

**AN INVESTIGATION BASED ON BRAND AWARENESS IN THE
VIDEO-GAMES INDUSTRY.**

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degree of Bachelor in Marketing (Hons.)**

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I, Hugues PETRINI, declare that I am the only author of this dissertation, that during this period of registered study I have not been registered for any other academic award or qualification, nor has any of the material been submitted wholly or partly for any other award. I have personally carried out all the work of which this is a record. The program of study of which this is a part has been delivered by the Dublin Business School.

Signed :

Date 10.03.2010

ABSTRACT :

Purpose : The paper aims to investigate brand equity in the Video-Games Industry. The objectives are, to find out what the most known brands are, if there is a difference in level of awareness between France and Ireland and finally, if different level of exposure to marketing communication messages influence brand awareness and consumer patterns in the two regions.

Methodology: A mixed approach is used, combining quantitative and qualitative research methods in order to get a comprehensive view over customer buyer behavior and brand awareness in the two investigated region. Furthermore, stores have been observed and some interviews have been done.

Research limitations: It is not possible to generalize due to the limited scope of primary data research. Only one region of a country has been surveyed and investigated. The research are focused on male teenagers (16-18) and 60 people have been asked to fill out the questionnaire. Three different stores of the main brands (market leaders) have been observed and each manager has been interviewed. It's possible to draw conclusions about a country.

Keywords: Brand awareness, Brand equity, purchase decision, video-games industry, video-games customer profile, male 16-18, South of France, Ireland, PACA region, Micromania, GameStop.

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Introduction :

Video-games is an important part of leisure and recreational time in today's societies. Since 1980, the start of the modern video game era, the development of technologies and internet has made video games accessible for every customer. Today "gaming" attracts billions of people over the globe, especially since the release of modern consoles such as Playstation. Most of the users are teenagers. Not so many brands are established and because of the Leadership of three Giants : Nintendo, Sony and Microsoft, concentrating on this particular market. Competition among those three giants is huge, for the 1st time in December 2006 their three consoles (Sony: Playstation, Nintendo: Wii, Microsoft : X-Box. were competing directly on the shelves in Europe. Console's gameplay, prices and games ,developed by Brands, were decisive in the choice of customers.

Today society consists of many different communities in which consumption becomes production. In the Video-games Market the final product, "the console Game" is directly associated with Brands, as their content and quality generate a Brand image.

The exchangeability of products in an affluent society forces producers to differentiate themselves from competitors. Therefore, a well known brand (series of games) helps companies to communicate to customers as well as it helps to keep existing clients loyal by adding value to the products (Elliot and Percy, 2007).

Brand awareness is essential to create a strong brand state, that it's an important part of brand equity, helping customers to identify the value of a brand.

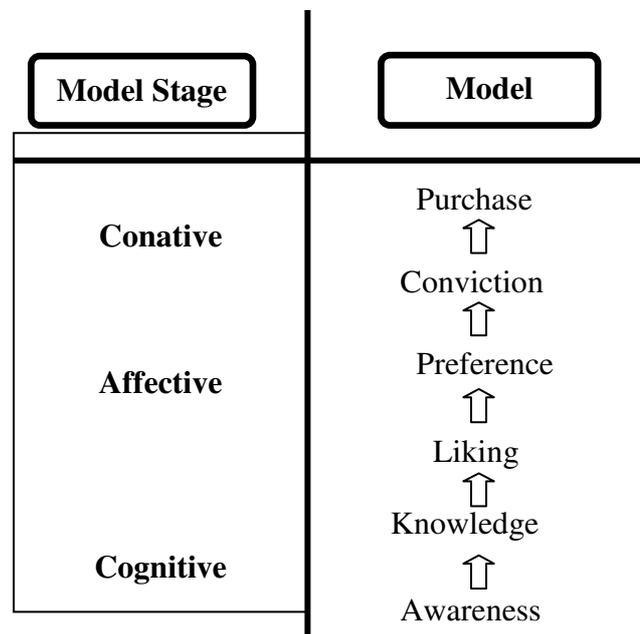
The author concentrated on brand awareness as a part of brand equity, as no research has been conducted on this topic for the video-games industry so far.

THEORIES

The Chapter will evaluate existing literature from different authors and link them to establish a basic theoretical framework for this thesis. It explains the approach taken and justifies the importance of research topic.

Hierarchy of effects :

The traditional hierarchy of effects by Lavidge and Steiner (1961) has dominated the literature since it was published (Vakratsas & Ambler, 1999). This framework claims audiences of marketing communications response to messages in a sorted way. First, there are cognitive responses followed by affective and finally by conative responses as shown is the model below.



*The David and Steiner traditional order Hierarchy of Effect Model.
(adapted)*

This means, that message receivers are aware of and knows about a product or a brand. After this, they are able to develop feelings or emotions towards it. At the end, action in form of a (repeating) purchase will occur (Barry and howard, 1990).

There are authors that disagree with the order of the three stages. They argue for all possible combinations of the three components and developed alternative orders of the hierarchy. Vaugh (1986) says that consumers respond more emotionally to marketing communications than to information. This is especially applicable for “emotional products” such as fashion. He suggests a liking-knowledge-action order where consumers have to like products before they gather information and finally act (affective-cognitive-conative). Another viewpoint is expressed by Berm (1972) who says that people act in the first stage before they start tp develop emotions. At the end, they become aware and get knowledge about something (conative-affective-cognitive).

Ambler (1999) argue that the three stages are not a sequence; more are they overlapping spaces that feedback to each other. Therefore, it’s not important in which order they are gone through by the consumer.

Input, impacted by scheduling and frequency of marketing communications, moves through filters, e.g. the Elaboration Likelihood Model that captures the amount of thoughts before the purchase. This process is influenced by consumers’ motivation, abilities and involvement and impacts on consumers’ affections by convincing them. Affections influence conative components, which feed back to consumers’ attitudes (affections) .

Whether traditional or alternative Hierarchy of Effects and whether stages of spaces, all approaches involve the cognitive aspect. Therefore, they need to be measured in order to align (marketing) strategies with cognitive constructs in Consumers’ minds.

Brand Awareness :

The Hierarchy of Effects by Lavidge and Steiner (1961) identifies awareness followed by knowledge as the first stages of a purchasing process. Purchase are affected indirectly by Brand awareness.

Ferrand et al. (2007) consider brand awareness to be related to the recognition of a brand, any components that make up its image. It also signifies the strengths of the brands presence in the minds of consumers (Aaker, 1996).

Ferrand et al. (2007), Radder and Huang (2008), Aaker (1996) and Keller (2008) discuss two types of brand awareness :

- Brand Recall
- Brand Recognition

Brand recall denotes those people who can name brands and events on demand when given a product or event category, it reflects familiarity due to past exposure to the brand (Aaker, 1996).

That means than a respondent name certain brands when he or she asked for them specific category (e.g. Which Video-games brands can you name spontaneously?)

Brand recognition is when customers can name a brand/event after they are shown a list of brand or service categories.

Aaker (1996) and Keller (2008) suggest that brands that use different forms of media channels such as event promotions and sponsorship will be most successful in raising brand awareness.

Interviewed people know the brand when they see it, but they don't necessarily recall without seeing it (e.g. Have a look at the list with brands below, which of these brands do you know, even if just by the name?)

Benefits of Brand Awareness :

Keller (2008) discusses three advantages to creating a high level of brand awareness:

1. Learning advantages
2. Considerations advantages
3. Choice advantages

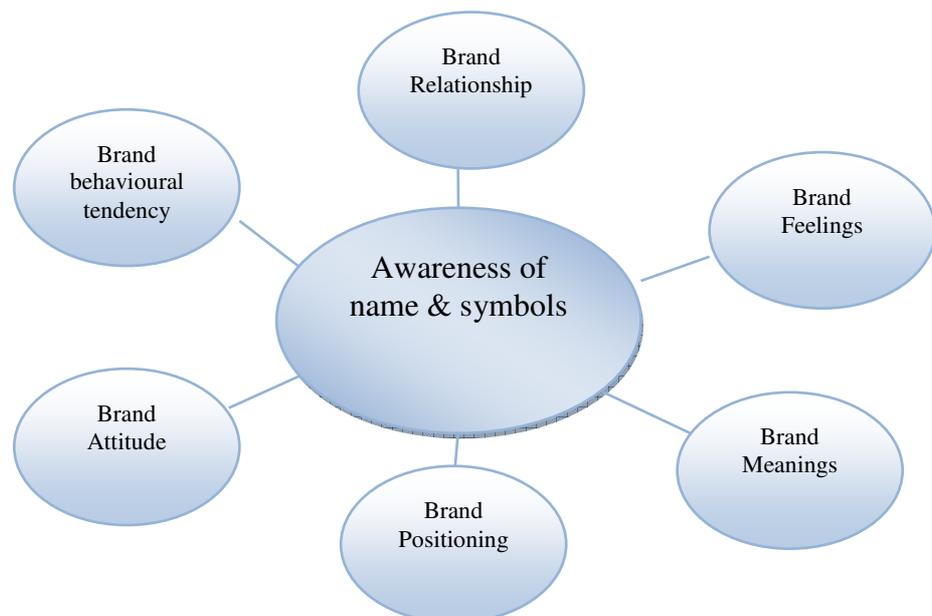
Learning advantages affect how easily the consumer stores brand associations which make up the brands image. Raising brand awareness ensures that when consumers are making a purchase the brand will be among the *consideration set*. And the third advantage is that high brand awareness can affect directly the choice of brands in the consideration set and result in a purchase.

Brand Recall is used by Aaker (1991) as a synonym for brand awareness. He describes it as the ability of consumers to name a brand of a product category based upon a category cue. That means that a respondent name certain brands when he or she is asked for them a specific category.

It's important to notice that most recalled brands are market leaders. Therefore, a brand that is not a market leader but still established in the market for a long time will not achieve great brand recall but can have a lot of brand recognition. Brand recognition is the ability to remember a brand when a list of brands or brand symbols is given to a respondent. Interviewed people know the brand symbols when they see it, but they don't necessarily recall it without seeing it (Esch, 2008).

Depending on the purpose of the investigation, the researcher has to consider whether to ask for recall, recognition or both but in general recognition is easier to measure.

The following figure illustrates the connection of brand awareness with other components of brand equity.



Source : Adapted from Franzen & Al. (1999).

Brand awareness is the central component of the brand associative network, as it's the basis of all other brand associations (Franzen et al. 1999). Without knowing a brand, consumers are not able to develop affective or conative components towards it, because someone cannot like a brand he doesn't know. Brand awareness is necessary to generate brand equity. In this paper we will investigate both brand recall and recognition.

Different level of brand knowledge were expected from the beginning of that investigation due to the different level of exposure with the video-games brands.

Brand equity :

There is no consistent definition of the term brand equity. It's based on consumers' memory and the association attached towards a brand (Keller, 1993). To measure brand equity, a concentric approach on consumer's memory which concentrates on brand association (Crimmins, 1992; Keller, 1993). This is, because there can only be brand value for investors, manufacturers and retailers if customers value the brand.

In order to measure brand equity Yoo et al. (2000) suggest a dimension measurement framework :

- Brand awareness
- Brand associations (emotional association)
- Perceived Quality (Financial Value)
- Brand loyalty

It's important to distinguish between brand awareness and the other dimensions as they follow different concepts (Plank, 2002). No single components may be used to define brand equity. Brand attitude is covering the others aspects of brand equity because it will determine the success of a brand, although a brand may have high awareness without positive brand attitude (bad publicity, or bad experience in a game) without a favorable brand attitude a brand is unlikely to enjoy positive emotional associations in memory, brand loyalty...

The target market cognitive understanding of a brand functional vs emotional realm define the psychology of brands and can influence each other.

Brand Image :

Bivainiene (2007) defines brand image as a “ multifunctional set of tangible and intangible features, which allow the consumer to identify the product “. The term of Brand image concern all the entities that are associated with brands (Ferrand et al.,2007) such as the logo, symbols, wording and colors.

Brand image relates to how consumers perceive the brand (Aaker, 1996, Bivainiene, 2007). To create a strong, positive brand image organizations must undertake marketing activities which “link strong, favorable and unique associations” (Keller, 2008) with the brand in the mind of the consumer. It allows consumer to understand what a brand stands for and what its values are (Bivainiene, 2007).

The Video-Games industry and its consumers

The History of Video Games : Introduction

In the late 1950's and early 1960's the first video games were developed in laboratories and universities during scientists' and students' spare time. Willy Higinbotham designed a table tennis game, while at a similar time MIT student Steve Russell developed Spacewar on a computer.

Two different events in the 1970's were catalysts that moved the video game industry towards mainstream America.

In 1971 the first arcade game was released.

In 1977 Atari released their Video Computer System (later called the 2600) to great results.

Finally, in 1978, **Nintendo** entered the industry with the release of several arcade games.

“ The console age had begun.”

Key Trends of the History.

The 1980's were the start of the modern video game era with the release of two hugely popular and successful games – Namco's Pac Man and Atari's Space Invaders.

One factor that contributed to the success of the home gaming system was the triumph of the arcade. Specifically, US arcades that generated revenues in excess of five billion dollars in 1981 alone.

Nintendo shook up the video game industry with the release of their 8-bit Entertainment System (**NES**) in 1986. Following the release of NES, Nintendo dominated the industry through the rest of the 1980's with huge hits like **Super Mario** and **Tetris**.

In 1989 Nintendo created a new market segment with the release of a hand held gaming system called Game Boy.

Nintendo was facing new competition from **Sega** and the release of their **16-bit Genesis** system.

The year 1995 was a turning point in the console space as **Sony** entered the market with their **32-bit Playstation** one. **Sony** entered the space with a price of \$299 and quickly became the market leader.

Today Game Consoles :

Game consoles are computing devices that are designed primarily to play games, which come on interchangeable discs. Today, they are typically CD/DVD format based, but the type of game cartridge has varied over the years.

Key Players :

Sony, **Microsoft** and **Nintendo** are the major players in the market today, with approximate market shares of 56% / 27% / 17% in the US (\$1.8 billion market), and 67% / 19% / 13% worldwide. (\$ 4.6 billion).

While Sony and Microsoft compete directly in the teen to adult gaming segment, Nintendo has moved its product towards the younger segment and does not compete with the others as much.

These consoles are relatively immobile and typically connected to a TV. This market is highly competitive and requires significant capital for entry. Sega, which had notable market share in the early to mid-1990s, exited the console business in 2001 as it was unable to keep up with current technology and Sony's domination following their entry into the business in 1999. In fact, since Nintendo and Sega popularized consoles in the late 1980's, only Sony and Microsoft have been able to enter successfully, although others have tried (3DO, Atari, etc.). Sony and Microsoft's technology know-how and marketing resources gave them the advantage to enter the market and dominate it.

Developers and Publishers are the two groups that create games

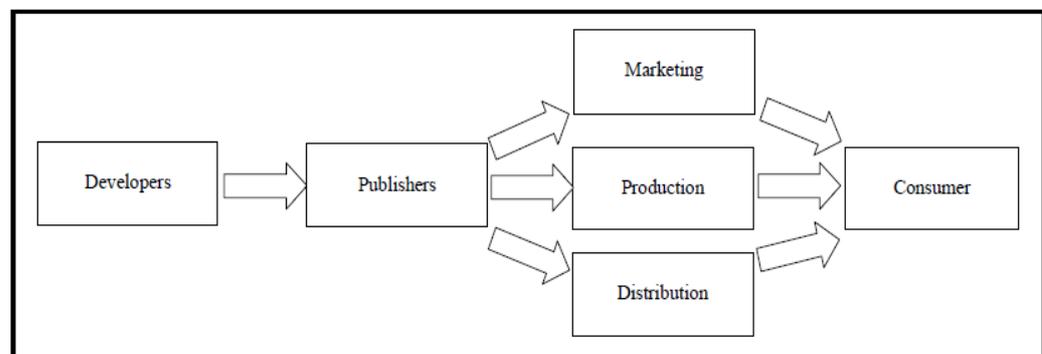
The game software segment of the video game industry is ruled by two major segments, the developers and the publishers. While both play a key role, major international publishers like

Electronic Arts rule the industry in PC and console gaming.

The publishers generally commission and pay for the development of a Game. Beyond commissioning the games, publishers often handle the marketing and distribution of games. Production includes the creation and manufacturing of the components, while distribution requires negotiating deals with retailers to get the title to consumers.

Figure below illustrates the video game software value chain.

Video Game Software Value Chain



As a simple example of how the relationship between publisher and developer works consider the following. The developer gets a money advance to create the game and ten percent royalty based on the publisher's revenue following deductions.

The video game software industry is dominated by large, international publishers, none more so than Electronic Arts (EA).

The Retail Channels :

They are traditional retail channels of mass merchandisers and specialty stores. For example, console game systems and games are typically distributed through retail stores,

(**Wal-Mart, Circuit City, Toys ‘R’ Us**) and online **Amazon**.

There are also two sizeable specialty retailers in the market, notably **GameStop** (in France **Micromania**) the one this thesis will focus on, and **Electronics Boutique** (EB Games).

Epic Games (epicgames.com) and **Digital Extremes** (digitalextremes.com) are the developers behind the *Unreal* series of games. **Atari – formerly Infogrames** – (atari.com) is the publishing partner.

Infinity Ward (infinityward.com) and **Gray Matter Studios** (gmistudios.com) worked with **Activision**, their publishing partner to create new versions of the *Call of Duty* series of games.

The place of Advertising

One of the most compelling areas within enabling services is the video game advertising. Video game advertising can be broken into two segments, in-game product placement and in game advertising, and so called “advergaming”, where the game is itself the advertisement.

In-Game Advertising

Another interesting segment of video game advertising is in-game product placement and in-game advertising. This segment is particularly interesting given that consumers are spending less time watching television and more time playing games, a medium where the consumer’s eyes are always on the screen. This is also a very powerful segment, as game use is dominated by the 18-34 year old demographic, the advertising is about in game product placement with examples like a character wearing a Puma t-shirt or the outfield wall of a football field having advertisements.

The major tool used by developers to advertise their brands is In-game Advertising, as every time you launch a console or a game, logos and brands names will appear, that constitute a high level of visibility for brands.

Maximum

The media measurement giant Nielsen has partnered with Activision (activision.com) allowing Nielsen to take internet-like measurement of in-game ad impressions.

Recent Evolution

Video games is recreational activity, considered to be Fun and entertaining and start to be a lifestyle association : The recent apparition and common use of the work “Geek” linked with Gambling and Video Games addiction. The development of virtual online communities with Massively Multiplayer’s Online (MMO) Games reinforce that new type of “serious gaming”.

Video-Games from its early beginnings has progressed on to an massively leisure activity and also for specific games as an “emergent” sport witch start to be recognized, and people are turning for video-games as a competition, with a “professional recognition” for few of them.

Competition tend to develop both online and in Internet cafes and Gaming centers; also the LAN Party which often takes place in general meeting places or residences

A **LAN party** is a temporary, sometimes spontaneous, gathering of people with computers, between which they establish a local area network (LAN), primarily for the purpose of playing multiplayer computer games. Large ones usually require a fair amount of planning and preparation and is fully considered as an event sponsored by many companies of the video-games and software industry.

In 2007, the world record for the size of a LAN party is 10,445 connected systems, set at DreamHack, in Jönköping, Sweden.

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Conclusion :

Brand awareness is an essential part of all HoE approaches. Dealing with modern societies, it's inevitable for companies to evaluate performance, especially regarding marketing communications to find out whether campaigns have been implemented effectively. Video-games market follows special rules. Integrated marketing communication campaigns targeting this particular niche market have to be implemented carefully and thoughtfully in order to generate cognitive, but also affective, and conative components of the HoE Model, keeping in mind that production and consumption of brands happen simultaneously.

Taking a customer-centric approach and measuring brand awareness is inevitable and need to be done when brand equity (concerned with all three aspects) wants to be evaluated. Brand equity, which can be seen as the perceived value of a brand for its customers is the key success factor in order to reach the modern "gamer".

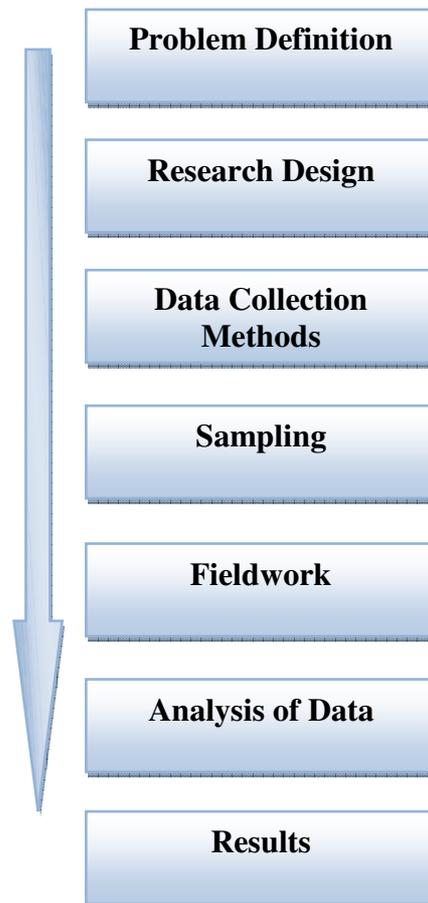
METHODOLOGY

This Chapter is a guideline which helps the reader to understand how the general research problem has been tackled. It describes the methods used to carry out primary research in order to answer the general research questions.

Introduction to Marketing Research

« Market Research is a systematic, objective collection and analysis of data about a particular target market, competition, and/or environment » (Market Research World, 2009)

According to Domegan and Fleming (2003) the Research must be Systematic, Objective, Valid and Reliable. It should follow a process of seven stages for gathering primary and secondary data.



Source : Adapted from Jankowicz, A. Business Research Projects

Research Problem Definition :

Defining the problem involves the identification, clarification and definition of the difficulty. There is a need to gather primary and secondary data. The data has to be processed into information in order to make a problem related decision (Domegan & Fleming, 1999).

This thesis is concerned with brand awareness and brand equity in the video games industry. It aims to investigate :

- What the most know brands are (or owned).
- If there is any regional differences between Ireland and the south of France
- What are the reasons for such differences

Research objectives :

During the last decades video-games use has developed into a massive activity. Nowadays there is a huge demand for games and console. Console are the basic equipment needed to play the games, games are products from different developers. Special retailer's shops are present in almost every city of France, and the games market is one of the largest in the entertainment sector. Advertising around video-games notably in the many shops have increased linked with the development of TV Channels and magazines, such as the high usage of internet. Modern consumers from 6 to 40 all know or have played almost one time in their life a video-game.

The first research objective is thus :

Find out what are the most known brands in the video-games industry are (concerning brand recall and recognition).

Console and games type can be very different according the price, the quality and the content they offer. Every consumer can consider playing a video game

differently, people will consider gaming as a leisure to share with the family and friends, and others will be more likely to play on their own for the content of a game. Every consumer has his own opinion and preferences in terms of gaming, and so they can be more or less influenced and aware by the different brands involving in the market.

The second research objective is thus :

Find out if there is a difference in levels of brand awareness between consumer in Ireland and in the South of France.

Even though the number of participants in video-games usage are increasing world-wide, marketers can choose to serve a niche market more than a mass market. In order to be effective, marketing communication in this market are strongly concentrated on target audiences. As target audiences can be easily reached in video-games shops the third research objective is :

Find out how target audiences receive messages from the video-games industry marketing communication.

Hypothesis :

The hypothesis has to be proven by the three research objectives. It's to prove whether brand awareness levels differs in the video games industry from Ireland to south of France because of the difference of the marketing tools company are using in each country.

Moreover consumers from the two regions have different way of consuming and like different type of contents in games, that can be because of country differences (language...Influence of the US).

Thus the hypothesis is :

“The BRAND equity and awareness in the video games industry is different from Ireland to south of France because of the difference of the marketing tools companies are using in each country and because of “country habits “ differences.”

The target having interest in this subject are :

- Irish and French Youngs Male.
- Consumers of Video Games.

Research Purpose :

The nature of given problem defines the type of research (Ghauri & Grohaug, 2005).

There are Three Main research design strategies which are discussed by theorists :

- Exploratory
- Explanatory
- Descriptive

(Domegan and Fleming, 2003, Kotler et al., 2001)

Explanatory Research Design :

These studies try to find out what affects individual components of a problem and the relationship between them (Wiedersheim-Paul & Eriksson, 2001)

Descriptive Research Design :

Based on the characteristics of a research area and its external environment. Mostly used when the research problem is clear.

This thesis is mostly descriptive as it aims to find out about potential differences in brand awareness and customer behaviour between Ireland and France in the video-games industry. But on another point of view it could be considered as explanatory because one objective is to understand the reason of these differences if there are any. If the data analysis will show that there are no significant differences, this thesis examines why not, and how video-games company achieve consistent brand awareness, even though social circumstances vary significantly between the two investigated regions.

Research Approach :

According to Jankowicz (2000), selecting an appropriate systematic research method enables to convert data into information. Data is raw and not evaluated, therefore meaningless until they are processed into information. Raw Data can be processed into information, when it gets ordered and when unclear data uncertainty are eliminated (as far as possible).

There are two types of research approaches as noted by many writers :

Qualitative Research and Quantitative Research.

(Domegan & Fleming, 2003)

Qualitative Research :

Qualitative research gather much information and examine more variables than qualitative approaches. Furthermore, they allow directing the data collection process and leaving place for variation. Information that can be processed is detailed and contains many aspects that can be usefull. It's a very time consuming and depending on the people which are investigated.

Quantitative Research :

Quantitative research is more controlled and has a strict structure. It's an approach that allows generalizing as a large number of data can be gathered.

Quantitative or Qualitative Research ?

In fact, research practices can be mixed in order to get a deeper and comprehensive view of the research question (Newman & Benz, 1998).

The philosophical aim for the usage of mixed methods is given by Tashakkori and Teddlie (1998) who stress that social science research should use pluralistic approaches to deduce knowledge about a problem.

One method combined with another provides insight into a deeper level of different units of analyse.

The following table show what methods have been used and it explains what in the mixture of both enable to find out.

The basic research is quantitative and some additional qualitative are being used in order to add information and to gain a deeper understanding in the previous result of quantitative research results :

| Quantitative | Qualitative | Mixed Method |
|---|--|--|
| <p><u>Questionnaires</u></p> <p>Collection of data in Dublin (Ireland) and Arles (France, PACA) to generalize from a sample to a population</p> | <p><u>Observation and interview</u></p> <p>Data collection through Observations in two shops and interview with shop owners in Dublin and in Arles to get more information about sales patterns and advertising usage.</p> | <p><u>The plus :</u></p> <p>Allows the learning of customer knowledge regarding brands and purchase habits, moreover retailers way of advertise in shop and opinion about their customers.</p> |

(Adapted from Creswell.)

Questionnaire Benefits and limitations:

A Questionnaire is “a set of questions” designed to generate the data necessary to accomplish the objectives of the research project” (McDaniel and Gates, 2008). Questionnaires can have different forms and are seen as easy and quick to do (Gilbert, 1993). Considering the specific research, benefits of questionnaires are :

- a) Questions are straightforward and Responses can be gathered in a standardized way : data is easier to evaluate.
- b) Only few open questions need to be analyzed the others will be answered by ticking a box, responding is easy for people who will out the questionnaire and it is easily evaluated by the researcher.
- c) By “pre-screening” it can be assured that the right people complete the survey, no waste of resources.
- d) The researcher who submit the questionnaire on real time is available for questions that my occur.

Limitations of questionnaires and the techniques to minimize those disadvantages.

- a) Questions can be misunderstood by the respondents, the researcher have to be here to answer any occurring questions.
- b) Open-ended questions generate large amounts of data and processing these information's can be timely. Only few opened questions are being asked actually only thoses about brand recall must be open-ended.
- c) Answers can be given superficially, as the respondent may not be enthusiastic to participate in a complicated survey. People might not be willing to answer the truth because they don't get the purpose of the survey. By providing a “reward” and explaining the purpose of the survey the risk of superficiality is limited.

In order to get the best from the questionnaire, it has to be ensured that limitations are eliminated or minimized. It's important to design the questionnaire user friendly and to explain the purpose, then to pre-test the questionnaire to re-correct it before final submission

A Focus on techniques to measure brand recall and brand recognition

There are four different techniques suggested by Franzen and Bouwman (2001) to measure brand awareness. In this thesis we will see three of them. Both techniques can be combined by asking respondents for a rated recall.

Measuring spontaneous brand awareness

Measuring spontaneous brand awareness is done by asking people if they know a brand of a certain product category (e.g which video-games brand can you name spontaneously) (Franzen & Bouwman, 2001). This technique only investigates brand recall, as it aims is to find out which brands are strongly associated with a product category without helping respondents. This makes it more difficult for the person asked, because he or she doesn't get any help and has to come up with a brand anchored in his or her mind actively (Esch, 2008).

Measuring TOMA (top of mind awareness)

Investigating brand awareness of long existing and established brands needs another approach, as awareness is nearly as its maximum (Franzen et al. 1999). Therefore, researchers can ask for the brand that can be named FIRST when interviewers are being asked to name a brand of a certain product category (e.g. Please name spontaneously the FIRST FIVE you think of). Using this technique again concentrates on researching brand recall, but more specifically. The aim here is to find out, what the tops-brands are. It can be assumed that TOMA brands are the best positioned ones. (Esch, 2008).

Measuring aided brand awareness

The aided brand awareness technique is a tool to research brand recognition. It measures brand recall using stimulus material such as name, logo, advertisement etc. The interviewers is asked if he can name the brand when he sees the stimulus (e.g. see the the brand list below do you know any of these brands, even if just by name?) (Franzen & Bouwman, 2001).

Using this technique concentrates on retrieving information from the long-term memory and linking them with names.

EMPIRICAL DATA

In order to fulfill the research objectives, a questionnaire has been designed which aims to investigate brand recall and brand recognition in the video-games industry. Moreover it has been asked why people know the brands and how they characterize a good game and how price-sensitive they are. To get a more comprehensive overview, the researcher observed games and brands that are the most sold in video-games shops and talked to shop assistants.

Procedure

The Questionnaire (Appendix A) was given to a total sample size of 60 people. The survey was divided in two parts.

The first part took place during the PxL Lan competition in Arles, south of France where 30 video-games consumers of between 16 and 18, have been asked to fill out the questionnaire. It was done between the 23/02/2010 and the 26/02/2010.

The second part was conducted in March 2010, students were asked if they played video games and if the answer was “yes” they were asked to fill out the questionnaire. At the same time the Questionnaire was available online, using Google documents and has been sent by email and using the social network *facebook* to French as well as Irish video-games consumers, to help gathering data for this research.

Qualitative data was gathered in the “Micromania” store in Arles, France on the 3rd of January 2010, where questions and observations were done to find out which products are sold, and learn more about in-store advertising usage and consumers sales pattern.

In Dublin, the researcher went to “GameStop” St Stephen green Shopping center, on the 5th of March 2010 to observe stocks, media usage and consumers involvement in the shop and conduct a quick interview with a sales assistant.

Findings

All 60 questionnaires were evaluated and analyzed. Detailed results can be found in Appendix C

An oral question asking if people were or not playing video-games was asked to ensure people belong to the target group. This question was the first one in online-version of the questionnaire. Therefore all respondents were male

All respondents are used to play video-games and own a console, aged between 16 and 18 years for 92% of them the others were less than 25.

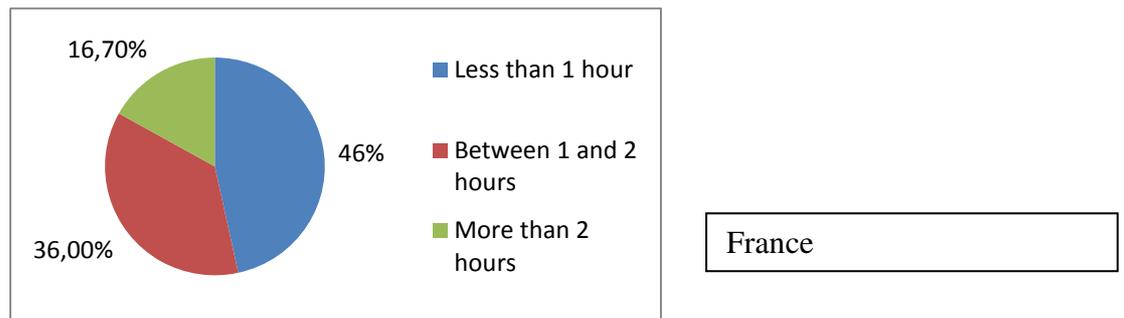
The following chapters discuss the research findings in detail.

Involvement of respondents

Measuring brand awareness among consumers cannot be done without any classification of consumers. The questions that were asked to respondents were classified in 3 parts, the first part with the 2nd question asking for the daily time spent playing videogames as an average, then which type of game and on which console they do play on to find out if there were a possible link.

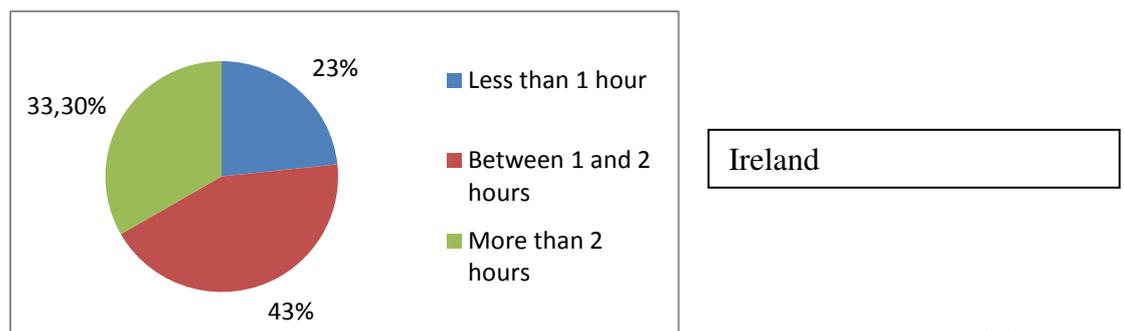
Average Time spend playing.

People in the South of France spend less time playing video-games than irsh.



Approximatively 46per cent spend less than 1hour a day playing video-games, and only 16 per cent say that they play more than 2 hours a day.

In contrast the majority of Irish respondents answered they spend Between 1 and 2 hours (43 per cent of them) or more, 33 per cent admitted to spend more than 2 hours a day playing.

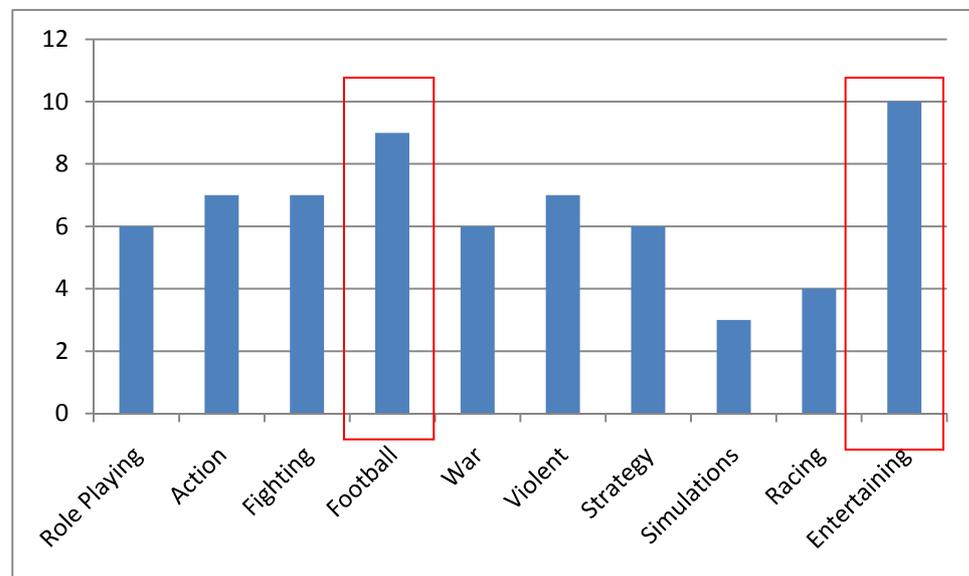


Type of Consumption :

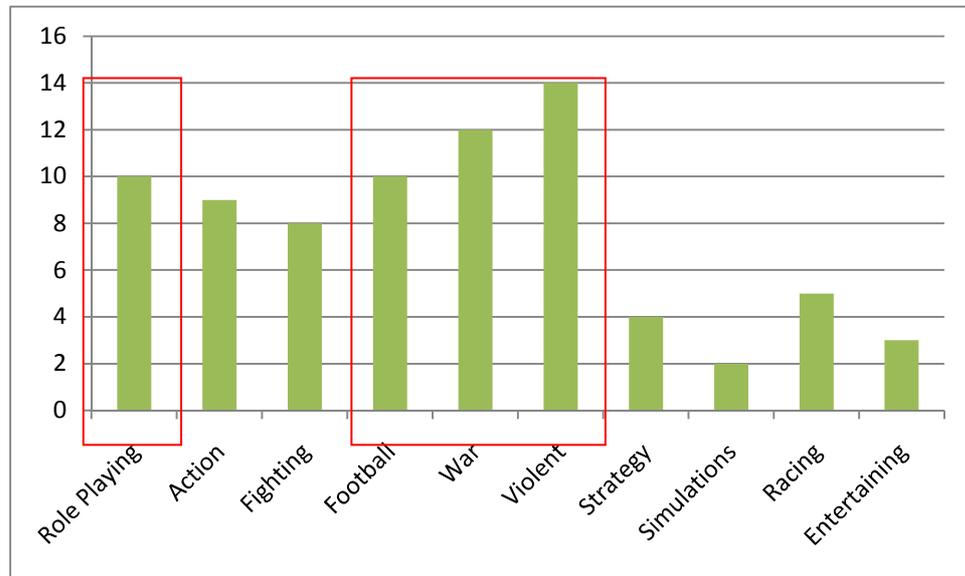
The second question was about the content of game played: The type of game, as it is violent or War games that you play a lot on your own, or “Entertaining games “that are played with friends or relatives. The aim is to link the time spend with a type of game, and find out a link.

In France, the type of game mostly played are “Entertaining”, “Football”, then Action games or Fighting Game.

As most French people spend less time playing that’s a logical result That the type of Game are the ones mostly played with friends or Family as they are made for Multi-players usage.



As most Irish people spend more time playing, the type of game they play are mostly : “Violent”, “War” , “football” and Role playing games. Those types of games are mostly “single player” games, with a long and complicated scenario, which need a lot of time.



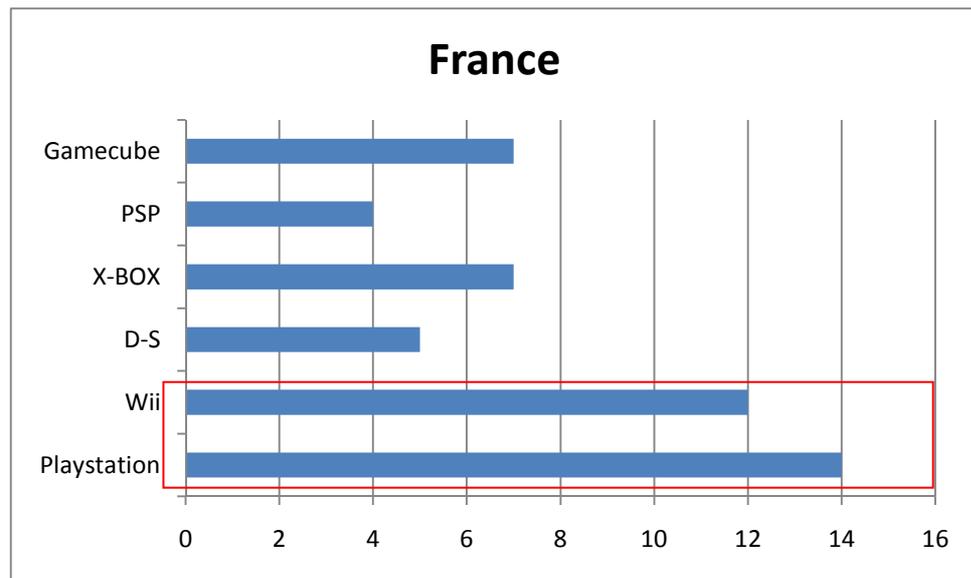
Combining these answers allow to say that Irish people spend more time playing single-players games because of the type of games they like need more time.

On the other hands, French are more likely to be casual gamers and are playing in a different way, multi-players game, with friends and relatives.

This is understandable and can be explained concerning the difference in lifestyle between the two regions, people in the south of France, a “hot weather” are very sociable, and are not used to stay on their own but more to socialize, as the social aspect of life in the south is a very important part of a Teenager life (friends, groups and image among them are very important).

Purchase patterns :

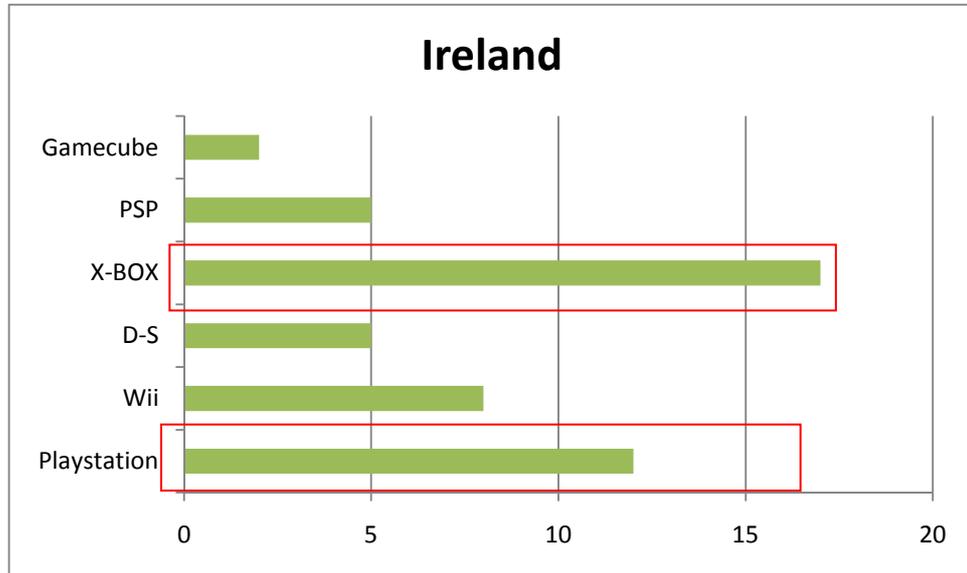
The third question, wanted to find on which console, and a console is directly linked to a type of game and a brand do the respondents play that games, in addition an open-ended question was added to get more detail and a better understanding of why such a choice, helping to find the Characteristics of Gamers of each country.



The most owned consoles in France are Sony : Playstation, and Nintendo Wii, then Nintendo : GameCube.

Those results are logical as both Wii and GameCube console offer games that are mostly multi-players one. Playstation is the console that has been made for the usage of Football games and action games.

In Ireland, the most owned consoles are Microsoft : X-Box, then Sony : Playstation . Directly linked to the last question result, the type of Game influence in the console choice : The Microsoft : X-Box and Playstation offer a range of both War football, and Violent Games.



Again, Combining these answers allow to say that between the South of France and Ireland Video-games have a difference in terms of Games played (content) ,and time spend which could be logically explained by cultural differences. Console and games type can be very different according the content they offer. Every consumer can consider playing a video game differently, as proved people from the south of France will consider gaming as a leisure to share with the family and friends, while Irish will be more likely to play on their own for the content of an action game.

To find out in more details a reason for those differences, people were asked in an open-ended question to justify their choice in the console they had bought, as the question was open-ended the respondents have to come up with their own opinion.

Characteristics of Video-Games and Consumers involvement.

The given answer were quite different between the two regions :

| | Reason for the Choice of Console (n=60; in %) | |
|--|--|---------|
| | France | Ireland |
| Gameplay | 49 | 87 |
| Graphics | 63 | 39 |
| Games developed | 82 | 92 |
| Price | 13 | 22 |
| For One special Game (mostly PES a football game) | 12 | 0 |
| Advantage : Internet / Storage / Blue-ray | 17 | 7 |
| I didn't choose (A present) | 3 | 0 |

Respondents in their choice of console are the most concerned in the type of games developed, with 82 per cent of the French and 92 per cent of the Irish people.

The Gameplay which correspond to the design, the size of the console and the pads and joystick (what you use to play) was on reason for choosing a console only for 39 per cent of the French, while Irish seems to take care of that point with 87 per cent justifying their choice of console because of the gameplay.

63 per cent of the French were influenced by the quality of the Graphics allowed by the console when they had to make their choice, while only 39 per cent of Irish take care of that point.

Price is not the main factor in the purchase decision with only 13 per cent of French sensible and 22 per cent of Irish.

Finally, French are more influenced by the special characteristics such as possibility to connect on the internet, the storage capacity or blue-ray option (blue-ray are High Quality DVDs that are read by Playstation 3).

To be able to characterize video-games and its consumers, the author included another open-ended questions.

A picture of a gamer and asked respondents to say what characteristics they attach to a “good-game” As the question was open-ended, the respondents have to come up with their own ideas.

| Characteristic of a good game (n=60; in %) | | |
|---|--------|---------|
| | France | Ireland |
| Fun, Entertaining | 74 | 84 |
| Gameplay, scenario | 72 | 94 |
| Graphics | 80 | 91 |
| Easy to use / stable | 35 | 42 |
| Price | 17 | 7 |
| Music | 3 | 0 |

The given answers were quite similar in both regions.

The most answered attributes had to do with the content and the quality of playing (Fun, entertaining, good game play, general feeling and good scenarios).

People from both begins mentioned the capacity to run easily and the stability.

Irish mentioned the graphics quality and the importance of a good developed background story more often than French.

The minority of response mentioned the Price.

Again, Combining these answers allow to say that consumers from both regions are aware and very specific in their choice of console, and they are mostly influenced by the usage they are going to have with and so the products (games) they will be able to use. Irish are more likely to buy “pure gaming-console” while again French are taking care of the social aspect (possibility to watch Blue-Ray, and use internet) when purchasing a console. In both case. The type of games they want to play will mostly determine their choice, so purchase patterns seems to be very influenced by social factors, as Every consumer can consider playing a video game differently, as proved by all the previous answers, people from the south of France will consider gaming as a leisure to share with the family and friends, while Irish will be more likely to play on their own for the content of an action game.

General Awareness :

Brand recall

The aim of those previous questions was to find out a difference in consuming between the people of each country linked to country social differences, apparently there is a difference in terms of consumer approach and feelings with Games console between the two regions.

Regarding General brand awareness, logically they should be some. As most French people spend less time playing their level of awareness should be lower than those who play more, the Irish.

In the Questionnaire, people were asked to name spontaneously the brands they associate with video-games. The results are surprising, as there can be a clear dominance of the main actors: Sony, Nintendo and Microsoft, there occurred differences between the two regions for the others brands.

The following Table shows the responses that have been given in an ordered way, so it evaluates top of mind brand recall and general brand recall simultaneously.

| Brands directly associated (Top / general recall) (n=60; in %) | | |
|---|--------|---------|
| | France | Ireland |
| Sony | 100 | 96 |
| Nintendo | 94 | 100 |
| Microsoft | 75 | 80 |
| EA Games | 23 | 56 |
| Ubisoft | 10 | 37 |
| Rockstar Games | 7 | 26 |
| Atari / Infograms | 0 | 6 |
| Activision | 7 | 23 |
| Criterion Games | 0 | 0 |
| Valve | 0 | 13 |
| Mindscape | 0 | 6 |
| RedOctane / MTV Games | 0 | 6 |

In both regions, Nintendo and Sony were the top brands associated with Video-games, Nearly all the respondents were able to retrieve it from their memory and named them first. Microsoft is also in both regions one of the top associated brand. There is no surprise as the Three brands are world-leading Console producers and the key players in video-games industry for a long time.

Surprisingly, 56% of the Irish respondents named directly EA Games while only 23% of the French predominantly named it.

Generally, Irish were used to name a lot of Brands more directly than the French. Ubisoft, Rock star Games and Activision were named predominantly by Irish.

Here due to the significant numbers of recall in Ireland compared to France Those three brands show a strong positioning and establishment as being named for brand recall, in the long term memory of Irish customers.

The huge gap in numbers of brand recall between Ireland and the south of France has to be explaining further.

The question is :

Why these brands are so well known in Ireland but not in France ? Does this relate to different involvement with products or different exposure to marketing communication or both ?

According Chapter on the type of consumption , as the Irish are playing more often than French and are more likely to be involving with violent and war games, that could explain the difference as EA Games, Rockstar Games and Ubisoft are developers of most famous War-games titles.

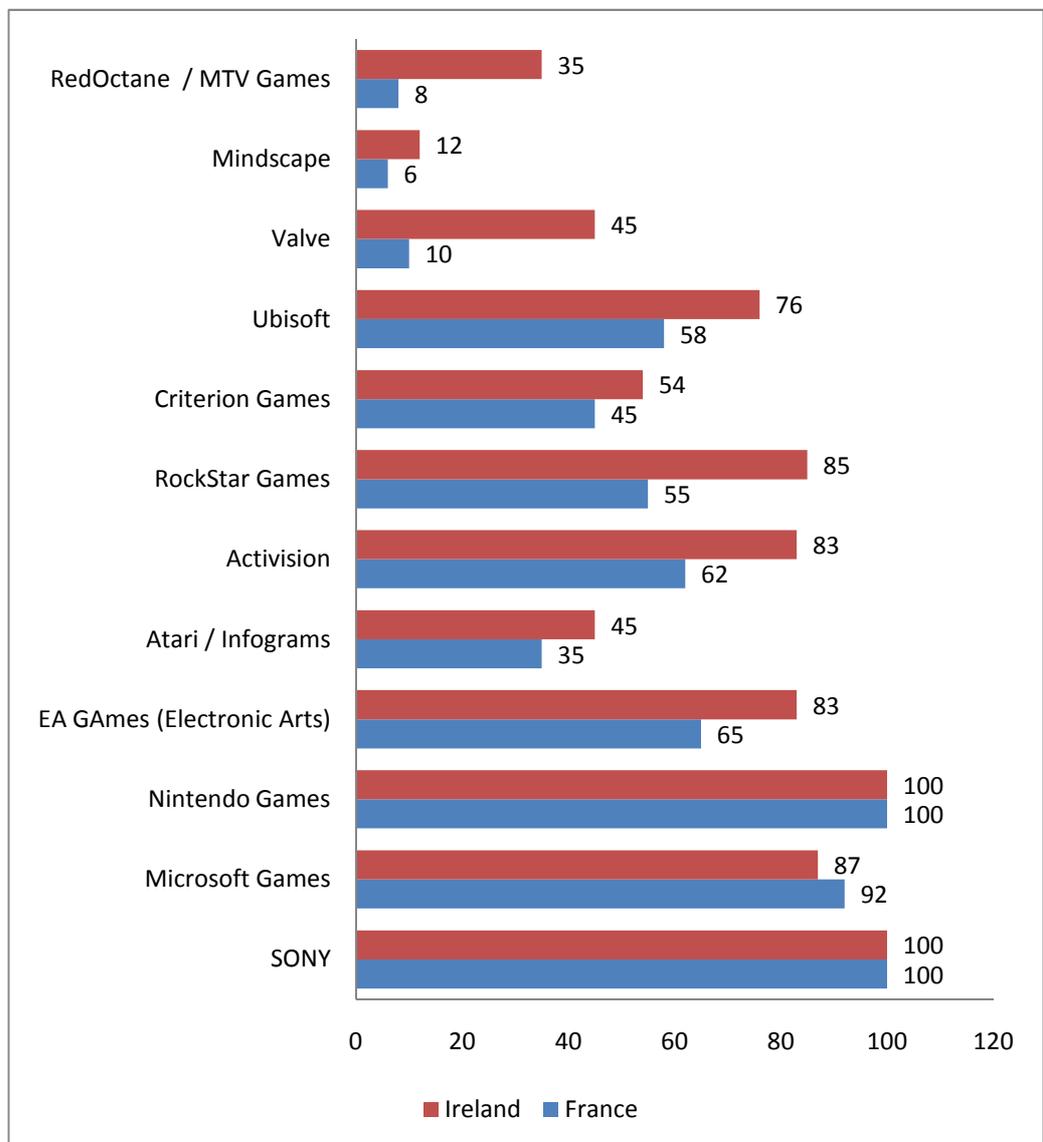
Concerning the influence of Marketing Communication, The chapter about Marketing communication will deal with that issue.

Brand Recognition

Different results have been deducted concerning brand recognition of Video-games brands, where prospects have to choose out of a list of brands.

The next question in the questionnaire asked to tick all brands respondents know, even if just by the name. Obviously more brands have been recognized than recalled as it's easier to recognize rather than recall a brand due to the cues that are given (here a list of brands).

The following Diagram shows what the 60 surveyed people answered (in %).



The most recognized brands in the video-games industry are Sony and Nintendo with 100% in both regions. After examining Brand recall that is not remarkable that those two brands holds the First rank in brand recognition, it's the same for Microsoft which suffer from a few less awareness, mainly because it's not an exclusive video-games brand but most of the time linked with computers and software which is Microsoft Corporation main activity.

However many others brands scored high respond rates for this question. Three Brands achieved recognition of over 83 per cent (EA Games, Activision, Rockstar Games) in Ireland. In France they have been recognized by an average of 50 per cent of the respondents. . However they all position themselves as key players in this industry and produce and have produced successful series of games.

In Ireland The Rock Star Games brand has been named as often as Microsoft because of the huge success (initially in the united states) of The series of Violent Games Grand Theft Auto; In France that brand is one of the most recognized as well and certainly linked to the huge advertising campaign that has been made for that game in both countries, but as Dublin is a Capital city, “gamers” were more exposed to advertising.

The next block of recognized brands comprises MTV / Criterion Games / Atari , recognition rates lie between 35 and 45 in Ireland .

The surprising element in the brand recognition research is the difference in ranking of Valve, 45 per cent of Irish know this brand while only 10 per cent of the French. Valve games (American company developer) have been developed in both countries, but is not as well established in the French market than in the Irish one.

The result of the brand recognition investigation underlines the dominance of brands that are directly linked to a type of video-games, In Ireland, These brands (RockStar Games, Ubisoft, EA Games) produce games mostly for single players on X-box and Playstation Console. In France consumers seems to have a lower level of awareness concerning the brands of video-games, they can recognize the Key actors, but concerning smaller developers results can vary and be quite low.

How marketing communication affect brand awareness :

Brand awareness can be influenced by marketing communications, as it enhances cognitive components (sometimes in combination with conative and/or affective ones, but we ignore them in that thesis). Most Companies use advertising in order to build or increase awareness.

One of the questions examines, what tools of the marketing communication mix influence video-games consumers.

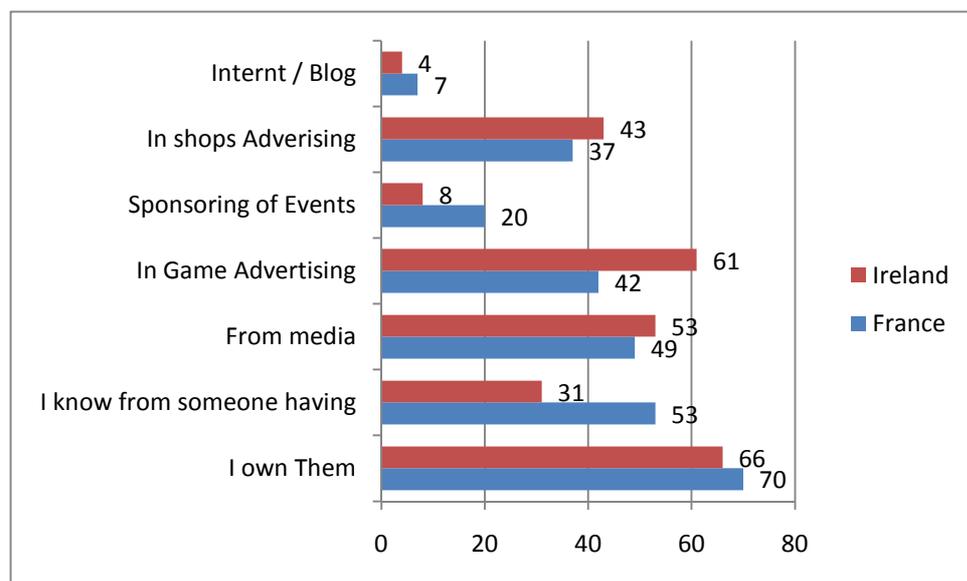


Figure below shows that the dominant communication tools for respondents from Ireland are Media: In game advertising, In shops advertising and then ownership or someone having, The two last mentioned are not marketing communication tools but an external influence factor. Media (advertising and PR) influences slightly above 50 per cent of respondents from that region. Approximately 40 per cent get aware by in shops advertising, which mean they go to retailers to get informed.

In contrast to Ireland, the respondents from the south of France know the brands mostly because someone else owns the games (53 %) or because they own the product (70 %). The next big influence is Media and In store advertising, then come in game advertising, which means than French don't take care of In-game Logos and brand-names placement as Irish do.

Sponsorship of events is also a big influence in the South of France compared to Ireland, as online competition is quite developed in this region. (The biggest *Lan Party of the south region* (see Theories part), takes place in Arles, the city where the survey has been done, and they advertise using local radio which could explain such a high level of awareness.

Not surprisingly The In-store advertising influence is higher in Ireland, as in the city of Dublin the number of video-games retailer is bigger.

The answer to that question show that people from Ireland are more aware of marketing communication than the French, which are more influenced by their ownership or their friends. Furthermore Irish answer stronger of different type of marketing tools such as in-game advertising excepted the Sponsorship of events that could be explained because of the low usage of that type of tool for that activity generally, and lesser in Ireland.

General usage of Product :

As stated before, respondent from Ireland respond more to be sensitive with content and scenario quality of a single-game they are used to play a lot, and so they know good brands, than French, which are more interested in entertaining multi-player games played with relatives less often.

Two additional questions regarding the involvement with the products has been added :

How price sensitive are people with a game, that means the price is or not a strong argument in the choice of a game, or it is more the content.

And if people were used to sell back their old games, how do they consider a game , something you use to have fun and then you throw away and have fun with another one, or something valuable that you want to keep and play for a long time.

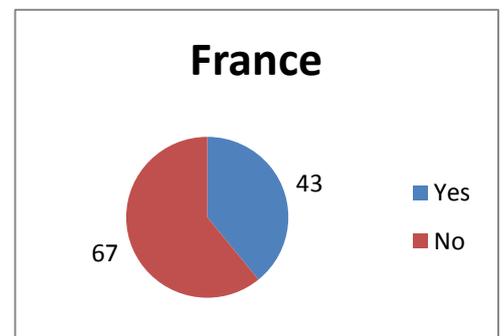
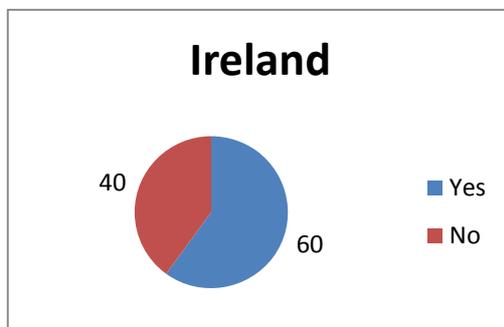
These questions can be related again to the Type of game, as Multi-players game usually are owned a longer time because you play with friends so it keeps the game entraining and fun, while single-player games, with one scenario, when they have been done, won't bring any entertaining other aspect, so the common usage is to sell and buy back a new one.

Considering Price sensitive as an average , 37 % of the French have seemed no to be Sensitive and 63% very sensitive. While in Ireland It's about 50 % to consider themselves are price sensitive and 50 % not.

Those results show neither a real tendency nor a difference in the two investigated regions, about the price of games.

Most people have answered that the quality justify the price of games, but they are mostly quite expensive.

According the question about selling back old games, the results were the followings:



French people are more likely to keep their games, while Irish will sell them. This result can be explained mostly by the results of the previous question about video-game type played, as Multi-players game mostly played by French ,usually are owned a longer time because you play with friends so it keeps the game entraining and fun, while single-player games mostly played by Irish, with one scenario, when they have been done, won't bring any entertaining other aspect.

However, the researcher would have expected this tendency to be more developed, as in both regions; the possibility to sell back games is huge as every retailer offer to buy back old games.

An additional question to find, why people if they sell back their games why was it for, showed that in both regions the main and very answered reason is to buy again new games which are considered to be expensive.

Results show that some brands are valued, as a huge number of respondents answered that there are some games they would never sell.

Observation and Conversation results

(Detailed Interview in Appendix B)

In order to support findings of the questionnaire, the author went to two stores, one in each investigated region that sell video-games products.

In the capital city of Dublin more retailers can be found than in the South of France (city of Arles) as Dublin is bigger. Those stores specialized only sell video-games products in France while in Dublin in some stores it's possible to find Movies as in the GameStop shop observed.

There are no major differences between South of France stores and Irish ones, in term of stocks and product sold, the games and the brands are almost the same, some products are available in Ireland earlier than in France so advertising order are following. It's the same organization, as a new game is released, special Ends and Point Of Sale Advertising (POS-A) with that game will be in the store for an average 2 weeks, most on screen- videos are for future games.

Concerning products presentation on the shelves, again no major differences, both stores seems to be full of empty boxes of games and console showing pictures of the product sold, both are using empty boxes to maximize the visual appeal and, in order to reduce thievery.

The size of both shops GameStop and Micromania are quite like the same, as they are specialist video-games retailers, on the floor there are at least 2 general sales assistant to help customers.

According In-store advertising, the policy is again quite the same, advertising posters and movies clips are re-newed weekly as an average. In both store loud music is playing, the choice of the song are made by managers of the store and are usually latest hits.

Those shops have both a good ambiance and friendly because of the music, the huge amount of animated screens and TVs, and the friendly and smiley staff members.

In the Irish shops only, Sample of console, to try for free with new games are available for customers who want to test them. As observation shown that's Mostly young's who used that.

Both those shops are rarely empty, as a lot of people come in checking for reduced games or having a quick look and leave.

Both retailers in each country have their special free magazine relating last releases and special offers : "GameStop Mag" and "Micromania Mag", but in France that magazine is not very used by consumers, according the shop manager, while in Dublin it's almost always out of stock.

The main differences will be in the type of customer involving in the shops, in both they seems to consider them are 3 main customers :

Youngs (less than 14) who comes to the shop with their parents, a lot of them in France while in the store of Dublin only few have been observed.

Teenagers : Some of them come just to have a look, try the sample console and get informed about new games, or a relooking for recommendations from the staff . A lot of them in Ireland, while in France teenagers are more likely to know what they want and directly buy the game.

Older (25 +), who are used to quickly come in the shop, buy a game or roder-it or get a special information.

However, concerning the sales tendency some differences have been pointed out, in Ireland shops offer the possibility to pre-order a game and quite a lot of customers done it, and the advertising about this tendency. While in France, the possibility exists as well but customers are not really used to do it and prefer to wait and get the game directly from the shelves.

The GameStop DVD section seems not to b successful and its size has been reduced according the sales assistant.

Both of those shops are conceived for consuming, it's hard not to be attracted by one of the many advertising all over the shops, the huge choice of both new and old cheapest games or console will encourage customers and influence affective and conative responses, throw the purchase decision stages.

Summary of the primary data research and Recommendations.

The primary data research proved the research hypothesis. Video-games consumers in both regions are involving differently in this leisure and they are influenced differently by marketing communication messages.

Consumers from Ireland will be more likely to play on their own for the content of an action game and so are more involved and more receptive from communication messages. This is because the city investigated was the Capital city of Ireland so there is a high exposure, and generally because of the place that video-games take in a teenager life as the survey proved than Irish play more than French. In the south of France, as proved people will consider gaming as a leisure to share with the family and friends, video-games are played but less time, according that cultural difference such as native language, the lower level of exposure (south of France, and the city of Arles is not a Capital) they don't recognize the main communication tool of gaming companies (In game advertising and Media advertising..) as strongly as people from Ireland.

Furthermore brand awareness levels differs, even though the most know band are the same in both regions concerning world- leading companies, more people in Ireland know about other Games brands. The French consumer concentrates on leading brands and is influenced by the other gamers more than by the actual communication tools developed by companies.

There is a visible difference in consumption concerning the general involvement with video games, the time spends but mostly the type of games played (products) are very different. It's possible to conclude that both are consumers, but video-games don't take such in important place in French minds consumers as it is established in Irish minds.

Therefore, companies should implement new ways of communication in order to achieve consistent levels of brand awareness in different regions.

Especially in France, different communication tools are needed as the current ones are not perceived effectively. To avoid waste of resources, the expansion of direct marketing more oriented for the south of France region, according what they consume.

Limitations and further research

Limitations of this thesis are related to the restricted scope. Only 30 people answered the questionnaire in only two regions.

Furthermore, two stores have been observed and only one conversation has been recorded. All respondents were video-games consumers: “gamers”. It would be interesting to see how relatives such as parents of players see that activity.

A limited previously selected range of Brands have been chosen by the author, almost famous and successful ones but it’s only an exhaustive list.

Therefore, the information can indicate most known brands and brand awareness levels, it can show how “gamers” get formations about brands and how they involve with products but it doesn’t allow generalizing.

Further research may be conducted in other regions, investigating in Paris the capital city of France must show different result or using others brands.

Additionally, examining the other two components of the HoE model would be a good next step to investigate brand awareness in this industry.

Conclusion

The Video-games industry and its customers can be described as a essential part of modern entertainment activities, in with different levels of involvement transfer attributes through products using brands. It was possible to find out that the most known brands in the industry are the world-wide market leaders and the same in both investigated regions.

However different levels of involvement linked with “regions“ cultural aspect and exposure to marketing communications lead to different levels of brand awareness. Especially concerning Brand recognition.

In Ireland the most recognized brands were those that were mostly used as in France, but with a lower level of recognition.

The south of France “gamers” are not as aware of communication messages (such as in-game advertisement) as people from Ireland. They respond more to external influences such as friends that own products.

To reach target audiences world-wide, marketing communications have to be adapted so that a optimal reach can be achieved.

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Appendix

Appendix A)

QUESTIONNAIRE on brand awareness in the video-games industry, focusing on Console Games.

Dear Sir/Madam.

This questionnaire was designed in order to get information's for a scientific thesis in Brand awareness, I have to do as a part of my 3rd year Bachelor at the Dublin Business School.

I can assure you that the data will be handled with discretion and will not be forwarded to any organization.

Thanks in advance for your participation.

1. Do you play Console Video Games and do you have a console at home ?

Yes

No (Please do not answer)

Part 1

2. How many time do you spend playing ?

Less than 1 hour a Day

Between 1 and 2 hours a day

More than 2 hours a Day

3. Which type of game do you play ?

Action

Strategy

Role Playing

Simulations

Racing

Football

War

Fighting (Tekken...)

Entertaining (Guitar Heroes...)

Violent (GTA...)

Other _____

4. On which console game do you play that games ?

- Playstation
- Wii
- XBOX
- Gamecube
- PSP
- D-S

5. Please explain why ?

Part 2

**6. Which brands do you pronominally associate with video-games ?
Please write them down spontaneously.**

| | |
|---------|---------|
| _____ . | _____ . |
| _____ . | _____ . |
| _____ . | _____ . |
| _____ . | _____ . |

7. Why do you associate theses brands with video-games ?

- I own them
- I know someone having
- I know this from media
- Sponsoring of events
- Direct Mail (Newsletter/ On a blog/ Social network)
- In-game advertising
- In store advertising

8. Now have a look at the brand list below. Please mark all brands you know or at least have heard

- | | | |
|----------------------------|------------------|------------------------|
| Sony | Atari / Infogram | Ubisoft |
| Microsoft Games | Activision | Valve |
| Nintendo | RockStar Games | Mindscape |
| EA Games (Electronic Arts) | Criterion Games | RedOctane MTV Games |

Part3 : Consuming characteristics.

9. What are the Characteristics of a good game for you ?

| | |
|---|-------|
| _____ | _____ |
|  | |
| _____ | _____ |

10. Are you used to sell back your old games ?

Yes

No

If yes, please Explain why:

11. How price sensitive are you ?

1 to 5

1 (Very sensitive) 5 (don't care of the price)

Part 4

12. How old are you ?

13 to 16

16 to 18

18 to 25

25 to 30

30 and more.

13. In which city do you live ?

Thanks you !

Appendix B)

Interview with a shop manager “Micromania” store in Arles, France.

03/01/2010

Author: Hi, my name is Hugues. Currently I am writing a Bachelor thesis according my Marketing Bachelor course, I would like to ask you, if you have time, some questions concerning your clients, their profile and purchase habits & patterns, and your most successful brands and the shop advertising policy.

Shop assistant: Sure, what are your questions?

A: How would you define your customers, I mean what kind of people used to shop here?

S.A: We have all kind of people here, but most of them are teenagers I would say of between 15 – 25, there are also “kids” if I could say who comes with their parents, and finally oldest people of 30 / 40 years old but it’s more rare. Both boys and girls but I would say that we have mostly boys.

A: What are those people looking for?

SA: Well, some just look around and leave after a few minutes. Then there are people who comes with a specific concern, they want to order a game, are looking for a special one or want information about, and others, I’ll said most of the teenagers will ask us for recommendations about such or such a game.

A: Do they actively ask for brands ?

SA: Yes, they do, but not really actively, they will ask when the next episode of such or such a game will be available and if it is they will ask us if it’s good. For example, we can have questions like when does EA games are going to launch the next Call of Duty ? Have you seen any video or picture of it and does it seems good ?

A: That’s interesting, would you say that you have most of the people like that ?

SA: A great majority yes, because they are teenagers, with younger clients most of the times that’s parents who ask us if the content of the game is not violent, there is something intresting with the kids between 6 and 10, you know, they don’t know how to read, so we can’t sell them too complicated games, however when they see the logo 3+ concerning the age, they consider that the game is for baby and don’t want to buy it unless it’s a very good one and the age means that the content is not violent. You need to know also that we are allowed to sell a game to someone who is under the age limit.

A: All right, concerning Advertisement usage, could you explain me how does that work in your shops, I can see many ads.

SA: Yeah, Micromania Policy about in-store advertising is quite strong, We have 8 medium TVs and two more LCD screens in the shop, showing all the day Games advertisement, made by Developers. In addition we have to change the store Posters, and Prints every Week, we received directly all the content from the Micromania head-management, and we have only one day to put it in place.

A: According the shelves, how many space do you have for each brand / console ?

SA: The shop is divided in 7 parts,

- ☉ Wii section, with new available games and best-sellers
- ☉ Playstation 3 section, with new available games and best-sellers
- ☉ X-BOX with new available games and best-sellers, and a trial-console.

That three are about 75% of the shop space, Then you will have :

- ☉ PSP / DS (portable console) with new available games and best-sellers.
- ☉ Games for others oldest console : Playstation2 / GameCube...
- ☉ Used Games section, only with used game the shop have buy back and is now selling again.
- ☉ Computer games, a very small section with new games and best sellers.

Every shop manager can choose to organize his shop sections, but in most of Micromania it's like that because the most succesfull sections are the biggest.

A: It seems to be very organized, would you consider that you are selling a lot ?

SA: Yes definitely, Micromania Policy about store are huge, we have to respect rules and to change the advertising, I would say that for this Christmas period we were busy and we run out of stocks in a lot of games.

A: Allright, so I let you do your work thanks a lot.

APPEDIX C : Questionnaire Results (synthesises of Online and Offline versions)

| | |
|-----------------------|--------|
| Less than 1 hour | 46% |
| Between 1 and 2 hours | 36,00% |
| More than 2 hours | 16,70% |

| | |
|-----------------------|--------|
| Less than 1 hour | 23% |
| Between 1 and 2 hours | 43% |
| More than 2 hours | 33,30% |

Type of Game Played

| | | | |
|---------------------|----|----------------------|----|
| Role Playing FRANCE | 6 | Role Playing IRELAND | 10 |
| Action | 7 | Action | 9 |
| Fighting | 7 | Fighting | 8 |
| Football | 9 | Football | 10 |
| War | 6 | War | 12 |
| Violent | 7 | Violent | 14 |
| Strategy | 6 | Strategy | 4 |
| Simulations | 3 | Simulations | 2 |
| Racing | 4 | Racing | 5 |
| Entertaining | 10 | Entertaining | 3 |

Consoles owned:

| | |
|--------------------|----|
| Playstation FRANCE | 14 |
| Wii | 12 |
| D-S | 5 |
| X-BOX | 7 |
| PSP | 4 |
| Gamecube | 7 |

| | |
|---------------------|----|
| Playstation IRELAND | 12 |
| Wii | 8 |
| D-S | 5 |
| X-BOX | 17 |
| PSP | 5 |
| Gamecube | 2 |

Reason of console Choice :

| | Reason of the Choice of Console (n=60; in %) | |
|-----------------------------|--|---------|
| | France | Ireland |
| Gameplay | 49 | 64 |
| Graphics | 63 | 59 |
| Games developped | 80 | 72 |
| Price | 13 | 22 |
| One special Game (PES) | 12 | 10 |
| Free Internet | 17 | 7 |
| I didn't choose (A present) | 3 | 0 |

Reason for choosing a game :

| | France | Ireland |
|----------------------------|--------|---------|
| I own Them | 70 | 66 |
| I know from someone having | 53 | 31 |
| From media | 49 | 53 |
| In Game Advertising | 42 | 61 |
| Sponsoring of Events | 20 | 8 |
| In shops Advertising | 37 | 43 |
| Internt / Blog | 7 | 4 |

Brand Recall

| Brand s directly asociated Top of Mind Awareness (n=60; in %) | | |
|---|--------|---------|
| | France | Ireland |
| Sony | 82 | 82 |
| Nintendo | 93 | 97 |
| Microsoft | 75 | 92 |
| EA Games | 15 | 45 |
| Ubisoft | 10 | 37 |
| Rockstar Games | 7 | 28 |
| Atari / Infograms | 0 | 12 |
| Activision | 7 | 23 |
| Criterion Games | 0 | 7 |
| Valve | 0 | 13 |
| Mindscape | 0 | 4 |
| RedOctane / MTV Games | 0 | 24 |

Brand recognition France :

| | |
|----------------------------|-----|
| SONY | 100 |
| Microsoft Games | 92 |
| Nintendo Games | 100 |
| EA GAMES (Electronic Arts) | 65 |
| Atari / Infograms | 35 |
| Activision | 62 |
| RockStar Games | 55 |
| Criterion Games | 45 |
| Ubisoft | 58 |
| Valve | 10 |
| Mindscape | 6 |
| RedOctane / MTV Games | 8 |

Brand recognition : Ireland

| | |
|----------------------------|-----|
| SONY | 100 |
| Microsoft Games | 87 |
| Nintendo Games | 100 |
| EA GAMES (Electronic Arts) | 83 |
| Atari / Infograms | 45 |
| Activision | 83 |
| RockStar Games | 85 |
| Criterion Games | 54 |
| Ubisoft | 76 |
| Valve | 45 |
| Mindscape | 12 |
| RedOctane / MTV Games | 35 |

| People selling back their old Games : | |
|---------------------------------------|--------|
| | France |
| Yes | 43 |
| No | 67 |

| People selling back their old Games : | |
|---------------------------------------|---------|
| | Ireland |
| Yes | 60 |
| No | 40 |

Main reason : To buy New ones, which are too expensive.