

# Chapter 91

## Marketing vs. Games in Secondary School: Is It Secondary School?

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### ABSTRACT

*Increases of the Internet users have drastically increased the number of media via which companies promote their products. One of such media are computer games. This paper investigates the perception of secondary school students as to the ads appearing in the games as well as their opinions and the experience they have gathered up to now regarding the advertising in the computer games. The first group of students encountered the term advertising and took part as well in creating a computer game intended to be the main advertising media. The second group did not have such experience. Among other things, the making of the computer game dubbed XcarPerformance was described. The results of the research indicated that the way of advertising in the computer and video games should be changed. Previously acquired knowledge and the present experience in advertising played a crucial role in the perception of advertising.*

### 1. INTRODUCTION

Nowadays, when it is not a problem to produce any certain product for the market but how to sell as many product units as possible and how to be as competitive as possible and as demanded by consumers as possible, the way of advertising has a critical role in attaining success and, consequently in the existence of any company. The use of the

state-of-the-art technologies is an inevitable part of the healthy marketing. The traditional advertising media such as the radio, the television, newspapers and posters have gradually been losing importance and conversely, the advertising via the Internet, m-commerce, social networks, mobile phones and computer and video games has been gaining importance. The new media are clearly valuable additions to the set of media that marketers have

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used for many years. Their abilities to engage customers through interactivity and communicate with targeted segments deliver benefits that the traditional media cannot (Winer, 2009). The fact that the younger generations have increasingly been using the social networks does not lessen the importance of the computer and video games as the means of marketing. Over the last 40 years computer games have increasingly replaced more traditional games as leisure activities and have had a transformational impact on how we spend our leisure time. Entertainment games provide engaging activities and it would appear that far from waning, interest in games for leisure is still growing. The availability of new consoles, platforms and technologies for the delivery of games is an important factor in this continued growth (Connolly et al., in press). Numerous researches in the field of marketing stress that it is crucial for any product of work to be presented in the multimedia form as well because it amplifies the quality response of the product in the society that surrounds the product, the society that uses it and assess it eventually – i.e. evaluates it. The aim of the research was to investigate whether there was a difference in the perception of the computer and video games advertising between the secondary school students who did take an active part in the project of creating the advertising media and did feature an awareness of marketing and its effects and the students who did not take part in the project but did have similar experience in playing the computer and video games.

The first section of the article overviews the recent literature concerning the computer and video games marketing. The second section describes the project of making the XcarPerformance computer game whereas the third section presents the method and the way of doing the research. The results of the research are presented in the fourth section; the fifth section offers the conclusions, the limitations of the research and announces further research.

## **2. LITERATURE OVERVIEW**

By means of the contemporary advance in the information and communication technology and in animation and simulation, the computer and video games offer considerable possibilities and thus attract not only children but a wide population as well, including adults of various ages and gender. It is well recognized that customer satisfaction has significant influence upon purchase behavior and decision-making. That is, customer satisfaction plays a key role in marketing policy. The behavior of online game customers is described in terms of five strategic experiential modules: sense, feel, think, act and relate experiential modules (Sheu, Su, & Chu, 2009).

The gaming industry has generated more revenues from its sales than the film industry, music and books. The advent of the Internet-based e-commerce over the past decade has opened unprecedented market opportunities for firms (Yan et al., 2011). In accordance with the ESA (Entertainment Software Association) 2011 annual report, the industry of the computer and video games had an annual revenue of 25 billion US\$ and directly and indirectly employed more than 120,000 people. Ipsos MediaCT did a research for ESA on 1200 households that possessed or were buying the video and computer games. The gathered and processed data indicated that even 72% of the households in the USA played the video or the computer games. The average age of a player was 37 and 18% of players were younger than 18 whereas 53% of players were between 19 and 49 years old; finally, 29% of players are over 50. The average age of a games buyer was 41. In 52% of cases, the games were bought by the male population. This resulted in the increasingly rising interest of marketing experts in this media as the way of advertising. In marketing, most of the research to date has focused on the effect of the advertising within a game on the user (Davis & Lang, in press). The advantage of advertising

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