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Impact of Humor Advertising Appeals on Consumer Purchase Intention in Vaniyambadi Town

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Abstract

The study aims to ascertain the relationship between the humor in ads and customer purchase decisions. In order to control consumers’ purchasing inclinations nowadays, all firms employ a range of advertising appeals in their advertisements. The researcher used convenience sampling procedures; for data collection in this study, percentages were used, and the chi-square test was performed for analysis. Theoretical information was acquired through publications, books, and earlier scholars. Finding out the benefits and relationships between humor in advertising and purchase intention is the major objective of this study. This study examined how humor in advertising influences customers’ propensity to purchase, and it found that comedy in the advertisement had a stronger impact on consumers’ purchasing decisions.

Keywords: Advertising, Humor Appeal, Consumer Desire to Purchase

Introduction

Meaning of Advertising

“Advertising” is defined as any paid type of non-personal presentation and promotion of ideas, commodities, or services by an identifiable sponsor. The name “advertising” comes from the Latin word “advert ere,” which means “to direct the thoughts towards.” The American Marketing Association defines “publicity” as “non-personal stimulation of demand for a product, service, or business unit by securing positive presentation on radio, television, or stage that is not paid for by the sponsor” (R.S.N. Pillai & Bagavathi 2015)

Choosing themes and appeals, translating articles and attraction requirements into layout, and writing content make up the majority of an advertisement’s design.

The subjects of advertising are themes. They relate to a specific feature or benefit of a product that the marketer wants to highlight. The concept is compelling in some way. It has the ability to grab people’s attention, in other words. The consumer appeals that are mentioned in commercials are the targets’ motivations. The appeal acts as the focal point around which the whole advertisement is centered. A common term or phrase that captures the topic and appeals to both is “Surf is affordable in price and great in cleaning power.” The selling elements of the products are frequently the basis for copy themes, which may entice the customer and overcome his resistance to purchase.

Indeed, a printed advertising appeals to the mind immediately through the sense of sight. Nonetheless, a successful commercial would make an effort to engage as many senses as possible. For instance, if the product is food, the advertisement can emphasize its purity, flavor, or nutritional worth. To show good taste, words emphasizing delicacy may be utilized. The appropriate language can point to a fragrance's alluring aroma when it comes to perfumes. The commercial must appeal to as many people as it can through a variety of media. 2019 (P. Saranavel & Sumathi-2019)

Significance of the Study

Every company seeks to build a strong brand reputation in the marketplace in order to enhance sales and profit levels. Marketers use a variety of advertising strategies to build brand awareness and promote the development of loyal customers. Advertisers believe that including humor in their adverts increases brand awareness and boosts sales. Humor advertisements help to increase positive thought about the product.

Objectives of the Study

- To determine how humor advertising affects customer purchasing behavior
- To understand how humorous commercials affect customers' purchasing decisions

Literature Review

The primary goal of the study, undertaken by Irfan Hameed, Muhammad Babar Khan, and Atif Shahab (2020), is to examine consumer purchase intentions and how they relate to perceived humor. This research examines various comedy techniques that have been applied in advertising campaigns. The information gathered from 617 respondents was presented after the relevant advertising. Once the data had been verified to be normal, AMOS was used to generate Conformity models, which were also investigated using hierarchical regression and bootstrapping. The study found that perceived humor was positively correlated with purchasing intentions.

The researcher outlines the effects of television ads and how they relate to the likelihood of making a purchase. Findings indicate a favorable relationship and demonstrate the range of concepts (Hemamalini, 2014); (Khuong & Nguyen, 2015)

This study aims to determine the effects of television advertising on consumers' purchasing intentions. All criteria (trust, duration, mood, and repetitiveness) had positive associations with customer purchase intentions, according to a study that employed a quantitative method and collected data from 200 respondents.

A study by Hamid Mehmood and Masood (2016) sought to determine the effect of humor in advertising on customer purchase intentions in the Ufone network of the Pakistani telecommunications industry. The statistical tests for the data employed correlation and regression. Analysis revealed that humor in advertising significantly affects consumers' intentions to make purchases.

The purpose of Ramzan Sama's (2019), study is to investigate how different media ad styles affect customer awareness, interest, conviction, purchase, and post-purchase behavior. The study used an online survey approach, and the analysis included the Kruskal Walls test, exploratory factor analysis, and Cronbach alpha. The results show that magazines and news publications are effective forms of media for influencing consumer purchase and post-purchase behavior.

According to Sakshi Padole (2021), it was discovered that various people approach these attractions differently, mostly depending on their gender. Women believed that they could relate more to the emotional aspects of advertisements and their appeal than to their rational side, and as a result, they could not relate to the emotional approach alone.

Hypothesis

- H_0 : Using of humor in advertising does not affect on consumers’ intentions to make purchases.
- H_1 : Using of humor in advertinghas an effect on consumers’ intentions to make purchases.

Methodology

The crucial information needed for this inquiry was gathered through the use of questionnaires. It’s helpful to comprehend how humor influences consumers’ purpose to buy.

Sampling Method

Data are gathered by the researcher using a convenience sample technique.

Sample Size

Just 86 of the 100 respondents in the study’s sample of Vaniyambadi town could be collected.

Data Analysis

SPSS are used to analyze data statically. The Researcher used the chi-square test and a simple Percentage method.

Analysis and Data Interpretation

Table 1 Respondents Gender

Gender	Frequency	Percentage
Male	34	40%
Female	52	60%

Interpretation

It can be inferred from Table 1that Female gender 60% of respondents during Male form 40% of respondents.

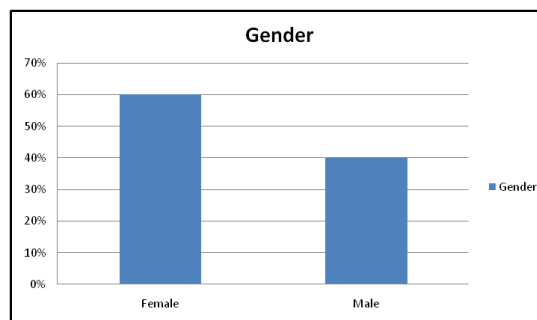


Table 2 Educational Qualification

Qualification	Frequency	Percentage
High School	22	26%
Under Graduates	33	38%
Post Graduates	28	33%
Others	03	3%

Interpretation

According to Table 2 above, the majority of respondents (38%) fall under the group of respondents with a master’s degree, followed by 33% of respondents who have only completed high school and 3% of respondents who fall under any other category.

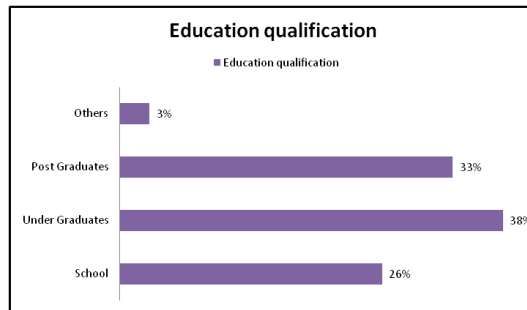


Table 3 Age

Age group	Frequency	Percentage
18-25 years	22	25.6
25-35 years	36	41.9
35-45 years	18	21
Above 45 years	10	11.5
Total	86	100%

The frequency and proportion of responders by age are shown in Table 1. 41% of respondents are between the ages of 25 and 35, while 11.5% are between the ages of 45 and beyond and 21% are between the ages of 35 and 45.

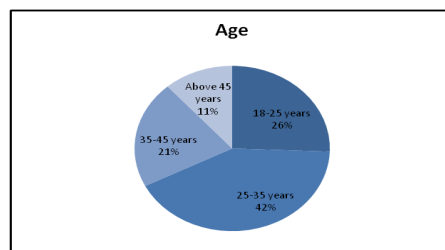
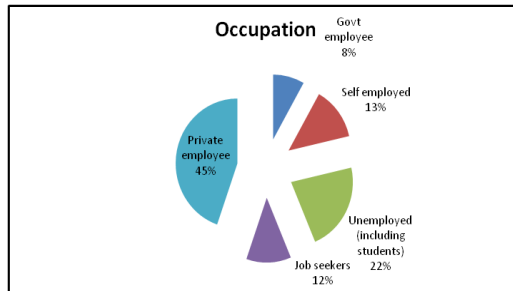


Table 4 Occupation of Respondents

Occupation	Frequency	Percentage
Private employee	38	44.2
Govt employee	07	8.1
Self -employed	12	13.1
Un employed (including students)	19	22
Job seekers	10	11.6
Total	86	100 %

The occupational level of the respondents is shown in Table 4. (44% of respondents) work for private companies. Seven employees—a minuscule percentage—have government jobs, yet none of them are unemployed.



Chi-Square Tests

Chi-Square	Value	df	Sig (Table value)
Pearson Chi-square	1.68	12	21.03

Inference

- The significance value is more significant than 0.05, as seen in the above table.
- As a result, we rejected the alternative hypothesis and accepted the null hypothesis.
- No such thing as Age and occupation do not significantly correlate with one other.
- The frequency and proportion of responders by age are shown in Table 1. 41% of those surveyed
- Under the age range of 25 to 35, while 11.5% of respondents were beyond the age of 45

Table 5 Opinion Survey

Opinion survey	SA	A	N	DA	SDA	Total
Participation of Respondent in the humorous advertisement	(42)49%	(19)22%	(18)20%	(7)8%	-	(86) 100%
Focus on humorous ads	(12)14%	(18)21%	(36)42%	(11)12.7	(9)10%	(86)100%
Humorous advertisement is simple to understand	(8)9%	(48)56%	(20)23%	(6)7%	(4)5%	(86)100%
Humorous advertisements are deceptive	(18)21%	(32)37%	(20)23%	(12)13%	(04)5%	(86)100%
Humor advertisements are Uncertain	(03)3%	(16)19%	(49)57%	(12)14%	(6)7%	(86)100%
After viewing the humor, the merchandise makes you feel happy.	(32)37%	(18)21%	(20)23%	(16)18%	-	(86)100%
The advertising was appealing to me.	(9)10%	(20)23%	(35)41%	(18)21%	(1)1%	(86)100%
I make precise evaluations before buying	(9)10%	(16)19%	(42)49%	(8)9%	(11)12.7%	(86)100%

Limitations

Research sampling size of only 86 respondents. Researchers believe a larger sample size could give a better view and conclusion.

Conclusion

Studies have shown that humor increases consumer buying intent. In this study, there was no correlation between age and occupation. The results demonstrated that consumers' propensity to purchase increases along with their income. Responder participation, the second factor, also has a favorable value of (49%). A strong influence on consumer purchase decisions is humor.

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