Adolescents and handheld advertising: The roles of brand familiarity and smartphone attachment in the processing of mobile advergames

# Details

## Year

Not reported

## Scope

Local

## Countries

Netherlands

## Type

Empirical research – Experiment/Intervention

## Methodologies

Experimental / Quasi-experimental

## Researched Groups

Children

## Children Ages

Other

## Other Childrens Age Group

13-18 years old

## Has Formal Ethical Clearance

## Consents

## Informed Consent

Consent obtained

## Ethics

Ethical considerations and/or protocol mentioned in the research design

## Data Set Availability

Not mentioned

# Goals

This study explores the roles of brand familiarity and smartphone attachment in adolescents’ abilities to recognize the commercial intent of advergames. Moreover, it considers the potential indirect effects of brand familiarity and smartphone attachment on the susceptibility of young consumers to mobile advergames.