

A STUDY ON EFFECT OF HUMOROUS ADVERTISEMENT ON CONSUMER PURCHASE DECISION

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Abstract

In order to increase the sales of the product and face competition from similar products, the product is to be equipped to grab the attention of the consumers, persuade them to buy the product and retain the loyalty of the customers. Advertising plays a major role in grabbing the attention of consumers. Attractive attributes used in advertisements, increases the magnitude of grabbing the attention. Humour as an appeal in advertisement is used by many advertisers and businessmen to boost their sales. The present study was aimed to find the impact of humorous advertisement on the consumer purchase decision by selecting some advertisements with special reference to confectionery. Primary data was collected by employing questionnaire that was prepared in Google forms and send to people for their response. The study gave a good insight about the effect of humour in advertisements and how it influenced the consumer purchase decision.

Keywords: Humorous advertisement, Recalling power, Consumer Purchase Decision

I. Introduction

Advertising is one of the most important marketing tools and is seen almost in all places like television, radio, newspapers, magazines, hoardings etc. Advertisement has a psychological impact on consumer or purchaser and hence it surely affects the buying decision of the consumers. Advertising is considered as a marketing vehicle and hence it aims in persuasion of potential consumers (Kotler, Armstrong 2010). In order to achieve this aim, various appeals are used in advertisements which act as a force in stimulating the mindset of the consumers towards the product or services and hence initiates the buying decision. One of the most popular attributes which is extensively used in the advertisements is humour. In order to face the extensive competition and increase the sales of the product, the product should be able to grab the attention of the consumers, persuade them to purchase the product and turn them to loyal customers.

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The study of consumer behaviour not only helps to understand the past but it even predict the future. The factors pertaining to the tendencies, attitude and priorities of people that influence the purchasing patterns of the consumers are:-

- Psychological Factors
- Social Factors
- Cultural Factors
- Personal Factors
- Economic Factors

Advertising plays a major role as far as grabbing the attention is concerned. Humour as an appeal in advertisement is used by many of the advertisers and businessmen as they aim in boosting sales. In this study, the influence of using humour appeal on the consumer purchase decision in advertisements belonging to a category of products namely confectionary, is attempted. An empirical research is conducted in Kerala to study the response of consumers toward humour advertisements, whether the humour content is influencing their purchase/buying behaviour and whether the humour content is influencing the consumer to recall the respective advertisements and relate the respective products said in the advertisement.

II. Literature Review

1) **Aysen Akyuz (2015)** made a study on **“The effectiveness of using humor appeals in advertising”** in which he found that humor has a positive vibe and is a best medium for advertisement. A message conveyed with a pinch of humor element can make that advertisement memorable.

2) **Sashi Kumar Kovindasamy and Emmanuel Abiodun Ogundare (2017)** in their research paper **“A Study of Humor Advertisement and its influence on consumer purchasing decision: Evidence from Malaysia”**, have analysed that there is a remarkable impact of humor advertising on the consumer purchasing decisions. They also identified that purchasing decision of consumer depend upon their willingness to purchase a particular product, which lead to paying required amount of money.

3) **Ghada.W. el. Tazy and Hesham O. Dinana (2017)** conducted a research on **“The impact of humorous advertising on consumer buying, word of mouth and recall”** have analysed that humor in advertising has a positive impact on consumer attitude towards purchasing it but the attitude towards actual purchase was direct weak. Also, humor in advertisements has a positive effect on recall and word of mouth.

4) **Dharmesh Motwani and Khushboo Agarwal (2014)** made a study on **“Impact on humorous advertisements on consumer behaviour”** they found that adding humor can increase one’s likability towards an advertisement and towards the brand which is advertised. It also implies that the attribute of the product has an important role in buying decision. They analysed the difference in opinions of males and females as it was a study on impact of gender and age on the degree of liking towards the ads.

5) **Dr. Ljiljana Koneska, Dr. Jasna Teofilovska and Dr. Savica Dimitrieska (2017)** made a study on “**Humor in advertising**” in which they found people like humor and enjoy humorous advertisements. Also, people are ready to purchase products which influence on consumer purchase decision. They found that humor is successful with existing products rather than new products.

Statement of the problem

Today, advertising has become one of the most important aspects of all business. A few years back advertising was quite indigenous as the technology was not complicated. With limited media choice advertising did not face much competition. But this simplicity did not last due to severe competition. All the companies wanted to highlight their own products in the best possible manner and increase their customer base. Hence advertisers started using a lot of attributes to make their advertisements successful. One of the most popular attributes which is extensively used in the advertisements is humor. When attractive attributes are used in the advertisements, the magnitude of seeking attention increases. The main objective of this study is to analyze the effectiveness of humorous advertisement on the consumer purchase decisions with respect to products which belong to the category confectionary. Also, this study tries to analyze what impact does the humorous advertisements have on consumers. It tries to bring out the attitude of consumers towards humorous advertisements of such kinds of products.

Need and importance of study

Using humour in an advertisement is a tried and tested strategy for any brands, so as to ensure the campaign is effectual and remains in the customers mind for long. Advertisers use this strategy to entice the customers to their products. It's a fact that audience always likes to be entertained and not pitched. It is true that more attention is given to a humorous commercial than a factual or serious one, thus opening them to be influenced.

A humorous advertisement always has a positive impact in the minds of consumers, therefore a well expedient humor can increase the recalling power among audience. An authentic and real advertisement can make consumers to watch it again and again; this will help to register the product in the minds of customers. A humorous advertisement should be able to convey the right message to the consumers through the use of humor. When the humor in advertisement gets registered in the mind of customers, they recall it whenever they see the product or brand in front of them. So this is the power of a successful humorous advertisement.

Objectives of the Study

- ❖ To know the effect of humour in advertisements as judged from the customers' point of view with special reference to confectionery.
- ❖ To study whether humour will help the customer to recall the product when they see the advertisement.
- ❖ To study whether there is an influence with respect to demographic factors towards the perception of humour in advertisements.

III. Research Methodology

Sources of Data: The data was collected from both primary as well as secondary sources. For primary data a well-structured questionnaire was prepared and circulated among the consumers. Secondary data included collecting information about various kinds of humorous advertisements from the various portals such as the internet, journals, magazines etc.

Population: The sample for the study was selected from the state of kerala. With the advent of technology and social reforms, more number of people tends to be attracted to humorous advertisements.

Sample Size: In order to get a complete picture of the topic, data has been collected irrespective of demographic factors. To facilitate the same, a sample of 100 respondents is taken. The sampling method chosen is convenient sampling.

Tool for analysis: Analysis of the data, which has been collected, is an important aspect of any study. This can be done using various statistical tools. In this study, the tool used for analysing the collected data is Statistical Package for Social Sciences (SPSS). Chi-Square and correlation was used to analyze the perception of customers towards humorous advertisements.

Presentation: The collected data is, primarily, presented in the form of simple descriptive statistics, so as to provide a better understanding of data.

Hypothesis

- H_0 :- There is no significant association between demographic factors and humorous effect used in advertisements.
- H_0 :- There is no significant association between demographic factors and their perception towards humorous advertisements.

IV. Findings and Analysis

Analysis

Table 1: Chi-Square Tests: Gender and Element in AD influencing buying behaviour

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.564a	4	.335
Likelihood Ratio	5.595	4	.232
Linear-by-Linear Association	.433	1	.510
N of Valid Cases	100		

Source: Primary data

Results: The above test result shows that the obtained chi-square value (4.564^a) is significant at 95% confidence interval. It means the obtained significant value is (0.335), which is greater than the cut off value of (0.05). In a nutshell, it can be said that there is no significant association between Gender and Element in advertisement influencing buying behaviour.

Table 2: Chi-Square Tests: Age and Element in AD influencing buying behaviour

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.222a	12	.510
Likelihood Ratio	13.309	12	.347
Linear-by-Linear Association	1.466	1	.226
N of Valid Cases	100		

Source: Primary data

Results: The above test result shows that the obtained chi-square value (11.222^a) is significant at 95% confidence interval. It means the obtained significant value is (0.510), which is greater than the cut off value of (0.05). In a nutshell, it can be said that there is no significant association between Age and Element in advertisement influencing buying behaviour.

Table 3: Correlation: Likeness and Opinion of humor element in advertisements

		Did you like the humor in the 5 Star AD	In your opinion, can humor be used for the advertisements of Confectionery
Did you like the humor in the 5 Star AD	Pearson Correlation	1	-.471**
	Sig. (2-tailed)		.000
	N	100	100
In your opinion, can humor be used for the advertisements of Confectionery	Pearson Correlation	-.471**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Results: It is seen from the table that Pearson correlation (-0.471^{**}) is significant at 0.01 level confidence interval. This indicates that there is a negative correlation between likeness and the opinion on the usage of humorous element in the advertisement of 5 Star.

Table 4: Impact of 5 Star advertisement on the purchase decision of respondents

Impact	Frequency	Percentage
It helped me remember the product	24	24.0
It persuaded me to buy the product	2	2.0
It was entertaining	41	41.0
All of the above	10	10.0
No impact	23	23.0
Total	100	100.0

Source: Primary data

Results: In the above table, Impact of 5 Star advertisement on purchase decision of respondents is recorded. It shows that 41% found it entertaining, 24% was able to remember the product, 23% had no impact on them, 10% affected by all the above means and 2% was persuaded to buy the product after watching the advertisement.

Table 5: Chi-Square Tests: Age and Recalling element in Chewing gum Advertisement

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.802a	12	.926
Likelihood Ratio	7.790	12	.801
Linear-by-Linear Association	.376	1	.540
N of Valid Cases	100		

Source: Primary data

Results: The above test result shows that the obtained chi-square value (5.802^a) is significant at 95% confidence interval. It means the obtained significant value is (0.926), which is greater than the cut off value of (0.05). In a nutshell, it can be said that there is no significant association between Age and Recalling elements used in the chewing gum advertisements.

Table 6: Chi-Square Tests: Gender and Recalling element in Chewing gum Advertisement

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.195a	4	.879
Likelihood Ratio	1.185	4	.881
Linear-by-Linear Association	.884	1	.347
N of Valid Cases	100		

Source: Primary data

Results: The above test result shows that the obtained chi-square value (1.195^a) is significant at 95% confidence interval. It means the obtained significant value is (0.879), which is greater than the cut off value of (0.05). In a nutshell, it can be said that there is no significant association between Gender and Recalling elements used in the chewing gum advertisements.

Table 7: Impact of Center Fruit advertisement on the purchase decision of respondents

Impact	Frequency	Percentage
It helped me remember the product	22	22.0
It persuaded me to buy the product	7	7.0
It was entertaining	26	26.0
All of the above	12	12.0
No impact	33	33.0
Total	100	100.0

Source: Primary data

Results: In the above table, Impact of Center Fruit advertisement on purchase decision of respondents is recorded. It shows that 33% had no impact, 26% found it entertaining, 22% was able to remember the product, 12% impacted by all the above means and 7% was persuaded to buy the product.

Findings

- There is no significant association between Gender and Elements in advertisement influencing buying behaviour of customers.

- There is no significant association between Age and Elements in advertisement influencing buying behaviour of customers.
- The result from correlation indicates that there is a negative correlation between likeness and the opinion on the usage of humorous element in the advertisement of 5 Star.
- Majority of the respondents (41%) found the 5 Star advertisement entertaining.
- The Center Fruit advertisement had no impact on the majority (33%) of the respondents with respect to their purchase decision.
- There is no significant association between Gender and Recalling elements used in the chewing gum advertisements.
- There is no significant association between Age and Recalling elements used in the chewing gum advertisements.

Suggestions

- Humor in advertisement should register in the minds of people and also persuade them to buy the product.
- New techniques to be adopted to change consumer's attitude towards humorous advertisements as respondents were not influenced by humor to purchase the product.
- The advertisements should be more product centric rather than emphasizing on other attributes.
- More variety in ingredients of a product along with their respective advertisements adds to the favourable outcome of a product.
- The advertisements should come up with more enticing special offers.
- Besides the success of advertisement, quantity and quality should show the value for money, which brings out the overall success of product promotion.

V. Conclusion

Advertising creates a desire to possess better and newer items by educating the buyers about better life-style. Advertising gives a direct stimulus to consumer which in turn prompts the producer to produce more and better quality of products and services. More than any technique of publicizing the products, advertising has contributed in making the consumers aware of the products with a favourable outcome. Humor is one of the greatest tool which is extensively used in advertisements. From this study, it can be found that there is no significant association between the demographic factors and the elements in the advertisement influencing buying behaviour of the customers. Even though humor is liked by the majority of respondents, it does not have any significant impact on the recalling power of the consumers towards the products advertised. The study also indicates that there is an inverse relationship between the likeness and the opinion on the usage of humorous elements in the advertisements. This reveals the fact that, even though consumers liked the humor element in the advertisements, they do not support the idea of using humorous effect in the advertisements of confectionary products. This states that humorous alone cannot create a major impact on the purchase decision of a customer. Besides the success of advertisement, quantity and quality should show the value for money, which brings out the

overall success of the product promotion. The study also reveals that consumers are reluctant to watch the humorous advertisement repeatedly which states that even humorous advertisements can be boring and less effective if used in the long run.

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