

Bachelor Thesis

Pay2Win

How companies win their customers with multimedia marketing strategies

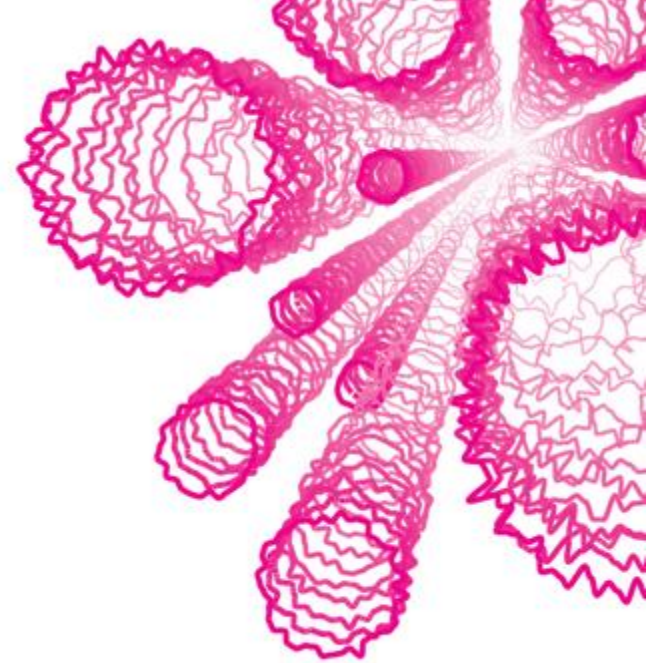
M. Grüwaz
s2414155

University of Twente, The Netherlands

Communication Science – Behavioral, Management & Social Sciences

Supervisor: Dr. R.S. Jacobs

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Abstract

Aim: With an increasing number of adolescent gamers, marketing strategies increase as well while trying to target their possible new consumers. Marketing actions are not limited to passive banners in entertainment games anymore but are already implemented in advergames. Advergames have the potential to change the consumers preference of a brand or a product and are therefore a useful tool to acquire new customers. Therefore, the current study examines different elements in a multimedia marketing strategy including advergames that increase the engagement of adolescents into a fast-food brand.

Methods: The aim of this study was to investigate on the impact of product-game congruity (advertised product in an advergence & advertised video) and brand saturation on adolescent's brand attitude, brand trust and purchase intention. To do so, a 2 (game-message congruity versus game-message incongruity) x2 (high brand saturation vs low brand saturation) between-subject experimental design which resulted in four different conditions was created. Data collection resulted in 139 valid responses (Age: M=16.39, SD=0.87, Gender: Male=51.8%, Female=40.3%, Non-binary=2.9%, Other=5.0%).

Results: Results of the present study show that adolescents are significantly influenced in their brand trust and purchase intention by the amount of brand saturation and the congruence of the product and the game's message. While product-game congruity impacts the product and brand preferences of respondents of the correct target group (carnists), brand saturation is the impacting construct for all participants. In addition, trust factors into the brand have an impact on the purchase intention of adolescents after the exposure of a multimedia marketing strategy including advergames.

Discussion: Findings underline the importance of an integrated marketing strategy when planning and executing multimedia marketing campaigns. Furthermore, marketers should carefully target their audience and test their campaign in a small scale before executing it as the impact of advergames differs per context. This study is limited in its possibility to draw conclusions about the brand attitude of adolescents. Future studies should investigate the effect of the present design factors for a more specific and well targeted audience of respondents. Furthermore, present study is limited in drawing conclusion about the long tail effect of the present design factors.

Table of Contents

1. Introduction.....	5
2. Theoretical framework.....	8
2.1 Purchase intention	9
2.2 Brand Attitude	10
2.3 Brand Trust.....	11
2.4 Game – message congruity	12
2.5 Brand saturation.....	14
2.6 Interaction effect.....	15
3. Method	16
3.1 Design.....	16
3.2. Stimuli.....	17
3.2.1 Game.....	17
3.2.2 Video	18
3.2.2.1 Brand saturation	19
3.2.2.2 Game-message congruity.....	19
3.3 Procedure	21
3.4 Participants.....	21
3.5 Measurement	23
3.5.1 Purchase intention	23
3.5.2 Brand trust.....	24
3.5.3 Brand attitude.....	24
3.6 Data Analysis	24
3.6.1 Reliability and validity.....	25
4. Results	27
4.1 Manipulation check - congruity.....	27
4.2 Manipulation check – brand saturation	27
4.3 Hypothesis testing.....	27
4.3.1. Brand trust and brand attitude	27
4.3.2. Game-message congruity	29
4.3.3. Brand saturation.....	30

4.3.4. Interaction effect.....	30
4.4 Exploratory results.....	31
4.4.1 Mediating effect of brand trust.....	32
4.4.2 Mediating effect of transactional brand trust.....	32
4.4.3 Carnist effects.....	33
4.4.4 KFC visits.....	35
5. Discussion.....	35
5.1 General discussion.....	35
5.2 Academical and practical implications.....	38
5.3 Limitations and future research.....	39
6. Conclusion.....	41
7. References.....	43
8. Appendix.....	56
Appendix A.....	56
Appendix B.....	57
Appendix C.....	57

1. Introduction

Computer games and gaming applications are increasing in relevance and usage in the last decades. Mobile and computer games are characterized as rule-based systems with a variable and quantifiable outcome existing in an online environment (Ang & Zaphiris, 2008). Forecasting into 2023, nearly every second European will be considered a gamer that played a game at least once (Skeldon, 2021). Especially during the global COVID-19 pandemic, playing computer games became a part of the daily routine of many adolescents in Europe (Clement, 2021). Spending time with other friends in the online environment suits the younger generation well due to measures such as social distancing or lockdowns. As gamers live and behave in the online world, they are constantly being influenced in their actions, perceptions, and behaviors. With a grow of the community of gamers, the power of game developers and designers is growing similarly. Thus, an individual's norms and beliefs as well as their opinions are being shaped through online interactions in computer and mobile games.

Companies and big publishers try to use the increasing relevance of the online environment for their advantages. Not only computer and mobile games are more relevant, but also today's online marketing campaigns are extensive in their realization. The online environment is constantly being used to reach out to customers (Baran, 2022). Different possibilities to reach them might be the optimization of search engines, social media or via email (Baran, 2022). Oftentimes, different marketing channels are combined to create a cross-platform marketing strategy (Yeshin, 2007). As well as for the growth of relevance in the gaming industry, cross channel marketing campaigns can shape the values and attitudes of many users and potential customers about brands, companies, and products.

Marketers need to plan cross-platform integrated marketing strategies very carefully if they want to be successful. Not only the journey of the customer needs to be understood in a detailed way, but the campaign itself need to solve challenges. One main characteristic of integrated marketing campaigns is that all elements are integrated (Kitchen & Burgmann, 2010). Therefore, the first challenge is that the communicated messages need to be aligned with each other through all different platforms. Customers are being targeted by integrated marketing campaigns through different platforms in the online environment. Creating a certain congruity in the way messages are being communicated and understood plays a crucial role in generating the campaign and needs to be done for every channel. A second important factor is the understanding of the customer's

needs (Disilvestro, 2018). Marketers of campaigns should know the needs to such an extent that the customer is satisfied and does not feel distracted or overwhelmed. The brand saturation, for instance, should therefore fit the ideal amount customers need. Thus, the audiences are not feeling over or undersaturated in the amount of branding, they perceive. By solving the challenges of integrated marketing campaigns, multimedia marketing strategies can be executed successfully.

Cross-platform integrated marketing campaigns use the recent development of the gaming industry. Using mobile and computer games as advertising possibilities is not new for marketers. Starting in the 1970's, the first in-game advertisement was created (Lal, 2021). Inserting static images of different brands into computer games was the first attempts of persuading the audience of gamers. More recent developments show that ad placements in video games are on the rise (Mago & Mikulas, 2013). Today, modern gaming advertisements include concerts of different famous artists in Fortnite or the implementation of sponsored messages in Candy Crush (Lal, 2021). Companies are focusing on creating new and modern advertising campaigns including computer and mobile games to target younger audiences.

Impacting the behavior and thoughts of children and adolescents is of even stronger effectiveness in advergames rather than in famous entertaining games. Advergames are considered as “online video games with subtle or overt commercial messages” (Calvert, 2008). Therefore, the focus of advergames is on communicating the brand's intended message to the target audience through playing the game. While entertainment games communicate brand intents and messages through static and animated banners, logos, or similar possibilities (Mago & Mikulas, 2013), advergames are effective through their high interactivity. Furthermore, advergames serve as a perfect solution to combine the brands message with an interactive marketing purpose. As the focus on the target audience is of importance in several multimedia marketing purposes, advergames fill this gap and let the user experience the brand and its products while they play the game. Related to the media richness theory, the brand's intent and message on an interactive level is of a richer level than for entertainment games resulting in a greater possibility of persuading the user (Sukoco & Wu, 2011). This makes an advergame an appropriate platform for multimedia marketing campaigns.

Besides advergames, online video advertisements are being used across different channels. In 2020, video advertisement spends accounted for one third of the total display ad spend worldwide (Statista, 2021). Video advertisements are being used by many companies all around

the world due to their effectiveness in multimedia marketing campaigns. First, video assets can be used on several platforms such as TV or different social media platforms such as Twitter, Facebook, YouTube, or Instagram. Secondly, video advertisements can be generated based on the target audience's needs. Furthermore, as described above, the usage and presence of younger audiences in online environments increased a lot in recent years (Clement, 2021) which increases the effectiveness of video ads as well.

As described before, integrated, multimedia marketing strategies need to be aligned to each other and fit to the target audience's needs. A multimedia marketing existing of a video and an advergaming should be congruent in its cross platform external communication and should fit the target audiences needs of brand saturation. These objectives lead to the following research question:

RQ: To what extent do brand saturation and game-message congruity affect the purchase intention, brand trust and brand attitude of adolescents in a multimedia marketing campaign?

While studying this research questions, this study will extend the existing knowledge about the reaction of adolescents to advergaming in multimedia marketing campaigns and their behavioral reaction on brand saturation and game-message congruity. Furthermore, the study will show if and to what extent already existing theoretical outcomes of children and young adults are applicable to adolescents. Finally, findings could provide marketers with advice on how advergaming could be used and designed to create successful multimedia marketing campaigns.

2. Theoretical framework

Advergimes can be specifically created to influence the perception of different target audiences depending on the market. As described by Mallinckrodt and Mizerski (2007), advergimes “can be tailored to the needs and capacities of different target markets, such as by age and gender” (p.88). In the field of advergimes, evidence for persuasive effects of advergimes on children and adults have been found. As examined by Calvert (2008), children and adults are being targeted by marketing intentions to sell products for decades. Further outcomes of her research point out that children do influence the buying behavior of their parents to an extent that they are even more attractive as a target audience (Calvert, 2008). Moreover, recent studies about advergimes further suggest that persuasion effects of children can be effective in terms of product choice. During the analysis of a sample of 231 elementary school aged children, Dias and Agante (2011) demonstrated that children's product choice of either healthy or unhealthy food is dependent on the advergimes message. Further studies in the food and beverage industry which target adults provide equal evidence for persuasion effects on the product choice. Therefore, Wise et. al, (2013) provide significant evidence that adults' choice of product is being influenced by the attitude towards the advergime and if a thematic connection between the product and game is existing. Although the field of study is unexplored for adults compared to studies about children, it can be concluded that both groups' product choice can significantly be impacted by advergimes.

A group of individuals which is rather unexplored in the field of advergimes and their interaction with product preferences are adolescents. Especially for adolescents that grew up with mobile devices and that constantly learn through the observation of their environment (Piaget, 1923, Kivunja, 2014), the effectiveness of advergimes is yet to be researched. This kind of target group is especially relevant due to past results of different studies about their interaction with advergimes. Therefore, past research found significant outcomes for adolescents to gain knowledge from advergimes in the food and beverage sector after playing them and they are motivated to learn by playing those (Conolly et al., 2012). Hence, it is possible to draw inference that adolescents can be affected by the exposure to advergimes, but it remains unexplored how they react on product preferences.

A model being applicable to the advergimes context is a model predicting the action of different behavioral intents. The elaboration likelihood model (Petty & Cacioppo, 1996) establishes a strategic model for predicting the response of individuals to persuasive messages. In

there, individuals will either be categorized towards a peripheral route or a central route of persuasion depending on their motivation and capability to process the message. For individuals with a high capability and motivation, the persuasion won't be very effective. However, for individuals that do not have the motivation or ability to process the persuasive message, the persuasive intent will be of high effectiveness and might change the attitude and behavior of the individual. Compared to the advergames context, if the persuasive message in an advergame is easily processable and the individual enjoys playing it, the influence of the advergame on several dependent measures will be of high impact. Overall, the advergame needs to meet the needs of the individual to such an extent that it is persuaded subconsciously without the knowledge of it.

2.1 Purchase intention

Persuading the product preferences to such an extent that the customer would purchase the advertised product of one brand over other products of other brands is one of the main goals for marketers in the advergames context. Purchase intentions are considered as “an individual’s conscious plan to make an effort to purchase a brand” (Spears & Singh, 2014). Moreover, past studies found different significant effects of advergames influencing the purchase intention of different target groups (Azizi, 2009; Choi & Lee, 2012; Hsiao, Lin & Wu, 2022). Nevertheless, this is not happening in a direct correlation of advergames predicting the purchase intention. Therefore, different other dependent measures directly influence the purchase intention of individuals. Oftentimes, impacting factors are related to brand related predictors such as attitudes and familiarity, attitudes towards the advergame itself or product involvement (Hsiao, Lin & Wu, 2022; Vanwesebeeck, Walrave & Ponnet, 2016). Although those variables are significant predictors influencing the purchase intention in those contexts, it is still unknown whether those factors are also applicable to adolescents in the sector of food and beverage.

The effectiveness of the persuasive factors is also being influenced by the aim, goal and motivation the individuals have. Focusing on the aim of the audience, the limited capacity model of mediated message processing developed by Lang (2000) argues that the effectiveness of a persuasive aim is dependent on how fluent the information of the stimuli is being processed. Although Fisher and Weber (2020) criticize the reliability of the model due to unclear measurement possibilities of information processing, it can be applied to advergame’s

persuasiveness. First, criticism on that model refers to television advertisements and not to interactive experienced ads in which individuals are actively confronted with the advertisement (Adis, 2020). Second, it does not take into consideration that there is the possibility of easier information processing due to repeated exposure every time the target starts the game. Third, the persuasive intent of the company might not be noticed at first hand as the aim for the customer is to have fun, play the game or reach a high score rather than watching an advertisement (Bogost, 2013). Further investigations of Herrewijn and Poels (2013) found that advertising effects were higher for participants that were assigned to the easier game condition resulting in an easier process and focus on the branded environment. In total, the behavior, goals and attitudes of the target audience need to be taken into consideration when designing the advergaming while trying to communicate the company's message. Consequently, purchase intention is considered as the main construct of the theoretical framework of this study.

2.2 Brand Attitude

As described before, communicating the company's message to an extent that the audience changes their behavior about purchasing a certain product of a brand can be central for marketers. As it has been shown before, several antecedents are considered as predictors of the purchase intention. Accordingly, different brand and advergaming attitudes measures are important to consider when trying to influence the behavior of individuals (Cauberghe & De Pelsmacker, 2010; Panic, Cauberghe & De Pelsmacker, 2013; Waiguny, Terlutter & Zaglia, 2011). While attitudes towards advergaming might still remain the same over time, consumer behavior and opinions about different brands changed during the global pandemic (McKinsey, 2020). In order to find factors influencing the purchase intention of adolescents, different brand measures will be taken into consideration.

One of those factors influencing the purchase consideration is the brand attitude of adolescents. Attitudes towards brands are defined as “individual’s internal evaluation of the brand” (Mitchell & Olson, 1981, p. 318). In this definition, the factor of the individual's internal evaluation plays a crucial role. Such internal evaluations can be influenced by different subconscious, psychological mechanisms. Owing to this, classical conditioning can play a crucial role in influencing the individual's brand attitude. During the exposure to an advergaming, the main motivation of the individual is mainly to play the game and have fun and entertainment during that

period (Connolly et al., 2012). If such positive factors such a goal is achieved and the user is positive about reaching this goal in connection with the brand, the brand might also be evaluated better. In his study about the effects of advergimes on brand attitudes of younger adolescents, Redondo (2012) found significant effects of a positive image transfer from the game to the brand. Further findings by Staiano and Calvert (2014) indicate that classical conditioning effects on brand attitude are not dependent on the age of the individual playing the advergime. Therefore, brand attitude is considered as the second dependent measure in the framework of the present study.

As branding effects are oftentimes related to the product preference of adolescents, brand attitude is expected to impact the purchase intention of adolescents positively. Hence, it is proposed that:

H1: Brand attitude has a positive impact on the purchase intention of adolescents

2.3 Brand Trust

Another factor that has been shown to influence the purchase intention is the trust individuals have into a certain brand. Brand trust is related to “the willingness of the average consumer to rely on the ability of the brand to perform its stated function” (Chaudhuri & Holbrook, 2001, p. 82). In situations in which a customer trusts the brand or company, he is getting into a type of relationship with it. According to Rempel, Holmes and Zanna (1985), trust is split up into three different dimensions. The first dimension, predictability, is related to the partners meeting each other's expectations of behavior based on past experiences. In the context of advergimes, the brand needs to fit the behavior, needs and expectations of the customer in order to meet getting trusted. The second dimension, dependability, refers to the availability of the partner in tough situations. Related to the customer - brand relationship, there is a need for the brand to help the customer in situations of uncertainty. Lastly, the third dimension, faith, relates to feelings of confidence and responsiveness while caring for each other. Consequently, the brand needs to deliver a special feeling to the customer to generate the feeling of caring for him. This is also aligned with the findings of Jin and Phua (2014) who observed possibilities to influence brand trust based on meeting the customer’s needs. Eventually, trust is being created when the brand can emotionally connect to the customer through different processes while meeting his needs.

Companies' communication goals and messages are of great impact when it comes to persuading the audience through advergames. While audiences differ per context, product and niche, the communication strategy by an organization should be specified to the needs of the customer. Mucha (2014) states that reactions towards advergames are split up into emotional, cognitive, and behavioral reactions. Thus, the brand and designers of the advergame need to get an understanding of the customers emotions and behaviors to design the game properly. Further studies by Rahimabad (2021) found that the empathic identification of the target audience towards an advergame is high if the attitude towards the game as well as the game design and difficulty are aligned with the needs of the customer. Furthermore, combining both findings, high empathic identification of the target audience with the advergame can also lead to a positive emotional, cognitive and behavioral response which could increase the trust in the brand. Hence, brand trust is considered as the third dependent measure of the main construct of this study.

In sum, brand trust can be seen as second predictor of the conscious decision whether to buy or not buy a product of a certain brand. To test this theoretical derivation, it is proposed that:

H2: Brand trust has a positive impact on the purchase intention of adolescents.

2.4 Game – message congruity

In marketing campaigns, congruent messaging has been examined as more powerful and impactful than incongruent ones. In the field of consumer marketing, value congruity of the consumer themselves in the self-congruity theory (Chen et al., 2014; Boksberger et al., 2011) has been found as crucial for positive evaluations of brands and companies. The self-congruity theory, defined as “the degree of match or mismatch between an individual's perception of a brand or product and the perception they have of themselves” (Sirgy & Su, 2000), can be transferred to the advergame context as well. In the advergames context, game-product congruity is seen as the extent to which a category of a product of a certain brand match with the game and its message (Lee and Faber, 2007). Therefore, past research has found that the congruity between the advergame's message and the characteristics of the product or brand impact several factors such as brand recall (Lee and Faber, 2007), game attitude (Gross, 2010) and brand attitude (Peters et al., 2013). During the transfer towards the gaming context, it needs to be taken into consideration that the perception of the individual itself may differ, depending on the context and group it is

behaving in (Janis, 2008). In situations of evaluating the product or brand and game message fit, the individual decides on his own whether he perceives it as congruent or not. Nevertheless, game designers and marketers are able to influence the perception of congruity a lot. Hence, advergames should be designed so that it is ensured that individuals also perceive it as congruent.

There are several characteristics leading an advergame to be considered as congruent. The self-congruity theory of Sirgy and Su (2000), Lee and Faber (2007) found several characteristics of brands embedded in advergames that need to be aligned with the content of the game to create a congruent product. Function, image, lifestyle and advertising congruity should exist to create an overall congruity with the brand and the game (Lee & Faber, 2007). During an observation of 294 advergames on the top one hundred leading websites, it has been found that especially the image and lifestyle congruity between the product and the game exists in at least fifty percent of the observed advergames in 2015 (Lee & Youn, 2015). While the functional dimension of congruity is related to the product having a central function which is aligned with the games message, the lifestyle dimension is related to the congruity between the lifestyle of the individual and the perceived lifestyle of the product or brand (Lee & Faber, 2007). Eventually, advergames already have and should further have a focus on the lifestyle and functional aspect of the product in the advergames to generate a more effective impact on the individual.

Congruency effects in advergames has a diverse impact on the attitudes of individuals towards the product and the brand. Evidence suggests that advergames impact different aspects of brand evaluation or product evaluation (Peters & Leshner, 2013; Wilson, 2005). Nevertheless, present research is still in debate whether a congruity between product and brand has a positive impact on brand evaluations or not. In her study in Minnesota, Gross (2010) found that students in the age of 18-21 years are positively affected by advergames if a high congruity between the brand and product and the game exists. Therefore, brand measures such as brand recall, and brand awareness were positively correlated to a high congruity. In contrast to that, Vashisht and Sreejesh (2017) found effects for the opposite. During their study in India, they found positive effects for the incongruent game version as people were noticing the difference and started to think more about the brand. Hence, the ad persuasion effect was stronger for respondents with the incongruent brand-product and game version. Finally, Peter and Leshner (2013) found positive impacts of their congruent design on brand memory, whereas the incongruent one resulted in negative attitude towards the brand. As the studies were conducted in different continents and targeted either

younger students or older students from universities, the present study will further investigate on the effects of a congruent or incongruent product - game advergaming on the brand attitude, brand trust and purchase intention.

Therefore, it is proposed that:

H3a: A high game-message congruity leads to a higher brand attitude than low game-message congruity

H3b: A high game-message congruity leads to a higher brand trust than low game-message congruity

H3c: A high game-message congruity leads to a higher purchase intention than low game-message congruity

2.5 Brand saturation

Either in traditional media advertisements or in modern and interactive ones, the amount of brand saturation plays a crucial role in the success of the marketing campaign. Brand saturation itself can be split up into different segments of saturation. Especially for advergaming, it has been possible to observe that a high number of advergaming on the market contain at the least the brands logo (Hofmeister-Tóth & Nagy, 2011). According to Sookyong (2010) different patterns of brand saturation have been possible to identify in the food and beverage advergaming context. Therefore, advergaming might contain a product package, brand character, brand logo, text of the brands name or the corporate logo. Especially for advergaming in the food and beverage industry, the brands logo is of highest integration with nearly 94 percent of the advergaming containing the brands logo (Sookyong, 2010). Further analyses by Paek et al. (2014) revealed that especially for advergaming targeting children, the brand saturation seems to be higher in comparison to other advergaming in the food and beverage industry. In sum, brand saturation in terms of brand logo integration in advergaming of the food and beverage industry is a considerable factor for designers and marketers.

Not only for marketers and designers but also for the scientific field of study, brand saturation is a leading factor when analyzing product or brand related outcome measures. Nevertheless, the field of study is still undecided whether brand saturation has a positive or negative impact on certain outcome measures. In their study about branded characters in advergaming, Huang and Dinu (2010) found that branded characters in advergaming increase brand

recall as outcome measure. Further investigations of that topic further found that if the player can customize the game, the branded effect is increased as well (Dardis, Schmierbach & Limperos, 2012). Therefore, players engage with the brand on a different level and if the brand saturation is higher, players are experiencing a higher brand recall effect. In contradiction to that, Cicchirillo and Mabry (2016) found negative effects of brand integration on brand attitude. In their study, they investigated on university students experienced different levels of brand integration and had to indicate their preferences among different outcome measures. Therefore, the amount of branding had a rather negative effect on the brand attitude and the game when participants had a negative opinion on the context of the game prior to playing it. Moreover, similar effects have been found by Redondo (2012) stating that the reason behind negative effects of a high brand saturation might be a disturbing reason. Hence, brand saturation itself does not always show a significant positive or negative effect in prior studies. As none of the studies investigated on the reaction of adolescents on brand saturation, this study assumes that higher amounts of brand saturation will increase the brand and product related outcome measures. Therefore, it is proposed that:

H4a: A high brand saturation leads to a higher brand attitude than low brand saturation

H4b: A high brand saturation leads to a higher brand trust than low brand saturation

H4c: A high brand saturation leads to a higher purchase intention than low brand saturation

2.6 Interaction effect

The field of study is still unexplored in the context of food and beverage advergaming among adolescents for brand saturation and game-message congruity. Nevertheless, past studies have found significant interaction effects of different design factors (Waiguny, Nelson & Terlutter, 2012; Calvert, 2014). In their study about the perceived difficulty of the game and the individual's identification with commercial's content, Waiguny, Nelson and Terlutter (2012) found that children had a significant higher brand attitude for one interaction combination than for all other combinations. A later study by Cicchirillo and Mabry (2016) investigated the effect of health involvement and advergaming difficulty among young adults at a university. The outcome suggested to partially accept the hypothesis covering the interaction effect of both design factors. Although the outcome did not show significant results, investigating on the interaction effect of both variables was a successful methodology. As both design factors are unexplored in the field a

multimedia marketing campaign including videos and advergames, this study investigate on the question:

“To what extent does the interaction effect of game-message congruity and brand saturation impact brand attitude, brand trust and purchase intention among adolescents?” (RQ2).

Hence, figure 1 displays the hypothesized model of the theoretical framework of this study.

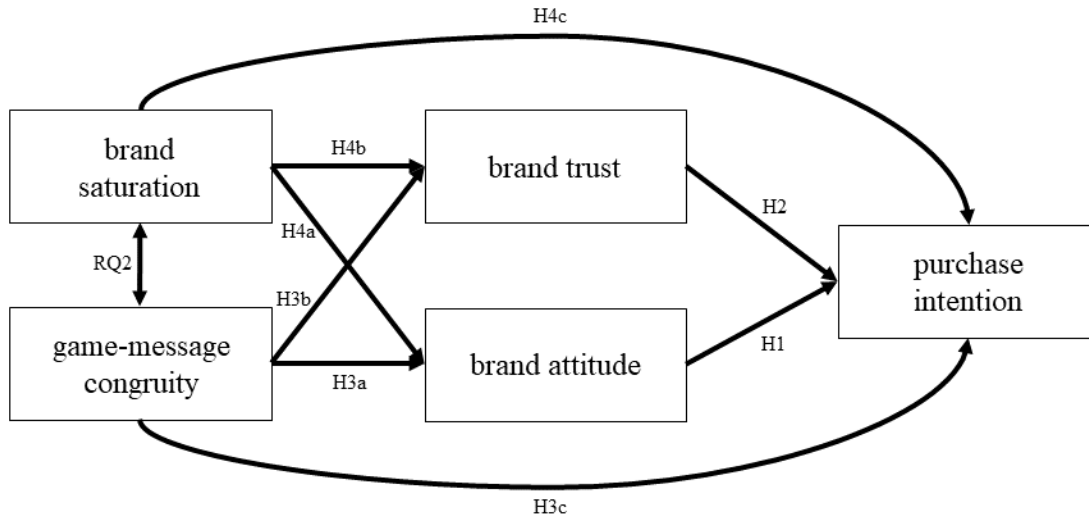


Figure 1. Hypothesized model of present study

3. Method

3.1 Design

The aim of this study is to investigate to what extent purchase intention, brand attitude and brand trust are affected by the congruity of the product and the game as well as the brand saturation. The design of the study is a 2 (game-message congruity versus game-message incongruity) x2 (high brand saturation vs low brand saturation) between-subject experimental design which resulted in four different conditions. As the study aims for investigating the behavior of adolescents in high schools, each group has been randomly assigned to one of the groups (table 1). The study consisted of a video exposure, playing an advergame and filling out the online questionnaire about their thoughts towards different items measuring purchase intention, brand attitude, brand trust and their demographics.

Table 1

Distribution across channels

	Low brand saturation	High brand saturation
Game-message congruity	N= 37	N= 33
Game-message incongruity	N= 38	N= 31

3.2. Stimuli

As this study examines the effect a multimedia marketing strategy consisting of an advertising video and an advergame, this research includes videos as stimuli that differ per study group. Afterwards, participants will play a mobile advergame which aims for introducing a new product to an already established fast food brand - KFC. Both, the video stimuli as well as the advergame will be further explained in the following section.

3.2.1 Game

The advergame, Shrimp Attack, aims for introducing fried shrimp as new product of KFC. The advergame has been created by an online advergame company called Gamify. Gamify aims on creating advergames and case studies for different companies such as Wendy's, Audi, Nissan and KFC. Their prior focus is creating advergames to improve the product and brand awareness through the idea of gamification. Especially the focus on the introduction of a new product is the marketing related goal of Shrimp Attack. This game been designed by Gamify for KFC Japan to introduce the fried shrimp to the consumers and create excitement about the product. Therefore, customers playing the advergame were able to receive a discount voucher for the fried shrimp if they were achieving a high score. While playing the game, either fried shrimps, as new products, or fried chicken, perceived as the top KFC product which is already established on the market, were flying in an arc from the bottom to the top or the sides. Customers can score while slicing the shrimp but would lose if they either do not hit the shrimp before disappearing or if they hit the chicken. Furthermore, customers were introduced to the mechanism of scoring and the purpose of the game before they started to play it. While the main idea of the game is related to introducing a new product, the branding effects are not neglected. Therefore, the background of the game contains a castle which is branded with a big KFC sign. The game has been proven to meet the intended purpose of it as the advergame campaign had to be stopped after two weeks as the shrimps were sold out (Gamify, 2022).

3.2.2 Video

To investigate whether participants of the study were affected by factors of brand saturation or game-message congruity, four different videos have been created to test the effect of those design factors. The goal of the video was to make people equally aware of the history of the brand KFC and what their aim is. The videos were designed as short advertisements and were equal to each other in terms of music, assets, voice overs and cutting style. Moreover, the video had a natural and calm style in order to focus on the information. Aligned with the findings of Alpert and Alpert (1989), the chosen music should positively affect the perception the quality of the video's information. Therefore, the music was rather calm and should deal as background music. To further focus on the information about the company and its products, subtitles have been introduced so that participants could read along. Such methodologies are also aligned with findings of Brasel and Gips (2014) that found significant effects of subtitles increasing the effectiveness of advertisements. Lastly, the voice over has been recorded in a faster than normal speed and with a low-pitched voice in order to generate higher positive emotional responses and increase the chance of behavioral change (Chattopadhyay et al., 2003). The videos have been created in the video cutting software DaVinci Resolve. The music has been chosen from a royalty free music library on YouTube and the video assets consist of old KFC advertisements, royalty free video assets from shutterstock.com or pictures about KFC.

3.2.2.1 Brand saturation

The first design factor which differs per condition is the amount of brand saturation. Brand saturation is, as explained before, the amount of branding in different media assets. In the videos of this study, the branded content differs in two different ways. The first measure in which branded content differs is in the voice over. Participants that were assigned to the high branded condition, heard KFC six times more often than participants assigned to the low brand saturation condition. While participants of the highly branded condition either heard “KFC” or “Kentucky Fried Chicken”, participants of the low branded condition either heard “the company” or “the fast-food brand”. Besides the voice over, the second measure that differed per condition were the video assets shown in the video. Overall, there are three times assets either include or exclude branding. The different assets have been created in Adobe Photoshop and it has been ensured that they do not differ except of the branding intent (Figure 2).



Figure 2. High brand saturation asset (left) and low brand saturation asset (right)

3.2.2.2 Game-message congruity

The second design factor which differs per condition is the game-message congruity. For this design factor not only different assets and voice over parts have been changed but also the storytelling in the video differs per condition. During the video, the video informs the viewer about one specific product that is characterized as main revenue driver. Depending on the condition the participant is assigned to, the “hot wing” or the “fried shrimp” is presented as revenue driver and highlighted product. As described before, the aim of the game is to introduce the new fried shrimp

to the market and participants are associating positive emotions with the shrimp as it increases the score and rather negative emotions with the chicken as it lets you lose if you hit it. Therefore, participants being assigned to the condition highlighting the chicken are associated as the game-message incongruent condition, whereas participants being assigned to the condition featuring the shrimp are experiencing a high game-message congruity. Besides the storytelling of the video, the video also differs per voice over and video assets. Therefore, the voice over includes five changes of either “hot wing” or “fried shrimp” while the video assets just change three times while showing either the “hot wing” or “fried shrimp”. As well as for the brand saturation assets, it has been tried to create assets that just differ in the product being shown (Figure 3).



Figure 3. Game-message congruent assets (left) and game-message incongruent assets (right)

For both conditions, a qualitative pre-test has been executed before the survey was published. The pre-test aimed for investigating whether the stimuli are working as intended and if participants found different audio or video parts to be confusing or not. Furthermore, participants indicated their thoughts on the different assets KFC assets themselves. Therefore, five different German participants were asked about their ideas and thoughts of the stimuli. The participants were slightly older than the average of the main study ($M=17.4$, $SD=0.89$) and watched all four different stimuli versions in a random order. In semi structured interviews, participants were asked about their indications about the videos, what they think the goals of the videos are and it has been checked whether they understood the purpose of it. Therefore, the audio quality of the videos has

been changed and adjusted. Moreover, the voice over and speed of the videos have been mentioned to be too fast which is why has also been changed to ensure an appropriate speed of the ads. In the end of the test, it has been ensured that all pre-test participants pass the control questions which have also been used in the final survey.

3.3 Procedure

The data collection of this study happened in different German high schools through an online survey platform called “Qualtrics”. In order to prevent technical issues, the researcher was visiting the classes and was in the room during the data collection. As it was not possible to randomize the allocation in the class due to the fact that everybody was sitting in one room, the randomization happened per class. Therefore, the whole class was assigned to one condition and watched the same video during the same time. Before the exposure to the video happened, a QR code has been shared in order to enter the online survey. After the participants read the opening statement and either agreed or disagreed to participate, they were exposed to the video of their condition. Following on from this, participants had to indicate which condition they were assigned to. Therefore, a random letter combination has been shared which participants should enter into the survey. Afterwards, participants were introduced to the advergame and started to play it. Participants had enough time to experience the game and understand different mechanisms. Nevertheless, after a maximum of 10 minutes, participants were asked to continue with the further questions. During the questions part, participants indicated their preferences towards five different statements per construct. Therefore, participants indicated their thoughts about different items of purchase intention, brand trust and brand attitude on a 7-point likert scale from “Strongly disagree” to “Strongly agree”. Furthermore, participants answered two different control questions to measure the manipulation check about the different stimuli and other demographic questions, their number of KFC visits and fast-food visits in one month. Lastly, participants were debriefed and other questions about the study have been answered.

3.4 Participants

Participants were recruited in grade 10 and 11 in different high school classes in North-Rhine Westfalia in Germany. The classes were either classes from Gesamtschulen or Gymnasien. In total ($N=$) 147 responses were recorded, out of which ($N=$) 139 responses were valid. Irregular

responses were excluded from the analysis due to not finishing the survey or not being able to get assigned to one of the four different stimuli. From all recorded valid responses, the majority was identifying themselves as male (51.8%) and 40.3% as female. 2.9% of the sample indicated their gender to be non-binary and 5.0% did not want to answer this question. The samples age ranged from 15-18 years old participants ($M=16.39$, $SD=0.87$) with the majority being in grade ten (61.9%), followed by adolescents being in grade eleven (33.8%) and the least group of students being from grade twelve (4.3%). In terms of the diet of the sample, the majority indicated their diet as carnist (75.5%), 11.5% as flexitarian and 5.0% as vegetarian or vegan. Further information on the participants per condition can be found in table 2.

Table 2
Participant's characteristics

	<i>High brand saturation</i>	<i>Low brand saturation</i>
<i>Congruent</i>		
Age ^{a)}	M = 16.55 / SD = 0.71	M = 16.27 / SD = 0.96
Gender ^{b)}	Male 45%	Male 49%
	Female 42%	Female 43%
	Non-binary 6%	Non-binary 3%
	No answer 6%	No answer 5%
Educational level ^{c)}	1) 67%	1) 81%
	2) 15%	2) 9%
	3) 18%	3) 0%
<i>Incongruent</i>		
Age ^{a)}	M = 16.16 / SD = 0.69	M = 16.55 / SD = 0.80
Gender ^{b)}	Male 61%	Male 53%
	Female 35%	Female 39%
	Non-binary 3%	Non-binary 0%
	No answer 0%	No answer 8%
Educational level ^{c)}	1) 58%	1) 42%
	2) 42%	2) 58%

3) 0%

3) 0%

-
- a) *Mean + SD of self reported age*
 - b) *Percentage division Male, Female, Non-binary or No answer*
 - c) *School grades: 1)=Grade 10 / 2)=Grade 11 / 3)=Grade 12*

3.5 Measurement

This study has been, as previously mentioned, conducted, and executed via an online survey. While all responses of the main questions have been collected on a 7-point Likert scale ranging from “strongly disagree” to “strongly agree”, the number of KFC visits per month and general fast food restaurant visits per month have been measured on a range of zero to 30. Furthermore, the study contained control questions as a manipulation check to ensure that participants understood the intended purpose of their stimuli. In the beginning, participants answered the different statements to the main construct of purchase intentions, brand trust and brand attitude. Afterwards, the respondents answered different control questions including their preference towards different fast-food brands which have been measured on a 5-point Likert scale. In this question, a fictitious fast-food chain has been included which should measure the attention of the respondent. In the end of the study, participants answered different demographic questions.

The different items and measures got tested as well, prior to publishing the study. During this pre-test, two other different German participants have been asked to evaluate the quality of language of the survey. Due to the circumstance of the explanation and theoretical background being in English, translation issues needed to be identified. Therefore, participants were asked to think aloud while reading out the questions. By using this methodology, it was possible to measure the reaction of possible participants. After this pre-testing part, two different questions have been reframed to ensure that no misunderstandings appear while filling out the survey.

3.5.1 Purchase intention

The first and leading measure of the theoretical construct is the purchase intention of buying products of KFC. Participants were able to indicate their preferences of five different items based on the proposed measurement by MacKenzie, Lutz and Belch (1986). As their findings are not related to the advergames nor the fast-food context, items have been rephrased and translated into German. Therefore, participants indicated their preferences towards “I find KFC products appealing”, “It is possible that I will try KFC products in the future”, “I have a great interest in

trying KFC products”, “I will spend money on KFC products in the future” and “I will prefer KFC products to other products of the fast-food industry in the future”.

3.5.2 Brand trust

The second main construct which has been measured is the brand attitude. Aligned with the adjusted used items of Venus and Phua (2015), items measuring the trust into the brand were related to the brand meeting its stated values and purposes. Due to the original items measuring brand trust in the context of entertainment games, the items have been adjusted to the context of this study. Moreover, two context specific items have been added according to the methodology of Hess and Story (2005) who proposed different item combinations for measuring brand trust in the fast-food context. Therefore, five different items that participants were able to indicate their preference about were “I trust KFC to produce higher quality products”, “I think that the information about KFC is correct”, “I think that KFC is interested in more than just selling their products”, “I think that KFC is interested in satisfying me as a customer” and “I trust KFC to act in a sustainable way”.

3.5.3 Brand attitude

The last construct influencing the hypothesized model is brand attitude. This construct also consisted of five different items. These items were related to the outcomes of a study by Russell (2002) proposing to measure brand attitude with “I like the KFC brand”, “I can identify with the KFC brand”, “I find the KFC brand appealing”, “I think that KFC is a useful brand” and “I think that KFC tastes good”.

3.6 Data Analysis

The data analysis of this study was conducted in the statistical program SPSS. To execute the hypothesis testing, a MANOVA analysis has been executed and interpreted. More specifically, MANOVA analysis has been used to test the relationship of brand saturation and game-message congruity on all three dependent variables purchase intention, brand trust and brand attitude. During the analysis, Bonferonni corrections have been applied were possible to cover possible appearing issues of multiple comparisons. Further moderating or mediating correlations have been analyzed with the use of the Process Macro extension of Hayes and Preacher (2014). Using these

extensions makes it possible to analyze further two or three way moderating and mediating effects which is not possible in the basic SPSS software. Before the analysis was performed, the different items were analyzed with use of a reliability and validity analysis. Three different constructs have been built and used for further analyses. In the end, the adjusted conceptual model including interdependent correlations will be proposed.

3.6.1 Reliability and validity

A factor analysis was performed, ensuring that all hypothesized items measure same constructs. The rotated component matrix of the factor analysis shows that not all items measure the constructs as expected. As it can be seen in table 3, all five items measuring purchase intention are loading on one factor as well as four items that should have measured the attitude towards the brand are loading on this factor. Items intended to measure brand attitude such as “I have a great interest in trying KFC products” or “I like the brand KFC” are directly related to the purchase intention. Nevertheless, there is enough evidence to measure the first factor as purchase intention as all expected items are loading on it (purchase intention $\alpha = .93$).

Next to purchase intention, brand trust was loaded with three different items that were also expected to measure this construct. Nevertheless, it has been possible to see that the items loading on the second factor are related to KFC as a brand meeting their intended purpose, as it has been defined before. Moreover, the reliability of the second factor is high enough (brand trust $\alpha = .88$) to draw a conclusion that they are measuring the construct of brand trust.

The last factor which should have measured brand attitude is built by two items that were expected to measure the brand trust and one remaining brand attitude item. When looking further into the factor analysis, it is possible to find a pattern that all items are related to the customers belief in KFC satisfying the customer (“I think that KFC is interested in satisfying me as a customer”, “I think that KFC is interested in more than just selling products” & “I think that KFC is a useful brand”). As the items are not measuring the brand attitude as it has been defined anymore, it has been decided to deal with the third factor as “transactional brand trust” which is being defined as “the trust the customer has into KFC acting for their satisfaction” (transactional brand trust $\alpha = .65$).

Table 3*Factor analysis*

Statements	Factor			
	purchase intention	brand trust	transactional brand trust	
I find KFC products appealing	.85			
I will spend money on KFC products in the future	.85			
It is possible that I will try KFC products in the future	.83			
I have a great interest in trying KFC products	.83			
I find the KFC brand appealing	.80			
I like the brand KFC	.77			
I think that KFC tastes good	.73			
I will prefer KFC products to other products of the fast- food industry in the future	.58			
I can identify myself with the KFC brand	.53			
I think that the information about KFC is correct		.83		
I trust KFC in acting sustainable		.81		
I trust KFC to produce higher quality products		.79		
I think that KFC is interested in satisfying me as a consumer			.75	
I think that KFC is interested in more than just selling products			.66	
I think that KFC is a useful brand			.53	
	Explained variance:	38.1%	18.0%	14.8%
	Eigenvalue:	8.0	1.8	0.9
	Cronbach alpha:	.93	.88	.65

4. Results

4.1 Manipulation check - congruity

Manipulation checks of the design factors have been included to test whether the manipulations of the design factors were also perceived as expected. The first manipulation check was related to the design factor congruity. While filling out the survey, participants indicated their opinion on if they perceived the message of the video appropriate to the message of the game on a 7-point Likert scale (“I think that the message of the video fits to the message of the game”). The result of an independent samples t-test analysis indicate that respondents of the congruent condition were scoring higher ($M=5.13$, $SD=1.44$) than respondents assigned to the incongruent group ($M=3.51$, $SD=1.65$). Hence, the manipulation of congruity is successful.

4.2 Manipulation check – brand saturation

The second manipulation check measured if respondents perceived the amount of branding different per design condition. Participants indicated their thoughts on the question of how often they perceived the brand KFC during the study on a scale of zero to 20 (“How often did you perceive the KFC logo within the last 20 minutes?”). The results of an independent samples t-test analysis indicate that participants assigned to the low brand saturation group perceived higher amounts of saturation ($M=9.92$, $SD=8.65$) than participants assigned to the high saturation group ($M=9.33$, $SD=8.64$). Moreover, results further show that the results are not significant ($p=.688$). Therefore, the manipulation of brand saturation was not successfully tested.

4.3 Hypothesis testing

To test hypothesis H1 and H2, two regression analyses with brand trust and transactional brand trust as dependent measures and purchase intention as dependent measure will be performed. Moreover, to test the hypothesis H3a, H3b, H3c, H4a, H4b, H4c and the second research question RQ2, a multivariate analysis of variance (MANOVA) will be performed (table 4). To do so, saturation and congruity will be used as independent variables and purchase intention, brand trust and transactional brand trust as dependent measures. Outcomes of the analysis are displayed in the following sections (table 5).

4.3.1. Brand trust and brand attitude

A one-way univariate analysis of variance (ANOVA) was conducted to test the impact of brand trust and brand attitude on purchase intention (H1 & H2). As described before, results of the factor analysis indicate that brand attitude has not been successfully measured. Consequently, the effect of transactional brand trust on purchase intention is being measured. Therefore, the model was significant, $F(1,138)=58.90$, $p<.001$, and explained 30.1% of variance of purchase intention. Furthermore, a main effect of transactional brand trust with $\beta=.62$, $SD=0.81$, $t(138)=7.68$, $p<.001$ has been found. Overall, H1 has been rejected but the effect of transactional brand trust on purchase intention resulted to be significant.

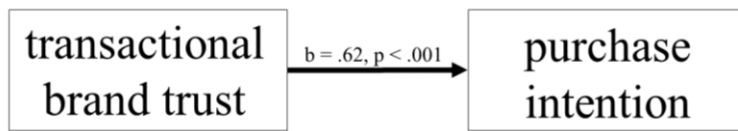


Figure 4. Significant effect of transactional brand trust on purchase intention

The second model the relation of brand trust on purchase intention (H2) was also significant, $F(1,138)=83.52$, $p<.001$, and explained 37.9% of variance of purchase intention. Further analyses showed an effect of $\beta=.56$, $SD=0.06$, $t(138)=9.14$, $p<.001$ on purchase intention. Therefore, H2 can be accepted, and the effect of brand trust are aligned with the theoretical background of the construct.

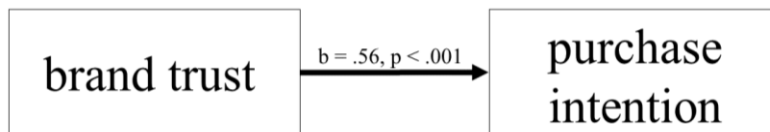


Figure 5. Significant effect of brand trust on purchase intention

Table 4

Analysis of multivariate variance

Multivariate Tests	F-value	df	Sig.
Wilks Lambda			
Congruity	2.03	(3, 136)	.113

	Brand saturation	2.57	(3, 136)	.065
	Congruity * brand saturation (interaction)	3.22	(3, 136)	.025
<hr/>				
Test of between subject design effects		F-value	df	Sig.
<hr/>				
Congruity				
	Purchase intention ^{a)}	2.11	(1, 138)	.149
	Brand trust ^{a)}	5.08	(1, 138)	.026
	Transactional brand trust ^{a)}	0.38	(1, 138)	.538
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Brand saturation				
	Purchase intention ^{a)}	5.64	(1, 138)	.019
	Brand trust ^{a)}	6.89	(1, 138)	.013
	Transactional brand trust ^{a)}	3.64	(1, 138)	.059
<hr/>				
Congruity * brand saturation (interaction)				
	Purchase intention ^{a)}	1.36	(1, 138)	.204
	Brand trust ^{a)}	2.00	(1, 138)	.159
	Transactional brand trust ^{a)}	0.69	(1, 138)	.408

a) 7-point likert scale (1=strongly disagree / 7=strongly agree)

4.3.2. Game-message congruity

Game message congruity was hypothesized to increase brand attitude (H3a), brand trust (H3b) and purchase intention (H3c). Results of the MANOVA show no significant findings for the effect of game-message congruity on transactional brand trust ($F(1,138)=2.11, p=.149$, partial $\eta^2=.004$). Hence, H3a can be rejected. Besides the effect on transactional brand trust, results further show a significant effect of congruity on brand trust ($F(1,138)=5.08, p=.026$, partial $\eta^2=.036$). Focusing on the effect of congruity, the game-message congruent version ($M=4.33, SD=1.62$) leads to a higher brand trust than an incongruent game-message version ($M=3.81, SD=1.20$). Therefore, H3b can be accepted. In contrast to that, the effect of congruity on purchase intention is not significant ($F(1,138)=2.11, p=.149$, partial $\eta^2=.004$). Finally, H3c can also be rejected.

4.3.3. Brand saturation

The amount of brand saturation has been theorized to positively impact brand attitude (H4a). MANOVA analysis including transactional brand trust as dependent variable resulted in no significant relation of the two variables ($F(1,138)=3.64, p=.059, \text{partial } \eta^2=.026$). Therefore, H4a can be rejected. In terms of the impact of brand saturation on brand trust (H4b), the model shows a significant correlation ($F(1,138)=6.39, p=.013, \text{partial } \eta^2=.045$). The effect of a high brand saturation ($M=4.40, SD=1.42$) on brand trust is higher than the effect of a low brand saturation ($M=3.79, SD=1.42$). For this reason, a higher brand saturation will lead to a higher trust of the customer. Owing to this, H4b can be accepted. Furthermore, there was a significant effect of brand saturation on purchase intention ($F(1,138)=5.64, p=.019, \text{partial } \eta^2=.040$). Therefore, a high brand saturation has a higher effect on purchase intention ($M=5.11, SD=1.12$) than a low brand saturation ($M=4.59, SD=1.42$). Hence, based on the results, H4c is accepted.

4.3.4. Interaction effect

To answer the second research question, the interaction effect of congruity and saturation on the dependent variables were analyzed by means of a MANOVA. Results show that no significant interaction effect on transactional brand trust ($F(1,138)=0.69, p=.408, \text{partial } \eta^2=.005$), brand trust ($F(1,138)=2.00, p=.159, \text{partial } \eta^2=.015$) and purchase intention ($F(1,138)=1.36, p=.204, \text{partial } \eta^2=.012$) was found. Therefore, there is no interaction effect of congruity and saturation.

Table 5*General overview of the hypothesis testing of this study.*

	Hypothesis	Result
H1	Brand attitude has a direct impact on the purchase intention of adolescents.	Rejected
H2	Brand trust has a direct impact on the purchase intention of adolescents.	Accepted
H3a	A high game-message congruity leads to a higher brand attitude than low game-message congruity	Rejected
H3b	A high game-message congruity leads to a higher brand trust than low game-message congruity	Accepted
H3c	A high game-message congruity leads to a higher purchase intention than lower brand saturation	Rejected
H4a	A higher brand saturation leads to a higher brand attitude than lower brand saturation	Rejected
H4b	A higher brand saturation leads to a higher brand trust than lower brand saturation	Accepted
H4c	A higher brand saturation leads to a higher purchase intention than lower brand saturation	Accepted
RQ2	To what extent does the interaction effect of game-message congruity and brand saturation impact brand attitude, brand trust and purchase intention among adolescents	No effect

4.4 Exploratory results

To further investigate on several outcomes which are not being covered by the proposed hypotheses, exploratory analyses will be performed and reported. Specifically, four simple mediation analyses will be executed to test the mediating effect of brand trust and transactional brand trust on the relation of brand saturation and congruity on purchase intention. Therefore, model 4 of the PROCESS v4.1 developed by Hayes will be used. Furthermore, a second MANOVA focusing on meat eating (carnist) respondents will be performed. The analysis is similar to the first and integrates brand saturation and congruity as independent variables and

purchase intention, brand trust and transactional brand trust as dependent measures. Lastly, the respondent's frequency of KFC visits will be analyzed to draw conclusions about its effect on the hypothesized model.

4.4.1 Mediating effect of brand trust

The mediating effect of brand trust on purchase intention has been tested with the use of Hayes Process Macro v3.5.3. Two different analyses have been performed with either brand saturation or game-message congruity as independent measures, brand trust as the mediating variable and purchase intention as the dependent variable (Figure 6). Results indicate that brand trust has a significant impact as a mediator when brand saturation and congruity are predicting purchase intention (brand saturation: ($F(2,136)=42.32, p<.001, R^2=.38$); congruity: ($F(2,136)=41.55, p<.001, R^2=.38$)). There is a significant, direct effect of congruity and brand saturation on brand trust (brand saturation: $\beta=-.62, t(137)=2.55, p=.012, 95\% \text{ CI } [-1.09, -.12]$; congruity: $\beta=-.52, t(137)=2.15, p=.033, 95\% \text{ CI } [-1.00, -.04]$). Furthermore a significant impact of brand trust on purchase intention (brand saturation: $\beta=.54, t(136)=8.71, p<.001, 95\% \text{ CI } [.42, .66]$; congruity: $\beta=.55, t(136)=8.90, p<.001, 95\% \text{ CI } [.43, .68]$) was found. Overall, an indirect effect of brand trust as a mediator for brand saturation and congruity on purchase intention was significantly found (congruity: bootstrap intervals: $-.57 \text{ to } -.03$; saturation: bootstrap intervals: $-.62 \text{ to } -.07$). Hence, no mediating effect of congruity and integrity were found, but an indirect effect in both models.

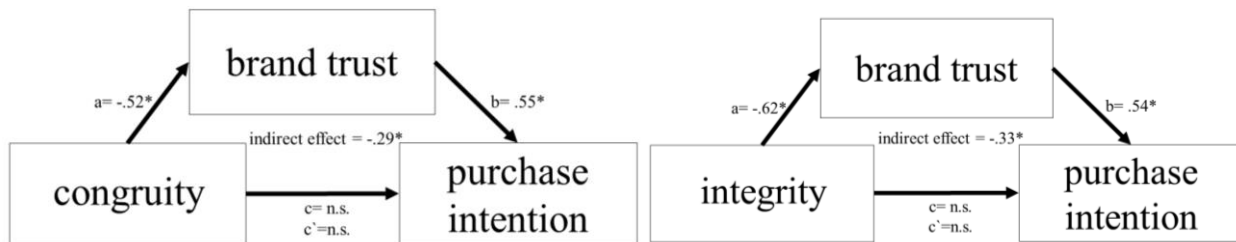


Figure 6. Brand trust as moderating variable for saturation and congruity on purchase intention. Effects are shown as standardized coefficients. Non-significant values have been reported as “n.s”.

*Significant values of $<.05$ or bootstrapping excluding 0.

4.4.2 Mediating effect of transactional brand trust

Besides the mediation of brand trust on the purchase intention of adolescents, a mediating effect of transactional brand trust was analyzed. Therefore, two different simple mediation analyses with brand saturation and game-message congruity as independent factors, transactional brand trust as the mediating variable and purchase intention as the dependent variable were performed. This analysis resulted in a significant impact of transactional brand trust on purchase intention in both models ((brand saturation: $\beta=.60$, $t(136)=7.36$, $p<.001$, 95% CI [.44, .76]; congruity: $\beta=.62$, $t(136)=7.62$, $p<.001$, 95% CI [.46, .78])). All other correlations within this mediating model have been found to be insignificant (Figure 7). Hence, no mediating effect and no indirect effect were found.

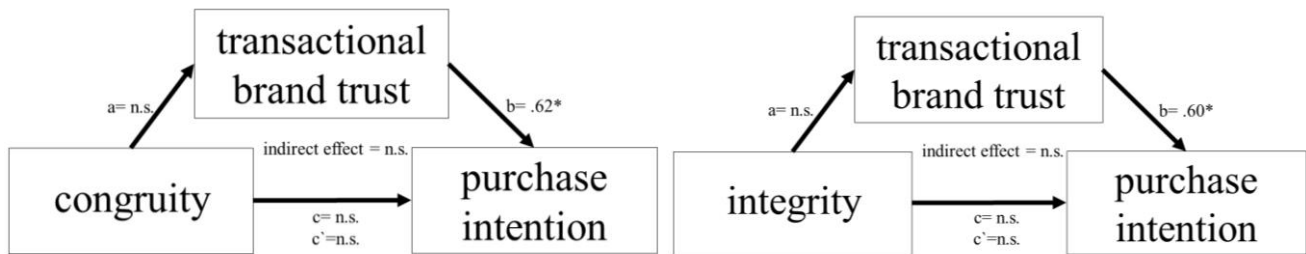


Figure 7. Transactional brand trust as moderating variable for saturation and congruity on purchase intention. Effects are shown as standardized coefficients. Non-significant values have been reported as “n.s”. *Significant values of $<.05$ or bootstrapping excluding 0.

4.4.3 Carnist effects

As the context of the research is about meat products, a second MANOVA further investigates on the effect of the congruity and saturation on transactional brand trust, brand trust and purchase intention of meat-eating respondents. Therefore, the MANOVA focuses on respondents of a carnist diet. Results show that the main effect of brand saturation on transactional brand trust ($F(1,101)=1.42$, $p=.237$, partial $\eta^2=.014$), brand trust ($F(1,101)=2.47$, $p=.119$, partial $\eta^2=.024$) and purchase intention ($F(1,101)=2.22$, $p=.139$, partial $\eta^2=.022$) are not significant (table 6). Similar to that, no significant interaction effects of brand saturation and congruity on transactional brand trust ($F(1,101)=0.00$, $p=.982$, partial $\eta^2=.000$), brand trust ($F(1,101)=0.53$, $p=.469$, partial $\eta^2=.005$) and purchase intention ($F(1,101)=2.97$, $p=.088$, partial $\eta^2=.029$) were found.

The MANOVA focuses also on the effect of the game-message congruity on the dependent measures. The results show that no significant effect on transactional brand trust ($F(1,101)=0.45$, $p=.504$, partial $\eta^2=.004$) was found. Furthermore, results show a significant effect of congruity on brand trust ($F(1,101)=8.52$, $p=.004$, partial $\eta^2=.078$). MANOVA results revealed that a congruent game-message combination achieves a higher brand trust ($M=4.62$, $SD=1.39$) than the incongruent group ($M=3.91$, $SD=1.16$). In terms of the effect of congruity on purchase intention, a significant result has been possible to observe ($F(1,101)=5.09$, $p=.026$, partial $\eta^2=.048$). Focusing on the effect of congruity, the congruent version leads to a higher purchase intention ($M=5.27$, $SD=1.02$) than the incongruent version ($M=4.79$, $SD=1.19$).

Table 6.

Analysis of multivariate variance (carnist)

Multivariate Tests	F-value	df	Sig.
Wilks Lambda			
Congruity	3.81	(3, 99)	.013
Brand saturation	1.01	(3, 99)	.392
Congruity * brand saturation (interaction)	2.20	(3, 99)	.093
Test of between subject design effects			
Congruity			
Purchase intention ^{a)}	5.09	(1, 101)	.026
Brand trust ^{a)}	8.52	(1, 101)	.004
Transactional brand trust ^{a)}	0.45	(1, 101)	.504
Brand saturation			
Purchase intention ^{a)}	2.22	(1, 101)	.139
Brand trust ^{a)}	2.47	(1, 101)	.119
Transactional brand trust ^{a)}	1.42	(1, 101)	.237
Congruence * brand saturation (interaction)			

Purchase intention ^{a)}	2.97	(1, 101)	.088
Brand trust ^{a)}	0.53	(1, 101)	.469
Transactional brand trust ^{a)}	0.00	(1, 101)	.982

a) 7-point likert scale (1=strongly disagree / 7=strongly agree)

4.4.4 KFC visits

Three ANOVAs with transactional brand trust, brand trust and purchase intention and including number of KFC visits per month as covariate were performed. Congruity and brand saturation have been used as independent variables. Results showed that the number of KFC visits per month has a significant positive impact on brand trust ($\beta=.10$, $t(136)=3.23$, $p=.002$, 95% CI [.04, .16]), transactional brand trust ($\beta=.09$, $t(136)=3.86$, $p<.001$, 95% CI [.05, .14]) and purchase intention ($\beta=.10$, $t(136)=3.70$, $p<.001$, 95% CI [.05, .15]).

5. Discussion

5.1 General discussion

The present study aims to investigate on the effect of multimedia marketing strategies including an advertising video and an advergaming on brand and product preferences of adolescents. More specifically, the main questions of “*To what extent do brand saturation and game-message congruity affect the purchase intention, brand trust and brand attitude of adolescents in a multimedia marketing campaign?*” has been tested and studied. Multimedia marketing strategies have been identified to successfully impact brand and product preferences other target groups than adolescents such as children (Dias & Agante, 2011) or young adults (Wise et al., 2013) in the context of food and beverage. The present study investigated on the preferences of 139 adolescents with an average age of 16.39 years old based on a 2 x 2 between-subject experimental design.

The present study showed a significant positive impact of game-message congruity on the brand trust of adolescents (H3b). If the advertised product of the video is integrated into the storytelling and intended message of the game, adolescents tend to trust the brand more. This finding reveals that behavioral, emotional, and cognitive reactions on advergaming are affected by the needs of the customer and to what extent they have been met. Therefore, a customer expects advertising manners of multimedia marketing strategies to be congruent in their communication. If this is being met, the trust into the brand is increased. This is not only the case for this study but

also for current marketing strategies. Specifically, it can be concluded that integrated marketing communication strategies should also be applied to strategies including advertising videos and advergames. Moreover, this finding reveals the presence of the self-congruity theory in the field of advergames and adolescents (Chen et al., 2014; Boksberger et al., 2011). The extent, to which a customer can identify with the experienced message and product can be seen as predictive for trusting a certain brand. In addition, this result shows that advergames can be useful in the context of multimedia marketing strategies.

A further investigation on brand trust being a mediator for congruity and purchase intention showed a significant relationship. As it has been hypothesized (H2), brand trust shows a significant effect on the purchase intention of adolescents. Notably, this result indicates that the preference of adolescents of whether to buy a product of a brand or not, is dependent on the amount of trust the adolescent has into the brand. This outcome is aligned with the existing field of study stating that brand trust is increased if the adolescent's needs are met (Jin & Phua, 2014). This further indicates that meeting the customers needs, directly affects the purchase intention of the adolescent. Aligned with these two results, a passive effect of congruity on purchase intention was analyzed. This result confirms prior research outcomes in the context of food and beverage advergames. As Vanwesenbeeck, Walrave and Ponnet (2016) found in their research, purchase intention can be dependent on children's evaluation of the game. Results of the present study confirm this effect for the context of adolescents. Therefore, the purchase intention of adolescents is being impacted by the extent to which the game and the message are being perceived as congruent or not. This finding contributes to the field of current research as game-product congruity among adolescents has just barely been studied in multimedia marketing strategies.

The second significant indirect effect is brand saturation predicting purchase intention with brand trust as the mediating variable. Furthermore, brand saturation not only predicts brand trust but also has a positive main effect on purchase intention. As it has been hypothesized in H4b, brand saturation was expected to predict brand trust which resulted in a correct assumption. Multimedia marketing strategies among adolescents can therefore higher the brand saturation to increase the amount of trust in the context of fast food advergames. Nevertheless, the current field of research found positive and negative outcomes of a higher brand saturation in the context of advergames. Positive effects of a high brand saturation are oftentimes related to the theory of classical conditioning stating that individuals perceive a certain behavior as good when you

connect it with a positive emotion or action. Therefore, playing the game can be interpreted as having fun while experiencing a lot of branding. The outcome of such an experience is a positive evaluation of the brand which is also the case for this study. On the other hand, a contradictory effect can still appear for a high amount of brand saturation. Particularly, the present field of study identified different variables influencing the perception of the brand after playing the advergaming. Present studies showed significant effects of game difficulty as reason for a negative perception of the brand saturation (Redondo, 2012; Cicchirillo & Mabry, 2016). Although both significant outcomes of brand saturation on brand trust and purchase intention are as they have been expected, it is suggested to take the target audience and context into consideration when integrating a high amount of branded content into advergaming. Marketers and game designers should understand the needs and the journey of the target audience to fit their needs and transfer the positive experience of the game to the brand or product.

While finding significant results for both independent design factors and brand trust, transactional brand trust was not able to be predicted by the brand saturation and game-product congruity. Due to not finding significant effects of either of the variables, no effects of transactional brand trust in the hypothesized model can be concluded. The insignificance of this construct may be a result of a non-existing hypothesized model including this construct. Nevertheless, this construct is consisting of items that were intended to contribute to the model of this study. Related to the non-significant findings of this construct, this shows that transactional trust as a construct is not related to the model of this study. Trust factors into KFC satisfying their customers and being interested in more than just selling its products can't be predicted by the independent measures of product-game congruity or brand saturation. Hence, outcomes of this study indicate no impact of the two design factors on transactional brand trust in a multimedia marketing strategy.

Although there were no effects of the independent variables predicting transactional brand trust, a significant effect on purchase intention has been found. As transactional brand trust is a factor which is consisting of two brand trust items, its influence on the purchase intention can be explained as it has been explained for brand trust. Therefore, it can be concluded that if adolescents trust KFC to act in favor of them and to act as they promise, the purchase intention is increased.

As the study investigates on product and brand preferences of a fast-food brand including meat products, an analysis of carnist respondents has been performed. Main outcomes of this

analysis indicate that carnist respondent's preferences of the dependent measures were not impacted by brand saturation. Hence, respondents that are eating meat products are not impacted by the amount of branding they are experiencing. This contrasts with the results of all respondents indicating that brand saturation impacts the trust into the brand. This contrast is aligned with the elaboration likelihood model. Therefore, respondents that are not that interested into the product and brand because they will not consider buying or eating it (non-carnists), are not motivated to process the persuasion, and are following the central route of persuasion. However, if respondents are thinking about eating and buying the product (carnists), they are more motivated and interested in it which makes them follow the peripheral route of persuasion. Hence, persuasion of carnist respondents is weaker as they are more engaged with the brand and the product of this multimedia marketing strategy. A second outcome is that congruity of the game and the message impact the brand trust and purchase intention of carnist respondents. Especially the impact on the purchase intention is of relevance for multimedia marketing strategies. Therefore, adolescents value an integrated marketing strategy to such an extent that their trust into the brand and the purchase intention is impacted. Furthermore, this result indicates that a deeper understanding and targeting of the customers is of high relevance. Target audiences that are not interested in the advertised product or brand, will perceive the brand differently than audiences that are interested.

5.2 Academical and practical implications

This research contributes to a diverse field of research, practical as well as academic. Findings of this study showed that adolescents are being influenced by the design factors of brand saturation and game-message congruity in their purchase and brand behavior. This research contributes to the existing field of study in proving that effects that have been identified for children and young adults are applicable for adolescents as well. Furthermore, this study established a basis for further studies investigating on the game-message congruity of an advergame. As this field scientific field is still yet to be explored, this study can be used as a reference for further investigations among different advergame niches and different target groups. Moreover, this research introduced transactional brand trust to the field of research and demonstrated that it has an impact on the purchase intention of adolescents. In the current field of research, advergame's different design factors are oftentimes related to influencing the purchase intention. With the contribution of this study, not only brand trust but also transactional brand trust

as more specific concept can be used as a reference. Besides that, this study investigated on advergaming as a part of a multimedia marketing strategy in combination with an advertising video. Research in this field of study is still unexplored which is why this study can serve as a basis for future work.

Relating to practical implications, marketers, communication specialists and game designers can gather rich results from this study. First, it has been shown that meeting the target audience's needs and behaviors contributes to the success of the multimedia marketing campaign. Therefore, it is suggested that marketing campaigns should specify their target audiences even more before publication. A detailed understanding of the reaction to the advertised video in combination with the advergame should be analyzed prior to publishing the campaign. Secondly, if the aim of the campaign is to increase the brand and product preferences, marketers should think about other possible variables affecting the success of the campaign. The targeted customers might be influenced by the difficulty of the game or the place they are playing it. It might appear that the game meets the target audience's needs in terms of brand saturation and congruity but that it's disappointing due factors such as the difficulty. The success of an advergame in a multimedia marketing strategy is not only dependent on the two design factors of this study. Lastly, marketers should consider that the success of their campaign is dependent on their public image and the prior customer satisfaction. Although the results indicate that brand saturation increases brand trust and purchase intention of all respondents, past research is still undecided on this effect. It is hard to measure whether the amount of branding has a positive or negative effect on the success of the multimedia marketing campaign in practice. It might appear that other factors are also influenced by the prior attitude and trust of the consumer. Hence, marketers should measure their reputation prior to starting the campaign to increase the success of the campaign.

Furthermore, marketers as well as game designers can use findings of this study to higher the chance of meeting their marketing communication goals. It is advised to let the target group experience a congruent product – game combination to increase brand related outcomes such as trust and to increase the chance of adolescents buying the advertised products of the brand. This is especially relevant for a well targeted audience that is interested in the advertised product and brand.

5.3 Limitations and future research

The present study about the effectiveness of advergames in multimedia marketing strategies on adolescents contributes to an unexplored scientific field of study. The study has been limited in its purpose of studying the effect of the independent measures on brand attitude. Therefore, items that should have measured the attitude towards the brand KFC did load on the construct of purchase intention and not brand attitude. Future research should investigate the field of advergames and attitudes towards brands among adolescents in the future and find out whether adolescents are influenced by factors such as brand saturation and congruity or not.

A new dependent variable which has not been considered before the execution of the present study is transactional brand trust. This construct can be seen as specification of brand trust. The present study did find significant effects of transactional brand trust on purchase intention although it was not part of the theoretical background of it. This new construct in the context of multimedia marketing strategies should further be evaluated. Further scientific research should elaborate whether there are different independent factors that are able to predict transactional brand trust among adolescents. Furthermore, other researchers are able to learn from the factor analysis of this research so that constructs that should be measured should contain items that have a high probability of measuring the intended construct. Future research can make use of the items measuring transactional brand trust in this study and use further academic literature about transactional brand trust.

Future research should also consider a different manipulation check for the brand saturation design factor. The outcome of the manipulation check was not significant as described in the result section of this study. First, the timing of the manipulation check was not very well chosen (Appendix C). Further studies should measure the perception about the amount of branding directly after watching the advertising video. Secondly, the manipulation check question should be understandable and possible to be misinterpreted. During the execution of the study, it was not clear for many participants how they should indicate their perception of times they have seen KFC. A better framing of the manipulation check question could have brought significant results.

With regards to the sample of this study, it has been possible to meet the criteria in terms of age. However, this study only contains adolescents of German high schools which are rather perceived as higher educational high schools. Moreover, conducting the questionnaire in high school classes did result in situations of “groupism” in which not every respondent was answering individual. Besides that, it might have happened that individuals were not experiencing the game

on their own as others might have told them the purpose of the advergame. This circumstance might have resulted in less individual answers as the respondents might have influenced each other. Therefore, future scientific work should elaborate on adolescents that are not being recruited from high schools but different other institutions to randomize the sample of adolescents even more. Examples for other places are sport activities in the free time of adolescents or on social media through, for instance, influencers. Hence, a wider field of study could be researched and further evidence for the effects of brand saturation and game-message congruity could be found.

The advergame that has been used for this multimedia marketing study has been created for targeting Japanese KFC customers. As this study has been performed in middle Europe and not specifically KFC customers but also included vegetarian and vegan respondents, results might be biased. Further studies on this topic should elaborate using another advergame in the field of fast-food with a better fit to the audience of adolescents. It is suggested to study the present design factors by an advergame of an unknown brand to counter prior brand attitudes and to not being specified on the culture and location of the used advergame.

6. Conclusion

This research focused on the effect of brand saturation and game-message congruity of a fast-food advergame of KFC in a multimedia marketing strategy among adolescents. With the use of a two (high brand saturation versus low brand saturation) by two (game-message congruity versus game-message incongruity) design the effect on purchase intention, brand attitude and brand trust was analyzed. The presence of integrated marketing communications for cross platform marketing campaigns was confirmed. Therefore, carnist respondent's brand trust as well as purchase intention is increased by a congruent combination of the advergame and the advertising video. Although brand saturation did not have an impact on the main target group (carnist respondents), purchase intention and brand trust were increased when analyzing all participants of this study. A higher brand saturation can positively affect the brand and product preferences of target groups that are not mainly targeted. Marketers can make use of the findings of this study while developing multimedia marketing strategies including advergames. Furthermore, future research should specifically focus on the construct of transactional brand trust and its influence on purchase intention among adolescents as well as other target audience as a significant effect was found. It is yet to be explored which factors might affect this construct and if it can be used to

ultimately increase purchase intention in other contexts. In addition, the increasing complexity and analyses of marketing actions should further analyze practical findings in the implementation of this study's findings. Further learnings and practicalities can be tested and realized in order to successfully develop, create and make use of marketing actions in the advergame's context.

7. References

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8. Appendix

Appendix A: Search log

Date	Database	Search terms and strategies	Hits	Notes
29.03	Google scholar	"branding" AND "product" OR "game" AND multimedia marketing AND "advergame" Filtered since 2021	34	Aim: Finding out about recent work in the field of study since the beginning of Covid-19
15.04	Scopus	"Advergames" OR "multimedia marketing" AND "fast-food" OR "KFC" OR "fast food"	6	Aim: Getting an overview of current literature in relation to fast-food advertisements
15.04	Scopus	product AND game AND congruence AND advergam*	4	Aim: Finding literature of the design factor "product-game congruity"
15.04	Scopus	branding AND advergame*	10	Aim: Finding literature of the design factor "brand saturation"
21.05	Google scholar	Advergame AND (purchase intention OR purchase intention) AND (food OR beverage)	2.670	Aim: Getting an overview of recent studies about advergames and purchase intention
11.06	Google scholar	"multimedia" AND "marketing" AND advergame	689	Since 2018 Aim: Finding recent sources about advergames in marketing actions

Appendix B: Stimuli videos

Condition	Video
Low brand saturation & high congruity	https://youtu.be/YytVjjXiCZA
High brand saturation & low congruity	https://youtu.be/w-Iubl_tDPA
Low brand saturation & low congruity	https://youtu.be/sg928vbauYw
High brand saturation & high congruity	https://youtu.be/YwqJy0h2CTE

Appendix C: Qualtrics survey

Advergame bachelor study

Start of Block: Introduction

Liebe:r Teilnehmer:in,
hiermit wirst du dazu eingeladen an einer Studie über eine Fast Food Kette und ihre Produkte teilzunehmen. Diese Studie wird von Marcel Grüwaz, Student an der University of Twente (Niederlande), Faculty of Behavioral, Management and Social Science im Sinne der Bachelorarbeit durchgeführt!

Im Folgenden wirst du dir ein Video zu der Fast Food Kette anschauen und es auf dich wirken lassen. Davon gefolgt wirst du ein Spiel zu der Fast Food Kette spielen und hast die Möglichkeit es ohne Druck zu spielen. Im Anschluss daran sieht es der Ablauf vor, dass du einige Fragen zu dem Gesehenen beantwortest.

Deine Teilnahme an der Studie ist vollkommen freiwillig und du kannst die Studie jederzeit abbrechen. Die University of Twente ist davon überzeugt, dass die Teilnahme an dieser Studie zu keinem Zeitpunkt Schäden mit sich bringt und dich in deiner Zukunft in keiner Weise beeinträchtigt. Darüber hinaus wird das Studienteam dafür sorgen, dass keine Sicherheitslücke existiert, deine Daten anonym und vertraulich behandelt werden und nicht über das Studienteam hinaus geteilt werden.

Solltest du damit einverstanden sein an dieser Studie teilzunehmen, so kannst du das in dem unteren Feld erkenntlich machen.

Einverständnis Ich habe den oben stehenden Text gelesen und stimme hiermit der freiwilligen Teilnahme der Studie zu!

Ja (1)

Nein (2)

Skip To: End of Survey If Ich habe den oben stehenden Text gelesen und stimme hiermit der freiwilligen Teilnahme der Studie... = Nein

End of Block: Introduction

Start of Block: Stimuli

Videohinweis Danke dir, dass du dich dazu entschieden hast an dieser Studie teilzunehmen!

Du wirst dir zusammen mit deinen Klassenkameraden nun ein Video anschauen. Bitte verhalte dich ruhig und schaue dir das Video genau an. Du wirst dieses Video nur einmal sehen.

Sobald das Video vorbei ist, klicke weiter! Der Timer dient dazu dich vor zu schnellem Klicken abzuhalten.

Q33 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

End of Block: Stimuli

Start of Block: Group identification

Q35 Bitte trage hier die beiden Buchstaben, die auf dem Bildschirm zu sehen sind ein.

End of Block: Group identification

Start of Block: KFC Spiel

Q4 Du wirst nun ein Spiel auf deinem Handy spielen. Bei diesem Spiel brauchst du keine Email Adresse angeben, wenn du danach gefragt wirst. Du kannst das Spiel so häufig spielen wie du möchtest. Du hast genug Zeit um dich mit dem Spiel vertraut zu machen. Klicke hierzu einfach immer wieder auf den Link der unten steht. Wenn du denkst, dass du den Sinn des Spieles verstanden hast, kannst du mit der Studie fortfahren!

Wichtig: Schließe diesen Tab nicht.

Q5 [Klicke hier um zum Spiel zu gelangen](#)

End of Block: KFC Spiel

Start of Block: Purchase intention

Q36 Du wirst nun einige Fragen zu dem bisher erlebten beantworten. Bitte lies dir jede Frage aufmerksam durch und nimm dir genug Zeit um die Fragen zu beantworten.

PI1 Ich finde KFC Produkte ansprechend

- Ich stimme überhaupt nicht zu (1)
 - Ich stimme nicht zu (2)
 - Ich stimme kaum zu (3)
 - Ich stimme weder zu noch lehne ich ab (4)
 - Ich stimme zum Teil zu (5)
 - Ich stimme zu (6)
 - Ich stimme voll und ganz zu (7)
-

PI2 Es ist möglich, dass ich KFC Produkte in der Zukunft probieren werde

- Ich stimme überhaupt nicht zu (1)
 - Ich stimme nicht zu (2)
 - Ich stimme kaum zu (3)
 - Ich stimme weder zu noch lehne ich ab (4)
 - Ich stimme zum Teil zu (5)
 - Ich stimme zu (6)
 - Ich stimme voll und ganz zu (7)
-

PI3 Ich habe ein großes Interesse darin KFC Produkte auszuprobieren

- Ich stimme überhaupt nicht zu (1)
 - Ich stimme nicht zu (2)
 - Ich stimme kaum zu (3)
 - Ich stimme weder zu noch lehne ich ab (4)
 - Ich stimme zum Teil zu (5)
 - Ich stimme zu (6)
 - Ich stimme voll und ganz zu (7)
-

PI4 Ich werde in Zukunft Geld für KFC Produkte ausgeben

- Ich stimme überhaupt nicht zu (1)
 - Ich stimme nicht zu (2)
 - Ich stimme kaum zu (3)
 - Ich stimme weder zu noch lehne ich ab (4)
 - Ich stimme zum Teil zu (5)
 - Ich stimme zu (6)
 - Ich stimme voll und ganz zu (7)
-

PI5 Ich werde in Zukunft KFC Produkte anderen Produkten der Fast Food Industrie bevorzugen

- Ich stimme überhaupt nicht zu (1)
- Ich stimme nicht zu (2)
- Ich stimme kaum zu (3)
- Ich stimme weder zu noch lehne ich ab (4)
- Ich stimme zum Teil zu (5)
- Ich stimme zu (6)
- Ich stimme voll und ganz zu (7)

End of Block: Purchase intention

Start of Block: Brand Trust

BT1 Ich vertraue KFC darin Produkte der höheren Qualität herzustellen

- Ich stimme überhaupt nicht zu (1)
 - Ich stimme nicht zu (2)
 - Ich stimme kaum zu (3)
 - Ich stimme weder zu noch lehne ich ab (4)
 - Ich stimme zum Teil zu (5)
 - Ich stimme zu (6)
 - Ich stimme voll und ganz zu (7)
-

BT2 Ich denke, dass die Informationen über KFC korrekt sind

- Ich stimme überhaupt nicht zu (1)
 - Ich stimme nicht zu (2)
 - Ich stimme kaum zu (3)
 - Ich stimme weder zu noch lehne ich ab (4)
 - Ich stimme zum Teil zu (5)
 - Ich stimme zu (6)
 - Ich stimme voll und ganz zu (7)
-

BT3 Ich denke, dass KFC in mehr interessiert ist, als nur ihre Produkte zu verkaufen.

- Ich stimme überhaupt nicht zu (1)
 - Ich stimme nicht zu (2)
 - Ich stimme kaum zu (3)
 - Ich stimme weder zu noch lehne ich ab (4)
 - Ich stimme zum Teil zu (5)
 - Ich stimme zu (6)
 - Ich stimme voll und ganz zu (7)
-

BT4 Ich denke, dass KFC darin interessiert ist mich als Kunde zufrieden zu stellen.

- Ich stimme überhaupt nicht zu (1)
 - Ich stimme nicht zu (2)
 - Ich stimme kaum zu (3)
 - Ich stimme weder zu noch lehne ich ab (4)
 - Ich stimme zum Teil zu (5)
 - Ich stimme zu (6)
 - Ich stimme voll und ganz zu (7)
-

BT5 Ich vertraue KFC darin nachhaltig zu agieren

- Ich stimme überhaupt nicht zu (1)
- Ich stimme nicht zu (2)
- Ich stimme kaum zu (3)
- Ich stimme weder zu noch lehne ich ab (4)
- Ich stimme zum Teil zu (5)
- Ich stimme zu (6)
- Ich stimme voll und ganz zu (7)

End of Block: Brand Trust

Start of Block: Brand attitude

BA1 Ich finde die Marke KFC gut

- Ich stimme überhaupt nicht zu (1)
 - Ich stimme nicht zu (2)
 - Ich stimme kaum zu (3)
 - Ich stimme weder zu noch lehne ich ab (4)
 - Ich stimme zum Teil zu (5)
 - Ich stimme zu (6)
 - Ich stimme voll und ganz zu (7)
-

BA2 Ich kann mich mit der Marke KFC identifizieren

- Ich stimme überhaupt nicht zu (1)
 - Ich stimme nicht zu (2)
 - Ich stimme kaum zu (3)
 - Ich stimme weder zu noch lehne ich ab (4)
 - Ich stimme zum Teil zu (5)
 - Ich stimme zu (6)
 - Ich stimme voll und ganz zu (7)
-

BA3 Ich finde die Marke KFC ansprechend

- Ich stimme überhaupt nicht zu (1)
 - Ich stimme nicht zu (2)
 - Ich stimme kaum zu (3)
 - Ich stimme weder zu noch lehne ich ab (4)
 - Ich stimme zum Teil zu (5)
 - Ich stimme zu (6)
 - Ich stimme voll und ganz zu (7)
-

BA4 Ich finde, dass KFC eine nutzvollle Marke ist

- Ich stimme überhaupt nicht zu (1)
 - Ich stimme nicht zu (2)
 - Ich stimme kaum zu (3)
 - Ich stimme weder zu noch lehne ich ab (4)
 - Ich stimme zum Teil zu (5)
 - Ich stimme zu (6)
 - Ich stimme voll und ganz zu (7)
-

BA5 Ich finde, dass KFC gut schmeckt

- Ich stimme überhaupt nicht zu (1)
- Ich stimme nicht zu (2)
- Ich stimme kaum zu (3)
- Ich stimme weder zu noch lehne ich ab (4)
- Ich stimme zum Teil zu (5)
- Ich stimme zu (6)
- Ich stimme voll und ganz zu (7)

End of Block: Brand attitude

Start of Block: Control questions

C1 Im Folgenden wirst du nach deiner Meinung zu verschiedenen Fast Food Ketten gefragt.
 Wähle pro Marke eine Präferenz aus

	Ich kenne die Kette nicht (1)	Mag ich keinesfalls (2)	Mag ich nicht (3)	Neutral (4)	Mag ich (5)	Mag ich gerne (6)
McDonald's (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Burger King (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
KFC (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Subway (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wondies (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pizza Hut (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

C2 Wie oft besuchst du KFC im Monat?

0 3 6 9 12 16 19 22 25 28 31

KFC Besuche pro Monat ()	
--------------------------	--

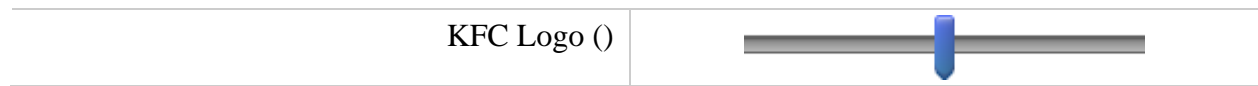
C3 Wie oft besuchst du Fast Food Restaurants im Monat?

0 3 6 9 12 16 19 22 25 28 31

Fast Food Restaurantbesuche pro Monat ()	
--	--

C4 Wie oft hast du das KFC Logo in den letzten 20 Minuten gesehen?

0 5 10 15 20 25 30 35 40 45 50



C5 Ich denke, dass das Video zur Message des Spiel gepasst hat

- Ich stimme überhaupt nicht zu (1)
- Ich stimme nicht zu (2)
- Ich stimme kaum zu (3)
- Ich stimme weder zu noch lehne ich ab (4)
- Ich stimme zum Teil zu (5)
- Ich stimme zu (6)
- Ich stimme voll und ganz zu (7)

End of Block: Control questions

Start of Block: Demographics

Gender Mit welchem Geschlecht identifizierst du dich?

- Männlich (1)
- Weiblich (2)
- Nicht binär (3)
- Ich möchte ungern Angaben zu meinem Geschlecht machen (4)

Background Mit welcher Nationalitätszugehörigkeit identifizierst du dich?

Deutsch (1)

Nicht Deutsch (2) _____

Age Wie alt bist du?

▼ 15 (1) ... 18 (4)

Grade In welcher Klasse bist du?

10 (EF) (1)

11 (Q1) (2)

12 (Q2) (3)

Diet Welcher Ernährungsstil kommt deinem am nächsten?

Karnist (Fleischiessend) (1)

Vegetarisch (kein Fleisch) (2)

Vegan (keine tierischen Produkte) (3)

Flexitarier (überwiegend vegetarisch, gelegentlich fleischiessend) (4)

Alternativ (5) _____

End of Block: Demographics

Start of Block: Ending

Q31 Du hast die Studie erfolgreich beendet! Das Studienteam bedankt sich herzlichst bei dir! Bei weiteren Fragen hast du die Möglichkeit sie unter m.gruwaz@student.utwente.nl zu stellen.