

IMPACT OF HUMOUR ADVERTISING ON CONSUMER BUYING BEHAVIOUR IN INDIA'S METRO POPULATION

Pratishtha Mathur, Swati Mishra*, Rajat Agrawal and Sakshi Arora

School of ISBM, Suresh Gyan Vihar University, Jaipur, Rajasthan, India

*Corresponding Author

KEYWORDS

Humor-based advertising, consumer buying behavior, emotional appeals, brand likability, brand loyalty, metropolitan population, advertising effectiveness, cultural sensitivity, ethical considerations, brand recall, purchase intent, marketing strategy.

ABSTRACT:

This study examines the impact of humor-based advertising on consumer buying behavior in India's metropolitan areas. It explores humor as a marketing tool to enhance brand likability, loyalty, and consumer engagement. By analyzing emotional connections and humorous elements, the research highlights how humor can drive consumer preferences, foster brand reputation, and increase purchase intent. Using a mixed-method approach, data was collected from major Indian cities and analyzed to understand humor's influence on advertising effectiveness. While humor enhances brand recall and consumer satisfaction, challenges such as cultural sensitivity and ethical considerations necessitate careful implementation for sustained success.

1. Introduction

Emotions are huge players when it comes to responding to stimuli which makes humour a natural customer magnet for the brands. Another possibility is that expressing emotions is unnecessary since others can understand them just fine. They reveal an expressive style that is personal and covers a lot to connect emotionally. The most effective advertising is those that speak directly to the target demographic by appealing to their emotions and memories. Emotional advertising is an effective marketing strategy because commercial characters often strike an opinion with viewers, who can often picture themselves interacting with them (Srivastava, 2015).

Getting people to pay attention, encouraging them to be loyal to the brand, and making an impression that lasts are the three main objectives of advertising. Remembering the ad's setting and storyline is easy, but remembering the advertised brand is a whole different story. If people happen to be in humorous surroundings, they might be more receptive to the message, according to this theory. Less weighty claims are more ubiquitous and have a longer-lasting impact than their overall existence and use (Shin and Larson, 2020). A surprising twist that makes the audience laugh out loud is a typical element in comedic advertisements. The capability of humour to bring commendable results in terms of attracting consumers and making them come for more serves as the basis of this research to gain the desired conclusion in affecting consumer purchase behaviour.

Rationale

Humorous ads are prevalent in Asian countries because of the strong emphasis on family unity and social values. In its most basic form, it is just learning new things. An emotional response quantifies the extent to which advertisements impact customers' attitudes, beliefs, and actions concerning certain companies. There is a connection between the good or bad emotional reaction that ads cause and the reason people prefer certain brands. As an independent variable, the study has chosen to use advertising humour (Nandasana, 2021). Research has focused on many forms of hilarious marketing, with a specific emphasis on the strategies employed by companies like Amazon Prime, McDonald's, and Doritos. Based on previous research on the psychological effects of humour on consumers' decision-making processes, this study set out to fill a vacuum in our understanding of the topic. The experiential and affective components of the purchasing process are the foundation upon which emotional appeals function. A friendly and approachable brand that speaks to consumers' emotions and makes them feel good about the goods is what they're aiming for. The objective of advertising that is both humorous and emotionally intense is to build a deeper connection with consumers. This stands in stark contrast to commercials that provide viewers with the truth.

2. Aim and Objectives

2.1 Aim

The study aims *to evaluate the influence of humour-based advertising on the purchasing behaviour of customers within India's metropolitan population.*

2.2 Objectives

- To analyse the concept of humour and consumer behaviour in advertising.
- To understand the impact of humour on likeability, brand loyalty and image on consumers.
- To study the issues of using humour in advertising to influence consumer behaviour.

Questions

- What is the concept of humour and consumer behaviour in advertising?
- What can be the impact of humour on likeability, brand loyalty and image on consumers?
- What can be the issues of using humour in advertising to influence consumer behaviour?

3. Literature Review

The concept of humour and consumer behaviour in advertising.

As per Khawaja (2018), several factors impact consumer expenditure, including individual, societal, cultural, and psychological aspects, as illustrated in the image above. In most companies, the marketing department isn't directly responsible for everything that happens within the company. Although they do not have an immediate impact on sales, they do affect consumer behaviour. Aiming to help your target audience identify their requirements rather than wants should be one of your primary marketing objectives. On occasion, customers' decision-making processes can be somewhat mechanical, leading to rushed assessments supported by contradictory evidence. Most people picture when they hear the term "consumer

decision" as a customer weighing the pros and disadvantages of many products until they settle on the one that meets their needs best and doesn't break the bank.

The impact of humour on likeability, brand loyalty and image on consumers.

As presented by Kaur and Nim (2022), whether or not consumers like viewing ads is a major component in determining the success of the marketing campaign. People use two forms of cognitive storage mechanisms called "brand memory" and "advertisement memory" when they make decisions about products and services. People are more likely to have a positive impression of a brand after seeing positive memories associated with those ads. The capacity to enjoy it is one of the positive features that adds to the commercial's efficacy. To what extent consumers recall both the ad and the brand it promotes is heavily dependent on how appealing the ad is. As a physiological requirement, the ability to recall previous occurrences is vital to and integral to all facets of human life. There is a proactive function for recall that happens within human internal cognitive processes, beyond just remembering.

In the viewpoint of Punjani and Kumar (2021), people may have positive associations with the brand, which contributes to their preference for it. The degree to which the general public views a brand as dependable over an extended period is directly proportional to the brand's popularity. Customer recall for advertisements is higher when they are interesting or when they have a positive impression of the brand. Humorous or emotionally charged ads and their impact on brand reputation will be the subject of the next round of research. Customers' positive impressions of the brand may influence their commitment to the business. More people will buy a product from a well-known brand if they know it will be reliable and of high quality. To measure the success of advertising campaigns, it is crucial to look at how well people can remember brands. The method takes into account both brand recall and purchase intent when calculating an ad's efficacy.

The challenges in using humour in advertising to influence consumer behaviour.

A study by Koneska et al. (2021), businesses benefit from commercials, say the writers, because they help sell items and establish brand identification. To what extent consumers react to the brand might depend on how they interpret and process advertising. Commercials only work if they reach their target audience, shape their perceptions of the advertised products, and ultimately encourage the target audience to make a purchase. Burger King's use of nutritious ingredients and lack of preservatives in its burgers was one of the stated goals of their advertising campaign. In contrast, the commercial made an unsuitable effort to apply this idea. More than half of the answers were negative, which means the marketing failed to convince the clients, according to the authors. The public's opinion of the brand plummeted after seeing this commercial. In the ads, grown-ups would sometimes use voices that seemed like those of children.

4. Methodology

4.1 Research Philosophy

Philosophy is the first onion to be peeled in a research onion because it sheds light on the underlying assumptions of the different data gathering and analysis techniques. Pragmatism, positivism, and interpretivism are the three main schools of thought that makeup research philosophy. Consideration of the research question and data-gathering strategy guides the positivist philosophical decision. Researching how advertising constructed around humour as an emotion of impact influences customer purchase decisions can benefit from positivism,

which promotes understanding by recognising the subject's objective presence in the outside world.

4.2 Research Approach

Choosing a methodology to investigate the setting's subject matter is the second step in the inquiry process. Classification systems often divide methods into deductive and inductive branches based on the relative importance of research and understanding that emerge from specific information applications (Gupta and Gupta, 2022). The research uses a deductive strategy rather than an inductive one to help with the process of coming up with study-related hypotheses. Using a deductive approach and combining real-time opinions with considerable topic data, it is feasible to construct a definitive attribution regarding the humour element of advertisements and expressed conduct.



Figure 1: Research Onion

[Source: By Author]

4.3 Research Strategy

Data collection through the use of conceptual techniques is the goal of the third onion-shaped layer of the model, which is in charge of organising the study's execution. The research goal and the available resources for data collection are the main elements that dictate the study strategy, which can manifest in several ways. The goal of this study is to employ an action research approach to learn how consumers perceive advertisements with humour and make considerable buying decisions towards the brand. To make sure the facts are founded on verifiable thinking, the effort also plans to gather writers' current viewpoints by searching archives for content.

4.4 Research Method

The purpose of the fourth layer of the study is to confirm the data types used, which will explain why the research focused on one, two, or more information kinds. There are three different kinds of selections: mono, mixed, and multi. Consequently, it is necessary to use either quantitative or qualitative methods alone, or blended methods or other approaches that integrate

quantitative and qualitative components. Researchers opted for a quantitative strategy, and the mono method in particular, for this investigation. The purpose of this study is to use survey data to conclude the impact of humour marketing on customer purchase decisions concerning India's metropolitan individuals.

4.5 Data Collection

The secondary data sources used from actual papers and publishing in India's metropolitan cities is how this study collects its data and addresses the framed objectives. The study used a descriptive research approach and surveyed the previously published research works, articles, and papers from different walks of life in five of India's largest cities: Delhi, Mumbai, Pune, Gurgaon, and Jaipur. The survey has a sound structure. Researchers used a mixed-methodologies approach that used qualitative and quantitative methods to better understand how the timing of commercial comedic content affects customers' actions.

4.6 Data Analysis

The study will use qualitative analysis to analyse the collected research data to guarantee an unbiased study through papers selected on a non-probabilistic basis (Mishra, et. al., 2019). To acquire clear and comprehensive knowledge, the chosen method of analysis uses visual representation to make it easier to understand the distribution of participants. The main focus of this line of research has been to examine how humorous elements affect consumers' views of brands, propensity to buy, and actual buying behaviour.

5. Ethical Considerations

Researchers should do the right thing by following their own rules when they collect data. Validity, secrecy, risk of harm, method workers, voluntary involvement, and sampling are some of the most common issues that arise in doing ethical field research. After carefully considering ethical factors, the present study recruits individuals who can meet these requirements. The fact that the study relies on well-known sources further adds weight to its conclusions (Yip, et al., 2016). The primary goal of the research was to give due consideration to all of the perspectives voiced throughout the examination. Possible zero-tolerance policy about data manipulation using a fictitious identity.

6. Analysis and Discussions

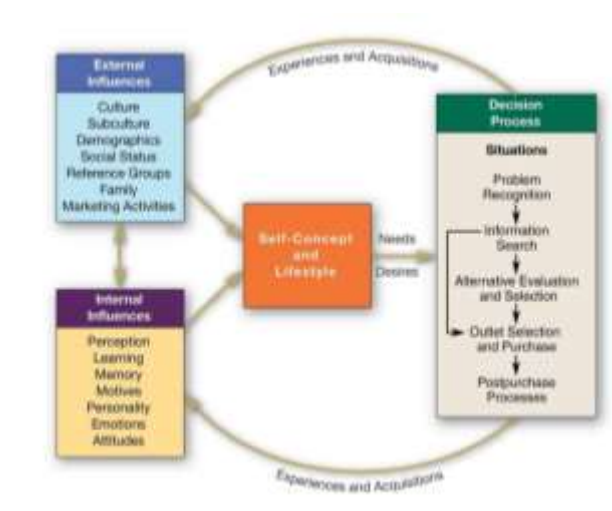


Figure 2: Consumer behaviour model and Determinants

[Source: Pandey, 2024]

According to the above image, some individual, group, cultural, and psychological factors influence consumer spending. The marketing department usually has little to no say over these factors. Having a thorough grasp of them and incorporating them into the marketing strategy design process is crucial, though. Nonetheless, they do influence consumer behaviour about the things they buy. Customers sometimes make snap judgements with little information; decision-making can be somewhat mechanical at times. The decision-making process becomes more involved and demands more thought for certain instances, like purchasing a new home or choosing between an Android phone and an iPhone (Pandey, 2024). The word "consumer decision" usually conjures up the mental picture of a buyer weighing all of a product's features and benefits before settling on the one that meets their needs best and costs the least.

In addition to this, a study by Primanto and Dharmmesta (2019) states that the level of impact a product will produce to meet the needs of the clients is not immediately apparent. Regardless, it boosts people's moods, which can influence their daily lives and even result in word-of-mouth recommendations. In their advertising effort, KFC aimed to highlight the special traits that their chickens have. The brand's message to the audience was inconsistent throughout the advertising. Customers failed to grasp the importance of the commercial's central message. The responses of the people who saw the ad are crucial since how people feel about it could have a direct impact on the company's and the consumers' bottom lines via word of mouth. Customers' opinions may change quickly in response to the actions of other people and their level of loyalty, even if the company was successful in convincing some of them.

7. Conclusion and Recommendations

The research has focused upon the impact of humour advertising in the consumer buying behaviour within the Indian metropolitans. It can be concluded that it [poses a direct influence of the likeability, the loyalty of customers and the brand, reputation, and can lead on framing the purchasing behaviour of customers.

The emotions linked plays a significant role in the consumer behaviour, leading to the humour as a potential tool in businesses to connect with the target and potential customers. This intricates that the integration of humour in advertising leads to a positive influence on the consumer buying perception, making them more inclined towards the brand, and embrace brand reputation. There are a few challenges linked with the appropriateness and with humour in advertising but, it is helpful in tapping the target audience and attract the potential ones towards the brand. The study also has given the cultural nuances and the ethical means to be used in shaping the humorous advertising.

Recommendations

1. Advertising brands should focus on to tailor on the humours content they have to be more culturally specific and get in with the sensitives and local voice to get in relevance with the customers.
2. Ethical means to be taken as the priority while setting the advertisement which includes on the perpetuation of the stereotypes. Integrity to be maintained throughout in advertisement.
3. Strike a balance in the humour and the message of the brand and get with the overshadow within. the preferences of the consumers are on to get with evolution and to require the position and staying agile with the advertising approach throughout.

4. Brand identity to be maintained across and to stay aligned with the objectives in the work.

8. Time Plan

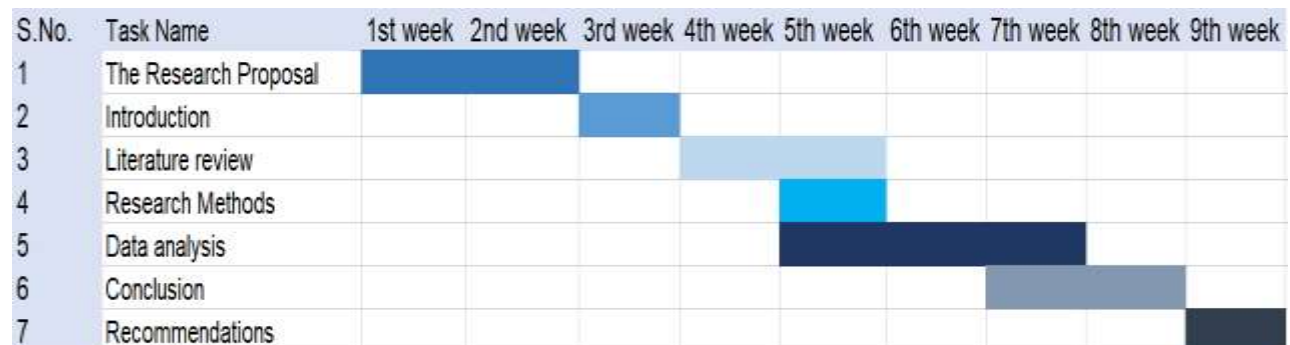


Figure 1: GANTT Chart

[Source: Self-Created]

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