

A study on effectiveness of humor advertising on advertising success

Pradeepa R¹ & Dr Senthil K Nathan²

¹ Student, Hallmark Business School, Trichy

² Associate Professor, Hallmark Business School, Trichy

Abstract

In general, the factors that make the advertisements humorous are circumstances, characters, dialogue and the backdrop against which the advertisement is presented. Some use of humor has become practice in Advertisement and also it used to increase the knowledge about positively. The purpose of this paper then is to systematically examine the research that has been conducted to gain insight into the effects of humor with regard to these questions. The outcome of the research partially supports to and important to the humor advertisement with awareness. A sample of 120 respondents was approached for the data collection on the basis of convenient sampling. Out of which 100 respondents gave their views. This data is fully collected from the online users purchase. With the data it is found that most of the customers like advertisement which creates positive awareness towards the product.

Keywords: Advertisement, Awareness, Customers, Humor, Online Purchase

1. Introduction

Advertising is a means of communication with the users of a product or service. Advertising is always present, though people may not be aware of it. In today's world, advertising uses every possible media to get its message through. It does this via television, print (newspapers, magazines, journals) radio, direct selling, mailers, contests, sponsorships, posters, clothes, events, colors, sounds, etc. There are two types of ads, cognitive and emotional; the use of humor has become common practice in advertising. In attempts to delineate its impact, humor has proven to be very elusive. The fact is that humor is a complex topic that has been experimentally studied by advertisers in several dozen studies over the past twenty-five years. Humor is a multifarious concept that is affected by a wide variety of

factors. Humor has been acknowledged as a common practice used by advertisers for a long time. The second perspective on humor in advertising is "responses to humor". Many advertising scholars have reported positive consumer responses to humor. Improving the level of attention to the advertising, some studies have earlier emphasized the risks and restrictions of using humor in advertising. But the traditional approach to responses to humor highlights its positive impact and tends to overlook possible negative effects. The current study systematically compares humor-to non-humor-based messages and their persuasive effects across the major domains of persuasion in which this relationship has been studied, including marketing, health, education and political communication. Previous systematic reviews attempted to provide insights into identifying the contingencies that characterize humor's strengths and limitations.

2. Review of literature

Kelly, J.P. and Solomon, P.J. Humor (1975) Studied 2000 television commercials using Content analysis compared with Humorous and non-humorous advertisements. The analysis made on commercials with respect to their use of animation, the number of models, product handling, humor placement, multi sense usage, and the direction of the humor. Typology: pun, understatement, joke, ludicrous, satire and irony. In contrast, **Rothschild (1979)** argued that the traditional marketing model of exchange is less relevant for noncommercial exchanges on social marketing. Impression management theory posits that, in general, people are motivated to make a favorable impression on others and to present themselves in a positive light (**Leary and Kowalski 1990; Schenker 1980**). Prior research has suggested that people consensually share the normative expectation that they should help for altruistic rather than for egoistic reasons (**Berkowitz and Daniels, 1964**). The norm to help others for other-serving rather than self-

serving reasons may have developed because there is a shortage of such behavior (White 1984).

Madden, Thomas J; Weinberger, Marc G Humor (1984) shared the impact of humor in advertising measures surveyed on source credibility, comprehension, persuasion, attention, retention, and action, with three dependent on - perceived humor, attitude towards the brand, and ad recall, 94% respondents agreed the humor ads gaining more attention than non-humor ads in gaining attention and awareness for new products, TV and radio media are best suited for humorous advertisements; educated youngest males and females are best suited for target audience on humorous advertisements, humor ads suited for non-durables like low involvement products.

JexCF (1987) mentioned that humorous advertisements were analyzed and compared to non-humorous commercials with respect to their use of animation, the number of models, product handling, humor placement, multi sense usage, and the direction of the humor.

Chahopadhyay, Amitav a; Basu, Kunal (1990) Studied based on lab experiment, with 80 undergraduates, on TV media measured on 9 point semantic differential format; found the positive effect on humorous advertisings are persuaded more on subjects, people contain prior positive brand attitude and also found the comparison of humorous vs. non humorous contain no systematic persuasive effects, it recommends when the humor is more effective.

Speck, Paul Surgi (1990) studied the humor communication effect framework and it describes the five humor types and three humor processes, the humor advertising experience the sense of relief and generate laughter and pleasure sensation, humor grabs attention and facilitates elaboration, he increasing of trustworthiness is more in sentimental humor compared with other humor types. The Humor content more in TV advertisements compared to print ads.

Weinberger, Marc G.; Gulas, Charles S. (1992) insisted on the increase of usage of humor in advertising with systematic conceptual framework, the humor influenced by audience factors, relatedness of humor, placement of humor, nature of the product, communication

goals, humor style and general study on effect of humor, and also humor advertisements are effective in existing products than new or unfamiliar products.

Xinshu Zhao (2000) areas of research interest are Super Bowl advertising, public opinion, and consumer behavior in the new media environment. His research papers have appeared in many industry journals.

Smit, Edith G et al studied on 3000 commercials which broadcast on Dutch TV from 1992 – 2001, they found influence of advertising likeability for the brand its transfer to purchase intention and likeability differed for different type of products. The purchase intention differed on likeability on ad results regarding the brand

Lee, YihHwai, et al (2008) made on experiment with 222 Chinese MBA students on Television commercials in China and study on effect of advertisement humor measures process and cultural orientation of ads like incongruity and arousal safety. The influence of individualism and uncertainty avoidance indicated in the effectiveness of humor in television ads, in the joke is difficult to understand when more critical about ads on individualist, it will low uncertainty avoidance cultures.

Cruthirds, Kevin W et al (2012) studied 97 Television ads used in major US and Mexican networks, conduct a content analysis on Four humor styles. US ads are more affiliative, aggressive and self-defeating humor than compared to Mexican commercials, also analyzed on Power distance, Individualism, Masculinity and uncertainty avoidance.

SwaniKunal, et al (2013) studied on American Television advertising using humorous ads, the examines on two study responses of men and women to violence in humorous advertising, humorous measured on low and high violent humor, gender and time of humor. Attitude towards Advertisements, attitude towards Brand, Perceived humor, violation of social norms, the first study on high physical violence in humor ads targeted on female audiences, the second study on violations of social norms on the brand with men and women.

3. Research Methodology

This research paper helped to find the effectiveness of the advertisement and the ways to increase the purchasing power. Through convenient sampling, a sample of 100 respondents from various location responded to the questionnaire via WhatsApp and a link through email. Respondents were not paid for their participation and data were collected over approximately one month.

Objectives

- To find out the impact of humorous advertising on consumer purchase intention
- To analyze the importance and purpose of using humor as advertising appeals in the

S. No.	Attention towards online humor advertisement	Percentage
1	No	22
2	Sometimes	28
3	Yes	50
4	Total	100

form of various methods of ads

- To study the significance and application of different humorous visual elements in advertising that is used to attract children as a consumer

4. ANALYSIS AND INTERPRETATION:

Believe in Advertisement

1	Believe in Advertisement	Percent
2	Yes	72
3	No	28
4	Total	100

From **Table 1** we know that there are 72% respondent believe in advertisement

Important aspects of TV ad

S No.	Important aspects of TV ad	Percentage
1	Back round	26
2	Models	36
3	Theme	38
4	Total	100

From the **Table 2** maximum no of the respondents have given important of ad (38% respondent like advertisement in themes only)

Humor ads that creates a greater impact

S. No.	Humor ads that creates a greater impact	Percentage
1	Just the printed words	35
2	Word with visual	49
3	Word with sound	16
4	Total	100

From **Table 3** we know that there are 49% Respondents agreeing to visual advertisements create a positive impact in advertisement This chapter deals with the analysis of the study on effectiveness of humor advertising on advertising success

Attention towards online humor advertisement

From **Table 4** we know that there are 50% Respondents pay attention for online advertisement

SUGGESTION

- The respondents consider the maximum of ads delivered the message through Internet, and it's to be a more effective medium on the in formativeness predictor of advertising effectiveness.
- The respondents consider the humor ads to be a more effective medium on the precipitating action parameter of advertising effectiveness
- The respondents feel that ads on the Internet cause more among users than TV ads

5. CONCLUSION

The above study explains humor advertisement helps the people and creates awareness of the product. In this study we came to know that the advertisement is creating a positive impact on the purchase. Humor advertisement is one of the tools to achieve the target. Humor advertisement is increasing the value of purchasing power. Another thing that is of importance is the range

of advertising and how many consumers will be exposed to it. For a regional business model, television would be better and for a word wide audience, advertising on the internet would be more fruitful. A major point that is borne out by the study is the increasing importance of Humor advertising. India has the youngest internet using population; through using more internets is making humor ads as well as the popular media of advertising among the youth. Many researchers prove that use of humor in advertising will helpful to get consumer intention

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