

Role of Games & Apps in Advertising

Dr Rohita Sharma , Anuruddh Pratap Singh, Amandeep kuar Randhwa
Assistant Professor¹ Student MFA^{1ly2}, Research Scholar³
Lovely Professional University
Phagwara, Punjab

Abstract

Advertising, this word represents a means of communication with the users of a product or service. In the century where the possibilities are at the fingertip of people and the users are surrounded by the ocean of options, the advertising world also exploring the new mediums. One of the most influencing and simple medium is “Pop-up ads”. This medium targets the users through their internet engagement and a large number of users are using apps and games. This makes apps and games one of the most important of the advertising world. This medium creates a situation where the user needs to look or interact with the ads. And this medium is customized according to the target audience. In this paper, author try to explore motifs and trends of social media research in four disciplines over the past fifteen years and also attempts to find the importance of uses and gratifications theory to social media. And also come up with better and comprehensive understanding of why consumers use social media. With the help of secondary data, we discover more on this topic.

Keywords - Pop-up ads, Digital Advertising, Contemporary Period, Visuals

1. Introduction:

In the changing world, the mediums of advertising are also changing, new mediums and techniques are coming into the world of advertising. One of them is pop up advertising. Every time when you play games online and swipe right or left on tinder app, you always see a pop up advertisement. Our life is full of apps today and that is why the role of apps is so important in publicize. It began in 1994, hotwire sell their first banner ad on 27th October and that was the beginning of publicize. One of the newest marketing research topics is social

media advertising. Sellers come out with the finest way to publicize their services in the market. They try to build link with consumer. It is a new version of corporate advertising and as new skill it is adopted by different companies. Consumer perceptions boost the outcome of brand trust as it is two way communications. The purpose of this study is to explore the research the main actions of those companies who concurrently connect and publicize on media channels group such as Apps & games in order to produce sales and popularize their g brand image and to attract for purchase intention. The present research paper is based on the result of survey the users who usually used the Apps & games.com. In order to collect data for the research the 100 e-questionnaires distributed to users at Apps & games.com. This research paper will help to understand the value of Games and Apps in the field of advertisement. How this new medium is changing the world of advertisement.

2. Literature review

Hord P, Jagels D.; Pop-up PVR advertising; published on: 2002-08-19 this research paper is based on the interactive television advertisement, and how this whole process works. In this research paper, there is the deep description of equipment and their works.

McCoy S, Everard A, Galletta D, Polak P.; A Study of the Effects of Online Advertising: A Focus on Pop-Up and In-Line Ads; published on: 2004 This research paper is based on the behavior of user with the pop up ads, and how it affects user or consumer. Warren J. Keeyan, Global Marketing Management, USA, Prentice-Hall of India Pvt. Ltd., 2002, pg. no. 3.

3. Concept of marketing

A revolutionary development in the shift to the strategic concept of marketing is in the marketing objective – from profit to consumer benefits. There is a growing recognition that profits are a reward for performance (defined as satisfying customers in socially responsible or acceptable ways). To compete in today's time, it is compulsory to have update employee team with experienced one. So that they can produce quality products. They must nucleus on the buyers and outcome value of services by generating buyer's profits. The objectives of IMC is to built stability and teaming by mixing marketing communication elements so that they support

and enhance each other to encourage potential communication. The idea of mixing offline and online marketing to built success is one who time has arrived. On the other hand many companies still put their efforts in online and offline as different entities. Viral marketing is one of the vital tools of integrated marketing communication (IMC), mostly used for trendy brands because it offers historic interest and effectiveness of advertising. In it the company encourages its products using Word Of Mouth Marketing (WOMM). It tries to use individual's communication networks and fix to every single recommendation to sell the product. Organizations are in search of viral marketing by fueling talk on their contribution. IMC is a calculated business process use to increase, develop, plan, effect, accomplish, and assess, persuasive brand communication programmers over time with buyers, consumers, prospects and other targeted, pertinent inner and outer spectators. In simple way, IMC in marketing communication can be defined by its use of three words: strategic, evaluate and measurable. As a whole IMC imposes the use of marketing communication in such a way that can "achieve certain objectives, measured to enforce accountably over marketers and are evaluated over time", strategically.

Institute of Practitioners in Advertising (IPA) refers "the means of providing the most persuasive possible selling message to the right prospects at the lowest possible cost". But Kotler and Armstrong (2003) provide an alternative definition: "Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services through mass media such as newspapers, magazines, television or radio by an identified sponsor". In the words of Perkin (2003) "as media-blitzed, ad-cynical, time-poor, channel flicking audience living in a fast-paced, attention-challenged world". Due to globalization and advance technology in the world, spectator become smart and moody and with this kind of behavior they can choose what they want and what not. So IMC needs more skillful, creative, talented team to fulfill market requirements. IMC tries best to control on negative messages and forward positive ones in the market and communicate them with right tools. Successful IMC programs use its right tool combination with defining their rules and coordinate their use. In the words of Duncan (2002), "IMC supports the AIDA model where in it helps to gain attention of consumers, generate interest, create desire, and result in purchase action. 29 AIDA model developed by Elmo Levis is the set of stair –step stages, describes the stages through which every potential customer passes till the act of

purchase. This basic model guides the copywriters in writing persuasive copy. AIDA is an acronym of: Attention – grab the attention of target audience and attract them towards ad message. It leads to generate – Interest – in the central theme of the ad that presents a forceful selling point, which arouses – Desire – to give positive response and act in a favorable manner that ultimately leads to – Action – of purchasing product or making an inquiry for the product”.

Tools of IMC: In the words of Holm (2016), “As stated earlier, more and more resources are allocated away from the traditional mass media advertising and used on other communication tools. This allocation of communication budgets is deeply connected to the appearance of, and is the major part of IMC”. As per Duccan (2002) the different tools of IMC is advertising, public relations, sales promotions, the personal connection and experimental contracts.

Advertising: According to Duncan (2002), mass media advertising is “non- personal, one way, planned messages for by and identifies sponsors and disseminated to a broad audience in a order to influence their attitude and behavior”. For many people advertising is the most interesting and common tool of IMC and it is equivalent to marketing. To create awareness is the primary objective of advertising. When it comes to sale personal products, Duncan (2002) stated as “two way communication in which a seller interprets brand features in terms of buyer benefits”.

Public- relation: Public- relations or credibility builder attempt to inter-change public opinion as well as company stake holders. It plays a very important role between company and organization. It act as a management, as a professional, as a concept in organization. In 2002, Duncan defines marketing PR as “non-paid media to deliver positive brand information designed to positively influence costumers & prospects”.

Sales promotion: It is a communication tool that motivates people to effort by adding value. In the words of Duncan (2002) it is “a short term, added- value offer designed to encourage and accelerate a response”.

Events and sponsorship: Sponsorship and event marketing are two different sides of one same coin. Reason for their exit in organization to create involvement and built a bond of spectators with company. In 2002, Duncan beautifully explains in his words “the financial support of an organization, person or an activity in exchange of brand publicity and association”.

Internet (the contemporary tool of marketing): The revolution of communication has been dynamically changed the history of marketing by the advances in technologies with the introduction of internet. According to Belch, Belch, (2001). 32 Mohammed Bin Afif (2012). “Power of ideas; integration across all media: The P's of the marketing mix are argued by some to be the four C's, with communication replacing promotion”.

Methodology: Identifying consumer behavior on role of games and apps in advertising is a wide area of research and collecting data will be hard for qualitative research. In this study only secondary data has been collected through: Blog comments – Comments on your blog can be a good way of discovering any questions your audience might have. Government data – Government data is available for free and can help you understand a group, and several other sources can also be accessed without charge. Social media – Millions of people reflect their lives on social media, so information that can enrich several strands of consumer behavior can be uncovered with the right tools.

Conclusion: The aim of this study was research about the role of Apps & Games in Advertising and enhancing brand image in order to measure purchase intention alongside analytic decision making is easier than traditional advertisements as it can very influences more attractive and can draw attention of consumer easily. In recent decades, young generations and mid adults are the main followers of social media. The growth of new e-commerce (Amazon, flip kart) organizations is increasing parallel with the growing followers of social media sites. Consumers buying behavior has been changed according to products, trust and its creditability of particular brand and thus they recommend their friends and family. With the customization of advertising every organization is developing with the innovative idea through social media such as app and games and giving them new platform to make effective brand images. Through the use of social media would easily reach the user friendly interactive system, using customers: unique requirements such a way that organization them self can understand the tool very well. Even the firm belief that advertising social media is more cheapest way of enhances business for establishing brand images.

References:

Abernethy, Avery M (1991) Differences Between Advertising and Program Exposure for Car Radio Listening, *Journal of Advertising Research*, Apr/May, 31, 2, 33-43.

Bauer, R.A., & Greyser, S.A (1968) *Advertising in America consumer view*. Boston, MA: Harvard University Press.

Benitez, Tina (2002) Pop-ups fizzle in a flash, *Incentive*, 176, 11, 14.

Scott McCoy, Andrea, Dennis Galletta, Peter Polak, A Study of the Effects of Online Advertising: A Focus on Pop-Up and In-Line Ads

Aaker, D. (1996). *Building strong brand*. New York: The Free Press.

Admin. (2010). *Doing Business On Facebook*. The Article Website .

Amaratunga, D., Baldry, D., Sarshar, M., & Newton, R. (2002). Quantitative and qualitative research in the built environment: application of "mixed" research approach. 51.

Bernard, H. (2006). *Research Methods in Anthropology: Qualitative and Quantitative approaches* (4th ed.). AltaMira Press.

Boyd, D.M., & Ellison, N.B. (2008). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication* .

Cassidy, J. (2006, May 15). Me Media. *The New Yorker* , 50-59.

Chaffey, D. (2008). *E-marketing and Internet marketing definition*. DaveChaffey.com: Your Guide to Digital Business .

Christopher, A. (2011). iPhone leads in smartphones market share in 2011, followed by the Blackberry, the result of Nielsen poll. *Newstodaynews* .

Cobb-Walgren, C.J., Rubble, C.A. & Donthu, N. (1995). Brand Equity, Brand Preference, and Purchase Intent. *Journal of Advertising*, 24.

Creswell, J. (1998). *Qualitative Inquiry and Research Design: Choosing among Five Traditions*. Thousand Oaks, CA: Sage