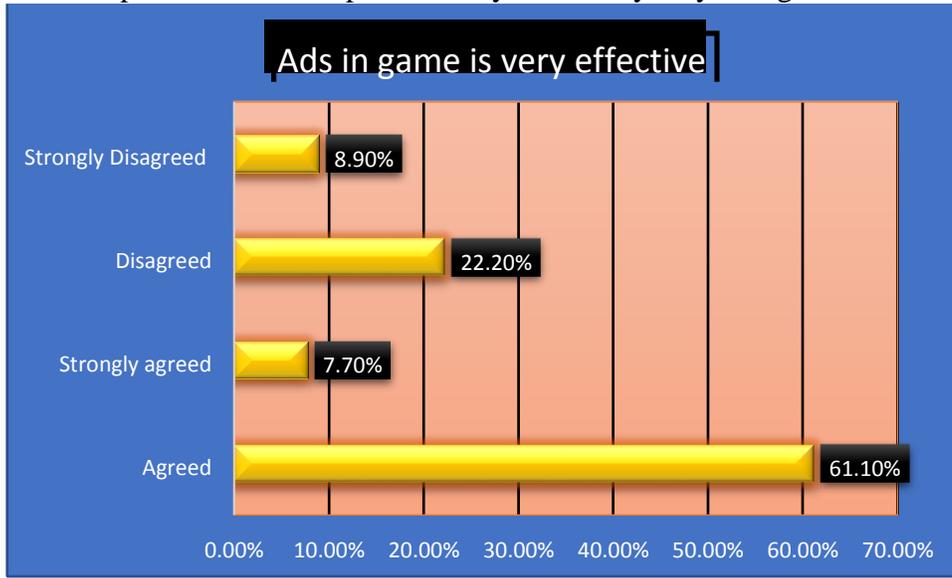
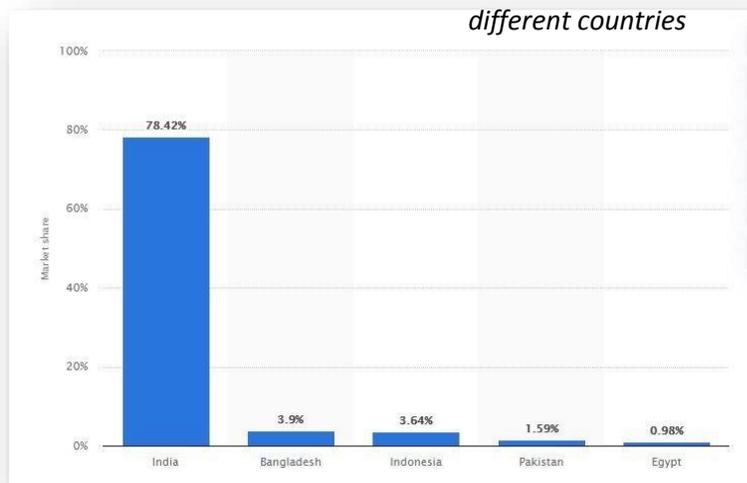


Figure 1: table shows the percentage of Ludo King Installation by

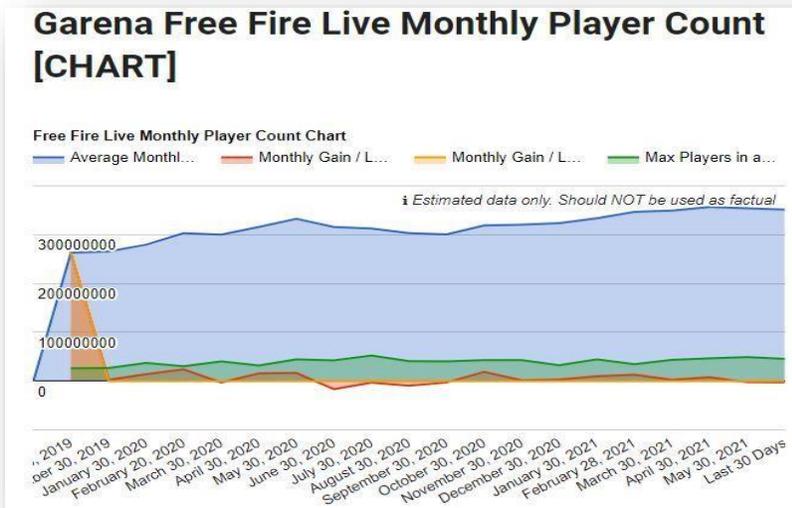


Source: Internet



Source: Internet

Figure 2: table shows the free fire live monthly players count In India.

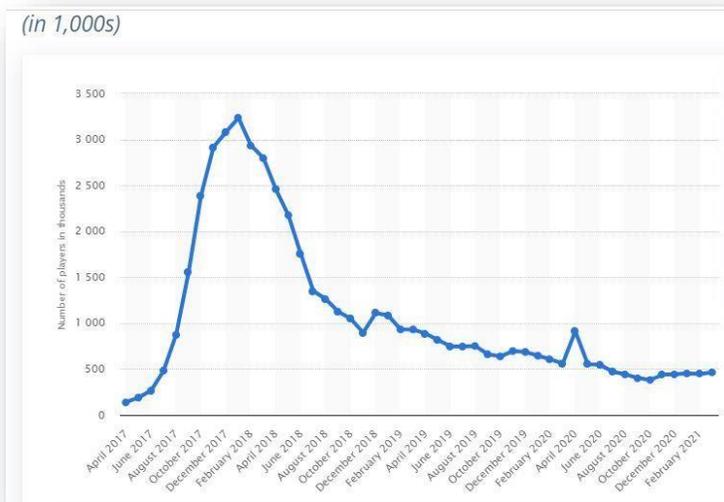


Source: Internet



Source: Internet

Figure 3: Graph shows the PUBG Installers count in thousands from April 2017 to February 2021 In India.



Source: Internet



Source: Internet

Figure 4: Graph shows the Carrom Disc pool statistical status count in India



Source: Internet

Figure 5: table shows Among Us downloads

Among Us downloads

Date	Downloads
August 2020	70 million
September 2020	120 million
October 2020	200 million
November 2020	350 million



Sources: Sensor Tower, Statista

Among Us’ was the most downloaded mobile game in November 2020.

(Sensor Tower, 2020)

Source: Internet

Source: Internet

Conclusion:

As a conclusion part to conclude, the most digital games are played by the both males and females in the different age’s .from this research process, the most of the people experiences the in game ads and also most of them influenced by these ads if they will get rewards. And if the ads related to the gamer interest they will not skip otherwise they will close the game and most importantly if rewards available for the gamer for example coins collection (Example: Carom Disc pool), gems and coupons then even though the ads are not liked by the gamers they will watch at least to get rewards to play the games.

By the way Mobile applications took over worldwide. So every developer has to be consider their attention on the mobile ecosystem as well. Because the trend has gone so big that even all social media giants like Instagram, twitter, telegram, Facebook and WhatsApp by seeing the same in apps a path to better user Engagement.

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