

LITERATURE SURVEY

ON VIDEO GAME SALES

The research outlined in this paper links to the first stage of a PhD project entitled 'Fantasy Game-Product Congruence: An Exploration of Game Advertising and UK Gamer Attitudes towards Around-game Advertising through Promotional Merchandise' (Smith, 2015). This initial phase was an SLR which is defined as being "...a transparent, comprehensive and replicable process for identifying and synthesising accessible academic research", (Smith, Sun and Mackie. 2014. p. 104). Although SLRs have been heavily used within medicine, they are a relatively new concept within business and management studies and are proving to be popular within fields such as marketing, economics and tourism (Biraghi and Gambetti, 2013; Coombes and Nicolson, 2013; Gross, Gao and Huang, 2013; Delbufalo, 2012; Tsang and Hsu. 2011; Kong and Cheung, 2009). These reviews differ from traditional literature reviews as they look to establish a replicable, transparent and rigorous search process. This not only helps the researcher to identify the majority of available literature, providing best evidence but also allow identification of unseen relationships or issues which would be difficult to establish through the more traditional review (Lettieri, Masella and Radaelli, 2009; Pittaway et al., 2004; Cook, Muldrow and Haynes, 1997).

The aim of this particular review was to identify, appraise, select and synthesise all the high quality academic research evidence related to Game Advertising within academic journals, textbooks or conference papers (see Figure 2.1) and was undertaken to facilitate a response to the research question 'How pervasive is published research in the area of Game Advertising in terms of its frequency, facet, topic and framing?'. The keywords as well as the inclusion/exclusion criteria was designed by a review team of two computing and marketing academic and two industry experts within the area of Game Advertising. The search process was originally conducted in January 2011 and then repeated in January 2014.

