LOOKS LIKE FUN: HOW CONSUMERS EXPERIENCE FUN ADVERTISING

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ABSTRACT

Popular press and social media outlets have bemoaned the loss of fun in advertising. While fun is ubiquitous in popular culture, scant advertising research has investigated fun advertising and the consumer experience. Building on emergent research identifying three categories of fun advertising – predictable, creative, and wild – the present study explores how consumers attend to and experience these different dimensions. Eye tracking, as a biometric measure, and self-report data reveal that consumers distinguish between the fun types, although creative and wild fun have a greater intersection. Furthermore, heatmaps generated from the eye tracking data reveal that wild fun elicits a markedly different and diffuse scanning pattern. These initial findings contribute to advertising discourse by delineating the different dimensions of fun and providing valuable insight into how consumers experience fun advertising.