

**The Impact of Mobile Game Advertising on Brand Awareness: An
Empirical Study on
Jordanian Youth
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Abstract

The purpose of this study is to identify the impact of mobile game advertising on players' brand awareness, with taking the moderator role of duration of time played. Two main dimensions were considered to represent the mobile game advertising (Product advertising and Institutional advertising). The research was executed through distributing a research questionnaire, distributed through google forms and through manual distribution, dedicated for the followers and active users of mobile games. 384 members received surveys and 329 handed them back valid to be analyzed which means recovery rate of 85.65%. The research used descriptive analytical approach, Kolmogorov Smirnov Test for Normal Distribution and standard deviation, simple regression, multiple regression, Person correlation (R), β value, (T) value, (F) value analysis, Goodness of Path Analysis Test (CR & AVE), and Cronbach Alpha (α). The results showed that male players were more than females and the majority aged between 19-38, 46% played daily less than 5 hours. Institutional advertising held higher results in the players' brand awareness more than product advertising and can remember both institutional and product names but could not distinguish the brand during advertisements. Furthermore, the results showed that there is an impact of mobile advertising on brand recognition more than brand recall. Moreover, the moderator variable (Duration of time) played a positive and statistically significant role in the impact of mobile advertising on the awareness of the players of the brand. Finally, after taking the results of this research, the following recommendations can be considered to achieve better advertising results: companies have to advertise to the consumers who spend playing longer time when launching a new brand or a new product as it can be attached to their mind longer companies and must focus on time and what to present to the potential customer by using a more specific targeting methods. These findings contribute to the knowledge of the impact of mobile games advertising on brand awareness can be incorporated in order to achieve games' full potential as an advertising medium.

Keywords: Mobile Game Advertising, Around Game Advertising, Brand Awareness, Jordan