The Effect of Playful Web Experiences on Brand Attitude Formation

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ABSTRACT - Enjoyable immersion in online information search, an affect-laden experience referred to as perceived play, is examined in relation to attitude formation. Framed by the attitude-toward-the-ad literature and theory related to the influence of affect on evaluative outcomes, the relationship between perceived play, attitude-toward-the-Web site (Aweb), and focal brand (Abrand) were modeled under high versus low involvement search conditions. Under heightened involvement, only play surfaced as a significant predictor of brand attitudes. However, when engaged in low involvement search, Aweb and perceptions of play combine to influence Abrand. This finding suggests the value inherent in play exerts a meaningful influence on attitude formation.

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Enjoyable immersion in online information search, an affect-laden experience referred to as perceived play, is examined in relation to attitude formation. Framed by the attitude-toward-the-ad literature and theory related to the influence of affect on evaluative outcomes, the relationship between perceived play, attitude-toward-the-Web site ($A_{web}$), and focal brand ($A_{brand}$) were modeled under high versus low involvement search conditions. Under heightened involvement, only play surfaced as a significant predictor of brand attitudes. However, when engaged in low involvement search, $A_{web}$ and perceptions of play combine to influence $A_{brand}$. This finding suggests the value inherent in play exerts a meaningful influence on attitude formation.