

Humour Advertisement Influencing the Customer Perception

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Abstract

People are exposed to a lot of posts on social media every day. There are numerous products in the market, so it would be interesting to learn why some advertisements get our attention and others don't. Given how prevalent humorous advertisements are in modern advertising, this research paper focuses on them.

The use of humour in advertising has become widespread, but since the last significant review nearly 20 years ago, our understanding of its effects has not been updated. Since then, a tonne of research on humour has been done. The results of this study highlight the need to use humour sparingly and only partially support earlier findings. Crafting effective advertisements involves more than just incorporating humour. While humour doesn't guarantee better results, its effectiveness can be heightened by thoughtfully assessing the objectives, target audience, context, and appropriate style of humour.

Key words: Humour Advertisement, Purchase Decision, Attitude towards Brand, Attitude towards Quality, Attitude towards Presentation, Attitude towards Entertainment.

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Introduction

Advertisements come in two flavours: cognitive and emotional. By eliciting a specific response from the audience, or what are known as "advertising stimulus effects," advertisers and marketers try to choose the best type to achieve the campaign target. Consumers are psychologically affected by advertising, which affects their purchasing decisions. Advertising appeal, a force that influences consumer thinking towards the good or service and triggers purchasing choice, is a way to accomplish this final goal. Businesses and advertisers aiming to boost sales will be fascinated by the potential and benefits of using humor as a catalyst in their advertising campaigns. However, it is important to recognize that changing someone's mindset is not a straightforward task. To understand how customers react to humorous appeals in commercials and how they influence consumers' purchasing decisions, this thesis will incorporate research on consumer behavior and the buyer's decision process.

The series of Happy Dent White chewing gum commercials can be used as an example of a humorous advertising campaign for a television commercial. In these commercials, the corporation cleverly conveys the chewing gum's qualities and features. They have emphasised the teeth-whitening aspect in such a way that no one could have predicted before. In the advertisement, a guy makes bright light through his whitened teeth, and photographers choose to utilise the man instead of a picture flashlight by displaying his teeth. The key idea in humorous advertising is that everyone reacts to humour quite differently.

The marketer and advertising agency are always mindful of how to benefit from the procedure. With increasing rivalry, there is a growing need to produce humorous commercials. The competitors among the advertising are fiercely engaged in outdoing one another in terms of successful product sales. Technology development has also been employed in opposition to the requirement for competition and commercialization. In this light, the advertiser never neglects to incorporate multimedia and animation into their usage of technology while creating advertisements.

Consumer's Purchase Decision

Consumer purchases are influenced by social, culture, personal and psychological characteristics as for the most part, marketers cannot control these factors (Kotler, Armstrong 2010), but they still need to be aware of them and take them into consideration when making marketing decisions. They do, however, affect consumer behaviour by

affecting purchasing. Marketers try to help consumers recognise what they need, in addition to focusing on what they desire. What and how consumers buy today also influences their behaviour. This paper will go into more detail regarding how customers hold their purchasing behaviour and how they make decisions.

Methodology

Objectives of this study

- To learn about the idea of humour marketing
- To comprehend the ideas and innovations behind brand building
- To comprehend how customers perceive and feel about a brand via humour marketing

Scope of the study

- This report will help marketers identify marketing opportunities to ensure greater efficiency in their use of resources and efforts.
- In India, the Digital Marketing sector is experiencing unprecedented growth. This study will contribute to a better understanding of the aspects of consumer perspective in this lucrative sector in India.
- This information should be of valuable use to marketers and will help them understand their customers better.
- This report will help marketers identify marketing opportunities to ensure greater efficiency in their use of resources and efforts.

Research design

The type of research design is descriptive. The research design serves as a guide for achieving the goals and responding to the inquiries. The availability of a wide range of methods, techniques, procedures, protocols, and sampling plans makes choosing the research design challenging. Descriptive research design has therefore been utilised in quantity research to comprehend and characterise the existing market phenomena for consumer awareness of and increase in the use of digital marketing. As units are measured from a sample of the population, a cross-sectional study has been used.

Data collection method**Primary Data**

The primary data was collected by a questionnaire. The questionnaire was designed in a structured and close-ended form. The survey was conducted by means of personal interviews and email.

Secondary Data

Secondary data was collected from previous dissertations/research papers/marketing journals/magazines/textbooks and websites.

Sampling method

The study involved choosing sampling through the convenience sampling method. The survey was conducted using a data collection tool i.e., Google forms.

Sampling size

The sample size was 50 and respondents of the age group of 16 years to 60 years.

Sample strata

The respondents to the study were the General public.

Sample area

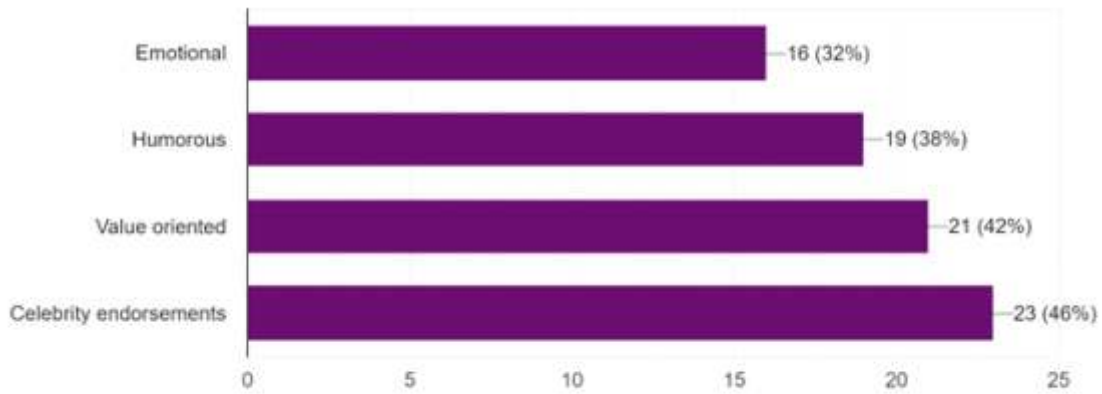
Here the respondents were limited to a sampling of Navi Mumbai.

Limitations of Study

- There was a constraint on time and hence the sample size was restricted.
- Due to geographical constraints, the sample size included only consumers from Navi Mumbai.
- Vast information was available on the internet about the personal care sector but it was not updated.

Results/ findings/ discussion

Which type of advertisement do you like most?



Interpretation

1. It is possible to analyse advertisements similarly to the analysis of literature (i.e., interpreting symbols, determining the motives of the creator, examining the use of particular themes, etc.).
2. Despite a mixed response, celebrity endorsements come out on top, proving that influence marketing is the most effective kind of advertising.

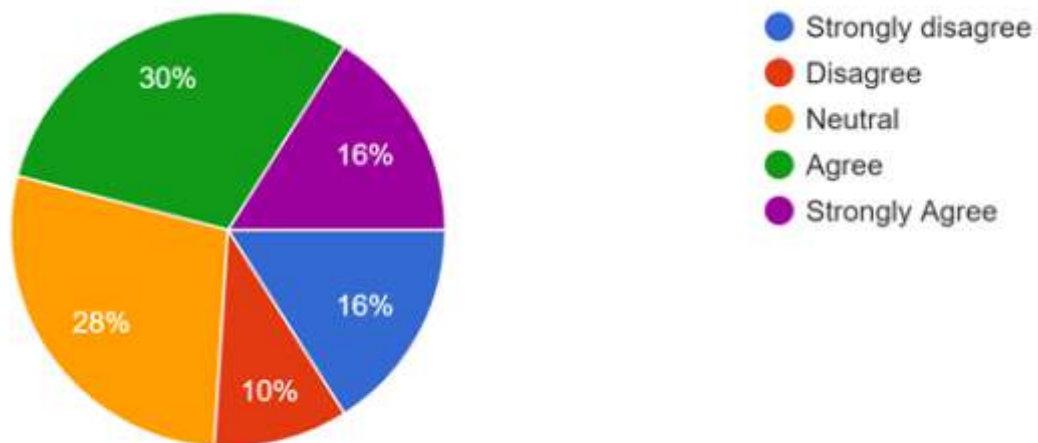
How do you make your purchase decision when shopping for product?



Interpretation

1. The emotive decision is described in the first two sentences. The third and fourth claims speak of attitude-based decision-making.
2. This diagram shows that when consumers browse for products, they are more likely to make affective and attitude-based decisions than attribute-based decisions.

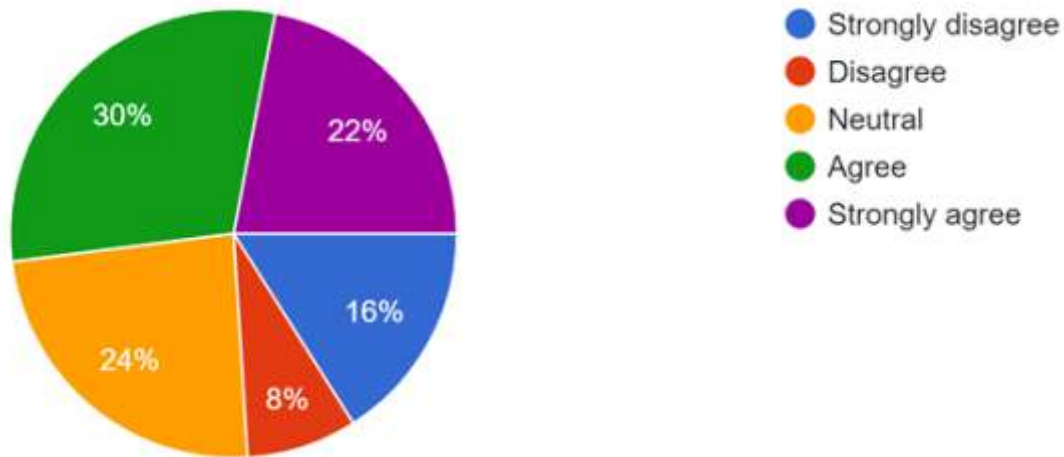
Presence of Humour in advertisement communicates more successfully with audience.



Interpretation

1. The use of humour in advertising has a positive effect on the amount of attention paid to it, how it is connected to other advertisements, how it makes people feel less frustrated, and how much they are connected to and attached to the product.
2. Humorous advertising can assist B2C and B2B companies attract new customers. It is supported by 46% of the respondents, 28% are neutral, and 13% are opposed to the statement.

The impact of humour on liking the message or the brand in the advertisements is high.



Interpretation

1. The impact of humour on consumer's purchase decision also depends on how involved or attached the consumer is to the product.

Conclusion

In conclusion, this study aimed to explore the impact of using different humour techniques in advertisements on perceived humour, attitudes towards advertisements and brands, and purchase intentions among individuals with varying motivational values. The key finding suggests that incorporating humour in advertisements can effectively enhance consumers' willingness to make purchases. Moreover, the study revealed significant correlations between the levity scale and attitudes towards advertisements, brands, and purchase intentions, as well as between brand attitude and purchase intent. Notably, the level of attention paid to a commercial strongly influences the individual's attitude towards it, indicating the importance of attracting attention to foster positive attitudes and increase purchase intentions. Additionally, the research highlighted a noteworthy negative correlation between offensive commercials and both achievement and security, underscoring the importance of avoiding offensive content in advertisements. Further, it can be said that using humour in advertisements is a successful way to increase the perceived value of a product, draw attention to it, and pique the interest of potential buyers. This is done by highlighting features and benefits, as well as convincing viewers that the

product or service will meet their needs.

The research additionally looked at the ways in which hilarious advertisements tend to evoke greater levels of brand awareness, positive action attitudes, and perceived humour. Based on the sample, TV commercials with a comical element had more influence than serious commercials, potentially due to a mediation mechanism. Humour is often considered to be a key component of advertisements.

References

Kotler, P., & Armstrong, G. (2010). *Principles of Marketing*. Prentice Hall.