The Effect of Placement Advertising on Gamers' Behavior Intention in Social Network Games

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ABSTRACT

In recent years, social network games (SNG) as the free patterns are available to the players. In order to survive, advertising has become the game suppliers' main source of profit. SNG placement advertising has its benefits, but also very easily leads the players' negative perceptions even stop playing. This study combined with the theory of planned behavior and its further study for resistance patterns, and developed "perceived unfair", "negative word-of-mouth" and "value obstacles" as three exogenous factors as SNG gamers' resist behavior patterns. Then we set four experimentations as tool, feedback, target and directly placement of advertising on SNG players and found out the differences between the four types of resist behavior effect. In this study, Likert seven-scale assessment was used to collect totally 724 valid questionnaires and we applied Structural Equation modeling to get the results. Analysis shows that "perceived unfair", "negative word-of-mouth" and "value obstacles" are the three exogenous factors which can effectively explain why social network gamers resist behavior. And "perceived unfair" is the greatest impact factor. The study also used MANOVA and found that the four advertising placement will be on gamers' intention to resist and the degree of significant difference, in which the target placement caused the gamers resist intention the minimum, and the tool placement caused the maximum. So when the game makers to introduce product placement advertising. In addition to advertising effectiveness considerations, we recommend that the game makers had better use the target insertion to reduce the negative effects of advertising.

Keywords : Social Network Games, Product Placement, Theory of Planned Behavior, Resist Behavioral Intentions

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