



PRODUCT PLACEMENT IN MOBILE PHONE GAME APPLICATION  
A STUDY ON FACTOR OF PRODUCT PLACEMENT IN MOBILE  
PHONE GAME APPLICATION THAT INFLUENCING BRAND  
RECALLS AMONG MALAYSIAN YOUNG ADULT

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## DECLARATION OF ORIGINAL WORK



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## ABSTRACT

The explosive growth of mobile phone usage has opened up a huge opportunity for advertiser to advertise their product or service using mobile phone. With the help of Mobile Phone Application or Apps, advertiser can easily create interactive advertisement by making use of product placement technique and put it in mobile phone game Apps. However, little have been written about product placement in mobile phone game application as it was an emerging industry that still growing. The purpose of this research is to examine the Malaysian mobile phone gamer brand recall toward product placement in mobile phone game application. The research have determine 3 factor or independent variable that influence Brand recall which include interactivity, Game-product Congruity/ Harmony (related to game) and Product Placement position in game. The results of the study have show that this 3 factor have significantly influence brand recall. The study also found that having high brand recall also increase the consumer purchase intention toward the product or brand that they have recall.

# CHAPTER 1

## INTRODUCTION

### 1.1 BACKGROUND OF STUDY

In recent years, the world has witnessed a booming number of mobile phones. They are dramatically changing the way in which people contact to each other. Chen, Hsu, and Wu (2012) define Mobile phones as handheld devices used accessing, sending and sharing data via call, text and other mechanisms depending on phone features. Mobile phone that have internet capability support similar feature and function as internet connected personal computer, laptop and similar computing device. Chang, Chen, and Zhou (2009) have concluded that mobile phone can be generally into three broad categories which are basic phone, multimedia phone and Smartphone. By the end of year 2013, 1.4 billion Smartphone will be in use with 789 million of them will run on Android , 294 million will run on Apple iOS, and 45 million will run on Windows phone (ABI Research Via ventureBeat, 2013). This means that with the world population at 7 billion there will be one Smartphone user for every five people in the world. Moreover, there are more than 1 billion mobile internet users worldwide. There should be increase to 2.89 billion mobile internet users worldwide by 2015 represent a penetration rate of 37 percent (Research and Markets, 2011).

Mobile Phone application or Apps is a software program you can download and access directly using your phone. At an earlier stage, mobile phone application is typically a small arcade games, ring tone editor, calculator, calendars and so forth. One famous mobile Application at that time is Nokia video game Snake. However it was when Apple introduces App Store that changes the view of the user toward Smartphone. Apple App Store gives iPhone owner many choices of Apps. These Apps are range from tools for e-mailing, text messaging, map, direction finder, games, video editing programs and many more. Rival Smartphone platforms such as Google Android powered phone and windows have rushed to provide apps for their user (Wortham, 2009). It was estimated that 1.2