

**Project Dissertation Report**  
**on**

***“ Impact of Humor Advertising on buying behavior of  
Consumer”***

**Submitted by:**

Kripa Shankar Jha

2K18/MBA/041

**Under the Guidance of:**

Mr. Yashdeep Singh

Asst. Professor,

Delhi School of Management



**DELHI SCHOOL OF MANAGEMENT,**

**Delhi Technological University**

**Bawana Road, Delhi – 110042**

## **CERTIFICATE**

This is to certify that Mr. Kripa Shankar Jha, bonafide student of Delhi School of Management, Delhi Technological University has successfully completed the major research project work for the partial fulfillment of the requirement of Master in Business Administration program for the academic year 2019-20.

The project work is titled as “Impact of Humor Advertising on buying behavior of Consumer”.

Mr. Yashdeep Singh

(Project Mentor)

Dr. Rajan Yadav

(HOD – Delhi School of Management)

## **DECLARATION**

I hereby announce that the undertaking project report entitled “Impact of Humor Advertising on buying behavior of Consumer” submitted at Delhi School of Management, Delhi Technological University, in fulfillment of the requirements for the award of the degree of Master of Business Administration, is a record of unique exposition work done by me, under the direction of Mr. Yashdeep Singh.

Student Name: Kripa Shankar Jha

Roll Number: 2K18/MBA/041

Place: Delhi

## **ACKNOWLEDGEMENT**

This project has been completed because of the support and guidance of a lot of people. I might want to offer my thanks towards all the friends, professionals and individuals, who took the survey interview and gave their valuable inputs and views on different aspects of advertising.

I would take this opportunity to express my sincere gratitude towards Mr. Yashdeep Singh for his mentorship in completing the Project Report. His continuous support, patience, knowledge and motivation helped me during my research project time period and during writing this dissertation.

Also, I would like to thank the honorable faculty members of Delhi School of Management for sharing their experience and expertise on this Project.

Kripa Shankar Jha

2K18/MBA/041

## **EXECUTIVE SUMMARY**

This project is carried out to analyze the 'Impact of Humor Advertising' and the perception of customer for such an advertisement campaign by the companies. The Project Report will also go through the various steps to analyze the behavior and perception of the customers through a primary research by linking it to the existing running campaigns using humor as a prime basis to advertise and understand how they affect the consumer buying behavior process. The project report will also try to find out if there is a scope for improvement and suggest the same.

The project consists of the study of various appeals used in the modern advertisements, Impact of Humor in advertisement on the purchase decision of customer, how the humor advertisement affects the brand image of a product, and study to analyze the traction gained by humor advertising.

Also a study of affectionate or resentment towards the product showing offending humor or interesting likable humor is taken out in this project.

In this project work, the sample of around 101 students and individuals is taken. Some advertisements with the humor content were shown to them through survey questionnaire and relevant questions were asked about the advertisement, product, consumer behavior towards the product and the impact of humor on customer's approach toward the product.

Then the data is segregated on the basis of gender, age, the mode of preference to watch advertisement, and how the consumer gets affected by the humor in advertisement. Analysis on data is done to gauge the impact of humor appeals working in advertisement to judge the Level of brand recall, the effect of it on actual buying process, the purchase decision and the effect of medium in which the appeal work to the full potential.

The result and conclusion based on the data analysis and study in this project shows the majority of audience watch advertisements online and on television and gets affected by the online content more than any other medium. Also there is a high impact of humor appeal in advertisement to change the perception of consumer towards the product and services. The result shows the majority of people gives importance to humor in their day to day life and like to share the humorous content with their peers which makes the popularity of the advertisement easy and thus the brand image of the company and product increases as more and more people like to try the things they find interesting in advertisement.

## INDEX

---

Certificate	II
Declaration	III
Acknowledgment	IV
Executive Summary	V
Index	VI
<b>1. Introduction</b>	<b>01</b>
1.1 Primary objectives of research	
1.2 Industry Profile	
<b>2. Literature Review</b>	<b>05</b>
2.1 Structure of Literature review	
2.2 Types of Advertisement Appeals	
2.3 Types of Humor Advertisements	
<b>3. Research Methodology</b>	<b>15</b>
3.1 Data Collection	
3.2 Data Analysis	
<b>4. Conclusions, Limitations and Recommendations</b>	<b>27</b>
4.1 Conclusion	
4.2 Limitations	
4.3 Recommendation	
<b>5. References</b>	<b>30</b>
<b>6. Annexure</b>	<b>31</b>

---

## 1. INTRODUCTION

The historical backdrop of advertisement can be followed to old civic establishments. It turned into a significant power in industrialist economies in the mid19<sup>th</sup> century, primarily on newspapers and magazines. In the 20th century, advertising developed quickly with new technologies such as direct mail, radio, TV, internet and mobiles.

“Advertising” was derived from the word “Advertere” which signifies “to turn the mind towards” in Latin. Advertising is used to create a psychological impact in the minds of consumer which creates an urge to buy that product. “As a marketing vehicle, one of publicizing's highlights is to focus on influence of potential clients” (Kotler, Armstrong 2010). A mean to achieve this outrageous target is advertising assurance, which is a force that empowers customer viewpoint towards the thing or organization and starts buying decision.

Between the years 1919 to 2007, the advertising average was 2.2 percent of GDP in the United States and as per a recent report, advertising contributes around \$3.4 trillion to the U.S. Gross Domestic Product in 2014, comprising of 19 percent of the nation's total economic output.

As per American Marketing Association, “Advertising means any paid form of non-personal presentation and promotion of ideas, goods, and services by an identified sponsor.”

Brands make various types of appeals to gain customers attention and eventually purchasing that product. Few of these appeals are Personal Appeal, Social appeal, Humor appeal, Fear appeal, Sexual appeal, youth appeal, adventure appeal and many more types of appeal. These forms of appeals are implemented by the advertisers to persuade their customers to buy their products or use their services. Appeals target an individual's needs, wants or interests. The most prevalent advertising appeals include the use of fear, humor, rational, sex, and comparison appeals. Although, capitalizing the human's mind is rarely simple.

Customers in today's world are more aware about the intentions of the brand behind those advertisements, so, brands are always innovating themselves to catch the customers attention using any of the mentioned appeals in their advertisements.

Humor appeal enables the creation of an emotional attachment with the product/service/brand by making consumers laugh. A well-executed augments brand recall, enables the brand to move in the evoked set, and determines the purchase intention.

The use of humor appeal in advertisements has been steadily growing over the years and is incorporated in all kinds of media channels. It is implicitly known that humor is a driving vehicle for advertisements which catches the customers' attention. However certain arguments against humor appeal state that it may create resentment from the group on whose expense the humor is created or that humor is subjective to geographies and culture. Framing the right message and executing it well form the basic challenge of communication.

Humor advertisements on TV catch the eye of watchers. Viewers appreciated television advertisements (Ashaduzzaman, 2011). The examination recommended that so as to get purchaser buy goal advertiser must recurrent the promotions on TV over and over. The analyst additionally found that consumer buying expectation likewise affected by the range of TV advertisements (Khuong and Nguyen, 2015).

Humor is difficult to do and overlooked, however out of the considerable number of notices advertiser have done the once endeavored to utilize humor were top choices by a wide margin.

Subsequently, the idea of this research is to inspect the utilization of humor in advertising, customer dynamic behavior and how humor makes an impact on purchaser buying choices.

### **1.1 Primary Objective of the research**

- To study various category of advertising
- To apprehend the Influence of Humor Advertising in purchase decision of consumer.
- To apprehend the vitality of humor advertising in today's world
- How Humor advertising could be used to create new customers.



## 1.2 Industry Profile

The advertising industry is a global, multibillion dollar business that serves as a channel between the manufacturers and the consumers. This Industry is separated into two sorts of advertising administrations organizations: large international ad agency groups and other domestic-focused entities. While the two sorts are very unique, they share a couple of qualities. Every one of them assists customers with selling items or administrations utilizing at least one media of interchanges.

The Indian advertising industry has grown from a small scaled industry to an undeniable industry now. As per the reports of Goldstein Research analyst forecast, the Indian Advertising Industry is will reach USD 54.39 billion by 2024 growing at a CAGR of 26.30% over the forecast period of (2017-2025). The advertising market in India is the second fastest growing market behind China only.

Print advertising contributes a huge part to the all-out advertising income, representing practically 41.2 percent, while TV contributes 38.2 percent.

As per the reports of economic times, digital advertising in 2019 in India has seen a surge of 26% over 2018 to reach to Rs 13,683 crore. The reports further showed that the digital advertising is likely to reach Rs 17,377 crore by the end of 2020.

The number of internet user in India has reached to 560 million now. This creates a great opportunity in digital advertising as a lot of people have access to the internet in India now and the companies can exploit this opportunity to their advantage.

Some of the major advertising agencies in India are DDB Mudra Group, FCB-Ulka Advertising Limited, Dentsu Communications Private Limited, JWT, McCann Erickson India Private Limited and many more.

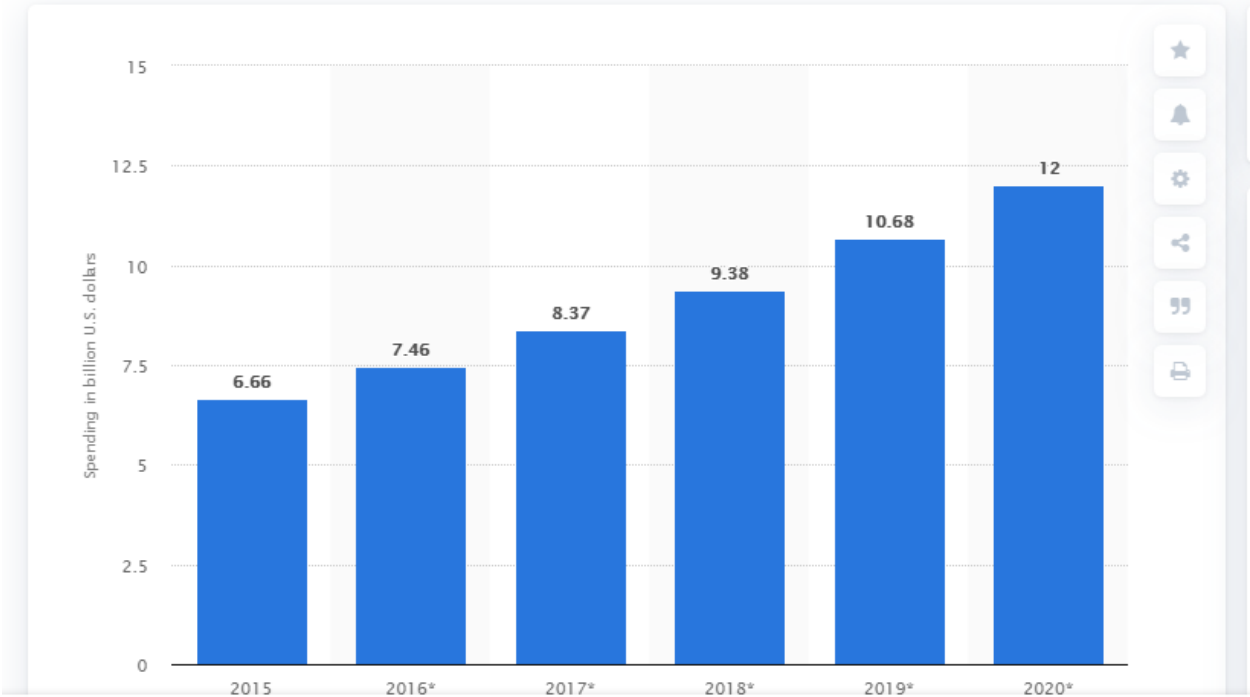
Companies nowadays are investing a large portion of their annual budget towards advertising through various platforms such as digitally, pamphlets, billboards, TV and various other platforms. Companies are worried about how their customers perceive their ads and for that they do often run surveys to know the customers opinion about their ads and product.

Food and Beverages industry, retail industry and e-commerce industry is growing very fast in India. The rural FMCG market in India is growing at a very faster rate and they are expected to

grow to US\$220 billion by 2025 as per the reports of IBEF. Also, the e-commerce industry in India is expected to grow to US\$200 billion by 2026 as per the reports of IBEF.

There has been a significant increase in the allocation of budgets for advertising spends in India. The graph below depicts the growth in the advertising spending in India from the year 2015 to 2020 and it clearly shows how much companies are focusing nowadays on their advertisements.

### Advertising spending in India from 2015 to 2020 *(in billion U.S. dollars)*



*Fig 1.1 Total Advertising spending in India during 2015-2020 (Source: Statista)*

## **2. Literature Review**

This section explains the search process undertaken in the literature review. It covers the examination of theoretical, empirical studies in the field of advertising; Books, Research Paper, Article, and Report were studied. With the help of these research papers and articles, we were able to make a framework of the literature review that is shown below.

### **2.1 Structure of the Literature Review:**

The structure for the literature review was made. It included the succession of stages that were carried out. The initial stage was to comprehend the important characteristics of advertising. The next stage was to understand the impact of advertising of any brand on the consumer. This stage explained how does an advertisement helps the brand to influence its target consumers to buy its product. The last step includes the budget that has to be decided by any company that they will be utilizing for promoting their brand among the customers.

- What is the meaning of advertising?
  - This portion characterizes the importance of advertising.
  
- What is the impact of advertising on any brand?
  - This section will explain how an advertisement influences its listeners and viewers.
  
- How much should be spent by a Company/Brand on advertisements?
  - This will explain how much funds should a Company/Brand invests in advertising.

### **2.1.1 What is advertising?**

**Lavidge and Steiner (1961)** have emphasized that advertising has three main functions namely- create awareness about the product, develop positive attitude towards brand, and result in action in form of purchase.

**Moriarty, Mitchell et.al (2003)** define advertising as a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action now or in the near future.

### **2.1.2 What is the impact of advertising on any brand?**

**Sutherland (2008)** sees that in low association items the impact of notice is hard to introspect, as the impact of one time presentation is little.

The acceptability of claims increases with repetition. And at times the consumer is indifferent between alternative brands.

**Changizi (2008)** talks about the non-conscious effect of advertisement. He observes that direct exposure of advertisement influences the preference of consumers, but the consumers are more affected by advertisements that they are not conscious while seeing.

**Lamb, Hair & McDaniel (2009)** have highlighted that advertising has an information effect, whereby the consumer gets information about various products and services. They also talk about the transformational effect of advertisements, where the consumer's unfavourable attitude can be transformed in to a favourable attitude.

**Dachis (2011)** discusses the manipulative effect of advertising, where the consumer is dominated by his emotions instead of logic.

**Suman and Mansi (2014)** in a descriptive study of 50 respondents in Delhi, analysed the cause and effect relationship of advertising and consumer perception. The aim of the study was to examine the effect of advertising in insurance industry. They concluded that advertising is very important for any business, and it significantly results in brand recall.

### **2.1.3 How much should be spent by a Company/Brand on advertisements?**

Indian advertising industry expenditure will increase by 8.7 % YOY in 2014, as per reports by WARC – a Global marketing intelligence service provider. (Economic Times, December 16, 2013).

- Sam Balsara, Chairman and MD, Madison World said, India is 12th largest advertising market in the world and fourth fastest growing market on advertising grounds on the world.
- Complete advertising expenditure (AdEx) over the media part remained at Rs 327.4 billion (US\$ 5.28 billion) in 2012. (Source: IBEF)

### **“How does humor in advertising works: A meta-analytic test of the alternative models By Martin Eisend (2010)”**

*“This study tests a cognitive and an affective model based on extant explanations of the effects of humor along with a new affective–cognitive model. Results are derived from meta-analytic data and show how previous explanations may be integrated in order to explain how humor in advertising works. Humor reduces negative cognitions related to the ad because it serves as a distraction from counter-argumentation. In order to maintain positive affect, humor reduces cognitive efforts, in particular those related to brand-related cognitions, thus supporting a vampire effect; that is, humor distracts from processing central benefits of the brand.*

*Humor exerts its strongest impact along affective paths, supporting the dominance of affective mechanisms. Affect and cognition do interplay in line with a congruency effect where the impact of positive affect on attitudes towards the ad is mediated by positive cognitions.”*

**“The impact of humor usage on creativity, trust and performance in Business relationship: An analysis of the salesperson-customer dyad by Bruno Lussiera, Yany Grégoire, Marc-Antoine Vachonb (2017)”**

*“There is limited research on this humor appeal in a business-to-business selling context. In light of this absence, the authors introduce a theoretical model explaining the role of humor usage in a salesperson-customer encounter the purpose of this paper is to examine the simultaneous influence of salesperson humor usage on creativity and customer trust, which in turn affect objective sales performance. Using 149 salesperson-customer dyads from a cross-industry survey, the results indicate that (1) salesperson humor usage positively influences salesperson creativity and customer trust, (2) which in turn mediates the influence of humor on objective sales performance. In addition, (3) customer trust also influences word-of-mouth propensity and expectation of relationship continuity. The article's broader contribution is that humor usage may be a fundamental human ability that is central for enhancing creativity and developing strong relationships in a B2B setting”*

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

*“Humor is by no means a guarantee of better ads, but its effect can be enhanced with careful consideration of the objectives one seeks to achieve as well as the audience, situation, and type of humor. The broad insights from this paper are as follows:*

- 1) *humor attracts attention*
- 2) *humor does not harm comprehension*
- 3) *humor enhances liking*
- 4) *Related humor is superior to unrelated humor*
- 5) *Audience factors affect humor response*
- 6) *The nature of the product affects the appropriateness of a humor treatment”*

## **2.2 Types of Advertising Appeal**

An appeal is an urge or a request to persuade someone to get a task done. Marketers use various appeals in their advertising campaigns with the dual objective of creating an image for the brand and also to drive sales.

There are several types of advertisement appeals that marketers incorporate. A few of them are as described below:

- **FEAR APPEAL**

This is one of the most frequently used appeals. Fear acts as an instant motivator as it engages the audience to think by predominantly using negative reinforcement. Advertisers use this appeal as it compels an immediate behavior change. For instance, joining the gym or dying an early death. Isolation is yet another tactic used. The fear of missing out urges people to buy/do things only fearing isolation, example: running a marathon because everyone else is and you won't be a part of that group. The fear appeal is also used to create awareness and pass on messages of prevention.



*Colgate Fear Appeal Advertisement*

- **RATIONAL APPEAL**

Rational appeal caters to the logical dimension of the audience. It focuses on the practicality functionality of a product. These ads mention the benefits the consumers would derive after using this product and backs it up with proofs to support the claims. B2B sees more of these appeals. They focus on the utility and the cost benefit analysis.





### *Rational Appeal Advertisement*

- **SEX APPEAL**

It plays with the sensuality aspect and tries to entice the audience to buy the product. They succeed in capturing attention but may not succeed in promoting product consumption. They are effective only to convey to a specific demographic group.



*Old Spice Ad (Sex Appeal)*

- **EMOTIONAL APPEAL**

An emotional appeal depends on the feelings and perceptions of the audience. They may or may not be logically apt. They appeal to the consumer's psychological needs and have a nerveing impact on the audience as it 'touches' them.



*MetroHealth Ad using Emotional Appeal*

- **COMPARISON APPEAL**

In this appeal the advertiser compare his product with the competition and tries to give a unique selling proposition by stating points of differentiation. The consumers are made to think how superior this marketer's offerings are as compared to the competitions.



*Pepsi Compares its product with Coca Cola*

- **HUMOR APPEAL**

Humor appeal enables the creation of an emotional link with the product/service/brand by making consumers laugh. A well-executed augments brand recall, enables the brand to move in the evoked set, and determines the purchase intention.



*Shampoo Advertisement using Humor Appeal*

## 2.3 Types of Humor Advertisements

**Personification:** This technique involves attributing human characteristics to things without them. The best recent example of this is Evian's Live Young advertisement which personifies babies by making them into active young teenagers.

**Exaggeration:** This technique makes you extend or stretch the reality of a given situation or characteristic to over emphasize a particular point or point of view. The simple premise is that you make something seem better or have a much greater effect than it does in reality.

**Sarcasm:** The usage of irony to mock or convey contempt in a light hearted manner is sarcasm. It's considered to be the highest form of humor as the sentence said is not what it is intended to mean.

**Silliness:** It's an attempt to use silliness to engage with the audience. Silliness often uses everyday situations and makes them ridiculous in order to highlight our own silliness and ultimately to sell products.

**Shock/Surprise:** Herein humor is intended to arise from some unexpected situations.

### 3. Research Methodology

- **Type of research:** Descriptive research
- **Data collection method:** Questionnaire
- **Sample size:** 101 students and professionals
- **Respondents:**
  - i) Friends
  - ii) Relatives
- **Age group:**
  - i) 21-30 years
  - ii) 30 years and above

- **Survey:**

A questionnaire was floated to analyze the impact of humor appeals working in advertisements to understand the:

- brand recall value,
- the effect it has on the actual buying process
- the purchase decision switch
- the effect of the medium in which the appeal works to full potential

#### 3.1 Data Collection

A survey was done in which the questionnaire was floated among the Students of DSM, Professionals and Individuals to gauge the impact of humor appeals working in advertisements. A total of 100 people from diverse age group, background and different taste and preferences fill the survey which was focused on the different choices of individuals about :

- Importance of humor in their life
- Which media gets more attention while broadcasting advertisements
- What kind of advertisements an individual prefer?
- How likely one form an affirmation regarding the brand

- How likely one behave to switch the brands if they find humor of the brand ad offensive or appealing
- How likely one Share an advertisement if they find it funny and interesting
- What makes an advertisement funny

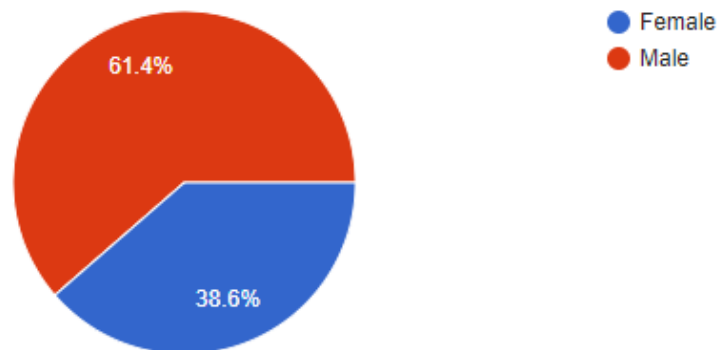
### 3.2 Data Analysis

- **Gender:**

Male Respondent: 62, Female Respondent: 39

Gender

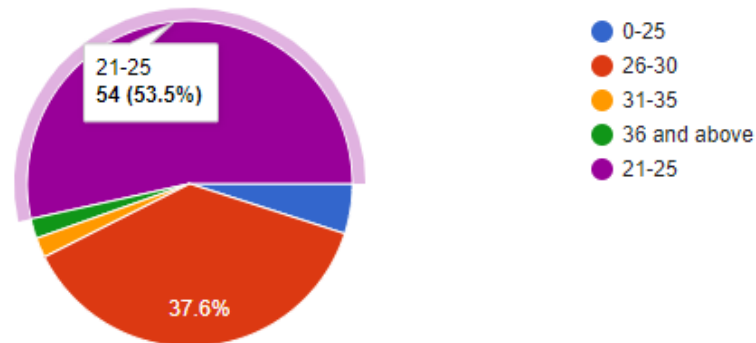
101 responses



- **Age:**

## Age

101 responses

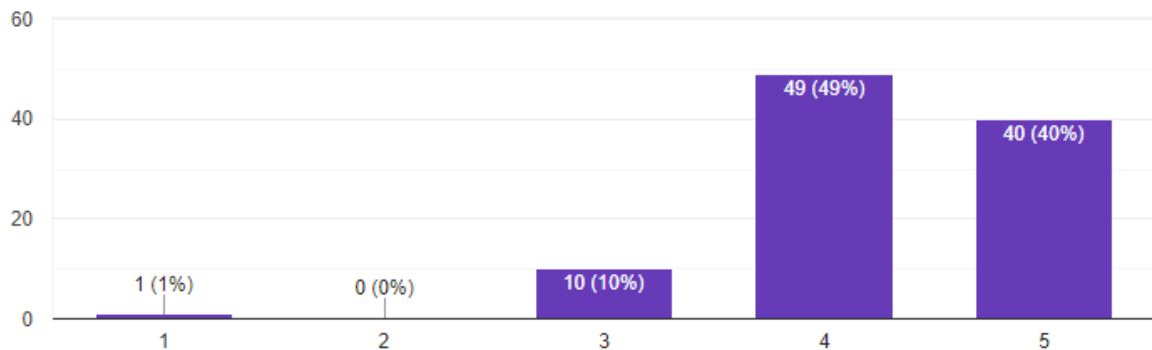


59 respondents were from the age group of (0-25), 38 respondents were from age group (26-30), 2 respondents were from age group (31-35) and 2 respondent was from age group 36 and above.

- **How Important Do You Consider Humor in Life?**

How Important you think Humor is in your life

100 responses

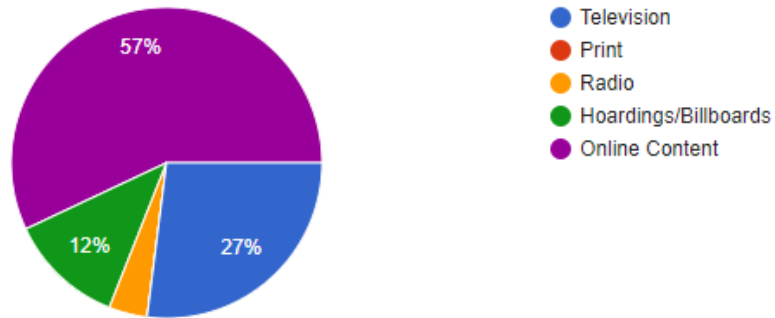


Majority of respondents i.e. 89 responded positively that humor is one of the important aspect of their lives and that they look forward to it. Advertisers thus can be assured that humorous advertisements will attract an audience.

- **Which kinds of advertisements have a higher impact?**

### Which kind of advertisement have a higher impact

100 responses

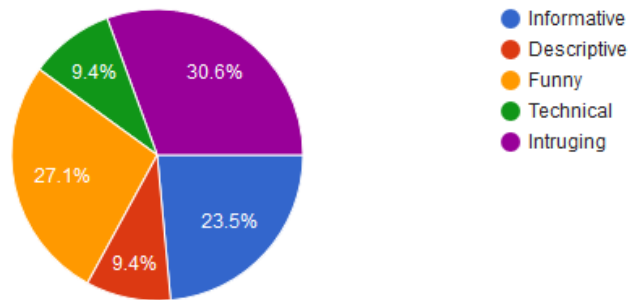


As per the study, 57 people think that online content have a higher impact and 27 people thinks that television attracts more attention. The marketers should primarily focus on interacting with the audience on these

- **What type of advertisement you prefer?**

### What type of advertisement you prefer?

85 responses



Advertisements with Intriguing appeal are rated the highest with 30.6 % of the respondents voting in its favor. Then, a slightly lesser number of people prefers Funny and informative advertisements

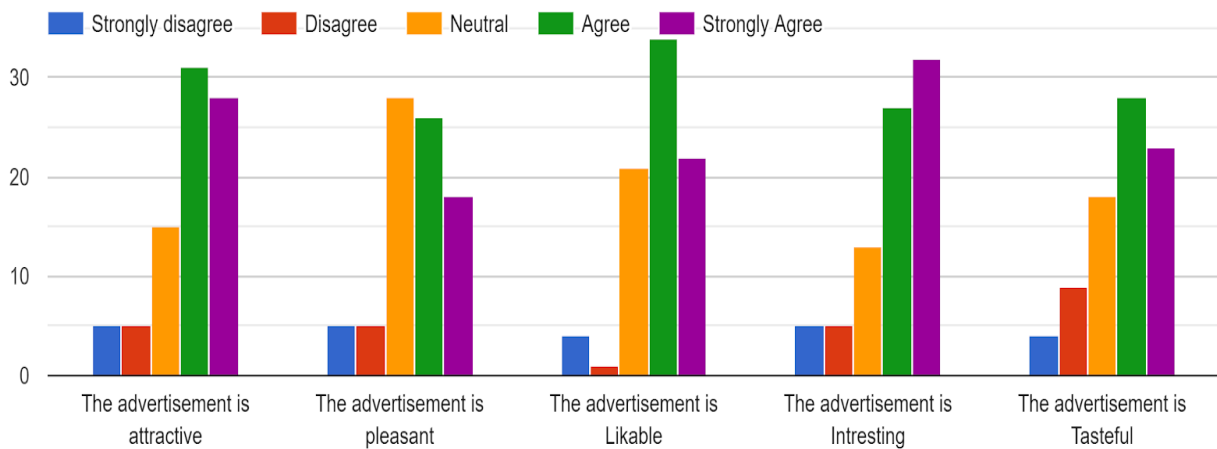


- **VISUAL HUMOR**



The above ad was shown to gauge the impact of visual humor. The ad is of a condom brand named Durex that has a baby stroller with a higher price tag and ‘Durex’ with a much lesser price tag. It persuades the consumer to buy protection to avoid responsibilities by making aware of the price tag.

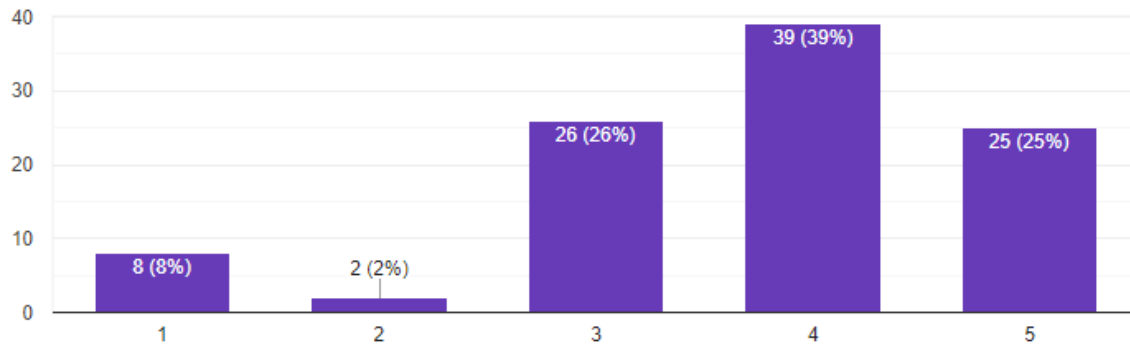
Please rate the Durex advertisement



How likely are you going to purchase this after seeing this advertisement



100 responses



The ad seems to succeed in persuading the audience to purchase the project as only 10 people have said they may not buy it however 64 respondents have agreed to purchase it solely by based on the ad.

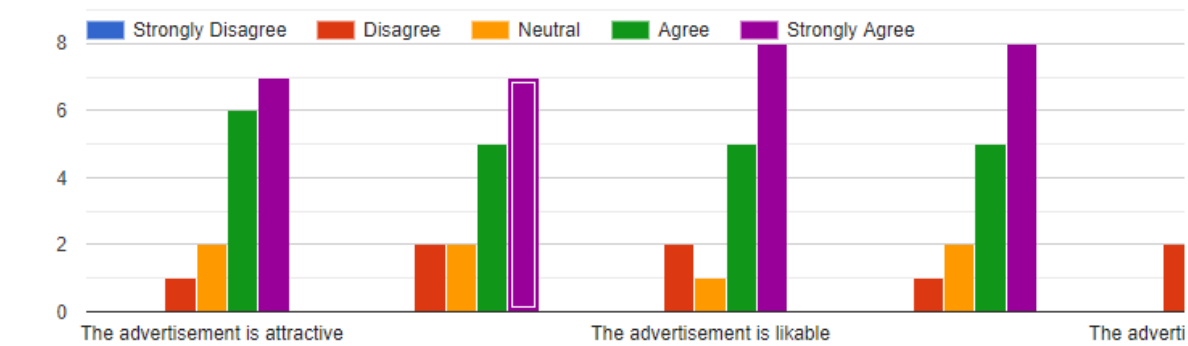
- **Verbal Humor**



Coca-Cola Great Britain (CCGB) is upgrading its product item lineup by rebranding Coke Zero to become Coca-Cola Zero Sugar.

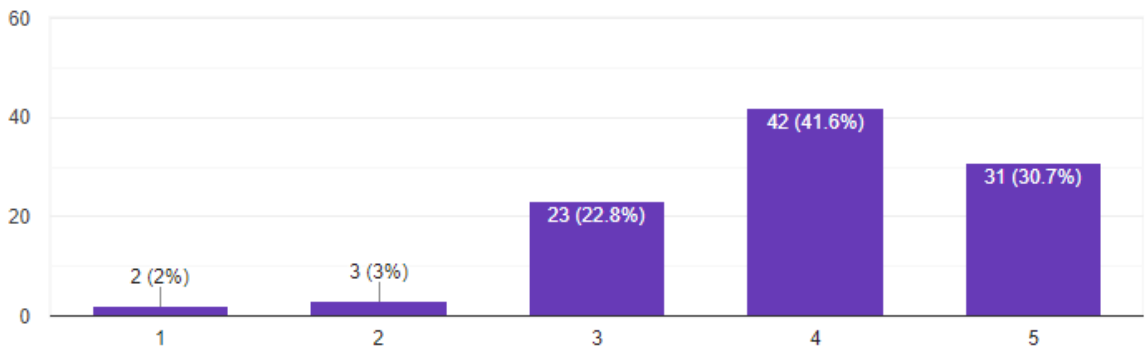
CCGB depicted the move as an "intentional endeavor to change the blend of our portfolio among sugar and no sugar drinks". The drive will urge consumers to attempt the new assortment by featuring that it 'tastes more like Coke and looks progressively like Coke' than Coke Zero - which was itself created to be nearer to 'classic' Coke than the brand's original unique sugar-free product, Diet Coke

Please rate the Coke advertisement



After seeing the Advertisement rate the likelihood you will purchase this

101 responses

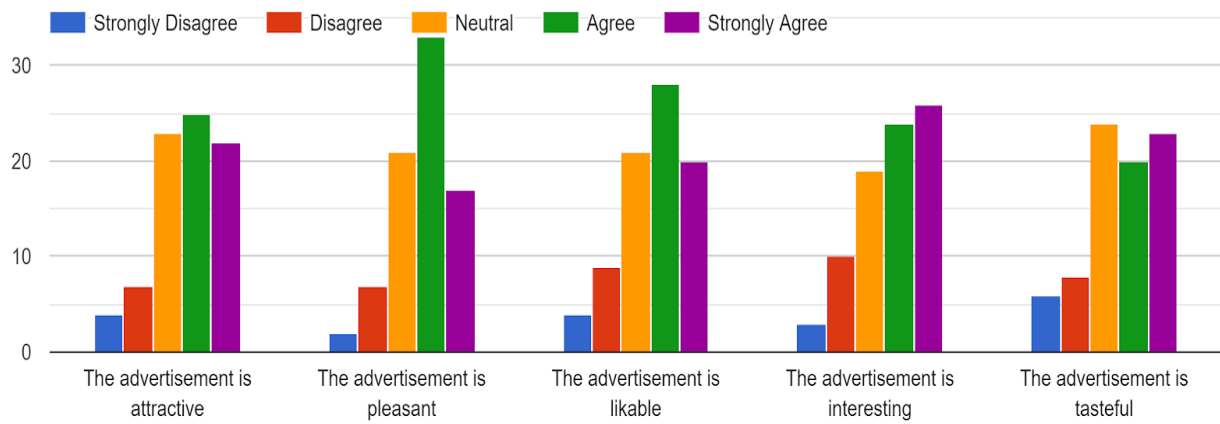


Solely based on this ad 73 respondents showed an interest in availing the service provided and only 5 respondents denied availing the service. It can be deciphered that this ad was able to convince the audience of its benefits.

- Absurdity Based Ad

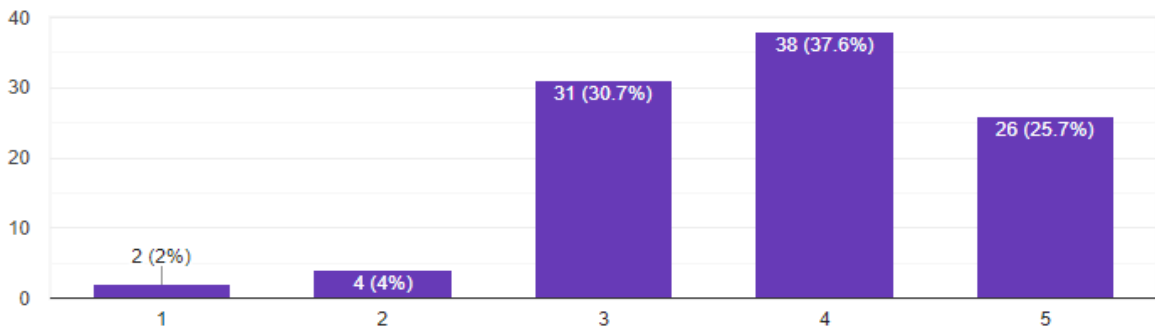


Please rate the Video Advertisement



After seeing the advertisement please rate that you will purchase this

101 responses



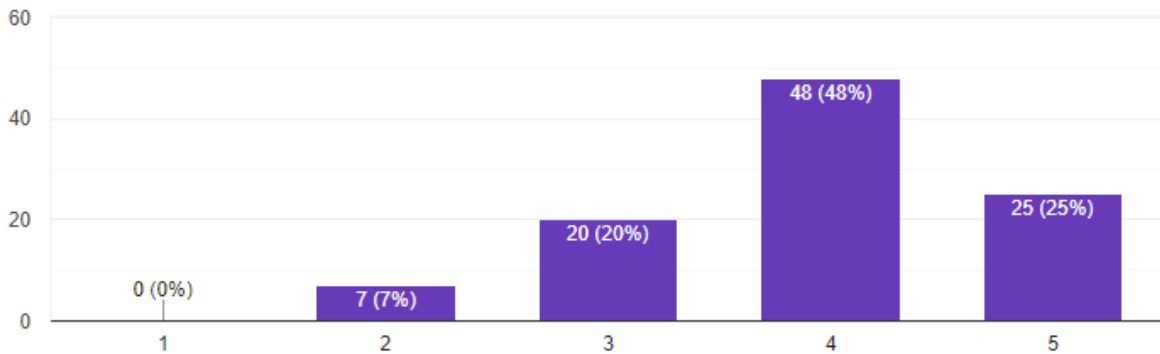
Based on this ad, 64 respondents were convinced to purchase the product. However, about 30% of the respondents were neutral in buying it. It shows that even absurdity has its own fan base and it helps in convincing the audience to purchase it.

- **How likely are you going to promote brands if it tickles your funny bones?**

How likely are you going to promote brands if it tickles your funny bones?



100 responses



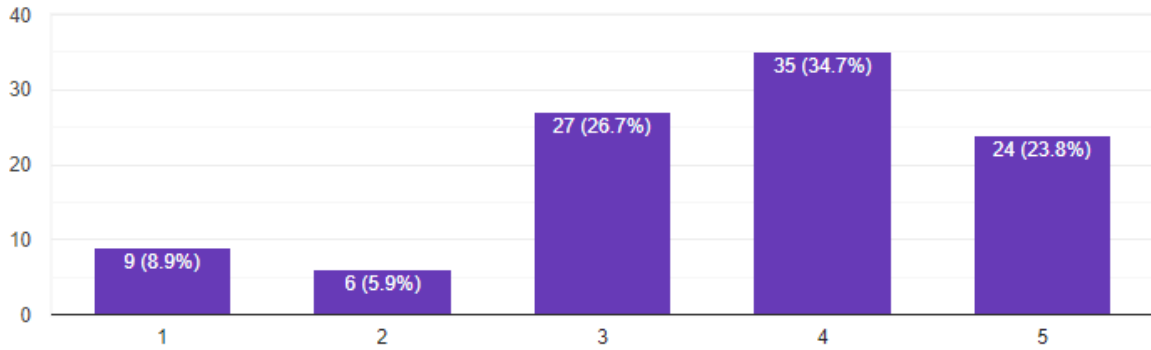
From the above results it is evident that a brand that is successful in making the audience chuckle also succeeds in creating positive affirmations for them. Humorous appeal makes the brand more likeable and people generally seem to favour such ads and hence pass on the positive effect created to the entire brand.

- **How likely are you to switch brands if you find the humor of an ad by brand offending?**

How likely are you to switch brands if you find the humor of an ad offending?



101 responses



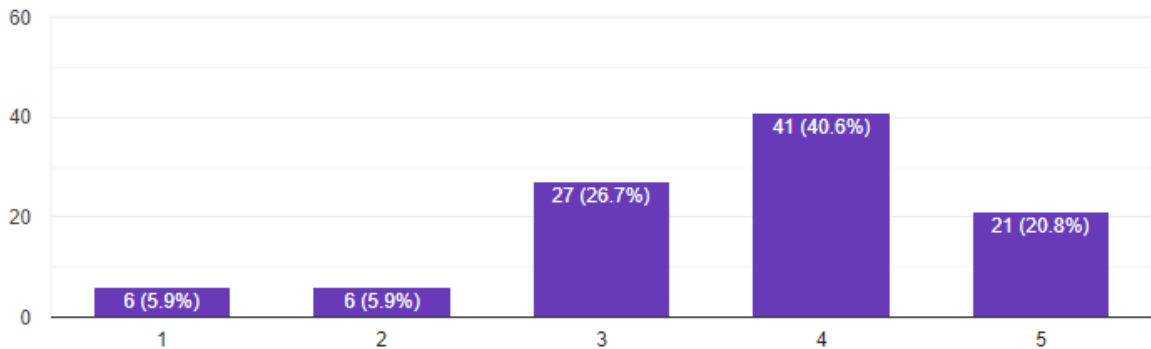
However, brands must be conscious of what they are sending across. If the audience doesn't accept the kind of humor the brand propagates, the customers will not shy away from switching brand. 59 respondents agreed to switch brands if they found the humor to be offending. This means that the brands have to be cautious about the content as well as the treatment of the message/joke. Brands cannot afford losing customers in the pursuit of being edgy.

- **How likely are you to switch brands in its favor if you find the humor of its ad appealing?**

How likely are you to switch brands in its favor if you find the humor of its ad appealing?



101 responses



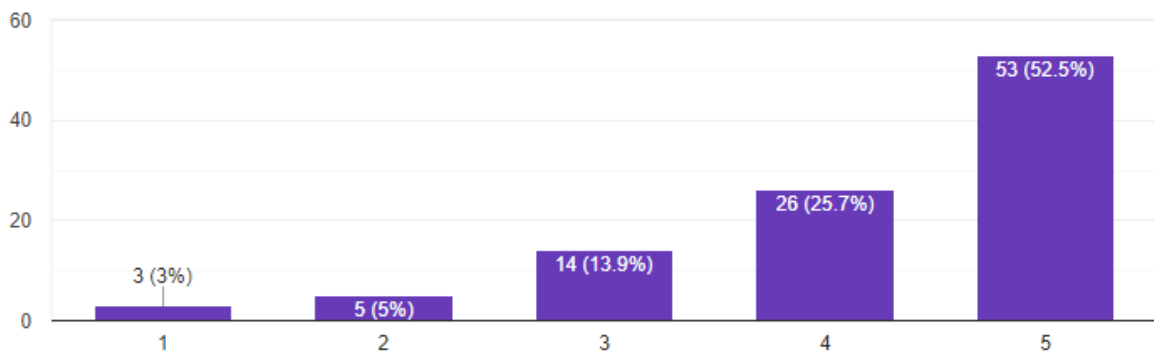
A humorous appeal helps attract customers to purchase the brand. If the audience likes the image created through the funny ad, they don't mind switching to it from their existing brands. 62 respondents agreed to switch brands if they liked a brands ad to be funny. Thus, brands can use humorous appeals to attract more people.

- **How likely are you to remember a particular brand because of its humorous advertisement?**

How likely are you to remember a particular brand because of its humorous advertisement?



101 responses

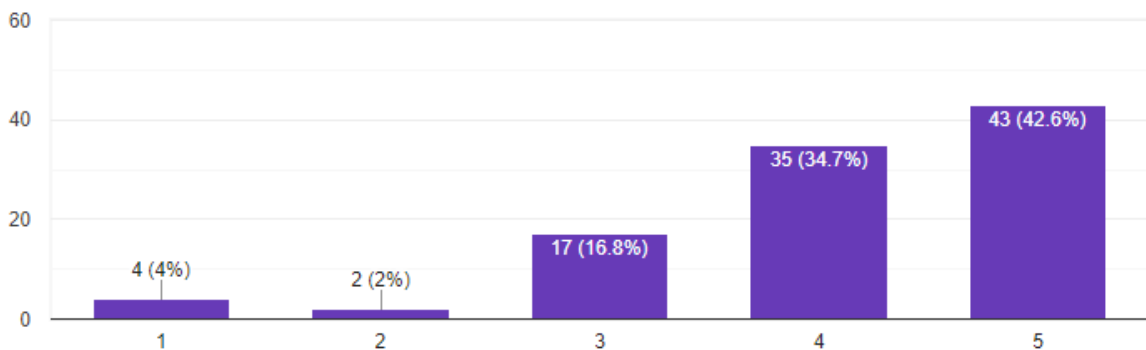


79 respondents affirmed that they recall brands based on their funny ads. This means marketers can use humorous appeal to create the ability of **brand recall** amongst customers. A funny ad seems to leave a long lasting impression on the minds of the audience.

- **How likely are you to share an ad with your peers if you find it humorous?**

How likely are you to share an ad with your peers if you find it humorous?

101 responses

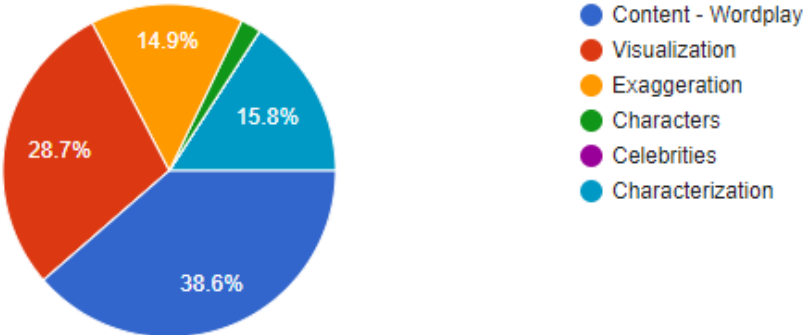


78 respondents agreed to ‘share’ an ad if they found it funny. This shows that funny ads can go viral in no time as people like to share it with their folks. The vitality of a funny ad is the highest (especially if it doesn’t offend anyone). In this, what the audience thinks is funny but intelligent at the same time gets more shares as compared to slapstick comedy.

- **What do you think makes an ad funny?**

What do you think makes an ad funny?

101 responses



Like they say content is the king, content based and linguistic jokes incorporated in an ad have the highest fan base followed by visualization. Good content gets more reactions vis-à-vis an exaggerated humorous appeal. Marketers should thus try to create more linguistic appeals to tickle the funny bone of the audience.



## **4. Conclusion, Limitations and Recommendations**

### **4.1 Conclusion**

While people consider humor to be an important aspect of their lives, it is content based humor that gains maximum attention.

The analysis of the data collected above was able to demonstrate that there is a striking effect of humor advertising on the purchaser buying intention. By analyzing the data above, we were able to figure out that the purchasing decision of the consumer is largely dependent upon their willingness to purchase particular products. Buyers ready to buy specific items would be bound to settle on choices which would bring about them paying the necessary measure of cash to buy the ideal items which is affected by the temperance of advertising activities.

A humorous appeal does seem to guarantee traction and sharing. It also gives the marketers the ability to create a higher brand recall proposition.

Internet followed by TV are the most popular mediums, marketers should predominantly direct their advertisements there.

The outcomes from the survey depicts that use of humor in advertisements are able to create a long lasting impact on the customers and also enhances the purchasing intention of the products.

The customers are anticipating an informative content in a short span of time. Hence, it is always advised that the relevant and informative content should only be shown in the advertisements and the advertisements should be tried to make as short as possible containing only necessary contents.

Considering the surplus options and readiness of the audience to switch brands if they find the humor it advocates offending, marketers should be cautious of what message they are sending across and whether it really appeals to its target audience. However, humor ads not just create brand recall, but audiences have agreed to switch in the brand's favour if the ads are found to be funny. This is encouraging to the marketer to think creatively and choose a theme that entices the customer for purchasing its products.

In verbal humor, although pun and irony also have its own fan base, linguistic colloquialism with which the audience seems to find a common ground seems to win the race by many miles.

We found out that humor advertisements definitely helps in gaining customers attention and increasing their sales but this humor should be added meticulously as this should not hurt the sentiments of the customers. Once, the customers finds any advertisement offending, it can spread like a fire in the market through social media today which in turn can affect the company's reputation in the market and can lead to plunge in the sales demand.

## **4.2 Limitations**

- The respondents were majorly students between the age group of 21-30. This may not be a complete survey.
- The survey questions had close ended choice questions; it may not reveal the true thoughts of the respondents if their choices were not reflected.
- There was a lack of testing tools to test the underlying emotions.
- A lot of other factors that contribute to customers purchasing decision were being ignored here.

## **4.3 Recommendations**

The analysis and evaluation done above have been able to prove that there is a huge impact of humor advertising on the buying behavior of consumers. Internet followed by TV are the most popular mediums, marketers should predominantly direct their advertisements there.

Customers in India are also very sensitive. Marketers should take care that there humor should not offend any culture or consumer or it can lead to plunge in the sales of that product and also it will affect the company brand value in the market.

The audience is very receptive of content based advertisements. The advertising brands should focus more on the content part rather than focusing on the actors who will be doing the advertisement.

There are more than 560 million internet users in India making it the 2nd largest online market in the world. Hence, Brands should start investing more on digital marketing to advertise their product to reach a larger audience.

The customers in India are anticipating much content/information from shorter ads. It is always preferred to make advertisements that is more informative and short in length as people today are busier than before and spend less amount of time on watching advertisements

As we can see from the data analysis above that more than 70% of customers like the advertisement that chuckles them, hence, marketers should focus on contents that succeeds in making their customers chuckle with a good and informative content.

## 5 References

- [https://www.academia.edu/5450691/IMPACT\\_OF\\_HUMOROUS\\_ADVERTISEMENTS\\_ON\\_CUSTOMERS\\_BEHAVIOR](https://www.academia.edu/5450691/IMPACT_OF_HUMOROUS_ADVERTISEMENTS_ON_CUSTOMERS_BEHAVIOR)
- <http://ndl.iitkgp.ac.in/document/MU5weTVONGdRYURuVDRCSmt0NGQvcUhScUdWNlk1V1IDQWNvaXZ0d3ArTT0>
- <http://www.ftms.edu.my/journals/pdf/IJABM/Nov2017/34-52.pdf>
- <https://www.theseus.fi/handle/10024/67417>
- <https://www.acrwebsite.org/volumes/6290/volumes/v11/NA-11>
- [https://en.wikipedia.org/wiki/Convenience\\_sampling](https://en.wikipedia.org/wiki/Convenience_sampling)
- [https://www.valueline.com/Stocks/Industries/Industry\\_Overview\\_Advertising.aspx](https://www.valueline.com/Stocks/Industries/Industry_Overview_Advertising.aspx)
- <https://www.ibef.org/industry/advertising-marketing-india.aspx>
- [https://ndl.iitkgp.ac.in/result?q={%22t%22:%22search%22,%22k%22:%22humor%20advertising%22,%22s%22:\[\],%22b%22:{%22browse%22:%22sourceOrganization%22,%22filters%22:\[%22accessRights=%22open%22%22,%22learningResourceType=%22article%22|%22book%22|%22notes%22|%22thesis%22%22,%22sourceOrganization=%22IIM%20Ahmedabad%22%22\]} }](https://ndl.iitkgp.ac.in/result?q={%22t%22:%22search%22,%22k%22:%22humor%20advertising%22,%22s%22:[],%22b%22:{%22browse%22:%22sourceOrganization%22,%22filters%22:[%22accessRights=%22open%22%22,%22learningResourceType=%22article%22|%22book%22|%22notes%22|%22thesis%22%22,%22sourceOrganization=%22IIM%20Ahmedabad%22%22]})
- <https://visme.co/blog/types-of-advertising-appeals/>
- <https://www.ibef.org/industry/advertising-marketing-india.aspx>
- <https://www.experience.com/advice/careers/professions/humor-in-advertising>
- <https://economictimes.indiatimes.com/industry/services/advertising/digital-advertising-to-grow-at-27-in-2020-to-reach-rs-17377-crore-dan/articleshow/73556038.cms?from=mdr>

## 6 Annexure

[Questions](#)   Responses **101**

### Impact of Humor Advertising

Hi,

We all have watched a lot of advertisements on TV , Radio, Billboards etc. Advertisements are a way to promote our products or services to our potential customers.  
I am doing a survey on analyzing the Impact of Humor Advertising on buying behaviour of consumer.  
I request you to take out few minutes and fill this form to help me out in my endeavor.

Thanks  
Kripa Shankar Jha

---

**Name**

Short answer text

---

**Gender \***

Female

Male

---

[Questions](#)   Responses **101**

:::

**Age \***

0-25

26-30

31-35

36 and above

---

**How Important you think Humor is in your life \***

	1	2	3	4	5	
Least Important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Most Important



Which kind of advertisement have a higher impact \*

- Television
- Print
- Radio
- Hoardings/Billboards
- Online Content



Advertisement you prefer? \*

- Informative
- Descriptive
- Funny
- Technical
- Intriguing
- Other...

Image title



⊕  
📄  
Tt  
🖼️  
▶️  
☰

Please rate the Durex advertisement

	Strongly disagr...	Disagree	Neutral	Agree	Strongly Agree
The advertisem...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The advertisem...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The advertisem...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The advertisem...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The advertisem...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How likely are you going to purchase this after seeing this advertisement

	1	2	3	4	5	
Definitely not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Definitely yes

Image title



Please rate the Coke advertisement

	Strongly Disagr...	Disagree	Neutral	Agree	Strongly Agree
The advertisem...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The advertisem...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The advertisem...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The advertisem...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The advertisem...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

After seeing the Advertisement rate the likelihood you will purchase this

	1	2	3	4	5	
Definitely not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Definitely yes



Center Shock



- 
- 
- 
- 
- 
- 

Please rate the Center Shock Advertisement

	Strongly Disagr...	Disagree	Neutral	Agree	Strongly Agree
The advertisem...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The advertisem...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The advertisem...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The advertisem...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The advertisem...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

After seeing the advertisement please rate that you will purchase this

	1	2	3	4	5	
Definitely not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Definitely yes

⋮

How likely are you going to promote brands if it tickles your funny bones?

	1	2	3	4	5	
Most unlikely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Most Likely

How likely are you to switch brands if you find the humor of an ad offending?

	1	2	3	4	5	
Most unlikely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Most Likely

How likely are you to switch brands in its favor if you find the humor of its ad appealing?

	1	2	3	4	5	
Most Unlikely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Most Likely

- +
- 📄
- Tr
- 📷
- ▶
- ☰

⋮

How likely are you to remember a particular brand because of its humorous advertisement?

	1	2	3	4	5	
Most Unlikely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Most Likely

How likely are you to share an ad with your peers if you find it humorous?

	1	2	3	4	5	
Most Unlikely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Most Likely

What do you think makes an ad funny?

- Content - Wordplay
- Visualization
- Exaggeration
- Characters
- Celebrities

