

IN-GAME PROMOTIONS AND THEIR EFFECTS ON SPORTING EVENT ATTENDEES: A LOOK AT BRAND AWARENESS AND PURCHASE BEHAVIOR

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ABSTRACT

In today's world of DVR and ad blockers, advertisers struggle to capture the full attention of their audiences. Advertisers are forced to break out of the norm in order to communicate their messages. Sporting events have become a great avenue for advertisers. This study looks at which form of in-game promotions are most effective, in terms of brand awareness and purchase behavior. The forms of in-game advertising were separated into three categories: on-screen, live action, and constant. Surveys were administered at two University of Missouri Men's basketball games, in which participants were asked questions about various brands that were advertised at the game, as well as questions regarding their need for cognition, or their tendency to engage in and enjoy thinking. This study determined that brands that advertise with on-screen and live action promotions are recalled almost 25 percent of the time more than those who advertise with constant promotions. Conversely, constant promotions yielded the more favorable purchase behavior. Both advertisers and sports teams can benefit from the information included in this study. By having a better understanding of which types of promotions yield which results, advertisers can more effectively communicate their message to their audience. Sports teams will have more leverage in negotiations with advertisers by gaining knowledge of which forms of promotions are most effective with different types of thinkers.