



American Journal of Economics and Business Innovation (AJEBI)

ISSN: 2831-5588 (ONLINE), 2832-4862 (PRINT)

VOLUME 4 ISSUE 2 (2025)

**PUBLISHED BY
E-PALLI PUBLISHERS, DELAWARE, USA**

The Effect of Fake Gaming Ads and Gameplay as a Marketing Strategy to Attract Online Game Players

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Article Information

Received: April 05, 2025

Accepted: May 10, 2025

Published: May 28, 2025

Keywords

Consumer/s, Fake Gaming Ads, Gameplay/s, Marketing Strategy, Mislead, Online Gamers

ABSTRACT

Fake gameplay and gaming ads are designed to catch a viewer's attention quickly and stand out in a crowded market. The exaggerated and dramatic aspects in these ads often involve unrealistic gameplay aimed at being more eye-catching for the consumers, or high-action scenarios that don't represent the actual experience. This causes the consumers to make an impulsive decision on installing the app that is being presented and to play the game properly. Fake gaming ads also have its consequences on damaging the consumer's trust and causing a rise in the number of bad reviews and complaints that causes the app to have a bad image with consumers. Some fake gaming ads also contain oversexualized content within the ads that is inappropriate for underage gamers. This research summarizes the actions and reactions that are being made toward these fake gaming ads to give knowledge and insights about this type of marketing strategy.

INTRODUCTION

In the mobile gaming industry, developers and advertisers often employ fake gaming ads and misleading gameplay as a marketing strategy to attract players. These ads often show features, graphics, or mechanics that do not exist in the actual game. According to Moradzadeh (2024) titled "Unpacking Fake Games Through a Mixed-Methods Investigation," these ads are designed to entice users by presenting engaging scenarios that differ significantly from the game's true content. This strategy aims to increase downloads and visibility in a highly competitive market. As a result, while fake gaming ads can effectively gain attention, they may also damage players' trust, leading to negative reviews and uninstalls. The researchers conduct the study to seek alternative marketing strategies to avoid fake gaming ads. Fake gameplay in gaming ads has become a common issue for gamers in recent years. Fake gameplay in gaming advertisements frequently causes gamers to feel frustrated, disappointed, and skeptical. A damaged reputation, unfavorable evaluations, and a decline in trust in the gaming industry can result from these types of feedback. But, despite its misleading aspects as a marketing strategy it can lead to a higher click-through rate and be surprisingly effective at increasing the percentage chance for gamers (consumers) to install the game. Its key points are Attention Grabbing, Cost-Effective strategy, and short-term gains that make fake gameplay in online gaming ads effective and profitable. This study aims to focus on the effectiveness of fake gameplay in gaming ads to consumers and determine the online gamers' perception and reactions it has been receiving from fake gaming ads and how they will affect game players' impulsive decision-making. While also providing alternative marketing strategies for online gaming ads without misleading the consumers.

Additionally, this research will propose alternative ideas on how to attract game players without deceiving them. Investigate how misleading fake gaming ads frequently happen to online game players, identify the short-term and long-term benefits of downloading fake gaming ads, and investigate the impact of actual online games through fake gaming ads. Moreover, this study focuses on how gamers respond to fake gameplay ads using a marketing strategy, the effectiveness of fake gaming ads as marketing strategies, and how fake gaming ads influence the behavior and trust of online game players. Furthermore, only one hundred young adults and students would participate in this survey whether it is an online game player or not as long as it is affected by fake gaming ads. Lastly, this study seeks to expound on the impact of false advertisement when it comes to fake gameplay in fake online game advertisements and how it affects its consumers. These effects have a crucial role when it comes to influencing player engagement, online consumer rating, and popularity when it comes to online games. By examining the quantitative and qualitative connections among all of these aspects, the research seeks to provide a helpful understanding of how gamers respond to fake gameplay in gaming ads used as a marketing strategy, and how effective fake gameplay in gaming ads as a marketing strategy.

LITERATURE REVIEW

Frequency of Fake Gaming Ads on the Consumers Social Media Platforms

According to the Mintel Store USA (2025), Nearly 75% of players say they have seen in-game advertisements at least once in the last three months. 24%, however, do not recall ever seeing sponsored content or advertisements. It is also said that older gamers between the ages of 55

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and above see gaming ads as a distraction and irrelevant. In comparison, younger gamers are more positive, particularly between the ages of 18 and 34. As found in Mintel's US eSports Market Report, males aged 18-34 remain a key demographic. But nowadays, Women in the gaming industry are also rising. Women are shaping the video gaming industry this opens opportunities for brands to appeal and create content that will also cater to women gamers. While they may not be as eager to claim the gamer label, women gamers are a major demographic that has been historically neglected by the gaming community. Gamers also use Fake ad- blocking apps and hacks to report fake ads that affect the frequency of fake gaming ads appearing on consumer social media platforms.

H1: Fake Gaming Ads are more likely to appear on male consumers mainly between the ages of 18 to 34. At the same time the demographic with women in the gaming industry is also growing.

The Impact of Fake Gaming Ads and Misleading Gameplay on the Decision-Making of Game Players

Online games are one of many factors that the lifestyle and hobbies of people have changed. However, there are some online games that promote fake gaming ads that can manipulate players to download the fake online games. Nowadays, people tend to play online games rather than playing active and recreational games or socializing with other people, especially kids. Some online games are not safe for everyone to play because it might affect their mental health because of being frustrated with the online games. According to Gavin (2024) that it might affect the online gamer trust. Online gamers felt they were cheated by the misleading of the fake gaming ads.

Moreover, it is also stated that they are less likely to continue to play the fake gaming ads and even the actual game. As stated by Lazanin (2024) the consequence for the app is that it will backfire badly, just by giving it bad reviews and a low percentage of long-term use of the fake gaming ads. As mentioned by Zhao and Thadani (2021), the result of the fake gaming ads made the game players boycott the game, which will affect the game company. However, not everyone will totally uninstall the game and they even try to defend the game. Mark (2025) stated that as long as the cost per install is low but watching fake gaming ads is increasing then there will be still more fake ads in the future. Overall, most online game players' decision-making led them to uninstall the game as they felt cheated by the fake gaming ads is not what they expected from what in the promised ads the game will be.

H2: This has led to a negative impact on online gamers to uninstall the game after knowing that the promised game on the fake gaming ads was not what they expected it to be.

The Fake Gaming Ads and Deceptive Gameplay Used as Marketing Strategies Influence the Behavior of Online Game Players

Fake gaming ads are the marketing strategies or

promotional materials that users can attempt to download to their mobile phones. Yem (2024) Deceptive game ads or Fake ads plays on the gamers' curiosity, intelligence and complex games. Success in fake game ads is driven by cognitive biases, emotional triggers and social dynamics. Fake gaming ads criticizing the fake ones are released, further manipulating players into downloading the same game that causes a public frustration with fake ads. Mark (2024) Advertisement misleads users with exaggerated claims about the feature and rewards. Users are misled and dissatisfied because the gameplay fails representation. Grady (2024) users' trust on fake gameplay in mobile ads had a significant impact on their trust. The loss of trust can harm the mobile gaming industry, causing players to be skeptical of all ads. It can result in lower engagement, fewer in-game purchases and negative word of mouth of people. It can damage the industry's reputation by making it harder for ethical developers. Yem (2024) game industry poses significant challenges that affect the trust and industry reputation. Users become increasingly wary of deceptive advertising tactics that prioritize transparency, integrity and ethical advertising standards.

H3: Deceptive gameplay and fake gaming ads had a negative influence on the Behavior of Online Game Players that felt exaggeration, dissatisfaction caused by failed representation.

The Increasing Level of Consumers' Trust in Influencer Marketing Compared to Regular Gaming ads

According to Adams (2024, as cited in The Drum, n.d), less than 35% of consumers trust social media ads due to misinformation, growing privacy concerns, and antitrust trials within social media ads. On the other hand, the younger demographics are more receptive to brands appearing across new demographics causing the increase of effectiveness in digital advertising. That leads us to the implementation of Influencer Marketing which has evolved significantly over the years. In its infancy, brands often took an aggressive approach by painstakingly scripting content and prominently featuring their products.

According to Odmark (2024, as cited in Atisfyreach, 2025), the use of influencers within marketing strategies nowadays is more credible. It is because Gaming influencers have clout, their audience trusts and believes their review, and that they have their best interests at heart. Therefore, the credibility of an influencer's message is one of the most important aspects of effective gaming influences marketing. Influencers must build trust with their audiences for their content to be compelling. Therefore, the credibility of an influencer's message is one of the most important aspects of effective gaming influencer marketing

H4: Consumers' trust in social media ads alone is very low. However, the demand for Influencer Marketing is increasing due to its believability and transparency among its consumers.

Conceptual Framework

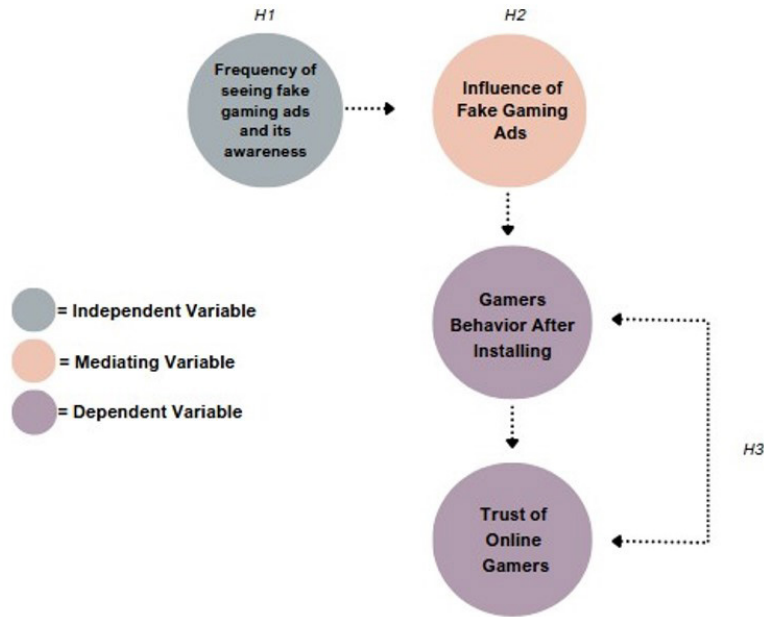


Figure 1: Proposed Research Model

This conceptual framework serves as a tool to organize ideas and variables, facilitating an understanding of their relationships within a research study. This research used a Causal diagram for its conceptual framework to showcase the cause- and-effect relationship between the three variables; Independent, Mediating, and Dependent variables. According to (AI/ML Services, Australia, n.d.) The causal diagram is a visual tool to determine the possible cause for a specific problem which is arrows directing from cause to effect. The Independent variable represents the frequency of seeing fake gaming ads and its awareness as the cause. This is where hypothesis one takes place which talks about the repetition of fake gaming ads often appearing on screen. The Mediating Variable symbolizes the influence of phony gaming ads on the game player's decision to install or uninstall the game. Lastly, the Dependent variable is where hypotheses three and four take place which talk about the gamer's behavior after installing the promised game but do not meet their expectations. Hypothesis four is that the trust of online gamers will determine whether game players continue to play fake gaming ads.

Research Questions

This study aims to know the effects of fake gaming ads on the game players' perception as they install the game.

1. Frequency of Seeing Gaming Ads and Awareness of Fake Gaming Ads
2. Perceived Influence of Fake Gaming Ads to their Decision to Install the Game
3. Gamer's Behavior After Installing and Seeing a Fake Ad
4. Trust of Online Gamers to the Gaming Ads that They See

MATERIALS AND METHODS

The study will be done and will be administered in a

private non-sectarian school located in Marikina City. The participants will be taking a mixed method questionnaire which is a combination of quantitative and qualitative data to answer research questions. The researchers will target participants particularly junior high school, senior high school, and college students aged between 15 to 25 years old, who are active on social media platforms and who are online gamers. This was the location and the chosen generation by the researcher because it could provide a wealth of essential information or different ideas for gathering data based on the real-world experiences of individuals who encounter fake gaming ads with different social media platforms.

Sampling Method

In this research, the participants of the study will be 15 to 24 years old, particularly Junior High, Senior High, and College students from Marikina City. These participants will be those who had prior experience with the misleading of fake gaming advertisements as a marketing strategy. The researchers will be using simple random sampling as their sampling technique because they sought to gain in-depth knowledge and thorough information from participants who were equally selected to prevent any bias selection process. According to Noor *et al.* (2022). A simple random sampling was a subset of people that were chosen at random with an exactly equal chance of being chosen for each representative of the population that is favorable in homogeneous and uniformly selected areas.

Data Gathering Procedure

The researchers will conduct and gather data through self-constructed surveys that combine quantitative and qualitative methods. The survey will include Likert scale

questions to measure the participants' perceptions of fake gaming ads, as well as open-ended questions to gather personal experiences and opinions. The survey will be conducted online using Google Forms and will target participants particularly to junior high school, senior high school and college students between the ages of 15-24 years old from an administrator in a private non-sectarian school in Marikina City. These participants are chosen because they are active on social media and usually encounter fake gaming ads. Simple random sampling will be used to ensure a fair selection process. Before answering, participants will receive a consent form to inform them about the study's purpose and to protect their privacy. The survey will be conducted with a maximum period of two weeks to allow researchers to analyze the data using different methods. The quantitative data from the Likert scale questions will be analyzed using percentages, and calculation of mean and mode scores to analyze the overall average, dominant and frequent answers of the participants. Additionally, the researcher utilizing qualitative data from the open-ended responses will be examined through thematic analysis, where researchers will group similar answers to identify key insights of the participants. The study follows ethical guidelines, ensuring that participants' identities remain private and that they can decide to stop at any moment if they don't want it to continue. This process will help provide insights into how fake gaming ads affect players' trust, decision-making, and overall gaming experience.

Instrument

The researchers will use a self-constructed questionnaire. Since this study is a mixed method research that combines quantitative and qualitative research, the researchers will use the 5-point Likert scale method and open-ended questions as a research instrument and conduct a questionnaire that allows the researcher to obtain the preferences, perceptions, game players' behavior, and real experiences of the participants in fake gaming ads as a marketing strategy and its effectiveness. The collected responses will be collected using Google Forms as an online survey. Lastly, the researchers will provide a clear explanation and procedure about this study for the participants to understand why this study will be conducted. The researchers will ensure that the set of questions that will be given is easy to understand and on-point to avoid any misunderstanding and confusion for the participants.

Statistical Treatment Data

This study's data will analyze a mixed-method approach. The survey will consist of responses from Likert-scale quantitative items, which will determine by percentage mean and mode scores using an ungrouped formula to assess consumer feedback, actions, and reactions to replies, and how strongly the deception in fake gaming ads we're using as marketing affects customer behavior. Lastly, since this research is also qualitative the study will

use open-ended questions for thematic analysis type of survey.

Scope and Limitation

The researchers targeted 100 junior high school, senior high school and college students as administrators in a private non-sectarian school located in Marikina City aged between 15-24 years old which will be conducted within a maximum of two weeks. The study focuses on what extent fake gaming ads and misleading gameplay affect the decision-making process of online game players. Additionally, how effective is fake gaming ads as a marketing strategy and the influence of Fake gaming ads and deceptive gameplay in the online game players behavior and trust. Although this study is limited by one hundred participants equally selected to prevent any bias selection process. Researchers combine qualitative and quantitative methods. The researchers' survey will be conducted online using Google Forms. Researchers used a 5- point Likert scale method and open-ended questions to the students who experienced fake gaming ads. Through the combined findings, the researchers would be able to analyze the effects of fake gaming ads on their frequency of seeing, awareness, decision-making, behavior, and trust as a marketing strategy.

RESULTS AND DISCUSSION

Results

This research examines the effectiveness of fake gaming ads as a marketing strategy for attracting game players. This is a mixed-method approach, a combination of quantitative and qualitative research. The researchers gathered data from those people who are game players and suitable to answer some questions and willing to be part of this research. The participants were junior, senior high school, and college students in Marikina City. It was calculated by employing a simple random sampling technique that has been prepared by the researchers using the self-constructed survey and provided Google Forms used in data gathering. The graphs and tables below illustrate the results of the percentage of the demographic profile of the participants. Lastly, the quantitative and qualitative approach questions.

Gender

60% of the participants are females, 38% are males, and 2% of the participants are others.

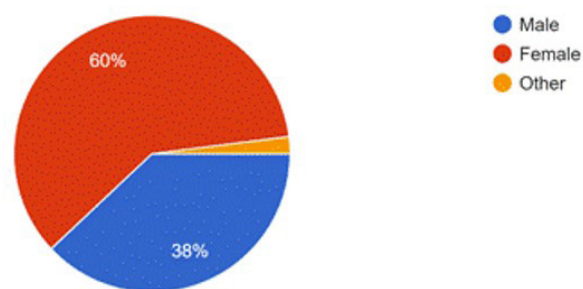


Figure 2: Gender

Age

The majority of the participants 80% are 19 – 21 years

old, followed by 13% which is 22 – 25 years old, and lastly, 7% of the participants are between 15 – 18 years old.

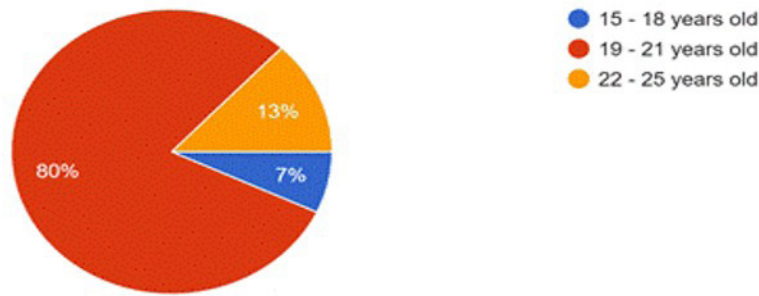


Figure 3: Age

Year Level

66% of the participants year level are 2nd-year college, followed by 11% of participants from 3rd-year college, next is 9% of the participants is 4th-year college, and

8% of the participants came from 1st-year college students. The percentage of participants for senior high school students is 5% and 1% for junior high school students.

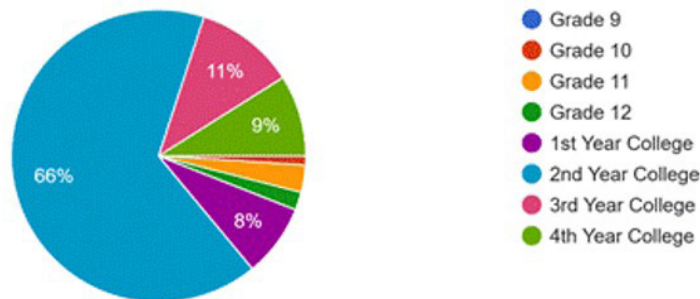


Figure 4: Year Level

Likert Scale

Regarding the frequency of seeing gaming ads and awareness of fake gaming ads by the participants, the researchers found that the participants Strongly Agreed with an overall mean of 4.49 and an overall standard

deviation of 0.70

The researchers found that the influence of fake gaming ads on the decision of the participants to install the game was overall agreed with the mean of 3.94 and a standard deviation of 1.18

Table 1: Frequency of Seeing Gaming Ads and Awareness of Fake Gaming Ads

Frequency of Seeing Gaming Ads and Awareness of Fake Gaming Ads	Mean	SD	Interpretation
I do see fake gaming advertisements online frequently	4.58	0.59	Strongly agree
I regularly encounter gaming advertisements while watching videos or streaming content.	4.61	0.62	Strongly agree
I regularly encounter fake gaming ads while using mobile apps while playing online games.	4.26	0.79	Strongly agree
I frequently see gaming ads that misrepresent the actual game's features and gameplay	4.49	0.75	Strongly agree
Overall mean	4.49	0.70	Strongly agree

Table 2: Perceived Influence of Fake Gaming Ads to their Decision to Install the Game

Perceived Influence of Fake Gaming Ads to their Decision to Install the Game	Mean	SD	Interpretation
Do you think that fake gaming ads have a big impact on consumers' decision to UNINSTALL the game?	4.36	0.90	Strongly agree
Do you think that fake gaming ads have a big impact on the consumer's decision to INSTALL the game?	4.11	1.09	Agree
Do fake gaming ads influence your perception of the game?	3.83	1.22	Agree

Do you think that fake gaming ads are more inviting?	3.47	1.29	Agree
Overall mean	3.94	1.18	Agree

Table 3: Gamers Behavior After Installing and Seeing a Fake Ad

Gamers Behavior After Installing and Seeing a Fake Ad	Mean	SD	Interpretation
Do you think that fake gaming ads can cause stress and frustration for consumers?	4.17	0.87	Agree
To what extent do fake gaming ads create a sense of curiosity that motivates the consumers to try a game, even if the ads are misleading?	3.81	0.88	Agree
Do you think that you are more likely to interact with ads that display false advertisements?	3.08	1.32	Agree
Do you often check reviews or ratings of the app before deciding whether to install or uninstall an app?	4.02	1.21	Agree
Overall mean	3.77	1.16	Agree

Table 4: Trust of Online Gamers to the Gaming Ads that They See

Trust of Online Gamers to the Gaming Ads that They See	Mean	SD	Interpretation
Do you think that fake gaming ads cause trust issues for customers?	4.55	0.63	Strongly agree
Do you feel disappointed after downloading a game based on fake ads?	4.61	0.65	Strongly agree
Do you think that you will continue playing a game that failed to meet the expectations set by a fake gaming ad?	2.67	1.60	Neutral
Do you think that fake gaming ads succeed in making you interested in trying a game, even if you suspect the ad may be misleading?	3.29	1.29	Neutral
Overall mean	3.78	1.39	Agree

The researchers found that the gamer's behavior after installing and seeing a fake ad overall agreed with the mean of 3.77 and overall standard deviation of 1.16

The researchers found out that the participants agreed that the trust of online gamers in the gaming ads they see was a 3.78 overall mean and 1.39 standard deviation.

Open-Ended

A total number of One Hundred participants completed the study. Their responses showed that on a regular basis, the majority of online game players come across fake gaming advertisements on various social media platforms. The data analysis also revealed that the majority of participants claimed that although fake gaming advertisements may seem thrilling, they do quickly capture gamers' attention, but only to let them down when the actual game differs from the advertisement. This creates a huge trust issue for consumers to install an app. This leads the consumers to post reviews on different social media platforms like; Facebook, TikTok, Twitter, Instagram, the App Store, Google Play, and other review sites, and the majority of participants express their disappointments that can cause an impact on the game's ratings, player retention, and reputation. In conclusion, the majority of the survey respondents do not trust online gaming ads as much as to actually install an app because they felt duped or cheated, which leads to bad ratings and financial losses for the company.

Discussion

The purpose of this research is to determine the

effectiveness of fake gaming ads as a marketing strategy. This study aims to understand why some game developers prefer short-term gain rather than long-term gain. During the discussion, the researchers addressed the statistically enumerated and narrative results of online game players or consumers who felt deceived or betrayed after installing apps from fake gaming ads.

One of the results shown in Table 1 with a mean of 4.58 and a standard deviation of 0.59 that the participants strongly agree that they frequently see fake gaming advertisements. The participants also strongly agree that they regularly encounter fake gaming ads while watching videos or streams with a mean of 4.61 and a standard deviation of 0.62. The findings also show that participants strongly agree that they regularly encounter fake game ads while using mobile apps when playing games with a mean of 4.26 and a standard deviation of 0.79. The mean of 4.49 and standard deviation of 0.75 say that participants strongly agree that they frequently see gaming ads that misrepresent the actual game's features and gameplay. The overall mean frequency of seeing gaming ads and awareness of fake gaming ads is 4.49 with a standard deviation of 0.70. The participants strongly agree with Table 1.

With the findings on statement of the problem 1 determining the respondent's awareness and frequency of seeing fake gaming ads on different social media platforms, the researchers have concluded that most of the participants encounter fake gaming ads daily on different social media platforms. The participants are also capable of differentiating genuine from fake gaming ads. The

participants can differentiate fake from genuine gaming ads with the ads' high-quality graphics or animations that are not present in the game and are just created flawlessly to fool people with their misleading content. In between the experience of playing a real game is when the majority of responders encounter fake gaming advertisements. Some of the participants looked at customer reviews after seeing various gaming advertisements to assess how accurate the reviews were compared to the actual game and to help in their decision to install the app or not. All things considered; Fake gaming advertisements are a relatively common marketing tactic that many people see every day. Consumers are aware of the existence of "fake gaming ads" and that not all video game advertisements are necessarily authentic.

According to the result for table 2 with a mean of 4.36 and a standard deviation of 0.90. Participants strongly agree that they think fake gaming ads have a big impact on consumer's decision to uninstall the game. However, participants agree that they think fake gaming ads have a big impact on the consumer's decision to install the game with a mean of 4.11 and a standard deviation of 1.09. The result with a mean of 3.83 and a standard deviation of 1.22 agrees that fake gaming ads influence their perception of the game. Lastly, the participants agree with the mean of 3.47 and a standard deviation of 1.29 that they think fake gaming

ads are more inviting. The overall mean for Table 2 is 3.94 with a standard deviation of 1.18, agreeing that there is a perceived influence of fake gaming ads on their decision to install the game.

The findings on statement of the problem 2 show that most of the participants said fake gaming ads quickly get players' attention because they look exciting but end up being disappointed when the real game is different from the ad. Many participants said they feel frustrated, bored, and betrayed, and uninstall the app quickly. Most of the participants said that fake ads bring fast downloads but usually cause bad reviews, lower trust, and players to quit the game. Participants also said that they warn other players through feedback in social media, app stores, and gaming groups. For them ads that show the real game build trust and keep players longer, even if they do not get a lot of downloads right away. Participants said fake ads are like scams or tricks, good for short-term attention but harmful for long-term success. The main feelings of the participants about fake ads are betrayal, frustration, boredom, and disappointment.

Considering the end result for Table 3, with a mean of 4.17 and a standard deviation of 0.87 the participants do agree that fake gaming ads can cause stress and frustration for customers. The participants also agree that fake gaming ads create a sense of curiosity that motivates consumers to try a game, even if the ads are misleading with a mean of 3.81 and a standard deviation of 0.88. Participants also agree that they are more likely to interact with ads that display false advertisements with a mean of 3.08 and a standard deviation of 1.32. Lastly, with a

mean of 4.02 and a standard deviation of 1.21 say that participants often check reviews and ratings of the app before deciding whether to install or uninstall an app. The overall mean of gamers' behavior after installing an ad after seeing a fake ad is 3.77 with a standard deviation of 1.16. Concluding that the participants do agree with Table 3.

The findings on statement of the problem 3 were the participant's behavior after seeing ads and how gamers react or respond to fake gaming ads within' the gaming industry. Most participants share their negative experiences by leaving feedback on Facebook, TikTok, Twitter, Instagram, App Store, Google Play, and other review platforms that can affect the ratings, backlash, trust in the game's reputation, and player retention. Some participants share experiences with friends or in gaming forums where they can warn others about misleading gameplay, and also few participants mention that they are using report buttons on app stores or they directly voicing complaints to developers. Most of the participants share their emotional experiences with fake gaming ads, such as frustration, disappointment, and boredom with the players. Most of the participants felt betrayed by the difference between what the ad introduced and what the game delivered, leading to a lack of trust in the developer or players. Participants clearly understand that fake ads can backfire, as players are quick to call out dishonesty. The online gaming community is vocal and influential, capable of amplifying negative experiences to a point where they directly affect a game's visibility, reputation, and profitability.

Given the outcome from Table 4 participants strongly agreed that fake gaming ads cause trust issues for customers having a mean of 4.55 and a standard deviation of 0.63. Participants also strongly agreed with having a feeling of disappointment after downloading a game based on fake ads having a mean of 4.61 and a standard deviation of 0.65. On the other hand, participants became Neutral to continue playing a game that failed to meet the expectations set by a fake gaming ad with a mean of 2.67 and a standard deviation of 1.60. Participants are also Neutral on being interested in trying a game, even if they suspect the ad may be misleading with a mean of 3.29 and a standard deviation of 1.29. The overall mean level of trust of online gamers in the gaming ads they see is 3.78, with a standard deviation of 1.39. To conclude participants do agree with Table 4.

The researchers also made an opinionated question for the participants based on the fake gaming ads impacting consumer trust on long-term brand loyalty in the gaming industry. The answers were summarized based on what the participants answered most often. Most of the participant's answers were that they lost trust in the game to download it because they felt cheated or deceived, which would result in negative reviews that could cause the company to lose money. However, they think fake gaming ads damage consumer trust and hurt long-term brand loyalty in the gaming industry. While they may

attract short-term downloads, players feel deceived and are less likely to engage with future games from the same developer, leading to a loss of credibility and a declining player base over time. Because fake game ads only prove that the game maker or developer focuses more on sales rather than customer engagement. The participants also said that honest marketing is better because it makes them more likely to support a game in the long term.

CONCLUSION

Based on the demographic profile of the respondents, the researchers found out that the number of females was more frequent than the number of male participants. It also concluded that the participants' ages between 19-21 years old and a 2nd year college was revealed to be the most evident in terms of experienced fake gaming ads in Marikina City. Based on the data that we gathered, it is evident that fake gaming ads are frequent and recognizable among young gamers (statement of the problem 1), aligning hypothesis 1 such that ads predominantly appear on the screens of users aged 18-34 years old. Participants demonstrate a high level of awareness, often distinguishing between authentic and deceptive content. This indicates that consumers are becoming more conscious of marketing strategies within the gaming industry and the widespread use of fake gaming advertisements. It may reveal that gamers are increasingly media-literate and not easily manipulated by flashy but inaccurate representations. The findings related to statement of the problem two that support Hypothesis 2, indicate that fake ads initially succeed in capturing attention and persuading users to install games, they ultimately lead to disappointment and high uninstall rates when gameplay fails to meet expectations. It indicates that fake ads are a risky strategy; they provide short-term gains that lead to dissatisfaction and uninstall rates. The gaming industry needs to balance attention-grabbing tactics with authentic representation of the game. Statement of the problem 3 explored the behavioral impacts that the results reinforced Hypothesis 3, showing that misleading advertisements cause emotional reactions such as frustration and distrust, which results in gamers sharing negative feedback publicly that can affect the game's reputation. Misleading ads affect the emotion of the individual players and affect the game's reputation. Marketers should be cautious with their ad representations to avoid negative publicity. Statement of the problem 4 addressed consumer trust; it supports Hypothesis 4, which posits that trust in traditional game ads is low, whereas influencer marketing is emerging as a more credible and engaging alternative. Participants expressed a greater likelihood of trusting games endorsed by familiar or reputable influencers, suggesting a shift toward authenticity-driven marketing strategies. It indicates that consumers are more likely to engage with and trust ads that feature influencers recognize. Gaming industry may consider leveraging influencer partnership to

build more authentic and engaging marketing campaigns. The effectiveness of fake gaming ads lies mainly in their ability to generate quick interest, however, the long-term consequences include consumer disappointment, loss of trust, and reputational damage for developers. Ethical, transparent, and authentic marketing strategies, including influencer partnerships, are recommended for sustainable success in the gaming industry.

RECOMMENDATIONS

As the researchers concluded that most gamers often see fake gaming advertisements online and these ads affect their decision to install or uninstall the game, and that fake ads can lead to frustration, disappointment, and trust issues, the researchers recommend the following:

1. The gaming advertisement industry should implement or follow ethical standards for the safety and awareness of consumers and gamers regarding false advertisements. This way, the game developers will adhere to honesty, transparency, and integrity. That aims to promote fair competition between the other game developers who follow ethical standards and are fair to the consumers and gamers, who can gain long-term trust. The gaming industry can implement this process of transparency by avoiding any exaggerated words, and by using accurate visuals that display the actual features of the game. What you see in Gaming advertisements should also be accurately real once the gamers or consumers download the game.
2. The Gaming advertisement should Utilize Influencer Marketing. They should collaborate with trusted influencers or gaming content creators to significantly enhance marketing effectiveness. Their genuine content helps counter the suspicion caused by misleading adverts, increasing engagement and download rates.
3. Gaming advertising should introduce a verification badge for honest advertising. There should be a collaboration of game developers and application platforms to establish a badge system that allows for the verification of advertisements. Such advertisements will depict game features and its gameplay realistically. This will save consumers time when searching for games to play while at the same time motivate more developers to be honest in their advertisements

Compliance with Ethical Standards

Researchers followed ethical guidelines when doing this research. Researchers can demonstrate the honesty and informational value of their research by adhering to these ethical guidelines or rules. The researchers made sure that any personal information of all the participants who helped the researchers, and the study would not be disclosed publicly. Respecting the privacy of the participants involved shall be done by the researchers. Plagiarism had been avoided at all costs by the researchers. Any type of intellectual property shall not be published without any proper permission. The contribution has been credited and acknowledged. Researchers made

their data public, increased trust in their research, and enabled others to build upon their papers and reproduce, reuse, and validate their findings. Researchers were aware and analytical of their work as well as the work of our colleagues. The researchers maintained accurate data in all studies, especially data collection, research design, and correspondence with publications and authorities. Researchers maintained the highest standards of giving accurate and corrected information in what they present and interacting with the public.

Acknowledgments

The researchers would like to express their sincere gratitude to our Almighty God for giving them the abilities, resources, courage, and wisdom they required to finish this research. We the researchers would like to thank him for giving us the strength and positive energy to finish this research.

We would also like to thank our Professor Ms. Erika Bacay for guiding us throughout the whole research process. We would like to thank her for the reminders and advice, and for persistently checking our papers from start to finish. Also, we would like to thank our validator and statistician Mr. Reginald P. Arimado for assisting us and giving us directions and suggestions to make our research better. Lastly, we would like to thank all of the participants in our study for their efforts and contributions to help us finish this research. The researchers would like to express their gratitude to their closest family members and friends for their unwavering support and thoughtful consideration throughout the development of the research study. Additionally, for their words of encouragement during all the late nights the researchers spent doing the study.

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