

The use of marketing tools in the gaming industry and their effectiveness towards consumers in the given field

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Abstract: The research is devoted to marketing tools used in the gaming industry. The main goal is to highlight the extent to which people are influenced by marketing tools in this area. To obtain the necessary data, a questionnaire survey was used to find out to what extent the interviewed participants are in the gaming industry. Based on the results found, suggestions were generated for the given area and the possibilities that this area could grow even more in our conditions.

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Introduction

The gaming industry is a massively expanding industry abroad and also in Slovakia. It creates a huge space for marketing and earns millions of euros for both the users and also for the companies. Many sources claim that the gaming industry will be the most mass-produced sector in the future and will even be a part of the Olympic Games. The contribution deals with this branch and its development and utilization in Slovakia. In the theoretical part, it provides all the necessary definitions and explanations of the basic concepts in this field. It points to the most used marketing tools in the gaming industry and also describes them in detail. We are getting closer to areas such as the gaming industry, the extent to which it is expanded abroad and what is the situation in Slovakia, how it uses marketing, and why it is so popular on the market. This section also offers a brief look at the influence of the gaming industry's consumers, why and how they are most affected.

Literature review

There are a number of definitions of the term "gaming industry", as well as the number of areas covered by this concept, and it is therefore necessary to define how the gaming industry understands this work. The research shows the gaming industry as a set of various computer and video games, gaming consoles, or online entertainment across various mobile apps. An indispensable part of this area are the players who play both recreationally and professionally. All of these players form the basis of the customers of all large and small companies doing business in the gaming business. According to many authors, gambling is the most growing industry on the continent, more important than the film business or the recording industry. Video games are already an integral part of this world, and therefore their interest in their history is growing. Many people who grew up together with the first games are fond of looking back and most of them are still an active player. Others become passionate collectors of historical games and are trying to preserve their valuable past. And those who are too young to remember the first generation of games will find it hard to find at least some of them, and when the players are done, they think the graphic and the content is too primitive. They do not realize how important they were and how they were seen when they first appeared on the scene. But it is clear that video gaming and various game consoles have become a part of popular culture since their creation (Wolf 2008).

A very important part of the entire gaming industry, besides the mentioned classic game consoles and computer games, mobile apps and games are available on mobiles or on social networks. On mobiles, they fight against enemies, care for animals, or they plant their own fields, and also those people who would say playing on the computer is for the children's entertainment. Therefore, the general awareness of the fact that mobile entertainment is just for children is no longer valid and many people claim that the future of video games is just a smartphone and a tablet. (Biel 2013). The expansion of the gaming industry in mobile apps or various games on Facebook and tablet and smartphone altogether occurred around the year 2000 when the Internet became available to almost everyone. Anshul Gupta, chief analyst at Gartner, said: "In the second quarter of 2013 smartphone sales of the total number of mobile phones accounted for 51.8%, so their sales for the first time in history exceeded the sales of ordinary mobile phones" (Bencont Weekly Report 2015).

The current gaming industry should no longer be perceived as merely an antisocial and adolescent domain, but rather as a part of a major commercial stream. Its impact on today's society is far-reaching. For example, innovation in the gaming industry is also used in ordinary life. Game software is used to train soldiers in combat, helps train pilots for flight and air navigation and, last but not least, provides rehabilitation to patients in hospitals (Wesley, Barczak 2010). Many mobile apps, such as free and paid ones, often help us in situations where we can not help. Find a route on the map when we are lost, find the nearest pharmacy when we need it, or shorten the time in the waiting room for a doctor online with fun on smartphones has never been easier than today. What is it that the gaming industry is becoming the most important and richest sector? Is the gaming business marketing so effective? What kind of marketing is used in this area?

One of the most important trends that should be taken into account not only by marketing managers, but by all PR specialists, as well as gambling resellers and developers, is the rise in portable devices. Just the arrival of the Internet has enabled the flow of e-marketing, which has the ability to reach a large number of existing and potential customers with much less effort than it has been so far. If the company wanted to attract attention in the past, the only option was to buy an expensive billboard ad or persuade the media to broadcast or write something about the product, service (Scott 2015). The unbelievable growth in social networks such as Facebook or Twitter creates the ideal

environment for reaching out to a large mass of people and that's why e-marketing has become the basic type of marketing used in the gaming industry as well as all its basic tools and forms amongst which we include, contextual advertising, banner advertising, internet search engines, PPC advertising and more.

There is no doubt that today's time uses all possible means, strategies, tools or types of marketing to attract a potential customer and persuade him to buy a product. As mentioned in the article, the gaming industry creates an ideal environment with the ability to reach out to a large number of people. What exactly are marketing tools appeal for? What is the human trigger to devote his time, money, product attention, and eventually bought it as well? Is a person easily influenced and he does not really think about the buying? Richter et al. (2015) states in his work "Consumer Behavior" as the first step that leads to a real purchase, the perception of an individual. "Perception is an intrapsychic process by which an individual selects, organizes and interprets the stimulus into a meaningful image of the surrounding world, in other words, it is how we see the world around us, and how we understand it" (Richterová 2015, p. 71). An ideal example is the experience of the consumer with a yellow color as a representative of the discount, consequently when visiting the shop, the perception of the customer is "preset" to a more intense perception of that color. The gaming industry also seeks to appeal and evoke this so-called subliminal perception, which is one form of unobstructed attention (Richterová 2015). Although it is not scientifically proven that sub-lene stimuli have a direct impact on consumer behaviour, they are often used in the gaming industry. When looking at the main hero of a Coca-Cola drink, the player suddenly feels thirst, or another player, feeling at least part of the familiar sound of his favorite game, feels an incomprehensible calmness, a joy, or a taste to play the game.

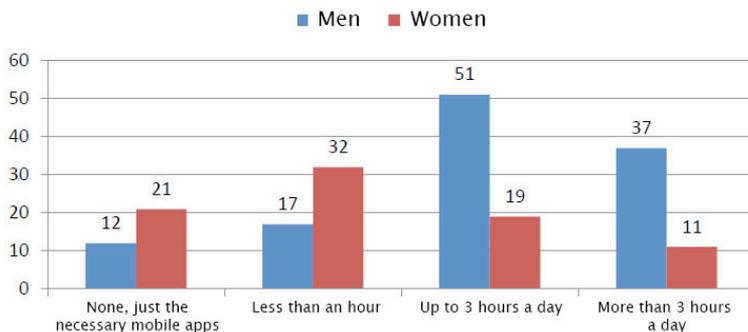
However, a key role is played by consumer motivation in meeting customer needs and influencing it. The company tries to create a product that will be irresistible for the player and will feel the need to own it. "Needs are characterized as a state of perceived deficiency" (Richterová 2015, p. 91). We can redistribute human needs in three basic groups. The first are the primary needs, which are also called biological, and include, for example, thirst or hunger. The second subgroup is secondary, social needs, such as the desire for love, recognition, and power. The third and the most important group for the gaming industry are the individual's higher individual needs. Just to meet these needs, gambling and the gambling industry responds, creating products that will relieve our desire for relaxation, joy, fun, or even the desire to find a sense of life.

Methodology and main findings

We conducted the survey in a form of a questionnaire. Our aim was to ask not only ordinary users but also to get into the community of active players. That's why we shared the questionnaire and asked for filling in the respondents in a different group on social networks. The research sample of our survey is made up of 200 respondents of different ages and genders. According to a research by Jozef Benkovich et al. In *Psychiatry for Practice*, up to 97% of boys in 679 young students are playing computer games, while girls only "67%" (2011). After evaluating our first demographic issue, which focuses on the gender of the respondents, we can only confirm this statement. Our questionnaire was addressed and filled by 117 male respondents, who formed the majority (58.5%) of the group. The remaining 83 (41.5%) responses were from girls and women.

Given that this contribution is devoted to the relatively young and modern issue of the gaming industry, we focused mainly on Y generation in our survey. Generation can be defined as a certain large group of people, which is connected with the conditional way of thinking and negotiation and which has survived a substantial period of its growth and socialization under the same cultural and historical conditions. The generation Y that we focused on during the survey is bounded by the year of birth from 1980 to 2000. It is often called the generation of Why, Net-gen or iGeneration (Trezova 2015). This is the most important part of our research sample because it is a group of people who grew up with the boom of the gaming industry and helped to build it. A part of the research sample were also children and adolescents from the age of 10 to 15. This part of the respondents is included in generations Z, and therefore people born after 2000.

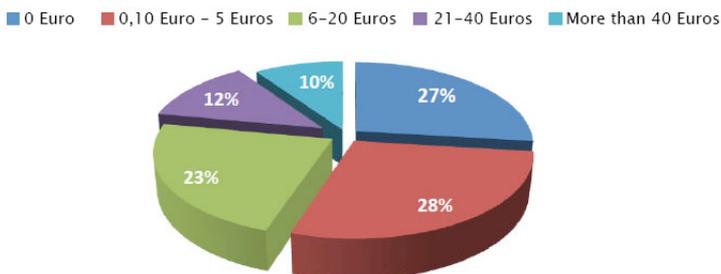
Figure 1. The comparison of the length of gaming by gender



Source: Own processing

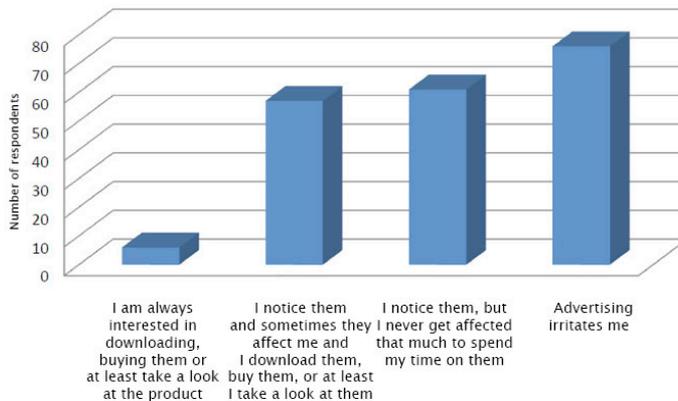
In order to confirm the allegation that the male participation in the gaming industry has already been stated, we have created Chart no. 1 where we divided the answers by gender. It is clear that in the first two categories and therefore in the answers: "I do not play games at all" and "I play games less than an hour a day", the girls are very strong and the answers like: "I play games up to 3 hours a day" and "More than 3 hours a day" was answered by the boys.

Figure 2. The amount of money that respondents spend per month



Source: Own processing

We asked about the amount of money that players are willing to invest monthly in joining the gaming industry. It does not mean just buying games, apps, but also buying extensions and add-ons in these games or apps, buying magazines on this topic, spending money for downloading documents with this focus, buying tickets for paid gaming tournaments, buying promotional products. The 54 surveyed, who make up 27% of the total, do not have any money when joining the gaming industry in any form. However, as we mentioned above, after the questionnaire was distributed to active players, this option did not increase at all. An interesting finding is that only four respondents at the age of 10-15 chose the answer that 0-euro, and thus up to 96% of the youngsters from the age of 10 to 15 who filled out our questionnaire, regularly spend in a month for the gaming industry at least minimum 0,10 euros, although they are financially dependent on their parents and do not have their own money. Within this age category and the other three, the answer was 0,10 - 5 euros, which was reported by up to 28% of the respondents. More than 5 to 20 euros per month are willing to spend 46 of our respondents, which is 23%. Over 20 to 40 euros per month in the gaming industry, 25 of our respondents are willing to pay, which is 12% and only 19 of the respondents, which is 10% per are willing to pay for the gaming industry more than 40 euros. Of the 19 people mentioned, the first place with the same number of answers, six, found the very youngest age category and the oldest age category. Finally, it is necessary to add that the gaming industry in Slovakia is coming to the forefront now and appeals to the youngest Z generation who has a lot of money and a lot of time.

Figure 3. The effectiveness of advertising in the gaming industry

Source: Own processing

The answers in the previous chart fully confirm the fact that many companies use advertising in an unwarranted manner and discourage the client. Banners pop up after every round in the game or every time an app opens and the user gets annoyed. Therefore, the answer "Advertising in the gaming industry is irritating me" is the most frequent answer, representing 38% of the respondents. 30.5% of the respondents said that the advertisements are not irritating them, they never look at them, they will never care about them and will not affect them enough to spend time on it. 28.5% of respondents take notice of advertising and occasionally just buy or download the product. However, the ideal customer for the advertiser in the gaming industry is a person who is interested in advertising so much that he always takes a look at the product or buys it. In our survey, however, only 6 of all respondents were such customers, which is the negligible 3%.

Discussion

The research has studied the use of mobile applications when playing games, especially from the point of marketing tools in them. We studied what should the company do to get the attention of the younger generation, when playing games, for what kind of games they would spend money, what would become popular and force them to spend time not just behind a computer or cellphone. The very last statement we mentioned may sound a little counterproductive. From our point of view, it is not counterproductive, as nowadays the younger generation spends a lot of time in front of computers, mobile phones, game consoles. Our research has proved it. Such leisure time shows even signs of addiction. The fact that this trend is very advantageous for all businesses in the game business is clear. However, the question is that gambling affects young people in a good way or, on the contrary, has a negative effect and destroys them. However, this is a separate topic which may be the subject of another extensive study.

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