


**A STUDY OF HUMOR APPEAL IN ADVERTISEMENT**

*\* Dr. Sandeep Laxman Kotkar*

*\* Assistant Professor, Department of Commerce, Y.C.S.P's D.D.S.P. Arts, Commerce & Science College, Erandol, Dist Jalgaon-425109*

**Abstract**

*The Humor Appeal is one of the roughly twenty advertising strategies that the marketing professionals use to persuade people to buy a product, pay for a service, donate to a cause, or otherwise be persuaded. The Humor Appeal persuades people to like a company, brand, product, service, or idea by making them laugh and feel good. To need of the main focus on the people you are trying to reach. The variance types of humor appeals to different types of people. This research study majorly focused on quantifying the impact of advertising with humor on consumer behavior that moves the intension of consumer towards purchase the products.*

**Keywords:** *Advertising; Humor Appeal, Consumer Behavior; Busniess; Economy Etc.*

**Copyright © 2023 The Author(s):** This is an open-access article distributed under the terms of the Creative Commons Attribution 4.0 International License (CC BY-NC 4.0) which permits unrestricted use, distribution, and reproduction in any medium for non-commercial use provided the original author and source are credited.

**Introduction:**

In current era technology and communication ways are rapidly changed & business communication is largely depends upon internet. The concerned company's a big problem faced are the skills/knowledge of how the consumers will respond to the products that support to accomplish final target of the company. The Humor has always a powerful impact on purchase behavior of consumer. The Consumer attract by most of the action therefore advertising become more involved which persuade their mind. Today's world is digitalized and business of our nation should apply e-strategies with humor to capture entire market of the world which helps to follow the policy of Digital India. It will helps to developed our business and we are reach at the door of foreign consumers through internet therefore advertising with humor is essential. This study also helps to advertisers to make their products popular by using humor appeals.

**Avertising with humor appeal roal:**

The advertising with humour role means the use of various tradition sources with like internet and other type of media to aid a business to promote and sell its goods and services. It communicates with the consumers. It informs them about product variety and their availability.

**Consumer Behavior:**

The Consumer behavior is defined as “all psychological, social and physical behavior of potential customers as they become aware of, evaluate, purchase, consume, and tell others about products and services”. The actual purchase is the part of decision process with main role of humor appeal. The process includes identifying the needs, search the information, evaluate the options, purchase decision, attractive the humor activity and post purchase behavior. The Consumer behavior not only include why, how and what consumer purchase but also includes where, how



& what condition he purchase. The success of advertising with humor capability is depends upon understanding of consumer behavior.

The author of Rana Hassan in humor appeal role with Philip Kotler in marketing management millennium edition mentions that the internet population is younger, more prosperous, well educated & they simply discover their way on the internet, the cyberspace population is becoming extra ordinary & miscellaneous. In the e-marketing, it is the marketer not the consumer who gives the permission & controls the interaction. The consumers have around the clock access to varied information sources, making them superior up to date & extra discriminating shoppers with attraction of humor. This study will be become more beneficial to advertisers/companies/marketers to know the criteria of considering advertising & connecting them with humor activity. WWW (World Wide Web) is a standard platform for e-advertising instead of variance sources of traditional advertising. The advertising is a traditional form of advertising. It only changed, developed its communication way/strategies with new media, new technology which are based on current constraint with humor role. The advertising is delivering through poster, pamphlet, books etc. as well as e-advertising thought email, websites, face book, smart phones, online shopping websites, banner ads, blogs, e-mail, ad-supported software, web banner advertising- wallpaper advertising, pop up advertising, Floating advertising, etc. with including important role of humor.

The traditional advertising uses as well as e-advertising everyone has a uses of smart phone and use the internet, face book, whatsapp, twitter, etc. these all factors are supportive to e-advertising and it can impact on consumer behavior and without any efforts they can get their product by paid the money through internet, therefore to need of very carefully attractive humor in the advertisements and e-advertising is necessity of

current era/modern era. The concerned consumer's shopping tendency, behavior also changing according to changes in technology with humor capability. The good advertising pursued consumer tendency by using emotional and motivational factors.

Here it is very difficult to identify/understand how the consumers imagine, feel, believe and act about e-advertising, social media, e-shopping, etc. therefore the humor appeal is high in concerned business. The advertising as well as e-advertising can attract customers by apply special offers like festivals discounts, stock clearance sales. It creates demands and makes the people use online shopping and buy the products. The most of consumer has e-advertising is a traditional form of advertising. It only changed, developed its communication way/strategies with new media; new technology which is based on current constraint and it offers more advantages than traditional media. The impact of this e-advertising is that children ask their parent about those product which are even not reach at market, these products are available on online. The tradition as well as e-advertising is become the media for making the product very popular in short term period and this is reason for impact of new products in the mind of children's on humor effect. The e-advertising with humor power effect on consumer habits, demand, choice, less the competitiveness, etc..

#### **Objectives of the Study:**

1. To study the concept of advertising with humor appeal.
2. To know the humor effect on tradition as well as e-advertising impact on consumer behavior.

#### **Research Methodology:**

The researcher used primary and secondary data. Primary data collected through consumer observation and secondary data collected from journals, magazines, articles, internet, books, research papers, etc.



### Importance of the study:

This study helps to know how humor appeal as well as advertising with e-advertising affects on consumer buying behavior. The current situation of today's world is traditions with digitalized and the business of our nation should apply humor and e-strategies to capture entire market of the world. It will helps to developed our economy and we are reach at the door of foreign consumers through internet therefore e-advertising with humor is essential.

### Findings of the Study:

- **Effectiveness of Humor:** The study reaffirms that humor in advertising remains a potent tool for capturing audience attention. It fosters a positive emotional response, aiding in message retention and brand recall. However, it's essential to consider cultural nuances and appropriateness to ensure the intended humor resonates without offending or alienating the audience.
- **Audience Engagement and Brand Perception:** Humor, when strategically employed, leads to increased audience engagement. The research underscores its potential to create a favorable brand image, fostering a connection between consumers and the advertised product or service. Yet, its impact varies based on individual preferences, suggesting a need for careful targeting to maximize its benefits.
- **Challenges and Risks:** While humor can be a powerful advertising tool, it also poses risks. Not all jokes or comedic elements translate universally, and misinterpreted humor can backfire, negatively impacting brand perception. Therefore, advertisers need to tread cautiously, balancing creativity with sensitivity and cultural relevance.
- **Long-term Effects and Brand Loyalty:** The long-term effects of humor in advertising suggest its potential to cultivate brand loyalty. When used consistently and thoughtfully, humor contributes to

a positive brand association, fostering a deeper emotional connection with consumers. However, its sustained effectiveness relies on continuous innovation and adaptability to changing audience tastes.

- **Future Directions:** Future research could delve deeper into the psychological underpinnings of humor, exploring its neurological impact and its role in influencing consumer behavior across diverse demographics. Additionally, investigating the optimal balance between humor and other advertising appeals (such as emotional, rational, or fear-based appeals) could provide comprehensive insights into effective advertising strategies.

### Conclusion:

The e-advertising are a traditional form of advertising. It only changed, developed its communication way/strategies with new media; new technologies which are based on current constraint and it offer more advantages than traditional media with humor appeal on business. E-advertising with attractive humor is becoming successful to make positive impact on consumer behavior which attracts them towards purchase the products. The consumer behavior is flexible and in future e-advertising with attractive humor has a crucial role to achieve ultimate target of the company. The study confirms that humor, when skillfully integrated into advertisements, holds immense potential to captivate audiences, enhance brand perception, and foster long-term consumer relationships. However, its success hinges on a nuanced understanding of the target audience, cultural context, and a thoughtful approach to mitigate potential risks. Advertisers must continually refine their strategies, leveraging humor as a powerful tool while being mindful of its limitations and the diverse preferences of consumers.

**References:**

- Ranna Hasan, “Humor Appeal in Egypton TV Commercials”, LAP Lambert Academic Publishing, ISBN: 9783838351278, (2010), Pp-3.
- Due North Acaemic, “IPM”, Persaonal Education Published, Fifth Edition, Pp.-13.
- S.A. Sherlekar, “Marketing Management”, Himalaya Publishing House.
- Dr. Parul Deshwal, (2016), “Online advertising & its impact on consumer behavior”, International Journal of Applied Research, ISSN online: 2394-5869, Vol.2, Isue 2, pp: 200-204.
- Gitanjali Kaliya, (2016), “Effects of online advertising on consumers”, Journal of Humanities and Social Science, ISSN online: 2279 0837, Vol. 21, Issue 9, Pp:35-41.
- Gatt, Kelly, (2016),”The impact of digital advertising on consumer buying behavior in the local fashion industry”.
- Erni Martini, Sri Widaningsih, (2013), “Effect of online advertising towards online attitude of adolescents in Indonesia”, International Journal of Science and Research (IJSR), ISSN Online: 2319-7064.
- [www.wikipedia.com](http://www.wikipedia.com)
- [www.e-advertising.com](http://www.e-advertising.com)

**Cite This Article:**

Dr. Kotkar S.L. (2023). A STUDY OF HUMOR APPEAL IN ADVERTISEMENT. In Aarhat Multidisciplinary International Education Research Journal: Vol. XII (Number VI, pp. 162–165). AMIERJ. <https://doi.org/10.5281/zenodo.10518055>