

GAMER'S ATTITUDE TOWARDS IN-GAME POP UP ADS (WITH SPECIAL REFERENCE TO GENERATION Z IN THE COLOMBO DISTRICT)

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1. Introduction

The worldwide penetration of the internet is increasing. As a result, online gaming has grown in popularity. There are around 105 million gamers worldwide who are addicted to video games and 4 million active mobile gamers in Sri Lanka. Most people suffer from “gaming disorders”, and that mobile game addiction is on an upward trend. Nevertheless, marketers and game developers are increasing their efforts to develop Pop-up advertisements related to gamers. Therefore, the researcher conducted this study to identify the impact of gamer's attitudes toward In-Game Pop-Up ads.

2. Research Methodology

This study used the Ducoffe Advertising model. The gamers' attitude toward In-game Pop-up advertising was the dependent variable, and informativeness, entertainment, irritation, and credibility were the independent variables. The study was carried out using a deductive methodology and minimal intervention. Structured questionnaires were distributed by the researcher among 384 respondents. The data was gathered using the snowball sampling technique because the population is unknown. With IBM SPSS 21 software, multiple linear regression analyses were used to examine the survey data and assess the hypotheses.

3. Findings and Discussion

The results demonstrated that informativeness, entertainment, irritation, and credibility strongly influence gamers' attitudes toward In-game Pop-up advertising. The results showed that the information, entertainment, and credibility of In-game Pop-up advertisements create a positive consumer impact. However, the irritation of In-game Pop-up advertisements created a negative consumer impact.

4. Conclusion and Implications

The results of this study offer managerial recommendations for marketers, game developers, business groups, and advertisers. They need to consider gamers' attitudes toward Pop-up ads when developing them.

Keywords: Attitude, credibility, entertainment, In-game Pop-up ads, informativeness, entertainment, irritation.