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What Kind of Fun Food Marketing Do Customers Want?*

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Abstract

Purpose of the research: This study aims to explain the state of marketing using fun among recent popular marketing strategies. Although companies are using various differentiated marketing strategies to gain a competitive edge, among them, fun marketing has constituted the most effective area of interest recently. **Research design and methodology:** To extract the customer selection attributes of fun marketing, after reviewing the literature, six optional attributes were selected from the factors of fun marketing towards consumers such as funny design, language play, celebrity use, funny taste, how to eat, and newtro (new + retro). Out of 300 questionnaires, 276 were used for analysis, excluding unscrupulous or incomplete questionnaires. The results were reviewed for validity and reliability using SPSS and AMOS, and the hypothesis was verified using structural equation modelling (SEM). **Principal results:** The results showed that funny design, language play, and newtro statistically significantly affected customer satisfaction, but celebrity use, funny taste, and eating methods had no significant effect. It was also confirmed that satisfaction had a statistically significant effect on repurchase intention. **Major conclusions:** This study can serve as basic data to enhance the marketing strategy of the food service industry, and it provides theoretical and practical implications.

Keywords: Fun Marketing, Language Play, Celebrity Use, How to Eat, Newtro

Major classifications: Restaurant Management, Customer Eating-out behavior, Restaurant Marketing

1. Introduction

Consumers not only consume food, they reinterpret the meaning of food in their own way. They express their opinions on various foods and beverages, and share the fun they find in the consuming process with others. It reinterprets existing foods to create new foods. Recently, the convergence of fun and food has become a fire among food consumers. Seeking fun for the value, has become a new consumption trend these days, funsumer (fun + consumer; hereafter funsumer) who want to

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consume fun and valuable experiences in the process of consuming products. The feature of the product targeting funsumers is that the sharing of SNS is active and word of mouth is generated even within a short period. They share their spending experiences on Facebook and Instagram, leading the trend and acting as a voluntary publicity channel. The industry is making a lot of changes in marketing as well as launching products that can stimulate their consumption needs. In fact, in Korea, many foods and beverages were born by funsumers, and word of mouth through Funsumers has brought a new wind to the food industry. Foods aimed at funsumers who are enthusiastic about new foods can easily be found. Many food companies are conducting limited-edition marketing that changes existing familiar products into new formulations or tastes when launching new products. Seoul National University's Food Business Lab researched and analyzed products with a change in formulation among all food groups in Korea. As a result, it was confirmed that a number of new products were released with new flavors or shapes modified from the original product. Funsumer products are also born with the added creativity of consumers. Consumer reactions, algorithms, and big data analysis through social media are actually leading to new product development. Binggrae's ice cream BB Big was reborn as a recipe for BB bean porridge online and through social media. Accordingly, Binggrae launched a limited edition 'BB Big Winter Bean Pork', attracting the attention of funsumers. Funsumer products that enjoy fun Following the popular cost-performance and cost-effectiveness, which pursues fun for the price, has become a new consumption trend, and various products that captivate people with interesting packages, concepts, and unique flavors are also being released one after another. The fastest moving place is in the food industry. When buying food and beverage, more and more consumers are looking for fun products (Heo et al., 2016). While joining this rank, they are releasing new products using novel recipes as part of funsumer marketing. It is a strategy to provide a different experience to the public with a unique concept and differentiated taste that catches the consumer's eye and strengthen brand competitiveness. Increasing cases, such as trying different combinations of various food ingredients or transforming existing products into new forms, are getting good responses from consumers. From the package design that can be changed easily to the combination of fresh flavors, various marketing is being conducted to catch the funsumer. Therefore, consumers do not consume taste, they consume and share fun. They do not hesitate to try new products and feel curiosity about the products you see for the first time. In addition to eating, not only actively post reviews of newly experienced products, but also share their own recipes of enjoying products differently, affecting the food industry, and various products that reflect their needs are expected to be released.

However, since funsumer marketing is currently in its introductory stage, there have not been many academic attempts to organize the concept or use it. Therefore, research on the concept of funsumer marketing and practical research are needed. Therefore, the purpose of this study is as follows.

First, the concept of funsumer marketing and examples of funsumer marketing used in the domestic food industry are examined, and the concept as a marketing strategy is to be presented. Second, by investigating the selection attributes of products using funsumer marketing, what are the most important attributes of these through the Amos statistical program, and based on this, I would like to present the complementary points and implications of funsumer marketing.

2. Theoretical background and research hypothesis

2.1. Funsumer (Fun + Consumer) marketing

'Funsumer' is a compound word of 'fun' and 'consumer', and refers to consumers who go beyond the concept of simple consumption and pursue 'fun' in the process, and now add good price and fun. It is also used by replacing it with a new word Gajambi (Fun + Cost Efficiency). This is a consumption trend that has emerged with the development of leisure culture due to the development of leisure culture due to the importance of fun and enjoyment in the consumption process regardless of generation, and personal preferences gradually diversified. It has the characteristic of pursuing. In order to capture their hearts, various companies put 'fun' at the center of marketing rather than presenting the core function or taste of a product, or use it as an element to express the identity of the brand itself.

Funsumer marketing refers to a marketing method in which companies and brands make full use of 'fun' for a small amount of fun that is not related to the function, which is the core value of a product. If such marketing succeeds in forming a consensus among many consumers, the fun elements exert great power and lead to consumption. Due to these effects, recently, several companies have transformed their own brand foods that are familiar to consumers and released them as new products at the same time as the emergence of Funsumer.

2.2. Consumer product selection attributes

2.2.1. Funny design in food product

Package design is the work of composing and planning what conveys the image of the company as well as the face of the product, protects the product, has preservation, and increases the desire to purchase. Through the case of Lotte Confectionery's Bongelato Ice Cream Package Design Renewal Project, we identified the 'importance of a consumer-centered design strategy'. It is said to have established an image like an authentic gelato ice cream. As a result of verifying the bongelato package design after the renewal, it is said that consumers perceive it as a premium ice cream that is better than before, and furthermore, it is able to grasp that it is forming a more excellent value than the products of competing brands (Karjalainen, & Snelders, 2010). Consumers' purchasing behaviors are formed by many complex factors such as habits, thoughts, and emotions, and are often expressed as purchasing behaviors based on subjective judgment without following a rational evaluation process (Han, & Chung, 2011). Consumers search for information in various sources, but most of the consumer goods are taken from commercial information, of which package design provides information on the product, instills an image of the product, and contributes to the sales improvement of the product (Han, & Chung, 2011). When consumers purchase products, they say that they get various information through package design and gain brand reliability. In particular, in the era of image-excessive imagery, visual elements such as package design contribute the most to raising brand awareness and association (Reimann et al., 2010). Therefore, it was suggested that companies should identify consumers and actively use package design to convey the identity pursued by the brand to consumers (Reimann et al., 2010). Therefore, we propose the following hypothesis.

H1: Funny design of food will have a positive effect on satisfaction.

2.2.2. Language play in food product

Language play is a humorous expression method that uses words or homophones to imply different meanings, and refers to play based on words or letters. Although language play is used in various fields such as advertisements, public relations, naming, and comedy programs, it is a trend that many language plays appear in TV commercials. In recent years, TV, Internet, and SNS, which occupy a large portion of our media environment, language play has a considerable influence on instilling humorous and positive images and forming consensus (Shin, & Kim, 2010). A representative funsumer marketing product that uses language play is Gwaldoneneemtin. Yaminjeongeum (a method of replacing a letter with another letter of a similar shape) was applied to the product, and at a glance, 'Gwaldoneneemtin', which can be read as 'Paldobibimmyeon', was released as a limited edition product, setting a record for sale. The importance of prominent and differentiated text messages is rising more strongly than ever, and the advertising industry says that it enhances advertising effectiveness with more impressive and novel message strategies (Kim, & Park, 2019). In addition, among these, advertisements based on language play can be said to be more effective and able to appeal to consumers with impact. Language-playing advertisements are based on the most important language among the components of advertisements, and are expected to easily imprint messages on consumers and increase viral effects through word of mouth (Kim, & Park, 2019). In particular, it is said that it is an advertisement that can appeal more attractively to small advertisers who have insufficient advertising budget or to advertisers who are launching new brands or new products that are not well known (Kim, & Park, 2019). Therefore, we propose the following hypothesis.

H2: Funny Language of food will have a positive effect on satisfaction.

2.2.3. Celebrity use in food product

Celebrities are people whose name is widely known in the world and are famous for their name and deeds. Increasingly, consumers upload their spending experiences for specific companies and brands through SNS, and it is said that many celebrities are among them. As the public communicates with their favorite celebrities in a way that interacts with friends while using social media, they form an attachment to celebrities, so this attachment means a greater influence of celebrities on the public's behavior (Jin, & Phua, 2014).

'Singing Sandwich' is one of the most popular products made by celebrities. The sandwich, which began to be sold in 2007, contains ingredients such as cabbage salad, potato egg salad, and strawberry jam, and can only be purchased by popular song performers and broadcasters. As fans' word of mouth, consumers made and eaten the sandwich with a similar name and material came out from GS25. Therefore, we propose the following hypothesis.

H3: Food tasting by celebrities will have a positive effect on satisfaction.

2.2.4. Funny flavor

In the Korean dictionary, taste is defined as the sensation you feel when you put something on your tongue. There are many flavors we can feel, and up to 200 complex flavors can be distinguished. However, there are four known pure tastes that the tongue can accept: sweet, salty, sour, and bitter (Lee, Lee, & Kim, 2007). The material properties of food, singly or in combination, are perceived through sensory organs such as the eyes, tongue, and nose to make the taste feel. In other words, taste can be said to be a feeling of pleasure that combines all elements such as color, smell, and texture of food as well as taste by taste (Kim et al., 2015). Also, the taste and meaning of sign may change depending on the subjective value judgment of how the eater tastes and perceives it and the situation in which food is provided. The taste of food is the most important factor for consumers who continue to use fast food (Chen, & Chen, 2015; Cha & Shin, 2021). Representative funsumer marketing products that use taste include potato chip beef soup taste and mara taste. Therefore, we propose the following hypothesis.

H4: Funny flavor of food will have a positive effect on satisfaction.

2.2.5. How to eat

Korean Yakult released Freeze Eaten Yakult, which can be eaten upside down and eaten upside down. It is a product that satisfies the memories of drinking and eating upside down by tearing the bottom of Yakult with teeth at least once in childhood (Huang, Ha, & Kim, 2018). It is said that it is providing fun to consumers by making it by referring to the new way of eating by consumers rather than the way it was originally eaten. (Huang, Ha, & Kim, 2018; Cha & Rha, 2021). Therefore, we propose the following hypothesis.

H5: How to eat food will have a positive effect on satisfaction.

2.2.6. Newtro (New + Retro)

It is a new term that combines new and retro, and refers to the tendency to enjoy retro. If retro misses the past and brings back what was popular in the past and feels its nostalgia, the newtro is of the same past, but to those who enjoy it, it has the meaning of being new as well as new products. It is important to maintain the essence but to modernize well through reinterpretation rather than reproduction. He suggested that the newness of the past makes us feel new to the unfamiliar old, and that newness is the reason that consumers feel the freshness of Newtro (Seo, & Jun, 2019).

Funsumer marketing products using Newtro include 'The Returned Sun' and 'Jinro is Back'. 'Sun' was inevitably stopped production due to the loss of the production line due to a factory fire three years ago, but over 100 inquiries related to 'Sun' were posted on the official website only, and was re-introduced at the active request of consumers.

An official in the food industry said, "Newtro products can save time and money, so they can reach consumers fresh without taking the risks of new products." However, in order to continue the Newtro craze, we need not only to pursue fun, but to upgrade products with craftsmanship and reinterpret them in a modern way to develop merits. Therefore, we propose the following hypothesis.

H6: Newly reintroduced food will have a positive effect on satisfaction.

2.3. Satisfaction and repurchase

Purchasing satisfaction is the reaction that consumers see to assessing the difference between prior expectations and actual performance for a specific consumption experience (Cha & Seo, 2020; Hong, Lee, & Chu, 2010). This definition is based on the cumulative perspective in which consumers experience product sensations gathered to make an overall evaluation of the product, and as a result, purchase satisfaction is determined (Lee, Yoo, & Lee, 2013). This includes not only cognitive phenomena, but also elements of feelings or feelings of bad feelings that consumers subjectively feel related to satisfaction and bad feelings that they feel related to dissatisfaction (Ryu, & Lim, 2012). The satisfaction of consumers after purchase is composed by their overall expectations, price, quality, and brand in the purchase process (Cha & Lee, 2018; Cha & Lee, 2021). Consumer satisfaction depends on the size of consumers' expectations rather than the quality of products, so it can be understood as a holistic concept in terms of influencing the efforts of companies to satisfy expectations and inducing repetitive purchasing behaviors as a result (Cha, & Wang, 2020). Looking at the previous studies on consumer satisfaction, consumer satisfaction means "there is no shortage and sufficient for the consumer to feel," and the fulfillment response of the consumer means a state in which expected expectations are satisfied beyond a predetermined level. (Hong, Lee, & Ma, 2009) Consumers repurchase products and services when they meet the expectations created by consumers' needs (Suk & Park, 2011). Increased customer loyalty and increased likelihood of positive word of mouth behavior (Kang & Moon, 2014).

Repurchase intention appears when the product that consumers have purchased has a positive effect, and through this, it can be said that it is an element that appears when repeat purchases are made. (Kim, Ko, & Kim, 2015). Various marketing activities carried out in food service companies are judged by the search for information and evaluation of alternatives when consumers engage in consumption behavior, and this affects the purchase intention (Kwak & Cha, 2021; Wu, & Lee, 2016). The reason why repurchase intentions are important is that the majority of corporate revenue comes from long-term customers. (Kim, Jeon, & Jae, 2011). The five factors in the behavioral intention related to the repurchase intention are loyalty, conversion tendency, external reaction to the problem, and internal reaction to the problem (Choi & Ra, 2013). Therefore, we propose the following hypothesis. The hypothetical content described above is expressed as a research model as follows.

H7: Satisfaction with fun marketing will have a positive effect on repurchase intentions.

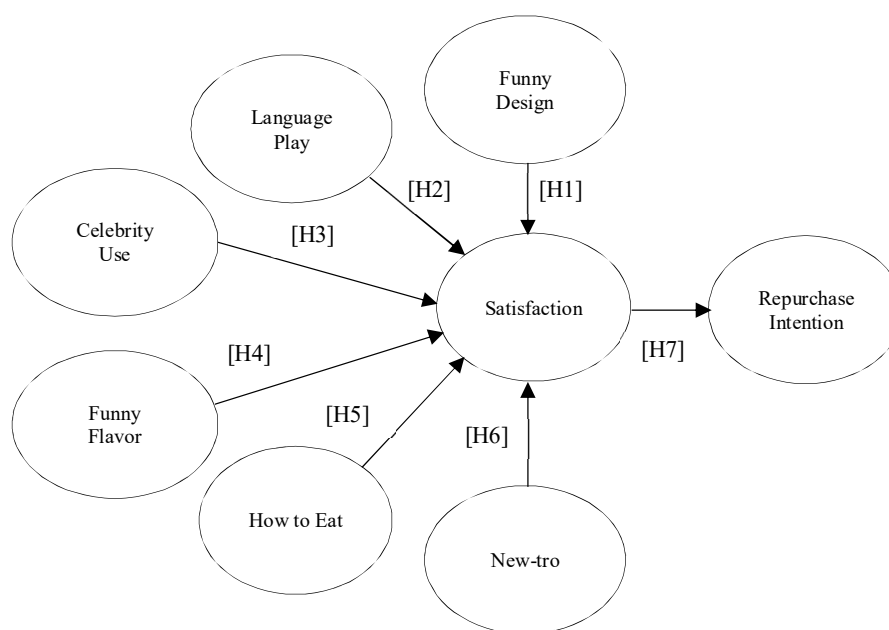


Figure 1: Research Model

3. Research method

3.1. Operational definition of variables

This study is based on the research of authors such as Karjalainen and Snelders (2010), Han and Chung (2011), Reimann et al. (2010), etc., based on the research of the package design, the image of the company, the elements of interest, the reliability of the brand. Brand awareness and identity were defined. Linguistic play was defined as buzzwords, text messages based on studies such as Shin and Kim (2010), Kim and Park (2019). The use of celebrities was defined as SNS effect, attachment to celebrities, and communication based on research by Jin and Phua (2014).

Taste is it was defined as taste, pleasure, and subjective value judgment based on research by Kim et al. (2015), Chen and Chen (2015). The eating method was defined as a new eating method based on research by Huang, Ha, and Kim (2018). Newtro was defined as retro, retro, reinterpretation, modernization of the past, memories, nostalgia, etc., based on research by Seo and Jun (2019).

3.2. Sample and investigation procedure

The questionnaire items for the study were modified and supplemented to fit the existing researchers' items in this study. The survey was conducted online from August 1, 2020 to August 30, 2020 through social media or other methods. A total of 300 questionnaires were collected, and a total of 276 questionnaires were used for empirical analysis, excluding 24 unscrupulous or incomplete questions. This study was analyzed in the following way. In order to verify the validity of convergence and discrimination between the measured variables, exploratory factor analysis was performed using SPSS. Unsuitable factors were removed, and confirmatory factor analysis was performed again using Amos. Next, path analysis was used as a statistical method for hypothesis testing.

Table 1: Demographic status

variables		No. of Sample	Percentage (%)
Gender	Male	127	46
	Female	149	54
Age	10-19	14	5
	20-29	129	47
	30-40	77	28
	Over 40	55	20
Monthly Income (Thousand KRW)	< 500	30	11
	500-1000	58	21
	1000-3000	116	42
	3000-5000	66	24
	> 5000	6	2
Want to buy Funsumer product someday?	Yes	259	94
	No	17	6

4. Empirical results

4.1. Validity and reliability verification

First, reliability analysis and validity analysis for the measurement items were conducted. Exploratory factor analysis was conducted to evaluate reliability and validity, and Cronbach's coefficients were reviewed. The factor extraction method used principal component analysis, and factors were extracted based on the eigenvalue 1. The factor rotation method was applied with Varimax. Tables 2 and 3 below show the results of exploratory factor analysis.

Table 2: Exploratory factor analysis

	Variables						Cronbach's Alpha
	Newtro	Celebrity	Play on word	Taste	Way of eating1	Design	
Newtro1	.937						.964
Newtro2	.929						
Newtro3	.921						
Newtro4	.882						
Celebrity1		.937					.949
Celebrity2		.924					
Celebrity3		.918					
Celebrity4		.901					
Play on word1			.888				.923
Play on word2			.877				

Play on word3			.861			
Play on word4			.789			
Taste1				.912		.931
Taste2				.908		
Taste3				.879		
Taste4				.811		
Way of eating1					.925	.916
Way of eating2					.912	
Way of eating3					.891	
Way of eating4					.832	
Design1						.930
Design2					.885	
Design3					.836	
Design4					.825	
KMO(Kaiser-Mayer-Olkin)						.727
KMO(Kaiser-Mayer-Olkin)						.774
Bartlett' Test of Sphericity				Chi-Square		1909.902
				df(p)		976(.000)

Table 3: Exploratory factor analysis

	Variables		Cronbach's Alpha
	Satisfaction	Repurchase	
Satisfaction1	.801		.824
Satisfaction1	.758		
Satisfaction1	.985		
Repurchase1		.809	.941
Repurchase1		.805	
Repurchase1		.907	
KMO(Kaiser-Mayer-Olkin)			.594
Bartlett' Test of Sphericity		Chi-Square	100.970
		df(p)	45(.000)

As in Tables 2 and 3, Cronbach's Alpha coefficients of all components except for satisfaction were more than 0.7, ensuring reliability. As a result of exploratory factor analysis, discriminant validity and convergence validity were confirmed to some extent, and confirmatory factor analysis was performed using Amos for statistical verification of validity. Table 4 below is the composition of the questionnaire used for the study.

Table 4: Confirmatory factor analysis

	B	S.E.	C.R.	β	AVE	Construct Reliability
Design 1	1			.924	.70	.90
Design 2	.990	.077	12.884	.909		
Design 3	.863	.077	11.160	.858		
Design 4	.850	.088	9.707	.806		
Language Play 1	1			.827	.69	.91
Language Play 2	1.110	.129	8.600	.836		
Language Play 3	1.103	.114	9.691	.906		
Language Play 4	.966	.109	8.871	.853		

Celebrity use 1	1			.924	.71	.90
Celebrity use 2	1.005	.074	13.611	.917		
Celebrity use 3	1.031	.073	14.128	.928		
Celebrity use 4	.937	.081	11.548	.863		
Taste 1	1			.817	.69	.90
Taste 2	1.184	.126	9.385	.884		
Taste 3	1.143	.110	10.408	.953		
Taste 4	.939	.112	8.363	.820		
How to eat1	1			.886	.72	.91
How to eat2	1.155	.088	13.126	.950		
How to eat3	.992	.080	12.410	.926		
How to eat4	.752	.093	8.124	.749		
Newtro1	1			.975	.85	.96
Newtro2	1.005	.046	21.952	.956		
Newtro3	1.002	.041	24.568	.970		
Newtro4	.782	.063	12.321	.838		
Satisfaction 1	1			.852	.65	.88
Satisfaction 2	.396	.124	3.200	.347		
Satisfaction 3	.483	.123	3.927	.419		
Repurchase1	1			.685	.52	.78
Repurchase2	.818	.188	4.339	.598		
Repurchase3	1.104	.211	5.232	.814		

Table 5: Discrimination validity through correlation analysis

	design	Language play	Celebrity use	flavor	How to eat	Newtro	satisfaction	Repurchase
design	.701							
Language play	.602 (.362)	.696						
Celebrity use	.174 (.030)	.057 (.003)	.714					
flavor	.473 (.224)	.235 (.055)	.280 (.001)	.699				
How to eat	.185 (.034)	.254 (.065)	.145 (.021)	.146 (.021)	.726			
Newtro	.313 (.098)	.283 (.080)	.214 (.046)	.187 (.035)	.354(.125)	.857		
satisfaction	.512 (.262)	.492 (.242)	.249 (.062)	.261 (.068)	.427(.182)	.903 (.815)	.955	
Repurchase	.398 (.158)	.564 (.318)	.192 (.021)	.226 (.051)	.433(.187)	.106 (.011)	.222 (.049)	.923

Note) The value indicated on the diagonal is the AVE value, and the value in parentheses is the square of the correlation coefficient.

4.2. Research hypothesis verification

As a result of hypothesis testing, it was found that design, language play, and newtro had a significant effect on satisfaction, and the influence of taste, eating method, and use of celebrities on satisfaction was not significant. This shows that design, language play, and products that provide fun using Newtro can be a major factor in customer satisfaction. On the other hand, in funsumer marketing, taste, celebrity use, and eating method showed no significant relationship with satisfaction. On the

other hand, the path coefficient that leads to repurchase from satisfaction is shown to be significant, indicating that customers who are satisfied with the funsumer marketing products can repurchase. Table 6 below shows the hypothesis test results for H1 to H7. Figure 2 shows the results of the research model.

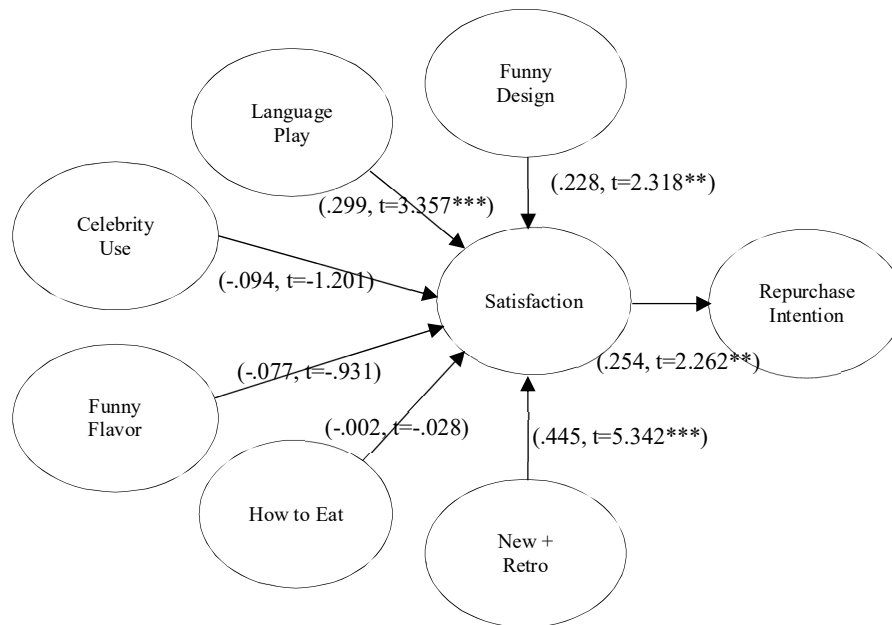


Figure 2: SEM Result of Research Model

Table 6: Result of the research

	Path	Path coefficient	t value	Result
H1	Design → Satisfaction	.228	2.318	Support
H2	Language play → Satisfaction	.299	3.357	Support
H3	Celebrity Use → Satisfaction	-.094	-1.201	Reject
H4	Taste → Satisfaction	-.077	-.931	Reject
H5	How to eat → Satisfaction	-.002	-.028	Reject
H6	Newtro → Satisfaction	.445	5.342	Support
H7	Satisfaction → Repurchase	.254	2.262	Support

5. Implications and conclusions

This study examines the significance of funsumer marketing, considers the product selection attributes of funsumer marketing, such as package design, language play, and whether or not a celebrity is used, and examines related literature and adjacency theory studies to understand the understanding of funsumer marketing. In addition, it was conducted with the purpose of examining the suitability of marketing in the current consumption market by finding out what factors have an important influence on satisfaction among the attributes of the selection of funsumer marketing products through case analysis of the domestic food industry that well reflected funsumer marketing.

As a result of examining the effect of satisfaction on satisfaction by selecting six selection factors through a survey of existing studies, design, language play, and newtro had a statistically significant effect on satisfaction as a result of examining the causal relationship between satisfaction and repurchase. There was no statistically significant effect on satisfaction with

celebrity use, eating method, and taste. In addition, the path coefficient for satisfaction to repurchase was statistically significant.

As a result of this, the following implications are suggested for funsumer marketing, a new trend in marketing. First, the selection attributes that consumers consider important when choosing a funsumer marketing product are design, language play, and newtro. Second, design, that is, package design, language play, and newtro all belong to the content. Content is a new culture that discovers the original form + archetype or cultural element, finds the meaning and value (original form, potential, utility) contained in it, and combines it with the medium (on-off line). It is a creation process. Consumers react to such contents, so marketing using contents will help sales. In addition, it can be seen that among the contents, consumers are more responsive to visual contents such as design, language play, and newtro. This will require domestic food companies to consider marketing to satisfy consumers' visual needs. To this end, the food industry will have to research the needs of consumers more than before, and it will have to focus on producing content to meet the needs of consumers. Third, among them, language play is one of the elements of modern fashion, that is, it means the present. On the other hand, newtro refers to the past by recreating the past memories of consumers. This suggests that consumers are following the current trend and, on the one hand, miss memories of the past by grasping the needs of these consumers, it will be helpful for marketing practitioners to use it as a strategy to increase marketing effectiveness. Fourth, the higher the satisfaction level of consumers' product purchase, the higher the product repurchase rate. Since funsumer marketing is a marketing that understands the needs of consumers, the satisfaction level of product purchase naturally increases, and it can be seen that this affects the increase in the repurchase rate of the product and the increase in sales of the product.

Although this study attempted to present the prospect and direction by examining the understanding and meaning of funsumer marketing and examining its suitability in the food market, it has the following limitations. First, funsumer marketing is a concept currently in the introductory stage, and it was difficult to obtain objective information on funsumer marketing because there were not many prior studies on it. Therefore, a logical study on funsumer marketing and a study on marketing strategy through funsumer marketing are needed. Second, as a result of the survey, there were not many consumers recognizing the word funsumer marketing, so the answer to the survey was somewhat insignificant. Therefore, this study focused on making the new concept easier to understand about funsumer marketing, and it is judged that it is a study that can provide important implications by analyzing empirical cases.

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