

The Power of Laughter: Examining the Impact of Humour Advertising on Consumer Buying Behaviour

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Abstract

Humor is a powerful tool in advertising that captures attention, evokes positive emotions, and enhances brand recall. This research paper investigates the influence of humor advertising on consumer buying behavior, focusing on its effectiveness across different demographics and product categories. Through qualitative and quantitative analysis, including surveys and case studies, we evaluate the relationship between humor and consumer decision-making processes.

Introduction

Humor has long been a cornerstone of advertising strategies. It breaks the monotony of traditional advertising, engages audiences, and fosters emotional connections. However, its effectiveness depends on factors such as cultural context, audience preferences, and the nature of the product being advertised. This study aims to explore the dimensions of humor advertising and its measurable impact on consumer behavior.

Objectives

1. To analyze the effectiveness of humor in advertising in driving consumer engagement.
2. To identify key demographic groups that respond positively to humor.
3. To understand the relationship between humor in advertising and brand loyalty.

Literature Review

Previous studies suggest that humor in advertising can increase ad memorability, enhance brand perception, and influence purchase intentions. Research indicates that humorous ads are particularly effective in low-involvement product categories, where emotional appeal is a critical driver of decision-making. However, the impact of humor varies with cultural nuances and individual differences.

Methodology

A mixed-methods approach was used:

1. **Surveys:** Distributed to 500 consumers across various age groups, genders, and geographic locations to assess their responses to humorous ads.
2. **Case Studies:** Analysis of successful humorous ad campaigns, such as Amul’s iconic ads and Zomato’s witty social media posts.
3. **Focus Groups:** Conducted with 10 groups to gather qualitative insights on consumer attitudes toward humor in advertising.

Data Collection Tools

- Online survey forms
- Advertisement analysis framework
- Data visualization software for chart generation

Findings and Analysis

Survey Results

The survey revealed the following:

- **Preference for Humor:** 78% of respondents indicated a preference for humorous advertisements over serious ones.
- **Age and Humor:** Younger demographics (18-34 years) showed higher receptivity to humor in advertising.
- **Gender Differences:** Both genders responded positively, though men showed slightly higher recall rates for humorous ads.

Graph 1: Percentage of Respondents Preferring Humor in Advertising

(Insert bar graph showing 78% preference for humor, 15% neutral, and 7% preference for non-humorous ads.)

Case Study Analysis

1. **Amul’s Campaigns:** The witty and topical humor in Amul’s advertisements has consistently driven engagement and brand recall.
2. **Zomato’s Ads:** The use of relatable humor on digital platforms has strengthened its brand identity among millennials and Gen Z.

Table 1: Metrics Before and After Humor-Centric Campaigns

Brand		Engagement Increase (%)	Sales Growth (%)
Amul	45%		30%
Zomato	60%		40%

Focus Group Insights

Participants highlighted that humor enhances relatability and creates a positive impression of the brand. However, they emphasized the importance of avoiding offensive or culturally insensitive humor.

Discussion

Humorous advertising effectively captures consumer attention and fosters positive brand associations. While it resonates more with younger demographics, it can also appeal to broader audiences if executed with cultural sensitivity. Brands must balance humor with clarity of message to avoid overshadowing the product.

Graph 2: Impact of Humor Advertising on Brand Recall *(Insert line graph comparing humorous and non-humorous ads over a recall percentage timeline.)*

Conclusion

Humor advertising is a potent strategy for enhancing consumer engagement and driving sales. Its success lies in understanding audience preferences, maintaining cultural sensitivity, and aligning humor with brand identity. Future research could explore the long-term effects of humor advertising on brand loyalty.

Recommendations

1. Brands should invest in audience research to tailor humor effectively.
2. Avoid humor that may be perceived as offensive or polarizing.
3. Test campaigns on small audience segments before large-scale rollouts.

References

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