

The effect of humor on marketing advertisements and its impact in customer experience

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Abstract

A pleasant customer experience is a goal to be sought by many retail companies, especially as a way to distinguish between competitors and offerings. Therefore, the experience of the service provided by the distributors provides us with a source of competitive upper hand and also a tool to strengthen and maintain relationships with consumers. This will help to improve the company's profitability. The assessments of a customer's service experience rely on their service experiences, which are mainly social exchanges use affective components as I connect during these service meetings, the customer experience often improves. Humour provides a practical communication mechanism that helps workers to communicate more effectively with customers and can accurately coordinate behaviors for both senders and receivers.

One thing that connects all humans is laughter. Humor belongs to the strongest and most popular emotional appeals with regards to advertising. Humour grabs our attention, and hence we often see it being used in advertising. Humor tweaks with the positive psychology of humans and creates engagement and positive interpersonal relationships. This study contributes to and also strengthens the argument that appropriate humor usage helps the consumers connect to the advertisement and product. Data was collected from 265 respondents via online questionnaire based survey. The results showed that use of humour in advertisements positively influences purchase intention. Careful management and a strategic approach should be employed so as to avoid adverse effects or negative outcomes.

Introduction

The sense of humor of the customer and friendly contact Enjoyable experiences are 'an impact-laden, cognitive appraisal of one's conversation with a communication worker' "(Gremler and Gwinner , 2000: 91)". Apositively, consumers assess a relationship with staff that is likely to experience greater satisfaction as they perceive more social and islational benefit in service meetings.

The sense of humor of the customer and friendly contact

This could be more likely when clients have a certain sense of humor. The relationship between the sense of humor of customers and enjoyable interactions has not been well explored (excluding the studies of Gremlera and Gwinner, 2000, 2009, where one of the elements in the enjoyable interaction scale is the sense of humor of the FLE). Nevertheless, a sense of humor is linked to satisfaction "(e.g. Ruch et al., 2010)" and cheerfulness "(e.g. (e.g. Ruch and Carrell, 1998)". "Peterson et al. (2007)" found that laughter can increase the enjoyment of people and even the satisfaction of life. People with a sense of humor are more likely to report a friendly relationship with others because they have a characteristic or state of happiness and joy.

Hypothesis Formulation

The dependent variable for our research is the consumer's purchase intention depending on the humor aspect of the adv. Therefore in ads, Humour will be the independent variable.

Companies spend billions of dollars annually on k ads to target particular consumer audiences with their product/brand, a quarter of the I budget is split between data investment management, public relations and sponsorship “(Statista, 2018) .

Consumers are reached via advertising for newspapers, magazines, j flyers, internet, social media, advertisements for radio and television (Kotler, Amstrong, Wong, aSounders, 2008, 748); ” also, product placements in films, sponsorship, and giveaways. In their ads, many well-known brands are astutely and in some cases also as part of the brand's astrategy. This strategic role may build a fan base for a new product or ruin the reputation of the brand. Consumers are very conscious of their tastes in view of the continuous growth in branding and demand for quality content. What are the advantages of using humorous ads on television, radio or newspapers when a company chooses to use it? Are customers happier than another form of ads, amusing and humorous commercials for members? Will the advertisement expectations be the same for humorous content? Humor is part of positive moods, but are all the positive emotions generated for all ages by one form of humor? When depicted in humorous ads, Woulda content of the humorous advertisement matter to customer or positively affect a brand creativity. That is why the hypotheses for this analysis are:

- (1) Consumers remembers humorous advertisement better than the ones without humor.
- (2) Different age segments likes different kinds of humor employed in advertisement.
- (3) Consumers prefer humor in advertsiments regardless to whether they contain any other important elements like product ingredients, facts. The first section examines impact on memory by humorous advertisements, Second section determines preferred style of humor by various age groups, and the third section evaluates the significance of the content in video advertisement's shown to the consumers. Results shows that the advertisements with humor element is more impactful than the advertisements without humor, various humor styles were not connected to any specific age dicisions and content in advertisments with humor did not create a consumer preferences towards the advertisements. Overall, this research is finding a definition to explain humor and its connected theories, it tries to explains the link between memory and humor; overlooks into advertising and presenting the conducted research along with its outcomes.

WHAT IS HUMOR?

The word “humor” is derived from Latin, meaning “body fluid,” with “Galen of Pergamon” “(129 AD- c. 210 AD) adding humoral” theory they defined humor as four ingredients required for person's attitude – “blood, phlegm, choler or bile, and melancholy or black bile”, in the body. A mix of these fluids provides a person's individual characteristics in the element of sense of humor. In the sixteenth century, humor was explained as “mood” or “feeling”, which was later acknowledged as “temporary state of mind” (Wickberg, 2015, 16- 17, 19). Thayer represented the difference between the “mood,”

“effect,” “emotion” and “feeling” “(FIGURE 1) - by “ taking only diversity as the timeline “(Thayer, 1989, 14-15)”.

Emotions can be more hectic and it can be triggered by things that are specific. Feelings follows after “emotions when our brain goes through” with our emotions.

Moods usually lasts longer than emotions and feelings. Also, moods are not usually hectic, that means, moods develop over a much longer time frame “Raynolds, 1996; Clegg, Kornberger & Pitsis, 2008, 79”).

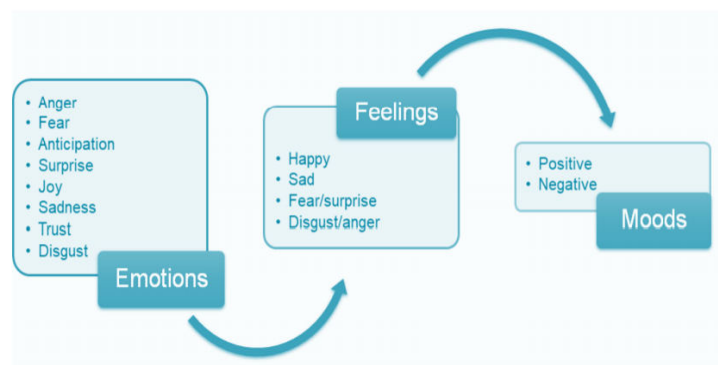


FIGURE 1. The process of emotions turning to moods; the core differences between emotions, moods and feelings (“Personal collection, 2018”). The Pulkthik’s wheel of emotions basically described 8 major emotions which are anger, fear, anticipation, surprise, joy, trust, sadness and disgust (Donaldson, 2017). Feelings are compressed into 4 basic ones: happy, sad, fear or surprise, and disgust or anger (“Jack, Garrod, Schyns, 2014”). The emotion happiness usually represents the feelings – ‘calm, satisfied, fulfilled, inspired, positive and free’; In order to feel the element of happiness, an individual should feel the element of fulfilment and satisfaction with one’s own life (Clegg et al., 2008, 79). “Thayer” argued about various moods – the arguments can be divided into 2 aspects, positive and negative. (“Thayer, 1989, 16”). FIGURE 1 shows us a graphical overview of the core differences which is between emotions, moods and feelings, which are based on theories.

Literature Survey

1. “Self-induced behavior change through health message posting in social media” - Robin L. Nabi, 2019

Encroached within the “self-effects paradigm of social media influence”, this research gives us an idea how posting a message regarding health promotion to people’s social media influences one individual’s versus the others’, later health behaviors, this is with emphasis on the emotional intensity and the sharing directives of the message. “382 participants viewed one of eight versions of a melanoma awareness video and were given the opportunity to post it to their Facebook page”.

H1 Humour in advertisements had a positive impact on the social media sharing responses

2. “On being roasted, toasted and burned: (Meta)pragmatics of Wendy’s Twitter humour” – “Pomorska, 2020”

The fast food chain of Wendy's has a reputation for its salient promotional campaign containing humor on Twitter which involves snappy posts commonly termed as “roasting”. Based on a thread of tweets posted by “Wendy's” and duly metapragmatically labelled “roast(ing)”,

H2 Roasting and toasting positively influenced the customer responses towards that advertisements

3. “Marketing challenges in the #MeToo era: gaining business insights using an exploratory sentiment analysis” – “Ana Reyes-Menendez a, Jose Ramon Saura a, Ferr~ao Filipe b, 2020”

The “#MeToo movement” also comes among one of the most impactful social movements of recent years that have attracted the attention of the stakeholder's and changed their existing social mindsets.

H3 Keywords having sentimental values positively influenced the response towards those contents

4. “Impact of Humor Advertising on Brand Purchase Strategy” - Amin Palikhe, 2020

Their study and the ways used descriptive research model by testing the hypothesis with both dependent and independent variables. The survey that was based on questionnaire had been undertaken taking into consideration “the sample of 136 respondents”.

H4 Brand humour in advertisements positively influenced consumer purchase intentions

5. “The Effectiveness of Humor in Persuasion: The Case of Business Ethics Training” - Jim Lyttle, 2015

This study, theory of persuasion was used to get the following predictions about employment of element of humor while presenting persuasive messages used for training in business ethics.

H5 Humour element in Persuasive messages improved source credibility

6. “The Effectiveness Of Humor In Advertising: Analysis From An International Scope” – “Estela Núñez-Barriopedro, Universidad de Alcalá Klaudia Goralczyk Klusek, Universidad de Alcalá Luis Tobar-Pesántez, Universidad Politécnica Salesiana de Ecuador, 2019”

In advertising, as in marketing, different advertising techniques are used to achieve the objectives proposed by companies, among them, to reach a large number of consumers who remember both the brand, the product as well as the advertising campaign used, that is, the effectiveness.

H6 Humour in advertisements increased the effectiveness and impact of the advertisements

7. “Propagators, Creativity, and Informativeness: What Helps Ads Go Viral”- “Sarit Moldovan a & Yael Steinhart b,* & Donald R. Lehmann, 2019”

Video sharers did report an increase in the sun safety behavior after one week, and this was even after taking into account a wide range of sun safety-related predictors. The elements of emotional intensity and self-efficacy surprisingly emerged as the key message sharing predictors. These findings derived from the research aligned with the theory of cognitive dissonance, this in turn offered a unique evidence in a mediation that was mediated with relatively enduring effects, and it expanded the dialogue regarding the self-persuasive power the social media possesses.

H7 Emotional intensity and self efficacy positively impacted the sharing rates

8. “Fear and Humor Appeals” in “The Real Cost” Campaign: “Evidence of Potential Effectiveness in Message Pretesting” – “Xiaoquan Zhao, PhD,^{1,2} Maria L. Roditis, PhD,¹ Tesfa N. Alexander, PhD,²⁰²⁰”

In tobacco prevention campaigns is very vital, fear-appeal messages are widely used and normally shown to be effective, whereas the utility of humor appeals is little clear. This study compares the potential functioning of fear and humor ads developed for “The Real Cost” campaign.

H8 Fear and humour effectively captures the target audience’s attention

9. “Towards closing”g “the attitude-intention-behavior gap in green consumption: a narrative review of the literature and an overview of future research directions” - Ghina ElHaffar, 2020”

In researches done on sustainable consumption gained more popularity in the previous few years, and the “green gap phenomenon” has had its own share of studies. This phenomenon was later known as the discrepancy that stood in between what the consumers told about their growing concern they had regarding the environment, which was there on the one hand, while on the other what they truly did in order to help sustain the environment.

10. “Type of Humor and Advertising Effectiveness: Study on Indonesian Children Aged 7–12- Hardika Widi Satrial” , Sri Rahayu² , and Naldo, 2018

This research paper explores the relationship between the style of humor and the efficacy of Indonesian children's advertising for dairy products. To evaluate the kind of humor used in the ads of dairy products, a quantitative approach was used. A total of 840 students from 7-12 years of age at both public and private schools answered a questionnaire. The results of the study of variance a (ANOVA) showed that the type of humor had no major impact on the efficacy of advertising for dairy products.

H9 Type of humour does not have an impact on the efficacy of dairy products

11. “A Study Of Humour Appeal In Advertisement” - Manik Jindal- 2019

Humour makes or manipulates the customers to enjoy, laugh and retain it in their memory more. This research focusses on analysing the impact of humour on consumers, explain the concept of using humour in advertisements and how much it impacts the purchasing decision of the customers. 88% of respondents found the use of humour to be attractive, very few found it to be irritative, 57% found it to be informative. 67% believed the use of humour influenced their purchase decision positively, 52% intended on recommending the product to others.

H10 Humour retains and also influences purchase intention of the customers

12. “A meta-analysis of humor in advertising” - Martin Eisend-2008

The study focusses to obtain an integrated meta-analysis regarding humour effects in advertising and the relation of humour evoked the affective responses and the measures related to marketing by showing if and how the element of humor of the advertisement support or harm the impact it has attitudes of brands.

H11 Use of humour positively influences attitude towards the brand

13. “Assessing the Use and Impact of Humor on Advertising Effectiveness: A Contingency Approach” - Marc G. Weinberger, Harlan Spotts, Amy L. Parsons 1997

Hundreds of billions of dollars is spent on advertisements in various media every year, the aim of this study was to find whether the humour use by advertisers is influenced by the performance of them with regard to humour. 55% of the advertisements were humour dominant, 20% information-focused, 25% was image focused. Current advertising practices may not be the most effective when taking into consideration advertisement performance

H12 Use of humour increased the advertisement performance

14. “Explaining the use and effects of humour in advertising: an evolutionary perspective” - Martin Eisend- 2017

Use of humour in advertisements have been increasing over the years, award winning ads that uses humour has increased from 21% in 1920s to 66% in 2000s. This article adds on to the already published literature reviews, meta analysis and historical analysis. Humour can be utilised the most when the type of humour fits the demography and cultures of the specific region. The effect of humour also depends on the processing style of the respondents.

15. “Humour—The Strongest Emotional Appeal in Advertising” - Pavel Hornák 2017

Humour is one of the strongest and has the most popular emotional appeal in advertising. Author's creativity and originality is very important along with the appropriate election of subject, target group etc. Research confirmed that most of the respondents accepted humour in advertising. 158/217 responded that humour was the most impressive for them. Humour is more preferred by men. It creates a positive attitude towards the product.

H14 Humour element creates a positive attitude towards the product

16. “Impact of humor in advertising on consumer purchase decision” - Anh Thuc Hoang - 2013

The idea of conducting a study was to study and understand the consumer decision processes and determinants of the same. The 7 types of humour, the most entertaining value was evaluated to be present in personification, surprise, silliness and exaggeration. Consumers did not entertain pun sarcasm and comparison

H15 Use of humour grabbed the attention of viewers

17. “Is Humor Advertising Always Effective? Parameters for Effective Use of Humor in Advertising” - Aneta Djambaska, Ilijana Petrovska, Elena Bundalevska - 2015

The target aim of conducting this research is the extensive use and consumption of humour. A humorous advertisement can help the product by creating a positive mood, liking for the source and better retention in the minds of people. The audience, product, service, available budget etc play a major role in the advertisements. Comparing both bud light ad and Honda ad, Honda ad was more remembered by the people because of the message it had. Keeping the focus on both story and the message is important. Humour can be used to reduce the irritation while seeing the ads

18. “The effect of humour usage on customer’s service experiences” – “Tung Moi Chiew, Christine Mathies and Paul Patterson – 2018”

Providing an enjoyable customer experience is one of the aims of any retail business, it’s also an effective method to differentiate yourself from the competitors, but humour alone or any kind of humour will not get you the sales, appropriate humour in various contexts is the challenge. Front-line employee’s customer response and the service encounter outcomes was collected. Mood moderates the relation between enjoyable interaction and perceived humour type. There was a positive link between enjoyable interaction in service encounter and customers sense of humour.

19. “The effect of voice and humour on users’ perceptions of personal intelligent agents” – “Sara Moussawi, Raquel Benbunan-Fich – 2020”

Personal Intelligent Agents had a substantial growth in terms of usage among the public. Humour is being integrated into these systems like alexa, siri and cortana, this makes them a likeable agent and also makes the interaction more enjoyable. Data analysis was done with help of smartPLS package. Perceptions of intelligence was found to be definitely in relation with increased cognitive based trust and also to the view of anthropomorphism

20. The “impact of humorous advertising on consumers buying, word of mouth and recall - Ghada W. El-tazy, Hesham O. Dinana – 2018”

There are cognitive and emotional advertisements. depending on the viewers, products and the market scenario it should be aptly selected. The purpose of this paper was to investigate ‘humorous advertising’ - effect on Egyptian viewer. It studied the effect of humour in advertisements on customer’s buying behaviour, probability of purchases and actual sales taking place. There was found to be a relation between the attitude of customers and use of humour in ads. humour was seen to lead the consumers to a positive attitude, attitude and intention to purchase had a direct relation. younger group conveyed that the intention to buy will not be affected by the humour in ads while older group conveyed the opposite.

21. “Identifying Global and Culture-Specific Dimensions of Humor in Advertising: A Multinational Analysis”- Dana L. Alden

Humor in ads in the United States is a widely used marketing tool, but U.S. advertisers know nothing about its use and efficacy in international markets. Such restricted awareness hinders the ability of foreign executives to assess which elements of humorous communication are likely to be appropriate for global standardization and which should be tailored to local expectations. The authors analyze the quality of satirical TV ads from four national cultures: Korea, Germany, the United States, and Thailand.

22. “The effect of humor in advertising: An individual-difference perspective”

Yong Zhang

An experiment was carried out to explore the impact of individual differences in the need for cognition on the power of humor and on persuasion in ads. The findings show that the influence of humor in ads is moderated by the need for cognition of an audience member. Advertising humor is more effective in affecting the reactions of audience members to an advertisement when the need for cognition of audience members is low rather than high.

23. “Advertising: The Moderating Role of Prior Brand Evaluation” “Kunal Basu”

The prior assessment of an advertised brand by a customer is hypothesized to moderate the efficiency of humor in ads. In addition, as mediators of the influence of humorous advertising on a brand attitude, cognitive responses are hypothesized. The findings support the hypothesized moderator function of prior brand evaluation: when the advertised brand's prior evaluation is favorable, a humorous ad is more efficient in shifting customer expectations and preference behavior than its non-humorous counterpart. If buyers have a negative prior attitude, the reverse is true: a humorous ad is less successful than its non-humorous equivalent in shifting consumer perceptions and preference actions.

24. “Humor in Advertising: A Behavioral Perspective” Calvin P. Duncan

The Journal of the Academy of Marketing Science (JAMS) is dedicated to e-study and marketing improvement and serves as a critical connection between academic research and practice through the publication of research-based articles in the marketing field.

25. “Humor marketing: five ads that got consumers laughing” Emma Mulcahy

A tried and tested tactic for marketers to ensure that their advertising is impactful and stays unforgettable for consumers is the use of satire in marketing.

Tapping into what makes customers laugh will build a relationship between a brand and its target audience that is more meaningful. However, despite their efforts to imbue their campaigns with charm, there are certain brands that struggle, and this can have the opposite effect on viewers. Consumers are persuaded that the company is out of touch and fully deaf instead of warming up to these brands.

26. “Humor in advertising: A behavioral perspective”- Calvin P. Duncan 1979

Humorous appeals have been widely seen in television media, radio media and print advertisements. This paper studies and analyzes the usefulness of humor in achieving clear communication and sales targets as well. This research illustrates the debate on the perception and management of variables that mediate the impact of humor on the response of the audience and the need for further creation and testing of behavioral theory as keys to the successful use of humor in advertising.

27. “The Effectiveness of Humor in Advertising: Analysis from an International Scope” – “Estela Núñez-Barriopedro, Universidad de AlcaláKlaudia Goralczyk Klusek, Universidad de Alcalá”

A lot of advertisement techniques are being used to achieve the objectives proposed by companies, among them, to reach a large number of consumers who will remember both the brand, this paper shows the current outcomes of using humor in advertising in a general perspective to then deepen the possibility of generalizing these to the cultural differences of the globalized world in which we are living, and focusses on solving the doubts raised and not answered yet by other authors.

28. “Humorous advertising that travels: A review and call for research” - Heather J.Crawford, Gary D.Gregory 2015

Despite the continuous appearances in advertising, within and across national contexts, researchers have been and is treating humor as a culture-bound phenomenon, without offering universal theories or frameworks in order to explore the use of humor-based ad appeals in cross-cultural advertising. This article undertakes a systematic review and synthesis of literature on humor in cross-cultural advertising to produce a research taxonomy

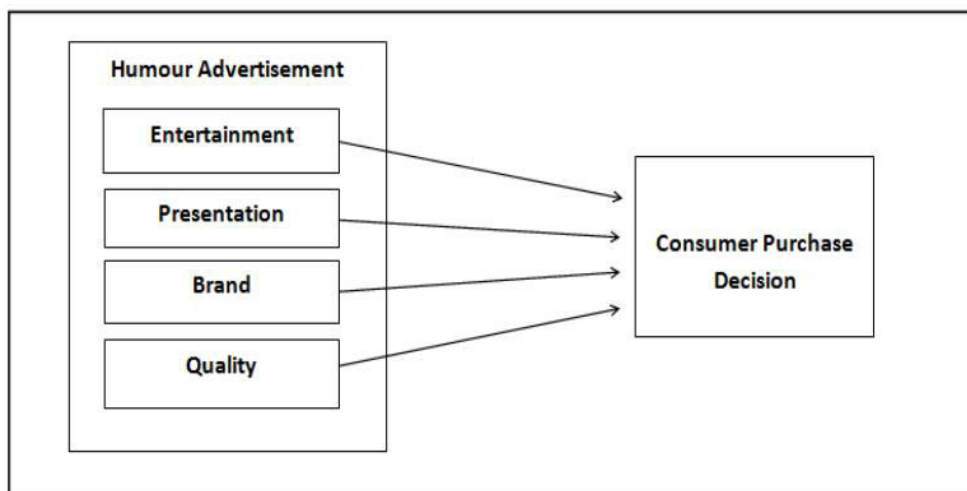
29. “Effects of humor in advertising” -1970

“Humor and influence” - Sternthal and Craig (1973) concluded that the interruption effect of humor can lead to influencing the consumers. However, they also discovered that the influential effect of humor is at paramount no superior than that of serious appeals. The views of U.S. advertising executives also seemed to agree with these conclusions. In the blueprint of humorous advertising and upcoming comedy research, various other audience variables should be reserved in mind.

30. “The Impact of Humor in Advertising: A Review” – Charles S Gulas and Marc G Weinberger 1992

The use of humor has become one of the most popular practices in advertising over time; but since the last significant analysis almost twenty years ago, our awareness of its effect has not been updated. In the meantime, a great deal of humor analysis has been carried out by analyzing numerous media ads and how they impact purchasing decisions. Earlier findings were only partly validated by the results of this research and demonstrated the need to apply satire with caution and diligence depending on the target audience and variations in culture.

Hypothesis



- There is a significant relationship between brand and purchase decision in humour advertisement
- There is a significant relationship between quality and purchase decision in humour advertisement
- There is a significant relationship between entertainment and purchase decision in humour advertisement
- There is a significant relationship between presentation and purchase decision in humours advertisement

Analysis

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.681 ^a	.464	.386	.8823

a. Predictors: (Constant), H12, H7, H8, H1, H17, H9, H14, H6, H20, H3, H10, H16, H23, H4, H21, H2, H11, H18, H13, H22, H19, H15, H5

b. Dependent Variable: H24

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	106.528	23	4.632	5.950	.000 ^b
	Residual	122.989	158	.778		
	Total	229.516	181			

a. Dependent Variable: H24

b. Predictors: (Constant), H12, H7, H8, H1, H17, H9, H14, H6, H20, H3, H10, H16, H23, H4, H21, H2, H11, H18, H13, H22, H19, H15, H5

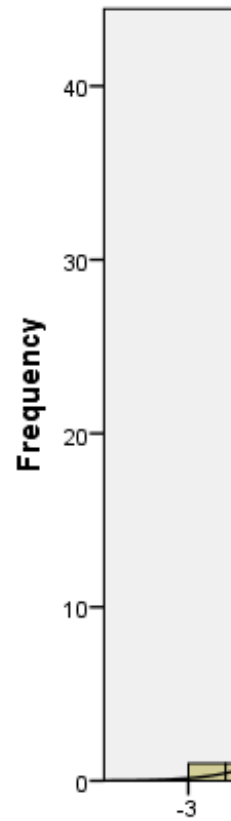
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.320	5.066	3.604	.7672	182
Residual	-2.3911	1.9710	.0000	.8243	182
Std. Predicted Value	-2.977	1.905	.000	1.000	182
Std. Residual	-2.710	2.234	.000	.934	182

a. Dependent Variable: H24

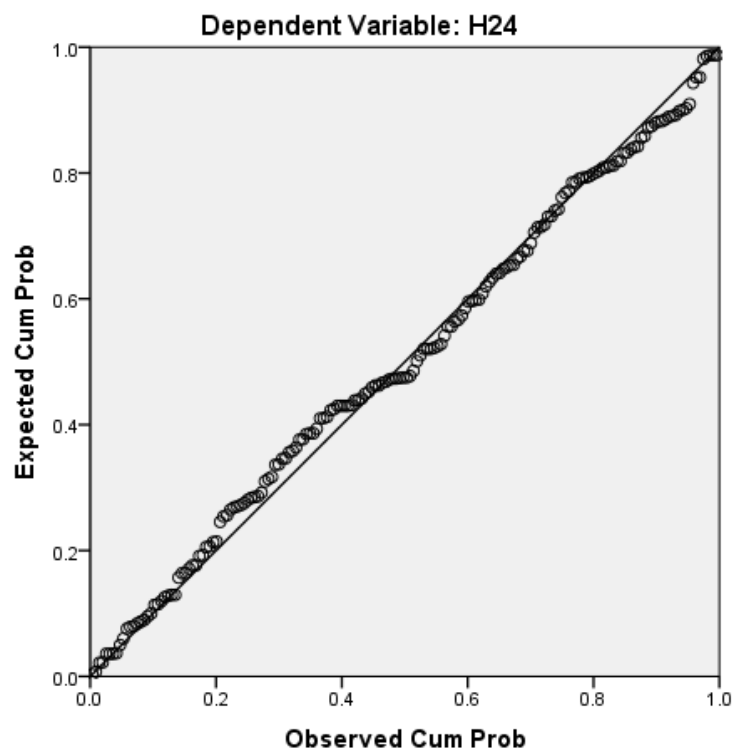
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.493	.524		.940	.349
H13	.244	.143	.210	1.712	.089
H14	-.090	.100	-.077	-.903	.368
H15	-.140	.120	-.146	-1.169	.244
H16	.154	.108	.163	1.423	.157
H17	.176	.101	.201	1.747	.083
H18	.080	.105	.087	.760	.448
H19	.096	.110	.108	.870	.386
H20	.092	.109	.103	.850	.397
H21	-.179	.104	-.204	-1.720	.087
H22	.007	.108	.008	.066	.948
H23	.165	.095	.187	1.736	.084
H1	-.036	.121	-.022	-.299	.765
H2	-.200	.131	-.172	-1.525	.129
H3	.409	.136	.344	3.008	.003
H4	-.102	.120	-.088	-.850	.397
H5	.129	.144	.114	.891	.374
H6	-.004	.096	-.003	-.039	.969
H7	-.019	.098	-.016	-.192	.848
H8	.224	.100	.177	2.237	.027
H9	-.043	.086	-.040	-.499	.619
H10	.285	.108	.227	2.636	.009
H11	-.204	.133	-.173	-1.535	.127
H12	-.179	.123	-.154	-1.460	.146

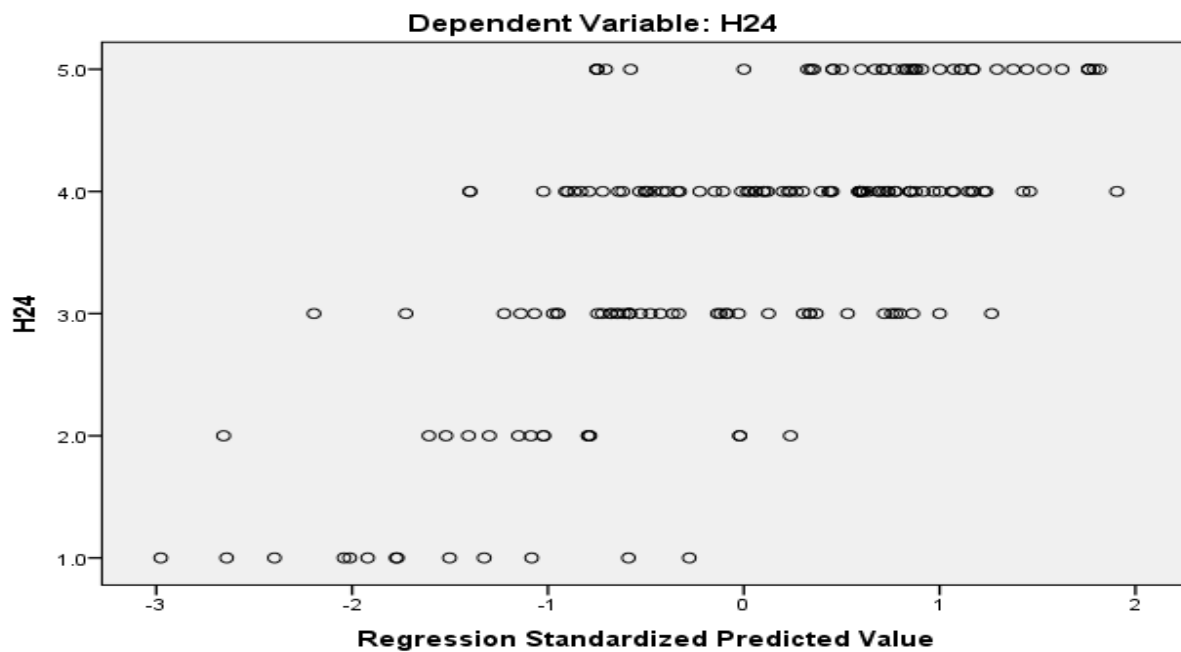


a. Dependent Variable: H24

Normal P-P Plot of Regression Standardized Residual



Scatterplot



Survey Questionnaire

Link : https://www.youtube.com/watch?v=2kab-8_q4Qw

<https://www.youtube.com/watch?v=sbvhlQHZQG0&t=267s>

H1-H5 Entertainment

1. The commercial message was fun to watch.
2. The commercial storyboard was fun to watch
3. The commercial actor was so funny
4. I thought the commercial was very funny and good
5. People expect me to say amusing things

H6-H10 Presentation

6. People tell me that I am quick witted
7. I need to be with people who have a sense of humour
8. I often read jokes and funny stories
9. I enjoy being around quick-witted people
10. I thought the commercial was interesting.

H11-H15 Quality

11. I thought the commercial was pleasant
12. I like the commercial
13. The commercial was not bad
14. I want to buy the advertised brand/product in the near future
15. I may buy the advertised brand/product in the near future

H16- H20 Brand

16. I definitely will buy the advertised brand/product in the near future
17. I probably will buy the advertised brand/product in the near future
18. I will recommend this funny commercial to a friend
19. I will talk to my friend about this funny commercial
20. I will click "share" to show my appreciation of this commercial on social media

H21 Purchase Intention

21. I will talk to my friend about brand

Research Objectives

The aim of this research was to accomplish the following objectives

- To analyze and explain the element of humour in advertisements
- To study and explain the impact humour has on consumers purchase decision
- To study whether using humour in advertising is more effective when compared to serious message advertisements.

Methodology

Data collection and sample

Initially in order to test the hypotheses, a survey was conducted with 2 online questionnaires to test how the purchase intention of customers get influenced by use of humour, both the questionnaires contained questions related to the same product Mentos but different advertisements were used. Primary data collection is done using quantitative research method by floating two online questionnaires containing 24 questions each, these questionnaires were filled by 307 respondents, majority of the respondents were in their early twenties and students, for better age distribution the questionnaire was floated to married and middle age groups too. All the 307 questionnaires were taken into consideration as they were completely filled. The sample collected consisted of 55.9% males and 44.1% females, 67 % of the respondents were in the age group of 20-24, 21% between 25 and 29, 5% each for less than 20 and more than 29. 87% of the respondents were single and 12% were married. 48% of the respondents were post graduates, 36% under graduates, 2% PhD and 14% selected others. The questionnaire collected demographic information and the influence on purchase decision of the customer.

Discussion and conclusions

This research study has made an attempt to understand how customer's buying behavior changes when an element of humour is employed. History has shown us how humour can grow or destroy a brand, it all depends on how well one is able to connect to the audience and how well one can employ humour and at the same time connect it to the brand and the product. The decision to use humour in advertisements should be tactical, use of humour should be modified according to the situational circumstances. Our research showed that the inherent incongruity in the humorous advertisements draws attention. Repeatedly pairing humour with a brand leads to a direct implicit change in attitude, this thereby implies that humour will be having more long-term impact to the attitude towards a brand. Sarcasm is to be employed with caution, though it is a type of humour, there are chances that it will offend the viewers.

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