



Mobile Games Impact on Food Marketing Towards Gen-Z

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Abstract. The rising use of co-branding strategy to expand the business has given rise to various phenomena. The latest phenomenon that emerged as a result of using this strategy is when McDonald executed this strategy and made their global sales beat Wall Street expectations of 39, 81%, according to analysts. This research aims to analyze the impact of the co-branding strategy in food marketing by collaborating with a mobile game for generation z. This research was descriptive, and the purposive sampling technique was used as a sampling method using questionnaires distributed to 50 respondents from generation z aged 15 – 25 years old who play mobile games and have purchased products from a company that conducted a co-branding strategy before the company released co-branded products. T-test, F-test, and simple linear regression were used to test the research model. The results of this study have implications for marketing professionals and add to the body of knowledge on food marketing. The results demonstrate game repetition's favorable and considerable impact on brand attitudes and purchase intentions. Other factors that are not explained in this study influenced the rest.

Keywords: Mobile games · Brand Attitude · Purchase Intention · Food marketing · Generation Z

1 Introduction

Technology's rapid growth impacts company behavior, including marketing activities [1]. Various digital media were used as marketing tools, and the most famous media is social media [2]. However, social media and games are now being looked at as promotional media by several companies [3–5]. Games are considered attractive marketing tools because a potential customer will play the games more than once, and the repetition of the game positively impacts purchase intention and brand attitude [3].

The advantage of using games in a marketing strategy can be implemented in various industries, and the food industry is one of the industries that use this strategy [3]. The current technology changes the form of games to be handier and is closely related to mobile phones [6], which Generation Z loves.

Living in an all-digital environment provides us various conveniences for accessing various things and events just for playing games. In recent years, the interest of game makers and players have changed from traditional gaming (e.g., console and PC) to

mobile gaming (e.g., smartphones and tablet) 7. This increases the popularity of mobile games, which are expected to earn \$95.4 billion in sales in 2022 with a compound annual growth rate of + 11.3% and dominate nearly half of the games market, around 49% (Newzoo, Global games market report, 2019). According to Statista, the number of mobile games players in Indonesia reached 54, 7 million players in 2020, and this figure shows how big the mobile games market is. Then this phenomenon is seen as a chance to enlarge market share.

A report from Indonesia's online news portal, Kumparan, tells that a fast-food company named Richeese Factory is using the phenomenon of mobile games as a marketing strategy. It collaborates with one of the popular mobile games, Mobile Legends: Bang Bang, by releasing new products with Mobile Legends: Bang Bang merchandise in one set menu. Based on data from top brand awards, Richeese Factory's rank is the lowest compared to its competitors such as KFC, Mc Donald's, Hoka-Hoka Bento, and A&W, and Its position is at the bottom of the fast food industry from 2018 – 2021. Meanwhile, Mobile Legends: Bang Bang ranks first as Indonesia's most popular mobile game based on monthly active users, according to We are Social & Hootsuite (Januari, 2021). The use of games for product and service marketing has been widely studied and gained attention, and the study found that games have a significant impact on marketing, especially on food products [4, 5].

A leader in the mobile data analytics market, App Annie conducted special research on Generation Z and revealed that 98% of Generation Z owned a smartphone when they were ten years old. Furthermore, Generation Z is also more interested in entertainment and games. Seeing the great interest of Generation Z towards mobile games and previous research focused on across generations, this research will only focus on the perspective of Generation Z.

The collaboration between Richeese Factory and Mobile Legends: Bang Bang is an example of a co-branding strategy. Sometimes, co-branding is defined as a brand alliance, which means cooperation between two or more goods that can be marketed in one way or another, and connecting representations of several brands on the market [8, 9]. Besides, Simonin and Ruth [8] also stated that the positive attitude in each of the collaborating brands could trigger a good assessment of co-branded products. Attitude toward the brand is an essential determining factor in the price assessment of co-branding products [10]. Consequently, the higher attitude towards co-branding, the better the assessment of the price of co-branding products [11] which will affect purchase intention.

Based on the above collaboration strategy performed by Richeese Factory and Mobile Legends: Bang Bang and considering the enormous potential market of Generation Z, the purpose of this study is to determine the effectiveness of co-branding, especially in Generation Z. This study investigates the impact of mobile games repetition towards brand attitude and purchase intention of Generation Z.

The rising use of co-branding by many companies is one way to expand the scope and influence of their brands, enter new markets, adopt new technologies, reduce costs through economies of scale, and renew brand image [12]. Co-Branding is used in various industries, including the fast-food industry. One example of a phenomenal co-branding strategy was performed by McDonald's. McDonald's executed this strategy by collaborating with a famous South Korean Group, BTS, and launching a BTS meal

menu. A report from Reuters says McDonald's global sales beat Wall Street expectations which were 39, 81% according to analysts, and in the second quarter of 2021, sales increased by 40.5% over the same period the prior year. Co-branding can be defined as a broad term that refers to the cooperation between two or more marketable products, which in one way or another and connect representations of several brands on the market [8, 9]. Co-branding is a popular technique for transferring positive associations from one company's product or brand to another [13]. In an attempt to understand this strategy, previous research measured the efficacy of co-branding using attitudes and purchasing intentions [11, 14, 15].

The effect of repetition on customer reactions to advertising has been investigated and discovered by the mere exposure theory, which explains that individuals get more familiar with a thing with frequent exposure to it and will produce a positive attitude later [16]. The two-factor model that the evaluation pattern connected with repeated exposure results from the combined effect of habituation and adequacy. This theory presents an alternate explanation for the repeated exposure impact of an advertisement by assuming that the reaction to advertising exposure is nonlinear and follows an inverted U shape consisting of wear-in and wear-out. Wear-in is the first phase where individuals become familiar with the brand message because repetition reflects a positive attitude towards the brand [17]. Wear-out, the second phase, is characterized by increased boredom and frustration induced by repetition and a decrease in favorable attitudes. Despite that, other studies show that the impact of wear-out does not always occur, and individuals who are exposed to many advertisements which have good messages and brand credibility show a good attitude towards the brand [18] and high purchase intention [19].

The involvement of games as a marketing medium has long been performed by practitioners and has been researched by academics. The game involvement in individual attitudes toward a brand has a positive impact [3, 15, 20, 21]. Not only affects attitude, but game involvement also affects someone's purchase intention [3, 15, 20] and has a positive effect. In reference to previous studies, this study hypothesizes that:

H1: Game repetition improves brand attitude

H2: Game repetition improves purchase intention

Understanding consumer change is the first step to executing effective advertising [22]. Stip also emphasized that Generation Z has become the focus of the next generation. Generation Z refers to the generation that was born between 1997 – 2012 [23] and, also known as "post-millennials" or "centennials," is the first generation growing together with smartphones [24]. Southgate also states that because this generation grew up with smartphones, Generation Z spends more time on mobile devices than watching TV, listening to the radio, and reading printed publications.

Considering the amount of time they use mobile devices, and the most popular is smartphones, they force marketers to change how they communicate with this generation. Generation Z expects challenges and interactivity in an online format [24]. Consequently, marketers need to pay attention to this matter when targeting them as market share. For Generation Z, consumption is a way to express their identity. They are willing to pay a premium price for products that bring out their individuality [25]. This surely will be an advantage for companies that can produce a product that can facilitate this generation to express themselves.

Due to the close relationship between Generation Z and the rapid development of technology represented by the extensive use of mobile devices, this generation tends to play indoors because of other factors such as lack of playgrounds and traffic safety problems [26] their interest towards games is high. It has become a part of social life and identity.

2 Methods

In order to test the hypothesis, this study used quantitative research with descriptive analysis as the method. The unit of analysis is Generation Z, who plays Mobile Legends: Bang Bang. A purposive sampling technique was used for obtaining data from 50 respondents with an age range of 15 – 25 years old. Data were collected by filling in a questionnaire using a Likert scale of 1 – 7 (1 = strongly disagree, 7 = strongly agree) and analyzed using SPSS 26.

3 Results and Discussion

3.1 Description of Respondent's Characteristics

This study analyzed the answer of 50 respondents of Generation Z with an age range of 15 – 25 years old who play Mobile Legends and have purchased Richeese Factory products before the collaboration products were launched. In this study, 100% of respondents were male. This is because the respondents who met the requirements were male at the time of sampling.

3.2 Data Analysis

Validity, Reliability, and Normality Tests. The validity and reliability of each variable were analyzed using SPSS 26. Validity and reliability tests result showed $r_{count} > r_{table}$ 0.279, and Cronbach alpha $>$ 0.6. Then in the next stage, a normality test was carried out using Kolmogorov Smirnov SPSS 26 by analyzing the Asymp.Sig (2 - tailed). Furthermore, the result is the Asymp.Sig (2 - tailed) values are 0,085 and 0,200, which are greater than 0,050, which means the data is normally distributed. *Sample Heading (Forth Level)*. The contribution should contain no more than four levels of headings. The following Table 1 gives a summary of all heading levels.

Simple Linear Regression Test. The results of the summary model for the simple linear regression test show that the correlation value (R2) between variable (X) and (Y1) is 0,156, and the correlation value (R2) from (X) and (Y2) is 0,190. As shown by the results in Fig. 1, the effect of game repetition on brand attitude (dependent variable) is 15, 6%, and purchase intention (dependent variable) is 19%.

T and F Tests.

As shown in Fig. 2 of the T and F test results in the table above, the t-count are 2.978 and 3.359, which is greater than the t table = 2.0129 with a significance value of 0.005 and $0.002 < 0.05$. The results of the T-test above indicate that Repetition of the Game

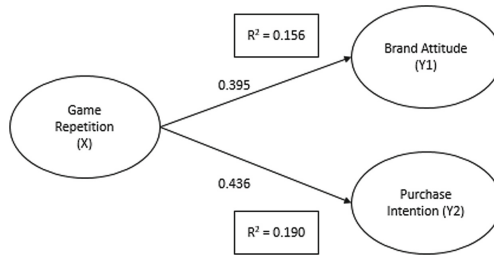


Fig. 1. Research Framework

Table 1. T and F tests results

Constructs	T value	F value	Sig.
GR  BA	2.978	8.871	.005
GR  PI	3.359	11.286	.002

(X) significantly influences Brand Attitude (Y1) and Purchase Intention (Y2). Similarly, based on the result of the F test shown above, the f value of Game Repetition (X) on Brand Attitude (Y1) is 8.871, and the f value of Game Repetition (X) on Purchase Intention (Y2) is 11.286 which means greater than f table = 4.043 with a significance value of each construct is 0.005 and 0.002 < 0.05. Considering all of these, Game repetition (X) has a significant impact on Brand Attitude (Y1) and Purchase Intention(Y2).

Game Repetition Impact on Brand Attitude and Purchase Intention. The table of T test results shows that the t value of 2.978 and 3.359 is greater than the t table = 2.0129, meaning Game Repetition positively affects Brand Attitude and Purchase Intention. Similarly, F test results show the f value of 8.871 and 11.286 is greater than the f table = 4.043, which indicates that Game Repetition affects Brand Attitude and Purchase Intention significantly.

The results of this study indicate that the higher the repetition of playing the game, the higher the attitude towards the brand and their's purchase intention. This finding is in line with previous research [1–3], which examined the effect of repetition on attitude and purchased intention toward a product across generations, including Generation Z.

According to this study, the collaboration performed by Mobile Legends: Bang Bang and Richeese Factory is an example of co-branding, a strategy that aims to increase revenue and achieve advanced market share and competitive advantage [13]. Co-branding can be a strategy that can bring benefits compared to a brand extension strategy [27]. Co-branding gives added value to co-branded products that cannot even be achieved by a single brand itself, in this study, shown by Richeese Factory, that received added value from the collaboration with Mobile Legends: Bang Bang.

4 Conclusion

This study discovers that playing the same game repeatedly has a favorable and substantial effect on brand attitude and purchase intention. The results show that the co-branding strategy performed by two or more companies/brands has a good impact, as indicated by consumer attitudes towards co-branding products, and purchase intentions are quite high for co-branded products.

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