



## EFFECTIVENESS OF HUMOR ADVERTISING ON ADVERTISING SUCCESS

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### **Abstract**

*In global advertising 'humor' is the most effective emotion used in advertising compared to other emotional appeals. Advertisers and researchers more interested in Humor in advertising for more than 100 years. But there is no review paper for Impact of humor in advertising till twenty two years of time, in between period there was lot of research outcomes published about humor in advertising. The purpose of this paper to get detailed review about Impact of humor in advertising for 40 years and detailed overview about various humor related aspects and also it supports earlier outcomes, what's the purpose of humor used in advertising are analysed here. The various Journal databases were collected and reviewed; the paper is very useful for Advertisers, marketing practitioners and researchers who research on Humor in Advertising.*

### **INTRODUCTION**

Every year, the millions of dollars spent on humor advertising (Alden & Hoyer, 1993). Advertisers and Scholars found that some of 10% to 30% of ads contain some types of humor (WANG VL; et al., 2014; Beard, 2005; Cafanescu and Tom, 2001; Weinberger, Spotts, Campbell, and Parsons, 1995). Throughout the world Humor is the important factor for social and cultural life (Ritchie 2009). In Super Bowl advertisements during 2009, about 70% of advertisements contained some form of humor (WANG VL; et al., 2014; Gulas, McKeage, and Weinberger, 2010) Humor contains the unique emotion which converts resistance to persuasion (Sternthal and Craig, 1973). Humor is the peripheral cue to the advertisements for selecting product or service in competitive world (Spotts, Harlan E.; Weinberger, Marc G.; Parsons, Amy L. 1997). Humor connected with us in many forms like visual, sound, slapstick, comedic situation and many forms (Arias-bolzmann, Leopoldo; Chakraborty, Goutam; Mowen, John C, 2000). The humor conveyed to all by different ways as advertisements, puns, jokes, short stories, etc. (Ritchie, 2009). Humor contain major role positively effectiveness of advertising (Fugate, 1998). The humor advertisement messages influenced in product memory, affective, attitude, cognitive and behavioural aspects are reflected consumer buying behaviour in market place (Fugate, 1998). Humor attracts the attention to the advertising. In general humor attracts more people because of pleasure and comfort on entertaining (Fugate, 1998). Audience enjoys more on frequency of humor ads, it leads to brand recall and it reflects on sales.

### **LITERATURE REVIEW**

Humor in advertising has more literature reviews. The first humor literature made by Sternthal and Craig (1973), after two years Kelly and Solomon (1975) gave some analysis on humor in television advertising, created typology like pun, understatement, joke, ludicrous, satire and irony, in 1979, Duncan found behavioural perspective on Humor in Advertising, later by Madden and Weinberger (1982). Then some years later by Weinberger and Gulas (1992), then Fugate (1998) found humor advertisements involved in nature of product, targeted audience, message types, medium of ads, communication goal and message placement. The previous published works are giving some ideas about what factors involved in humor. This paper furnishes a detailed review about Impact of humor in advertising.

### **RESEARCH IN HUMOR**

Humor is the most common and frequently used emotion appeals in advertising (Weinberger and Spotts, 1989; Chahopadhyay, Amitava; Basu, Kunal, 1990). For any business advancement, the advertisement is an unavoidable tool for the positioning & promotion of the brand and also it increasing the product sale (Beard,



2005). Many advertisements placed mainly with TV advertising, the humorous advertising are analyzed and published in print ads also (Madden, Thomas J; Weinberger, Marc G, 1984). Advertising is the centre for attracting more people and it is become a powerful communication force. Products, services, ideas, images, and many things can easily show advertising it helps to sell any product or services.

Impact of Advertisement is to communicate the impart information & knowledge about the product & services. It leads to the consumers get attention by arousing interest and acceptance of the product. Humor is more effective in influencing audience attitudes toward both the ad and brand when involvement is relatively low rather than high. The humorous ads are always produce better results compared to non-humorous ads.

### MEDIUM OF HUMOR ADVERTISING

The advertisements communicate the information through Television, Print, Radio, Outdoor, Social media and others. The use of humor is about one out of five television ads contains humor appeals. Visually and verbally expressed humor are very rich in understand and interesting phenomena to study (Ritchie, 2009). The pervasive use of humor in advertising has attracted increasing attention. The Advertising practitioners believe that humor advertisements attract superior than non-humor in gaining observer awareness. Humorous advertising is high at attention, shows a positive attitude toward products and retaining the message. The humor may get more responses by making ads more likeable. The humorous advertising has increase liking not only the ad, but also for the brand, positively to advertising recall. People attract more on funny ad and transfer that positive feeling to the product.

### HUMOR TYPES

Humor ads can easily moves on friend and family circles and work settings. The humor get popularity in many countries, the humor television commercials found seven types of humor emerged: slapstick, clownish humor, surprise, misunderstanding, irony, satire, and parody

Author	Title	year	Description
Kelly, J.P. and Solomon, P.J.	Humor in television advertising.	1975	The Study of 2000 television commercials using Content analysis compared with Humorous and non-humorous advertisements, The analysis made on commercials with respect to their use of animation, the number of models, product handling, humor placement, multi sense usage, and the direction of the humor. Typology: pun, understatement, joke, ludicrous, satire and irony.
Gelb, Betsy D.; Pickett, Charles M.	Attitude-Toward-the-AD: Links to Humor and to Advertising Effectiveness.	1983	This Study contains 2400 names in mail survey on random sample study; the humor ads are more effective than non-humor ads and it's positive attitude and increase likings on advertisements and the brand and it's involve more on purchase intention, humor ads more positive in attention and recall.
Madden, Thomas J; Weinberger, Marc G	Humor in Advertising : A Practitioner View.	1984	The impact of humor in advertising measures surveyed on source credibility, comprehension, persuasion, attention, retention, and action, with three dependent on - perceived humor, attitude toward the brand, and ad recall, 94% respondents agreed the humor ads gaining more attention than non-humor ads in gaining attention and awareness for new products, TV and radio media are best suited for humorous advertisements; educated youngest males are best suited for target audience on humorous advertisements, humor ads suited for non-durables like low involvement products.



Duncan, Calvin P; Nelson, James E; Frontczak, Nancy T	The effect of humor on advertising comprehension.	1984	This study re-examined the effects of humor influence which measured on what type of humor used like perceived vs. manipulated and advertisement location with humor. The results are confirmed with previous results on humor on one line joke influence in humor ads.
Chahopadhyay, Amitava; Basu, Kunal	Humor in Advertising : The Moderating Role of Prior Brand Evaluation.	1990	The Study based on lab experiment, with 80 undergraduates, on TV media measured on 9 point semantic differential format; found the positive effect on humorous advertisings are persuaded more on subjects, people contain prior positive brand attitude and also found the comparison of humorous vs. non humorous contain no systematic persuasive effects, it recommends when the humor is more effective.
Speck, Paul Surgi	The humorous message taxonomy A framework for the study of humorous ads.	1990	This Study contain humor communication effect framework and it describes the five humor types and three humor processes, the humor advertising experience the sense of relief and generate laughter and pleasure sensation, humor grabs attention and facilitates elaboration, he increasing of trustworthiness is more in sentimental humor compared with other humor types. The Humor content more in TV advertisements compared to print ads .
Weinberger, Marc G.; Gulas, Charles S.	The Impact of Humor in Advertising: A Review.	1992	This study on review of literature updated after 20 years, and the use of humor in advertising is increased; it shows with systematic conceptual framework, the humor influenced by audience factors, relatedness of humor, placement of humor, nature of the product, communication goals, humor style and general study on effect of humor, and also humor advertisements are effective in existing products than new or unfamiliar products.
Alden, Dana L; Hoyer, Wayne D	An Examination of Cognitive Factors Related to Humorousness in Television Advertising.	1993	This study contains the theoretical and applied implications of in Television advertising humor get more successful than normal ads; in TV ads, the content analysis of 497 advertisements analysed.
Alden, Dana L; Hoyer, Wayne D; Lee, Choi	Identifying Global and Culture-Specific Dimensions of Humor in Advertising : A Multinational Analysis.	1993	This Study contains the humor in TV advertising from four countries: Korea, Germany, Thailand, and the United States, and find the humorous communications in culture specific dimensions, the use of Television commercials analyses on Content analysis of 497 US ads, 520 Korean ads, 244 German ads and 351 ads from Thailand, find the incongruity process is a universal humorous language.



Fugate, Douglas L.	The advertising of services: what is an appropriate role for humor?.	1998	To promote the US goods and service the use of humor more aggressive in nature, for some products the loud and brash comedy is used, user also expecting the same. With using of humorous advertisements, the unsought and controversial services are distracting consumer's perceptual defense.
De Pelsmacker P. & Guens, M	The advertising effectiveness of different levels of intensity of humour and warmth and the moderating role of top of mind awareness and degree of product use.	1999	Humor advertisements get more positive effect when combining high level warmth with high levels of humor; the cognitive related advertisements contain moderate level of humor on attitude towards advertisement, brand and favorable advertisements. The favorable advertising outcomes achieved by perceived humor .
Arias-bolzmann, Leopoldo; Chakraborty, Goutam; Mowen, John C	Effects of Absurdity In Advertising : The Moderating Role of Product Category Attitude and the Mediating Role of Cognitive Responses.	2000	This Study made an experimental approach on 178 undergraduate students participated measured by using a seven-item 9-point semantic differential scale, The dependent measures used are cognitive responses, attitude to brand, attitude to ad, and brand name recall, the result is more positive attitudes and more positive cognitive responses than non humorous, the product class is negatively predisposed.
Alden, Dana L.; Mukherjee, Ashesh; Hoyer, Wayne D.	The Effects of Incongruity, Surprise and Positive Moderators on Perceived Humor in Television Advertising.	2000	In this study models incorporating cognitive and affective mechanisms are tested for perceiving different levels humor in ads, the humor ad message structure are analyzed like incongruity and surprise, in cognitive mechanism, incongruity resolution process the type of incongruity is perceived, the attitude and behaviors are differs from expected beliefs, the neutral emotion of surprise made when novelty or incongruity colors surprise, leading either to humor or to fear.
Geuens, Maggie; Patrick De Pelsmacker	The Role of Humor in the Persuasion of Individuals Varying in Need for Cognition.	2002	An Empirical study with 510 Belgian people on humorous and non-humorous study made and humorous effect shows positive impact on all appeals, humor is most frequently emotional used in advertising, the positive and negative side of effects made on advertising on positive brand cognitions .



CHUNG, H; ZHOA X.	Humour effect on memory and attitude : moderating role of product involvement.	2003	The multiyear survey from 1992 to 1997 on super bowl advertisements measuring humorous advertisements impact on memory and attitude of a product, this study shows the positive effect on moderating role of consumer memory and attitude towards humorous advertising the purchase risk degree measured on functional or expensive.
Buijzen, Moniek; Valkenburg, Patti.M	Developing a typology of humor in audiovisual media.	2004	The study was develop and investigate typology of humor in TV media, with 41 humor techniques and content of 319 humorous ads, they found on seven types of humor emerged are slapstick, clownish humor, surprise, misunderstanding, irony, satire, and parody.
Smit, Edith G.; Van Meurs, Lex; Neijens, Peter C.	Effects of Advertising Likeability: A 10-Year Perspective.	2006	The study on 3000 commercials which broadcast on Dutch TV from 1992 – 2001, they found influence of advertising likeability for the brand its transfer to purchase intention and likeability differed for different type of products. The purchase intention differed on likeability on ad results regarding the brand
Zhang, Yong; Zinkhan, George M.	Responses to Humorous ADS: Does Audience Involvement Matter?.	2006	The study on Humor ads responses with audience involvement and critical state on ads to audience and the measurement made on High, moderate and low involvement with (strong/weak argument), the measures on involve, Humor Argument, Ad attitude, Brand attitude, Purchase intention, Favorable thought, unfavorable thought, it shows the humor advertising get more impact on very condition.
Cruthirds, Kevin W	The impact of humor on mediation.	2006	The study on how the mediators use the humor as a tool for handling situations like negotiations, negative feel and to achieve work faster; The using of mediation on humor selection by moderators on Humor styles & desired organizational outcomes, and humor evaluation on moderators on humor and outcome.
Cline, Thomas W; Kellaris, James J	The Influence of Humor Strength and Humor-Message Relatedness on Ad Memorability: A Dual Process Model.	2007	The study shows the impact of humorous advertisements are more on recall of ads, and ad memorability, the humor get attention and mood when the humor appeal is strong, the positive influence of mood created by humor and product relatedness made.
Lee, Yih Hwai; Lim, Elison Ai Ching	What's Funny and What's Not: The Moderating Role of Cultural Orientation in Ad Humor.	2008	The experiment made on 222 Chinese MBA students on Television commercials in China, the Empirical study on effect of advertisement humor measures process and cultural orientation of ads like incongruity and arousal safety, the influence of individualism and uncertainty avoidance indicated in the effectiveness of humor in television ads, in the joke is difficult to understand when more critical about ads on individualist and low uncertainty avoidance cultures.



Eisend, Martin	How humor in advertising works: A meta-analytic test of alternative models.	2010	The effectiveness of advertising is measured with new affective cognitive model, and explain more about A meta-analysis of humor in advertising, the positive effect on brand relatedness and explain about vampire effect, it shows humor putting audience to good mood and more persuasive, recall and relatedness made with positive association of ad and brand.
Cruthirds, Kevin W.; Wang, Valerie L.; Wang, Yong J. & Wei, Jie	A comparison of humor styles in US and Mexican television commercials.	2012	The study on 97 Television ads used in major US and Mexican networks, conduct a content analysis on Four humor styles. US ads are more affiliative, aggressive and self defeating humor than compared to Mexican commercials, also analyzed on Power distance, Individualism, Masculinity and uncertainty avoidance.
Swani, Kunal; Weinberger, Marc G.; Gulas, Charles S.	The Impact of Violent Humor on Advertising Success: A Gender Perspective.	2013	The Study on American Television advertising using humorous ads, the examines on two study responses of men and women to violence in humorous advertising, humorous measured on low and high violent humor, gender and time of humor. Attitude towards Advertisements, attitude towards Brand, Perceived humor, violation of social norms, the first study on high physical violence in humor ads targeted on female audiences, the second study on violations of social norms on the brand with men and women.

## CONCLUSION

Humor attracts the people attention more comparatively humorous ads Vs Non Humorous ads, many studies proves humor is persuasion and cognition of advertisements for any product. Humor is not harmful for product information and advertisement related aspects. Humor increases liking and getting stronger than non humor ads. Related humor get direct impact on sale and it promote product easily. Humorous passages convey any information much easier. Generally Creative is highly used in humor advertising, sometimes the great humor creators are praised as more. Humor is more suitable on service products which require little abstraction to understand, low involving or low personal identification, related to tangible objects.

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