

## **Purchase behaviour in advergame and the effect of brand attitude as a mediator**

### **Abstract**

In this paper, we examine the impact of self-brand congruity and entertainment factors in influencing brand attitude among gamers on advergame. The role of brand attitude in mediating the relationship between self-brand congruity and entertainment on purchase intention is also examined. By using structural equation modelling (SEM), the results show that self-brand congruity and entertainment influenced brand attitude and purchase intention in advergame. As expected, brand attitude plays a crucial role in mediating the relationship between self-brand congruity and entertainment on purchase intention. This study also suggests some implications and directions for future research.

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