

Understanding the role of advergames design in consumer behaviour: a cross-cultural comparison between UK and Brazil

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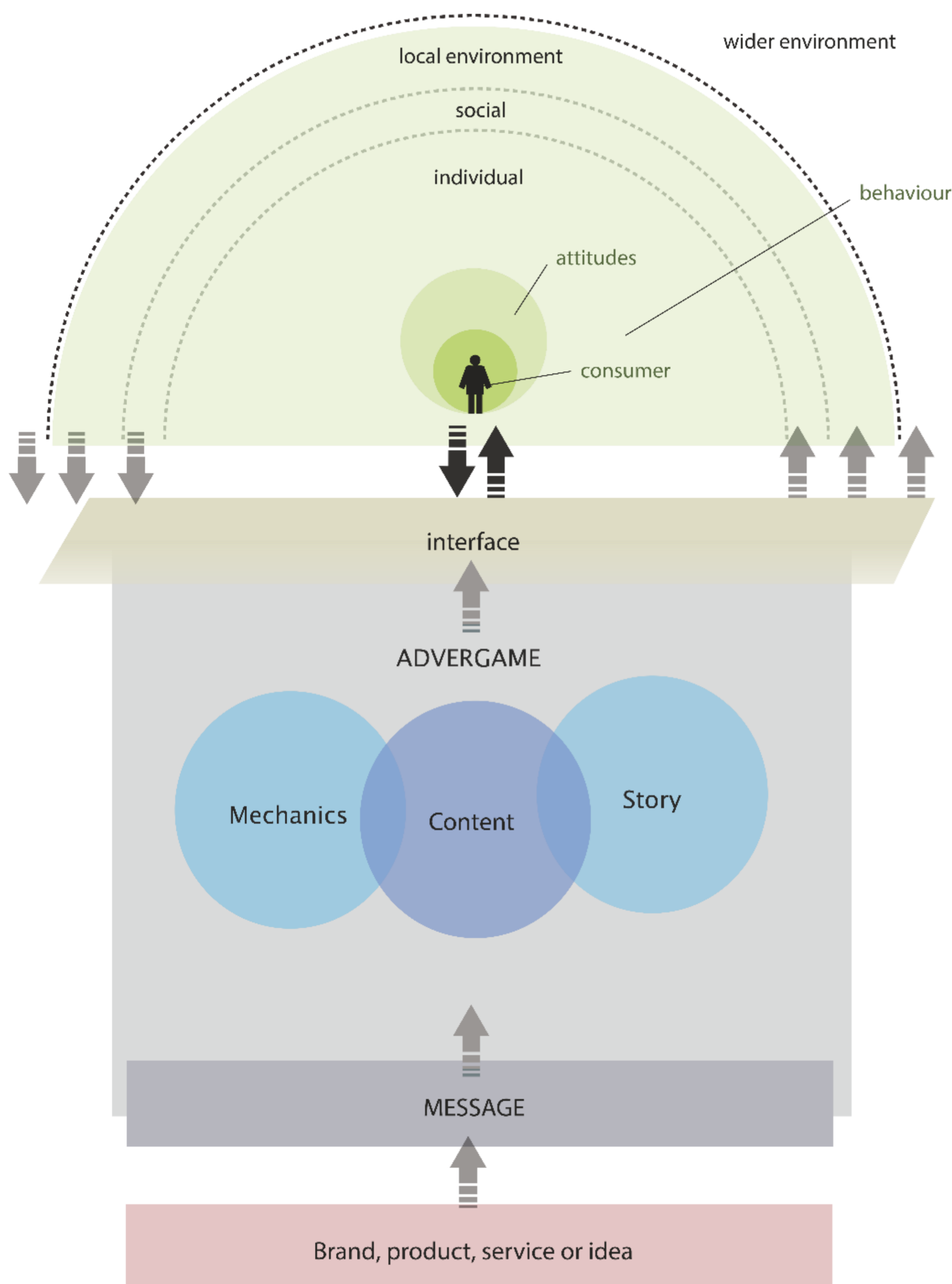
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Introduction

Digital innovation is moving the marketing industry forward, with the addition of games and game-like elements into business strategies, including advergames (games built around a rhetoric message about a brand, service or product). In this context, marketing and design theories are becoming more human-centric, which means that it's time to consider cultural preferences and values in business decisions.

Conceptual Framework for cultural advergames



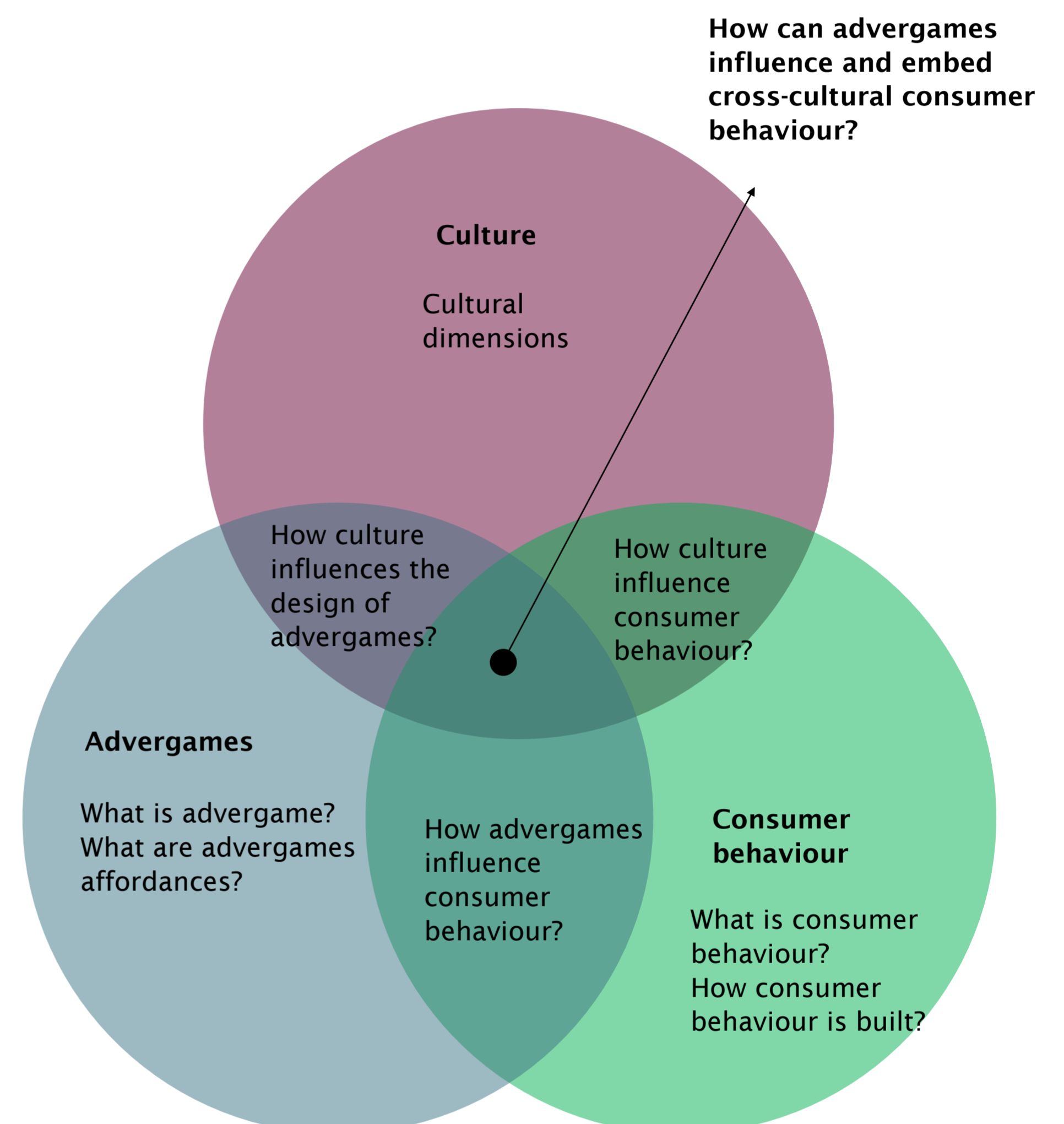
Objectives

The aim of this research is to define and build a **cultural framework** that will help to understand the impact of advergames in different cultures (UK and Brazil) considering consumer behaviour, and comprehend the role of the designer in the creation of advergames that include contextual information and conceptual metaphors.

Literature review

Lack of studies about: influence of advergames in different cultures; study of HCI in advergames (especially in pervasive games); impact of advergames in consumer behaviour and decision-making. The research also opens the literature about pervasive games, Gamification and cross-cultural HCI.

Research Conjecture



The design issue

Culture affects individual's response and preferences to computer systems and communications. In innovative environments **design** is considered as "making sense of things", which means that design is related to people's needs and lives. Considering the digital economy, **games** emerge as powerful tools to engage and motivate people, which brings the issue of **behavioural design** to the research that could be addressed by **Gamification**. In addition, pervasive technologies create **context** to **interaction design**, represented by advergames and HCI.

