

A Research Study on Impact of Humor Appeal in Advertising on Consumer Buying Behaviour

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ABSTRACT - Humor has a universal language. Advertisement designing is done to convince the customer for purchasing the product. Advertisement appeals add to the influential power of the advertisement and creates a strong desire in the minds of the consumers for purchasing the product. Consumer behavior is something that has been changing from time to time as soon as it is impacted by anything and so it is very important to study how various advertising appeals influences the consumer buying behavior specifically when it comes to humor appeal. In the following research paper we tried to know about how advertising appeals has influenced people and their buying behavior.

KEY WORDS- Humor, advertising, appeals, consumer buying behavior, influence

I. INTRODUCTION

Advertising have an influence on buyer's and the choices of customer also gets affected by it. Advertisement is a Latin derivation and derived from word *advertere* which means "to turn the mind towards". Products in a cluttered marketplace are differentiated by marketers using advertising as one of the critical marketing variable. To increase the effectiveness of advertising for a product, it is required it create unique and meaningful advertising message. (Kotler, 2004)

The two main components advertisers aim to effect are the affective component and the cognitive components. Affective component is where affective message strategies are applied by invoking feelings and trying to match them with the product or service offered in an effort to increase the likeability of the product whereas cognitive component is where the Ad focuses on the benefits and attributes of the product, encouraging the consumer to buy it. These works as the features in the Ad that helps the consumer transfer the advertised message into personal value. Wide variety of advertising approaches are attempted by advertisers, there are seven main ones; fear, rationality, sex, music, humor, emotions and scarcity. One or combination of several appeals is done to ensure that their targeted audiences receive their message in an effective manner.

Most of the time humor appeal is strong enough to be used solely but the remaining time extensively combined with other appeals. Benefits attached with humor appeals:

- Enhance credibility of the source.
- Humor attracts attention.
- Humor helps in enhancing attitude toward the ad.

- Increase retention of the advertising message.
- As humor acts to distract the audience from making cognitive responses, counter arguments may be minimized with the use of humor

Humor in advertising constitutes billions of dollars in spending each year (CAMPBELL & WEINBERGER, 1991). The popularity of humor is evident in the fact that 24.4% of television advertisements attempt to be humorous (Weinberger & Spotts, 1989).

This study aims at learning about how humor appeal in advertising is influencing the consumer behaviour and what all factors related to it affect the consumers and help them while taking the decisions related to buying any product or service.

Objective of the research

- To find out the impact of humorous advertising on consumer purchase intention
- Study the targeted decision making components
- How targeted consumer as a whole affected by Ads.

Significance of the research

Advertising plays an important role in company's success or brand's success. Marketers searching for the ways to get consumer intention, they use different advertising techniques. Advertisers use humor in every one of five television ads, advertisers believe that humor advertisements get more intention rather than non-humor ads, humorous commercials tend to increase the intention of consumers. Humorous advertisements also help to increase brand image and customer loyalty by attracting the customers and enhancing the positive feelings about the product (Venkatesh & Senthilkumar, 2015). This

research is regarding the consumer purchase intention which is an important topic of study for all the marketers in order to make sure that all their resources are used in an effective and efficient manner.

II. REVIEW OF LITERATURE

The researcher summarises results of research. In mobile telecommunication sector consumer like the Ufone services. Humor in advertising attract the consumer purchase intentions on Ufone network in telecommunication sector of Pakistan. Researcher has a strong findings that humor influence and increase consumer perception about products. Researcher used quantitative research approach, for this is the limitation, for humor ads qualitative research approach is good option. Researcher collect data only from Okara city that is small city of Pakistan, results would be different if data also collected from other big cities. It is found that humorous nature of ads enhanced attention against non-humorous ads. It is very important to say that humor can be very effective on changing the mind of consumer for specific product (MEHMOOD & MASOOD, 2016).

The study helped researcher in finding out that in spite of the wave of increasing numbers of humorous ads that may lead one into overstating the case for humor in advertising, note that humor can be appropriate and effective in some situations and not in others. This review attempted to remove some of the uncertainty about the use of humor in advertising by identifying the contingencies that define humor's effectiveness. It is found that though humor is used with many types of products, its use is more successful with existing rather than new products. Humor also appears to be more appropriate for low involvement products and feeling-oriented products (Weinberger & Gulas, The Impact of Humor in Advertising: A Review, 1992).

The researcher summarises the findings for the purpose of research :- a) The impact of gender & age on the degree of affection to the ads. ; b) The effect of humor appeal in Ads, on the consumer's buying decision. Exploratory research design was used for better understanding. Two focus groups (i.e. one for each gender) made to get the in depth insights about the topic. Each group consisted of 7 persons. To get the primary data with the help of close ended questionnaire, descriptive research design was used. 70 respondents were selected through convenience sampling. Analysis of the data collected was done with the help of various statistical tools like Chi-square test, ANOVA etc. Finally it was found that Humor appeal used in advertisements motivated the respondents to purchase the product but attributes of the product also plays a significant role in buying decision. There is a thin line difference between the opinion of males & females as per the exploratory research results but as per the chi-square there is no significant difference in the views of males &

females towards the advertisements (Motwani & Agarwal, 2013).

The researcher designed a survey to create a knowledge base composed of expert opinion from the executives at the leading advertising agencies in the United States. It was found that humor would work better to serve some objectives than others and that the executives surveyed have definite ideas about media, audiences, and products appropriate to humor. The study concluded that audiences that are younger, better educated, upscale, male, and professional are best suited to humor. Humor appeals doesn't suits to older, less educated, and downscale groups. The best media to use humor are Radio and TV while direct mail and newspaper are least suited. Humor should not be used with sensitive goods or services while it should be related with the product (Madden & Weinberger, 1984).

The researcher's study focused on purchase intention that are affected by humorous advertisements. Data for these variables were collected through questionnaires from sample size of 136 and the findings are totally based on the answers of the respondents. Respondents mainly were the people from different parts of the life. The questionnaire was intended to find the information about the respondent's demographic profile and research variables. The study found that with the mean of 5.13, entertainment is the factor in humorous ads that makes people talk about the brands. The lowest factor from the research conducted is found purchase intention with the mean of 3.91 which states that people tend to make future purchase seeing humorous advertisement. (Palikhe, 2018)

The purpose of researcher was to study the consumer decision process and its determinants, explore the concept and usage of humor in advertising to find out its impacts on consumer's purchase decision. In this study the researcher has found out that many yellow category goods which are bought on daily basis are very low involvement purchases and the repurchase of these product is almost automatic and also consumers depend on the advertisements to purchase these types of products. The study also says that the advertisements also use humor to focus on building a strong image of the brand and reduce dissonance in post purchase stage, make the consumer more confident in their purchase decision. Among seven types of humor, personification, surprise, silliness and exaggeration is evaluated to have the most entertaining value. Advertisements success- fully executed these types of humor can achieve audience attention, make the message viral, the product memorable and differentiate from many competitor brands. Delivering product information or the main message can be distracted by humor easily. A thin line between amusement and ridiculousness exist besides the temptation of humor. Personification usually is suitable for children's product

since its nature is closed to children's animations or movies. To conclude, the impact of humor on consumer's purchase decision also depends on how involved or attached the consumer is to the product. With new product, humorous advertising can draw consumer attention and access consumer's long term memory (Hoang, 2013).

Researcher finds positive effects of the use of humor in advertising might be expected if two factors are present. First, humor should be directly related to and well integrated with the objectives and it should contribute to the main point of the message of the ad (Klein, Bryant, and Zillmann 1982). Second, the advertised product, service, or event should be appropriate for the use of levity (Runyon, 1977).

The study tests behavioural impact of humorous promotions within a field setting. Where humor is relevant to the object of the promotional effort, the manipulation is associated with increased patronage behaviour. Second, this study deals with event promotion only. Additional replications in other contexts are necessary to determine the generalizability of the current findings. The following study about humor in advertising explains that humor attracts attention and does not harm comprehension but it has been seen that some negative effects of humor can aid comprehension. Also it is studied that though increased persuasion does happen due to humor in advertisements but they do not have a very big advantage over non-humor ads when persuasion is the only motive. Humor enhances liking and relative humor is more effective than non-relative humor. However, to date, there has not been sufficient research conducted to determine if specific forms of relatedness have a differential advantage. There exists a direct relationship between product nature and humor as the appropriateness of a humor treatment is affected by nature of the product. Use of humor is more successful with existing products rather than new products. Humor appears to be more appropriate for feeling-oriented products and low involvement products. In conclusion, evidence from twenty years of re-search conducted since Stemthal and Craig's landmark review has caused us to reassess the role of humor. Humor is not, and never has been, a magic wand that assures more successful advertising, however success is defined (SCOTT, KLEIN, & BRYANT, 1990).

According to researcher advertising is a vital part for any brand or company which wants to sell its product and make maximum profits and every year each and every company spends billions of money into their ad campaigns in order make the product successful. The overall issue addressed in the study was whether advertiser's use of humor is justified by the influence of the humor on advertising performance. Specifically, by using content analysis of ads and the grouping of products in a classification grid to form the independent variables, and

using Starch magazine readership scores as the dependent variables, we examined four questions:

1. How use of humor in advertising vary across different product groups?
2. Does the *effectiveness* of humor in advertising vary across product groups or not?
3. How the *type of humor mechanism* influence ad effectiveness, and How does the effect vary across product groups?

It was concluded that Through a product-group-level analysis, the paper has provided evidence that some of the humor execution strategies being used by magazine advertisers are valid, whereas others linked to humor relatedness should be questioned. In particular, advertisers of yellow goods, who commonly use humor, should question their heavy use of humor-dominant messages. Advertisers of red and blue goods should carefully consider whether humor should be used at all. Without our focused examination, many of the contingent effects of humor usage would not have emerged (Spotts, Weinberger, & Parsons, 1997).

It is researcher's study that claims some advertising is pretested on some audiences but it's clear that when employed in mass media, humor isn't likely to be universally perceived as humorous. In this paper there are two main goals, to look at the linkage between product type, humor style and perceived humor and to check the efficacy of incongruity and incongruity-resolution humor on reflection, the relatively low percentage of respondents seeing the ads as humorous shouldn't have come as a surprise because employing a professionally produced radio ad, Duncan, Nelson and Frontczak (1984) and Gelb and Pickett (1984) both found that fewer than 40% of subjects in their studies watching perceived humor found the ads amusing. The high risk of failed attempts at humor within a culture reported in the study, it might appear to be prudent to check any attempt at humor on appropriate target audiences before attempting to require a humor campaign across borders where perceptions are likely to possess greater variance. Since the broad class of incongruity constitutes two-thirds or more of humorous advertising, this finding should be of particular interest to those making decisions about using IR versus the more subtle I type humor. As noted earlier, humor research about product comes from several studies that performed content analyses about humor usage for various products, asked practitioners about their views or tested product humor effects without testing attitudes and without measuring whether the humor was perceived intrinsically. In fact, several of the Clio Award ads pretested alongside the pork ad, and

clearly meaning to be humorous, were seen as far less humorous than the pork ad! This could be a warning flag and supply strong incentive to advertisers to pre-test ad humor with important subgroups. The results reported here associated with H1 are according to past research indicating that in congruity resolution is more likely to be seen as humorous than incongruity humor. This result's somewhat surprising, given significant differences in usage of humor by advertisers across product categories and former results that have shown humor to figure better with lower risk products. The low percentage of respondents finding the ads humorous points to the importance of studying the implications of failed humor. It's possible that multiple exposures may accentuate the failed humor effect, and will cause dislike even for those individuals who initially saw the ads as humorous. The danger for advertisers is that the majority humor attempts don't have of these advantages and should be seen as less humorous than the ads used here (Flaherty, Weinberger, & Gulas, 2004).

The researcher found results of the paper are generally based on prior expectations i.e., the effect of humor in advertisements on consumer behavior is moderated by the message recipient's prior evaluation of the advertised brand. The fact is that there's no direct effect of humor on brand attitude, purchase intent or choice is found indicates that humorous executions aren't universally simpler than non-humorous ads. However, with the exception of brand name attitude, the straightforward effects of humor aren't statistically significant for subjects with a negative prior evaluation. Though the results are generally according to expectation, the results of the straightforward effects tests to look at the humor by prior evaluation interaction are asymmetric. However, when prior brand evaluation is negative, humorous ads tend to be less effective than non-humorous ads. The negative prior evaluation could have swamped the ad type manipulation, resulting in the straightforward effects not reaching significance. Humorous ads are likely to be less effective within the new product because there's no pre-existing scheme to guide processing and eventually the executional cues are likely to draw attention to the ad and faraway from the message claims, thus reducing the consumers' ability to find out about the brand, a crucial consideration within the introductory stage. When prior brand evaluation is positive, humorous ads are more persuasive than non-humorous ads. The results also suggest that segments negatively predisposed to the brand shouldn't be targeted with humorous advertising intrinsically efforts are likely to be counterproductive (CHAHOPADHYAY & BASU, 1990).

The researcher's paper comes out as an exceptionally advantageous in both promoting and publicizing fields. The suggestions to the advertisers are principally founded on the "advertising stimulus effects". Proposals that could be coordinated to promoting offices are: The most significant thing they should think about when they attempt to make a humorous event is to comprehend the objective very well since it is obvious from the center gatherings that the promotion may not be amusing in spite of the fact that cleverness is expected. The issue of doing silly promotions that are not seen as interesting by the objective market is that it makes a negative demeanor and is seen as inciting. Consequently, this intrigue needs exceptional consideration in its creation to prompt the proposed outcome; else, it could prompt the contrary outcome.

In addition, they should guarantee that the brand is referenced more than once all through the promotion so as to catch eye and accomplish great review (el-tazy & Dinana, 2016).

Humor in television advertising is an area of research which would change or give differed findings in cases of different social settings and age groups and the way they would be consuming the advertise, it maybe by audio, visual or both. This study is supportive of a theoretical model which specifies that humorous ads tend to produce higher levels of perceived Humor, positive brand attitude, and brand information recall. Consumer buying behaviour and different effects of it has already been studied very widely, but only recently have we started considering laughter and Humor to be inextricably linked to patterns of social exchange. Similar results are obtained regarding the repetition effect on perceived Humor and brand attitude. The findings here also indicate that repetition does not influence perceived Humor and the overall effectiveness measure of advertising. The results of this study differ from findings by Belch and Belch (1984) who found Humor did not affect recall levels (Zhang & Zinkhan, 1991).

III. RESEARCH METHODOLOGY

This study is concerned with how humor in advertising impacts the consumer buying behaviour. Advertising today has become an everchanging phenomenon and in global world today, it has become very difficult to persuade audience to choose a certain product or a brand. Therefore advertisement which plays a very important part in influencing the audience and different appeals are used to do that. Appeals like humor, emotional etc are used. In this research we tried finding out about the impact of humor appeal.

In this research the author has collected both primary and secondary data to conduct the research The study follows the quantitative and qualitative approach. The collection of data used in this paper is primary and secondary data such as questionnaire survey and various articles, websites, blogs, published papers and research journals articles.

Initially, the 31 published papers were included in this research but during the scrutiny 10 of them were deducted. So, the only 21 papers considered in this research and for each and every paper or article, reference and bibliography is given. The research that is formed is on the bases of existing theories and the data collected through questionnaire.

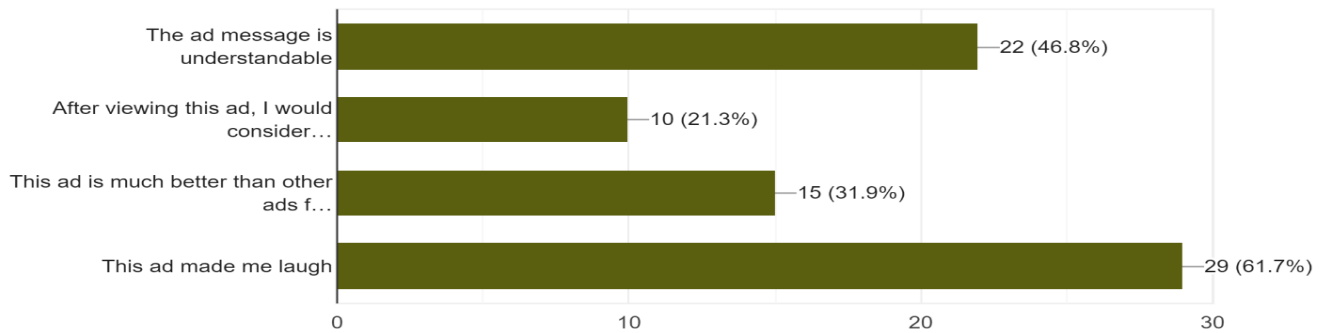
IV. DATA ANALYSIS

For conducting the research about the impact of the humor appeal on consumer buying behaviour, the researcher 5 Star, Feviquik and Imperial Blue turned out to be the ads which people considered as the most humorous and funny.

The Fevicol Advertisement: <https://www.youtube.com/watch?v=u6zX--JOy2g> was seen and recognized by over 70% of the respondents.

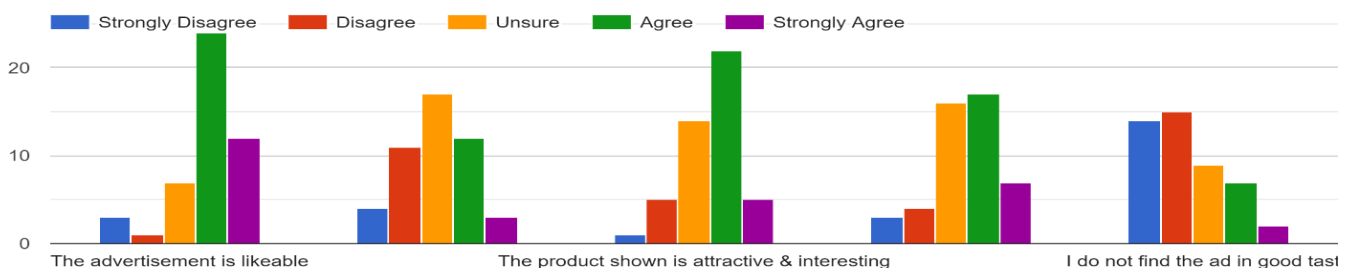
conducted a survey through a questionnaire and the results from the same were as follows. Over 60% of the respondents to our survey were Male and hence it may be feel inclined to a certain gender but the questions asked were not in any way gender specific so the inclination is not considered in the study and the results. The age group that responded in the survey were mostly below the age of 25, which are considered as the Generation Z and are more inclined towards technology.

Please tick the options applicable after you have seen this advertisement
47 responses



The advertisement was understood by almost 50% of the respondents, but only about 20% considered buying the product after the advertisement, but the the advertisement did seem funny to a lot more people. From this analysis we can guess that people don't really seem to buy the product even if shown a humorous advertisement.

Please indicate on the scales below the extent to which you agree or disagree with each of the following statements

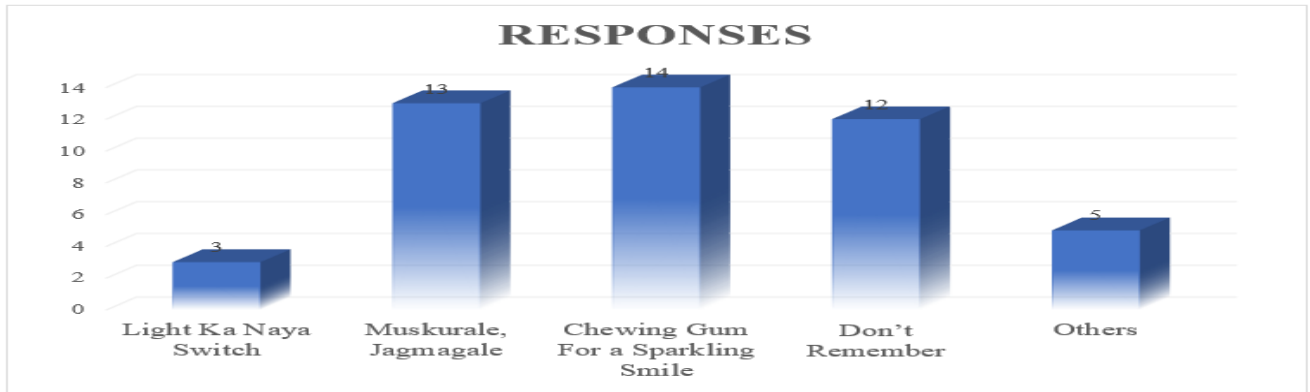


As seen from the recorded data, the advertisement is liked by the most of the people and the product too seems interesting because of the way it has been shown in the video. There are although people who do not find the ad in good taste. This maybe because of the culture, society or difference of opinion each person has. Each ad cannot be likeable to everyone and there are only a few advertisements made which are liked and found in good taste by everyone seeing it.

The Happydent advertisement as compare to the Fevicol advertisement was seen and recognized by more than 90% of the respondents. It shows how different advertisements can impact and be remembered by people in different ways.

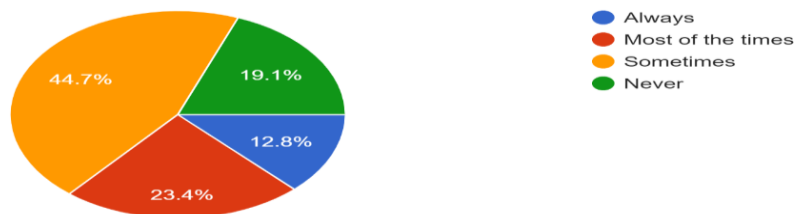
What is the punch line of 'Happydent' campaign ?

47 responses



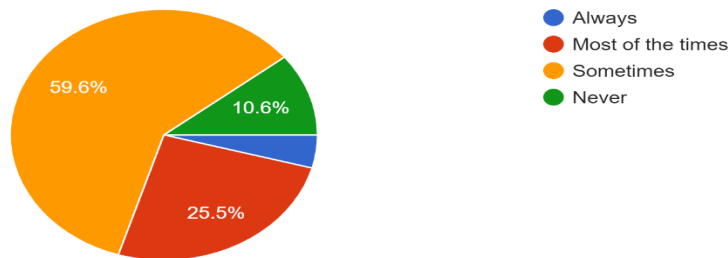
The advertisers had come up with a Punchline “Muskurale, Jagmagale” for the advertise but only about 23% could remember it after watching the advertisement and immediately answering the question. Repeatedly watching the advertisement over a period of time may result in different responses and better recall.

The next question asked and recorded was if buying behaviour of the consumer would be affected if the advertisement was shown repeatedly so as to increase the recall



How often do you happen to watch the "Happydent" advertisement?

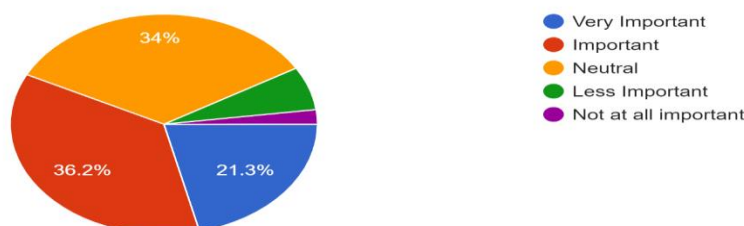
47 responses



This particular question tells us more about how much the has strategic reach. Almost 60% respondents have reportedly seen the advertisement sometimes, and only 25% seem to have seen it most of the times. If it had been more captivating then people wouldn't mind watching it again and again.

How important is the product information in the advertisement?

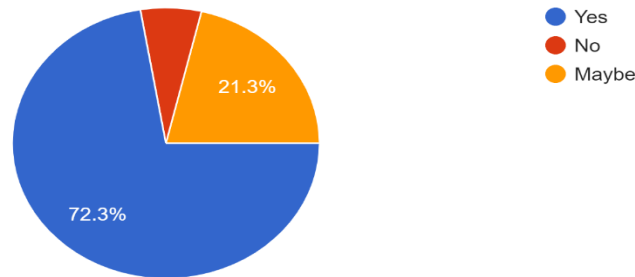
47 responses



Having the correct information and making sure it is correct so that the product is sufficiently explained is important for any advertisement and that is what people answering the survey have said. About 90% people are inclined towards giving importance to the information of the product in the advertisement.

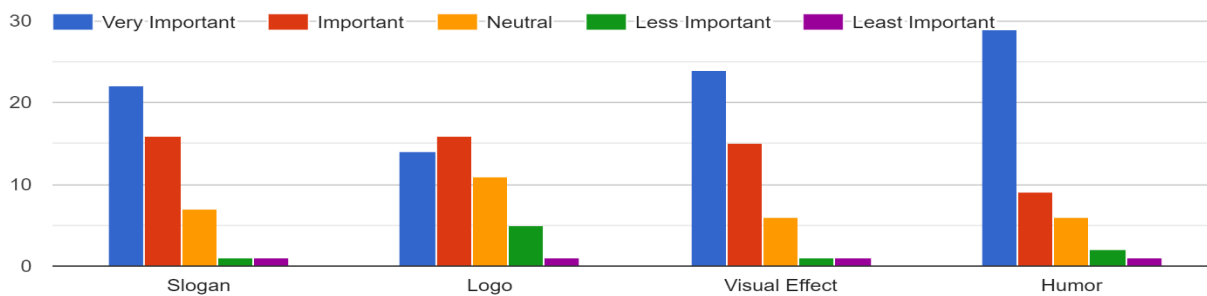
Do you think the media influences the recall of the advertisement?

47 responses



Recalling advertisements is more important than ever in any kind of advertisement especially in the case of Humor-based advertisement. Only when people recall a product by the advertise, they then to buy it more often because they connect more to it. So, if the media that is the Image, Videography or Copy is creative and innovative people say they can recall it even more.

What is the importance of the following in a Chewing Gum advertisement?



In a Chewing Gum advertisement or for that matter any advertisement unless in special cases there seems to be an inclination towards Humor and visual effect. Respondents as we can see don't think much about logos or slogans because that is not something which may appeal to the audience at least in the case of the "Happy dent" advertisement.

In order to measure the impact of humor appeal in advertising, we distributed a questionnaire to the people residing in Pune with the help of a Google form. We have received 48 responses from distinct demographic segment. All the collected responses are taken as a sample data in order to analyse.

Microsoft Excel was used to run the data, sort the data, analyse the data, making various calculations and statistical evaluations.

All the other data than the one from questionnaire was collected from secondary sources related to the topic and the research papers and articles were studied thoroughly to understand the impact of internet on the consumer buying behaviour. These research paper were-

- Assessing the Use and Impact of Humor on Advertising Effectiveness: A Contingency Approach
- Consumer Response to Humor in Advertising: A Series of Field Studies Using Behavioural Observation
- Humor in Advertising: The Moderating Role of Prior Brand Evaluation
- Impact of humor in advertising on consumer purchase decision
- The Impact of Humor in Advertising: A Review
- The Impact of Perceived Humor, Product Type, and Humor Style in Radio Advertising.
- Impact of Humor in Advertising on Consumer Purchase Intention: A Study on Ufone Network from Telecommunication Sector.

- Impact of Humor in Advertising on Consumer Purchase
- The Impact of Humor in Advertising
- Using Humor or Fear Appeal The Moderating Role of the Source's Attractiveness.
- Impact Of Humorous Advertisements On Customers' Behaviour
- Impact of Humor Advertisement on Purchase Intention of Consumer
- Humor In Television Advertising The Effects Of Repetition And Social Setting
- The impact of Humorous Advertising on Consumers Buying, Word of Mouth and Recall.
- One Hundred Years of Humor in American Advertising
- The Effect Of Humor On Advertising Comprehension
- The Effects Of Ad Affect On Advertising Effectiveness

V. FINDINGS AND CONCLUSION

Objectives of the research-

- To find out the impact of humorous advertising on consumer purchase intention.
- Study the targeted decision making components.
- The effects of Advertisements on the targeted consumer and their response towards it.

Findings from the research-

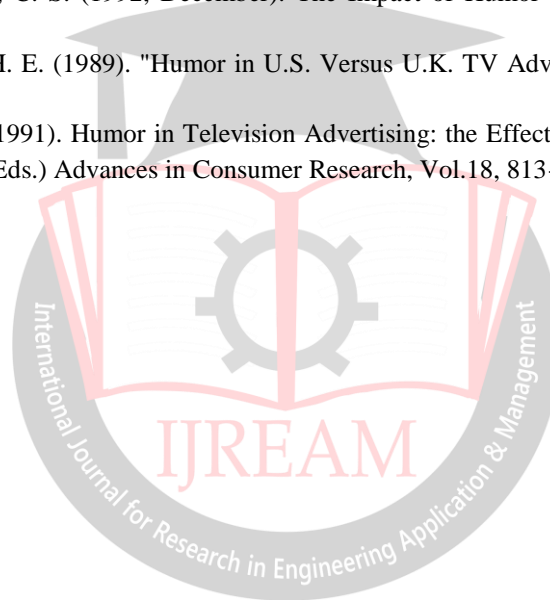
Humorous advertisement need to be designed carefully with crystalline objective in mind. It should general brand awareness and communicate relevant sales point. Successful humor ads change consumer attitude about brand and persuade consumers to purchase products. If the message is not relevant for targeted audience, no matter how humorous the message, it will not achieve its objective. Key takeaways -

- The message must be relevant for the audience and conform with product/brand awareness objective
- Humorous approach need to be compatible for the product in concern. It is not appropriate to use humor for certain products such as pain killers or high ticket items.
- Humor works better for established and low involvement products; care should be given for new products and with high involvement products.
- Important to note that humor should be culturally sensitive toward targeted audience. Various demographic groups must consider cultural sensitivity such as race, age, gender, etc.
- Humor appeal advertisements motivates the audience to purchase the product but the other fact is that attributes of the product also plays a significant role in buying decision.

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Questionnaire Used For Conducting Research:

Effect of certain factors on Consumer Buying Behaviour

*** Required**

1. Please help us with your name *

2. What gender do you identify with? *

Mark only one oval.

Female

Male

Prefer not to say Other:

3. What age group you belong to? *

Mark only one oval.

20-25

25-30

31-35

36-40

4. Which company according to you makes the funniest advertisements for its products? *

5. Do you have a specific favourite advertisement? *

Mark only one oval.

Yes

No

6. If yes, which is it? (You can name it or provide a YouTube link)

7. Do you remember watching the following advertisement? *

Fevicol: <https://www.youtube.com/watch?v=u6zX--JOy2g> *Mark only one oval.*

Yes

No

8. Please tick the options applicable after you have seen this advertisement *

If you haven't please, watch the advertisement from the link given above

Check all that apply.

- The ad message is understandable
- After viewing this ad, I would consider purchasing the product
- This ad is much better than other ads for products in this product category
- This ad made me laugh

9. How relevant and helpful do you think it was for you? *

Mark only one oval.

	1	2	3	4	5	
Not very	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very much

10. Please indicate on the scales below the extent to which you agree or disagree with each of the following statements *

Mark only one oval per row.

	Strongly Disagree	Disagree	Unsure	Agree	Strongly Agree
The advertisement is likeable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wouldn't skip this ad on YouTube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The product shown is attractive & interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would consider buying this product after seeing this ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do not find the ad in good taste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. Do you remember watching the following advertisement? Please watch it if you haven't. *

Happydent: <https://www.youtube.com/watch?v=6zH6N4LxF1w> *Mark only one oval.*

- Yes
- No

12. What is the punchline of "Happydent" campaign? *

13. Does repetition of the "Happydent" advertisement affect your buying behaviour? *

Mark only one oval.

- Always
- Most of the times
-
-

Sometimes

Never

14. How often do you happen to watch the "Happydent" advertisement? *

Mark only one oval.

- Always
- Most of the times
- Sometimes
- Never

15. How important is the product information in the advertisement? *

Mark only one oval.

- Very Important
- Important
- Neutral
- Less Important
- Not at all important

16. Do you think the media influences the recall of the advertisement? *

Mark only one oval.

- Yes
- No
- Maybe

17. What is the importance of the following in a Chewing Gum advertisement? *

Mark only one oval per row.

	Very Important	Important	Neutral	Less Important	Least Important
Slogan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Logo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visual Effect	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Humor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. Can you recall any Adhesive or Chewing Gum advertisement other than the two shown above? *
