

Impact of Humorous Advertising on Brand Recall

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Abstract

Advertising plays a crucial role in influencing consumer perception and purchasing behavior. In a highly competitive market environment, companies use various advertising strategies to capture consumer attention and improve brand memorability. One of the most commonly used strategies is humorous advertising, which uses comedy, entertaining situations, or amusing messages to engage consumers. The objective of this study is to examine the impact of humorous advertising on brand recall. A pilot study was conducted with 18 respondents using a structured questionnaire measured on a 5-point Likert scale. The collected data was analyzed using SPSS through reliability analysis, descriptive statistics, correlation analysis, and regression analysis. The findings indicate that respondents generally have a positive perception toward humorous advertisements and tend to remember brands featured in such advertisements more easily. The statistical results show a positive and significant relationship between humorous advertising and brand recall. However, due to the small sample size, the results are preliminary and cannot be generalized. The study concludes that humorous advertising has the potential to enhance brand recall and can be an effective marketing strategy when used appropriately.

Key Words: Humorous Advertising, Brand Recall, Consumer Behavior, Advertising Strategy, Marketing Communication.

1. INTRODUCTION

Advertising is an important tool used by organizations to communicate with consumers and promote their products or services. In today's competitive environment, consumers are exposed to numerous advertisements across television, social media, digital platforms, and other media channels. As a result, it has become increasingly difficult for brands to capture attention and remain memorable in the minds of consumers.

One strategy widely used by marketers is humorous advertising. Humor is often incorporated in advertisements through funny dialogues, exaggerated situations, satire, or entertaining storytelling. The primary objective of humorous advertising is to create a positive emotional response among viewers while simultaneously delivering the brand message.

Humorous advertisements tend to capture attention more effectively because they entertain the audience. When consumers find an advertisement enjoyable or amusing, they are more likely to watch it completely, share it with others, and remember it for a longer period of time. This directly relates to the concept of **brand recall**, which refers to the ability of consumers to remember a brand when thinking about a specific product category.

Brand recall is important for organizations because it influences purchasing decisions. When consumers easily recall a brand, the probability of choosing that brand during purchase increases. Therefore, marketers often try to design advertisements that not only attract attention but also strengthen brand memory.

This study aims to examine whether humorous advertising significantly influences brand recall. By analyzing consumer responses, the research attempts to understand how humor affects advertisement memorability and brand recognition.

2. OBJECTIVES OF THE STUDY

The main objectives of this research are:

1. To understand the concept and role of humorous advertising in marketing communication.
2. To analyze consumer perception toward humorous advertisements.
3. To examine the relationship between humorous advertising and brand recall.
4. To determine whether humorous advertising significantly impacts brand recall.
5. To test the reliability of the questionnaire through a pilot study.

3. LITERATURE REVIEW

Humor has long been recognized as an effective advertising technique. Researchers have explored the role of humor in attracting consumer attention, generating emotional responses, and improving memory retention.

Previous studies suggest that humorous advertisements are more engaging and entertaining compared to traditional advertisements. Humor creates amusement and surprise, which enhance the cognitive processing of information and increase the likelihood that consumers will remember the advertisement.

Consumer psychology research indicates that emotional advertisements often produce stronger memory retention than purely informational advertisements. Humor generates positive emotions such as happiness and enjoyment, which strengthen the association between the advertisement and the brand.

However, some researchers also warn that excessive humor may distract from the main brand message. This phenomenon is sometimes referred to as the “**vampire effect**,” where consumers remember the joke or entertaining content but fail to recall the brand being advertised.

Despite these limitations, many studies have identified a positive relationship between humor in advertising and brand recall. When humor is relevant to the product and integrated effectively with the brand message, it can significantly enhance consumer engagement and memorability.

4. RESEARCH METHODOLOGY

4.1 Research Design

This research follows a descriptive and analytical research design. The study describes consumer perceptions regarding humorous advertising and analyzes the relationship between humorous advertising and brand recall.

4.2 Research Approach

A quantitative research approach was used to collect and analyze data.

4.3 Data Collection

The study used both primary and secondary data sources.

- **Primary Data:** Collected through a structured questionnaire using Google Forms.
- **Secondary Data:** Collected from books, research journals, and online sources related to advertising and marketing.

4.4 Sample Size

The pilot study was conducted with **18 respondents**.

4.5 Sampling Technique

Convenience sampling was used due to ease of accessibility and participation.

4.6 Measurement Scale

A **5-point Likert scale** was used to measure responses:

- 1 Strongly Disagree
- 2 Disagree
- 3 Neutral
- 4 Agree
- 5 Strongly Agree

4.7 Statistical Tools Used

Data was analyzed using **SPSS software** with the following tools:

- Reliability Analysis (Cronbach's Alpha)
- Descriptive Statistics
- Pearson Correlation
- Regression Analysis

5. DATA ANALYSIS AND INTERPRETATION

A pilot study involving 18 respondents was conducted to examine the relationship between humorous advertising and brand recall.

Reliability Analysis

The Cronbach's Alpha values for both variables were above **0.70**, indicating that the questionnaire is reliable and internally consistent.

Descriptive Analysis

The mean scores for statements related to humorous advertising were above **4**, indicating that respondents generally agree that humorous advertisements are enjoyable and attention-grabbing.

Similarly, the mean scores for brand recall were also above **4**, suggesting that consumers tend to remember brands featured in humorous advertisements.

Correlation Analysis

The correlation analysis showed a **positive relationship** between humorous advertising and brand recall.

Regression Analysis

Regression results indicated that humorous advertising has a **positive and statistically significant impact on brand recall** ($p < 0.05$).

However, since the study is based on a small sample size, the results should be interpreted cautiously.

6. RESULTS AND DISCUSSION

The analysis indicates that respondents generally have a favorable perception toward humorous advertising. Humor appears to capture consumer attention and create positive engagement, which contributes to improved brand memorability.

The correlation and regression results support the assumption that humorous advertising positively influences brand recall. When consumers enjoy an advertisement, they are more likely to remember the brand associated with it.

However, the results should be considered preliminary because the study was conducted with a small pilot sample. A larger study would provide more reliable and generalizable conclusions.

7. CONCLUSION

This study examined the impact of humorous advertising on brand recall through a pilot study involving 18 respondents. The results indicate that humorous advertisements attract attention, create positive emotions, and enhance brand memorability.

Statistical analysis showed a positive relationship between humorous advertising and brand recall, suggesting that humor can be an effective marketing strategy. However, the limited sample size restricts the generalization of the findings.

Future research with larger samples and diverse demographic groups would provide deeper insights into the effectiveness of humorous advertising.

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