



## **Impact of humour advertisement on consumer brand perception**

A Thesis submitted to Department of Management Sciences in part  
fulfilment of the requirement for the MBA degree

**Fall, 2015**

By

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## **AKNOWLEDGMENT**

First of all I would like to thank Allah the most Beneficent & Merciful who enabled me to work on this Thesis. Then, I would like to thank my supervisor Mr. Naveed M. Khan for providing guidance in my work. Without his supervision and support the compilation of this thesis would not have been difficult.

I am also very thankful to my family and friends for their cooperation and encouragement during the period of my research.

# Impact of Humour in Advertising

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## Abstract

The use of humor is very common these days, to attract consumers in a way that it improves brand recognition and secondly it evokes good feeling about the product that in return help consumers to recall the product. The most important thing about humor is not only to make consumers laugh but humor should be relevant to both products and consumers.

Another point that should be taken into consideration is, humor is different to different people and therefore it is important to know the target market to get the desired result. In the following chapters we will study different types of humor along with their impact on consumer brand perception.

I have conducted the study to find out the impact of Humor Advertising on Consumer Brand Perception: Incase of Ufone & HBL, The overall data and analysis conclude that people usually prefer to watch humors ads and they like it. It creates freshness in their mind and a positive image of the brand. In the bombardment of ads, humorous ads gets the attraction of the viewer, through humors in ads companies can give their message and there is a great probability that viewer will see the whole ad attractively. On the interview of various individual we conclude that organization should be sensitive in selecting the humors. The humor should be relevant to the nature of the business of the organization. And also there should be no too much humor in the advertisement so that the real message gets faded. Organizations should place their actual message at first on in the middle of the humor and there should be clear benefit for the viewer. We have concluded that such ads however do not help in the buying decision of the individual. This is because at the buying level, every individual want to spend their money for getting the

maximum advantages not for the humorous element. In case of HBL, we conclude that they should be sensitive in the selection of humors; selection of Mr. Bean was not appropriate decision, because Mr. Bean is a funny but non-sense character and the customer of HBL are the mature people who do not want to associate their self with Mr. Bean. In case of Ufone, their strategy is correct as they mostly clear their full message of the benefit in the starting or in the middle. There are humor elements at the end which attract the viewer to see the whole ads and through such the whole message of the benefits are conveyed to viewer

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# **CHAPTER ONE**

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## **1. BACKGROUND OF THE SUBJECT/TOPIC AND STATEMENT OF THE PROBLEM**

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## **1.1 INTRODUCTION:**

Today advertising has a great impact on our day to day lives. In today's world advertisements help and guide many of the important decisions we make. Not just the laptops, computers and other devices we use but rather the entrepreneurial risks choose to live glamorous lifestyle, plan ahead for a holiday at a cool destination or just an investment in any financial institutions. Advertisements not only influence us to buy the product or the brand but effected in a way that brand has become the part of our daily lives.

Advertising can change cards if done in an effective manner. Humor advertising should have funny elements into it but to some extent and should not hide the main idea or purpose. If done in correct way people will actually discuss your ads in public and will look forward to it positively but advertisements have certain rules to follow in order to get the desired result.

Humor works best with commonly used and general products because it is easy for the viewers to get the idea behind the funny add. On the contrary it is very difficult to incorporate humor in expensive and precious products because they are being highlighted to elite class and if done wrong than it can harm the company image and it will take time and money to come back with the same spirit and to change viewer's mind.

Also, humor is supposed to be well suited to the audience. It should be made according to the target market. The main idea is not to make laugh but to attract viewers in a way that people can recall the product. In the market some products are really excellent but due to their pathetic ads people have negative views about it.

Funny ads can be a backfire. If you make funny ads at the expense of competitor or other relevant companies it may not only harm your goodwill but also viewers will get offended too and sometimes companies even get suit for their unethical behavior against other companies.

It is very important that advertising should be product specific. Making funny ads is not everyone's cup of tea, it needs proper planning. Too much fun can hide the main idea of the advertisement and it is too risky because time and money and company's goodwill is involved in this. Many brands fail to reach to consumer's heart because they make irrelevant ads and it is difficult for the customer to evaluate what the brand actually wants to convey.

The question arises here is will humor really work in your ads? Humor can work if it is appropriate and make some sense in the eyes of viewers. Secondly, it should not be too complicated to get the idea because humor is actually made to comfort customers with positive approach. If it is too complicated than customer can get irritated and will think many times before purchasing the product.

Best idea is humorous add should change frequently because customers find it boring to watch that add again and again. Use of new techniques and use of current scenario can get audience attention and people always look for a brand that make noise with fun element among different products.

## **1.2 STATEMENT OF PROBLEM:**

Humors in advertisement are a new shift in media. People enjoy it too. But the purpose of the organization spending millions on advertisement is not to enjoy or delight viewers through advertisement but to attract them to buy the offered product. So I am researching on the "Impact of humor advertising on consumer brand perception, in case of HBL and Ufone"



### **1.3 SIGNIFICANCE OF STUDY:**

The study is designed to conduct to attain the study requisite of the business administration. This study will help entrepreneur and marketers to know about what is the real impact of the humor advertisement on the brand perception particularly we have focus two organizations that are Habib Bank Limited and Ufone in Pakistan so it will help the marketers of the Ufone and HBL to know about the real impact of their advertisement on the viewer and also that either the marketers are reaching to their desired outcome on not by adding humor in their advertisement. This study will also help marketers of other organization as well.

### **1.4 SCOPE:**

Scope of my research is limited to Karachi. I try to focus on communication sector and banking sector and for that purpose I have taken “Ufone” and “HBL” advertisements respectively to identify the perceived value of customers towards these brands as a result of their humorous ads.

### **1.5 ASSUMPTIONS :**

1. The data is gathered only by mature people who have the monetary ability to respond to the ads of HBL and Ufone so it is assumed that their response reflect the true picture
2. There is no change in the ads method of the both organization during the course of study
3. The sample is selected from the correct population who used to see such ads

4. It is assumed that the respondents of the study understand the purpose of the study.

## **1.6 DEFINATION OF KEY TERMS:**

### Brand:

Brand is the "name, term, design, symbol, or any other feature that identifies one seller's product distinct from those of other sellers"

### Perception:

“Perception is the organization, identification, and interpretation of sensory information in order to represent and understand the environment” Perception is the idea or image that is generated in our mind as per our own culture and environment. Perception is unique. What one perceives on seeing one thing may be different what other perceives.

# **CHAPTER TWO**

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## **2. RESEARCH METHOD & PROCEDURE**

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## **2.1 RESEARCH DESIGN & METHODS:**

The research is aimed to achieve the study requirement of Bahria University, Karachi Campus. The research is a descriptive study in which data is gathered by many research based websites, old thesis, interview and questionnaire. The research technique used is deductive in which variables are selected after reading the material and getting the understanding of the topic and then test the variables at the practical by getting the response of the respondents

The selected responded will be taken interviewed about the research problem and will record their response. The interview will be of 5 to 10 minutes based on the welcoming response of the interviewee. Such people will also be asked to fill the questionnaire. We will ensure that such selected people see TV daily so that correct response may be gathered.

## **2.2 RESPONDENTS OF THE STUDY:**

For the Habib bank Limited ads we have chosen the professionals and mature people aged between 26 and above who have the ability to respond to such ads and for the Ufone ads we have chosen the youth of the aged between 18 to 24. As the time for research is limited with the limited resources so for HBL ads we will reach to approx. 15 professionals and for Ufone ads we will try to fill questionnaire from as much as we can with the minimum cap of 20.

## **2.3 RESEARCH INSTRUMENT:**

Research instrument selected for conducting the study is interview and questionnaire. Questionnaire is assumed to be a suitable instrument when the responded are professionals and mature who have the ability to understand and respond correctly. As

our respondents are mature enough to respond correctly to the questionnaire so we have selected the survey consist of questions.

The questionnaire will be consisting of majorly close ended questions with few open ended questions too to get the other factors or feedback on the topic. Licker scale will be used to gather the response of the people. The data is then investigated by quantitative method.

## **2.4 SOURCES OF DATA:**

- 1) Data was primarily collected from the youth and professionals through survey questionnaires
- 2) Information is also extracted through secondary data that is by assessing past articles that reflects and elaborates the impact of humor ads on brand perception.

## **2.5 TREATMENT OF THE DATA:**

The statistical data was collected and organized on the research substance by primary source will be evaluated, interpreted and recommended using pictographic demonstrations of graphs and charts.

## **2.6 VARIABLES:**

### **2.6.1 DEPENDENT VARIABLE:**

**Attitude towards brand:** “The attitude towards brand means that how consumer perceives particular product or service. Attitude expresses the credibility and likability of the brand in the eyes of consumers as consumers also have different set of beliefs, feelings and perspectives about particular product or service, it gives answer as of either products and services are fulfilling customer needs or it needs further improvement”

**Purchase Intention:** Purchase intention means behavioral tendency of the consumer that articulates the willingness to purchase particular the good or service.

**Cognitive response:** A cognitive response can be defined in a way that it is generated thought in reaction to persuasive communication that stimulates individual attitude and feeling. When a person obtains information through communication, he assess and makes the choice of accepting or rejecting the persuasion, he may be expected to absorb the new information on the basis of his existing knowledge, approach, current state of mind etc. Cognitive response means a direct response to advertisement. Cognitive response occurs when recipient of the message actively involved in decision making for procurement of goods or services. Cognitive response model also suggests that response is not for content of the message but involvement of recipient. The model of cognitive response elaborates that persuasion occurs because of the agreement of the thought not merely because of the message itself.

## 2.6.2 INDEPENDENT VARIABLE:

**Humor in Advertisement:**

## 2.7 HYPOTHESIS:

3

*Hypothesis 1:H1<sub>o</sub>:* Humor in advertisement does not affect buyer's attitude

Hypothesis 1:H1<sub>1</sub>: Humor in advertisement affects buyer's attitude

4

*Hypothesis 2:H2<sub>o</sub>:* Consumer's cognitive response is not affected by advertisement having humor factor

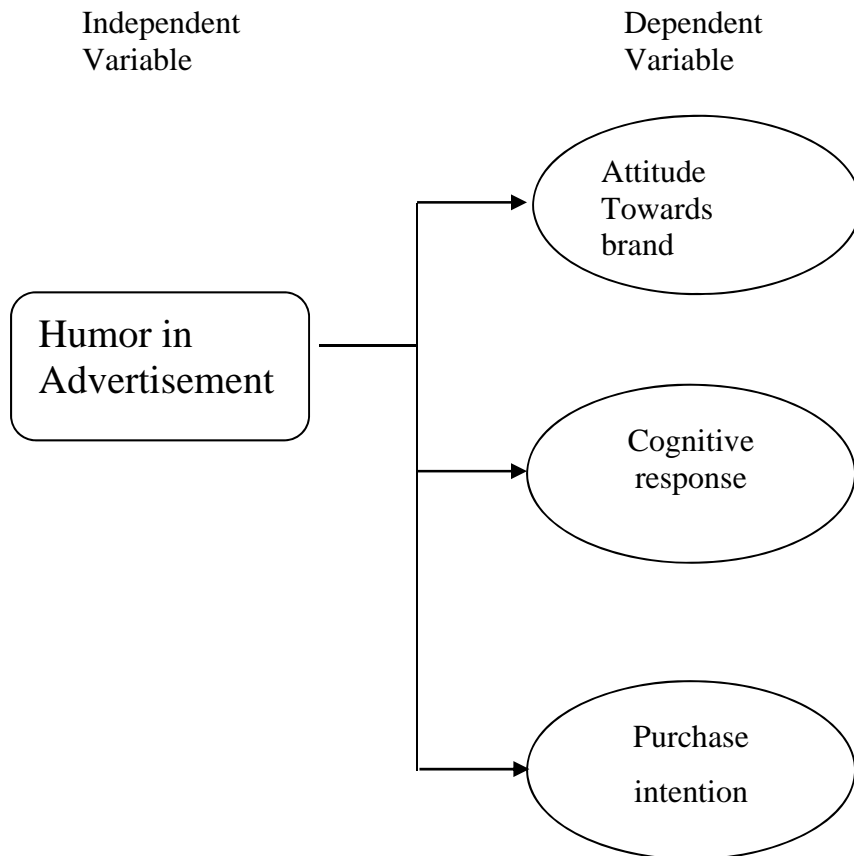
Hypothesis 2: H2<sub>1</sub>: Consumer's cognitive response is affected by advertisement having humor factor

5

*Hypothesis 3:H3<sub>o</sub>*: Humor element in advertisement does not change intention of the buyer

Hypothesis 3: H3<sub>1</sub>: Humor element in advertisement changes intention of the buyer

### **CONCEPTUAL FRAMEWORK**



## **CHAPTER THREE**

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### **6.REVIEW OF RELATED LITERATURE & STUDIES**

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The use of humor has become common practice in advertising. Nearly about one out of five television ads contain humorous appeals (**Beard 2005**) Believers of humor argue that hilarity is a worldwide language that orchestrate advertising (**Sternthal and Craig** ).

According to the study by Duncan in 1979, and by Duncan, Nelson, and Frontczak in 1984, supporters of humor in advertising uphold that light hearted message draw secure audience attention, making it indelible, overcome sales resistance, and constructing it more cogent for the audience (para, in Scott, Klein, and Bryant 498) In today's world, humour is Humor is one of the most common practice in advertising. Research of Markiewicz's in 1974 that humour and funny elements is used around 42% in case of television and radio. (**Duncan in 1979**)

Experts of advertising claims that: "Humor is extensively used by marketers and advertisers all around the world. For example, mostly a quarter of all prime time television advertisements' in US use humor to fascinate and attract the audiences. (Weinberger and spots, 1995-1997) Fun in advertisement is a moderator that serves for many purposes in our everyday lives: it either epitomizes pleasantness and graciousness (Brown Levinson, 1987) or lessens peril and censure"(Holmes, 1998)

In a similar vein, some researchers highlighted that the effectiveness in television advertising depends on the use of humor. Hepner states that "Humor can produce intended result only if used as a means and not an as an end in itself"(Para in **Sternthal and Craig 12-13**).

Moreover, Scot Klien and Bryant emphasize that optimistic effects of the use of humor in advertising might be projected if two factors are present. Firstly, if the objectives and message are well integrated with humour part in advertisement. Second, the advertised product, service or event should be suitable for the use of flippancy (**Scott Klien and Bryant**)

Mostly advertisements are used by many companies as marketing tool to influence customers to prefer the particular advertised items. Advertising is a broad and direct communication that introduces your brand to the public, educates about your products and services, prompts people with an interest to take action and provides urgency when you convey special promotions. In fishing for business, branding is the pole because it reflects the character of the fisherman; marketing is the line because it conveys the message to the appropriate area of the pool of customers and advertising is the hook that carries the bait.

According to a survey an average person sees an estimated two thousand advertisements per day. From television commercials and bill boards to pops ups on internet and from posters on vehicles to newspapers, it is really hard for a person to escape himself from endless chain of messages. That is why the aim of every organization is to stand out of this clutter and touch the heart of consumers in a way that they got helpless to buy their products.(**Saad Ahmed 2002**)

The question arise here is that do these advertisements really effect people and appeal them to buy products/ services or even the advertisement clicks the mind of people for a second? The answer is that people may get irritated with too much advertisements but those companies really got success that make their advertisements thought-provoking and interesting. Now the question arises how can companies really make their ads lively and interesting? What do they do to capture the minds of customers because most of the messages shown in adds are already catchy, simple, short so how to make it crisp and easy to remember? According to me the answer is to connect your product with your audience emotions and vibrate them with humor and give your consumers moments to smile and a moment to ponder what your products is all about and that will in return make it call to action, because people are already exhausted with hustle and bustle of life.(**Farzana Amin 2005**)

There are various advantages for using humor in advertising. People will tend to pay more attention to a humorous commercial, than a commercial that is a factual or serious one, opening themselves up to be influenced. They will actually for your ads as they are

easier to remember and talk about them if they are good. People like funny things; they relax and pay attention when they observe that there is humor in the advertisement. It can help to put them into a good mood and helps to create a more comfortable atmosphere, which enables a more positive image and a more approachable product to the consumer. Advertising humor is at its most effective when it is being used with established and frequently purchased goods. This is because a more established company has a stronger brand identity and is already well known to the consumer. Some good example of those are Ufone, Halls, HBL (Mr. Bean), Perk, they have done a tremendous job to get the viewers' attention. **(Saad Ahmed 2010)**

The Advertisement depends upon what the organization want. Organization made the advertisement in order to survive and compete with economic changing trends, because advertisement play the most important role in the consumer behavior and brand recognition in the long term and hence it leads the organization to the competition. The Main purpose of the organization is to provide the consumer with the right and complete information of the products and services they are providing, by relating the objective of competition and to provide the customer with the satisfaction. **(Park, 2006).**

Advertisement needs to be informative and provide the customer with the number of important features which is favorable to the customer needs and satisfaction and can be considered as the rational brand preference. From advertisement people get the information through how much it is attractive and how much awareness it gives. **(Arens, 2006)**

Advertisement is actually a very organized and planned form of communication, comprising both the nonverbal and verbal factors that are tranquil to fill the specific space and time by the sponsorship. Advertisement contains factual content becomes more influential and entices if effective will make the customer to purchase the brand. **(Belch & Belch, 2008)**

Individual differences and cross culture differences determines what funny- humor in the eye of audience is. It is industry wisdom which provides guidelines for making sure that funny content don't divert the attention of the customer from the product or from the

message. Organizations must avoid the advertisements that make fun of customers and must be aware of the human rapid wear out.

One type of comedy is physical comedy when the advertisement emphasis on the action. Any act or action can be comic with give is single combination the illusion of life and different impressions of life. Age group must be considered when making the advertisement, there should be flexibility. Advertisement must be made considering the all age group. Physical comedy attracts the youngest age group called children entertainment.

Verbal comedy refers to the speaking. Language here is the main factor to be considered. Its success depends upon the structure of the sentence and choice of the words. In the case language itself is the factor that is a comic for the audience. For example funny advertisement on radio which often called the “theatre of the mind”. (stren, 1996)

Study has conducted in order to determine whether the medium varies according to the type of advertisement. Results said yes it does varies, and advised managers to consider while making decision they should consider the type of humor or lack of humor in there advertisements. In other way we can say the different type of humors suits with different type of medium. ( **Catanescu& Tom, 2010**)

According to the study it has been studied that there is overall one type of humor that works in different countries, that is incongruity. It is the concept of fully or partly contrasting scripts. According to this study humor tends to be successful in British advertisement rather Canadian.

“ Humorous advertising is more probably to capture people's attention, increase memory, and enhance message persuasiveness by “attracting attention in a relevant way, then by imparting pleasant information an making a soft sell, all in a mixed atmosphere of relaxation and integrity” (1). Many of the advertisers agree that humor enhances audience

attention, at least on the first few exposures to the persuasive communication (Sternthal and Craig 13).

Humorous advertisement has the positive effect as compare to non humorous advertisement. Because in majority of people in today's world are under stress and tension victims hence humors advertisement gives the relief and increases their brand perception in positive way. People tend to purchase more. (Weinberger and Gulas 2009)

Advertisement in this era needs to be creative and innovative. Marketing managers have to think out of box because of the diversity in the consumers' behaviors' and preferences. Hence new ideas needed to attract them and impress the consumers so that they buy the product. Now a day's companies paying special attention on the advertisements to attract the customer and enhance their brand recognition. Mostly organization prefers the advertisement with some humor factor. **(Tech Dirt, 2008)**

Telecom companies recently have started using comparative advertising as a means of assuring consumers how their brand services are better than those offered by others. Comparative advertising is seen as a useful way of conveying the differentiating advantages of a brand. Many studies show that a major effect of comparative advertising is to lead consumers to relate the advertised brand with the competitor brand identified within the ad: it seems that comparison generates perceived similarity among brands instead of differentiation. **(Soscia, 2010).**

### **3.2 LIMITATIONS OF RESEARCH:**

Due to the lack of time and resources available for the research, I have only selected HBL and Ufone for the research purpose. Also I have only covered geographical location of mainly Karachi.

### **3.3 AREAS FOR FURTHER STUDIES:**

The purpose of this study is to recognize the impact of the humor advertisement on the consumer perception relating to the purchasing only in case of HBL and Ufone. Researcher can do research to find out the impact of humor ads on other marketing variable like brand building etc. further researcher may select other organizations for the same topic. Also researcher may find out the impact of humors ads in other geographical location because the attitude of people at different location is varied.

# **CHAPTER FOUR**

## **PRESENTATION ANALYSIS**

### **PRESENTATION OF DATA /**

### **INFORMATION AND ANALYSIS**

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Survey question paper was based on the 15 close ended questions. The online link of questionnaire is as follows;

<https://docs.google.com/forms/d/1offAitwSLbnB385e0ANuDQs9Lb9Z1tFXGrSFnjSVS4/viewform>

We have taken the responses from various individual as selected. The responses of individuals are combined and analyzed through Microsoft Excel 2010. The questions, results, graphs and their analysis of each are as follows;

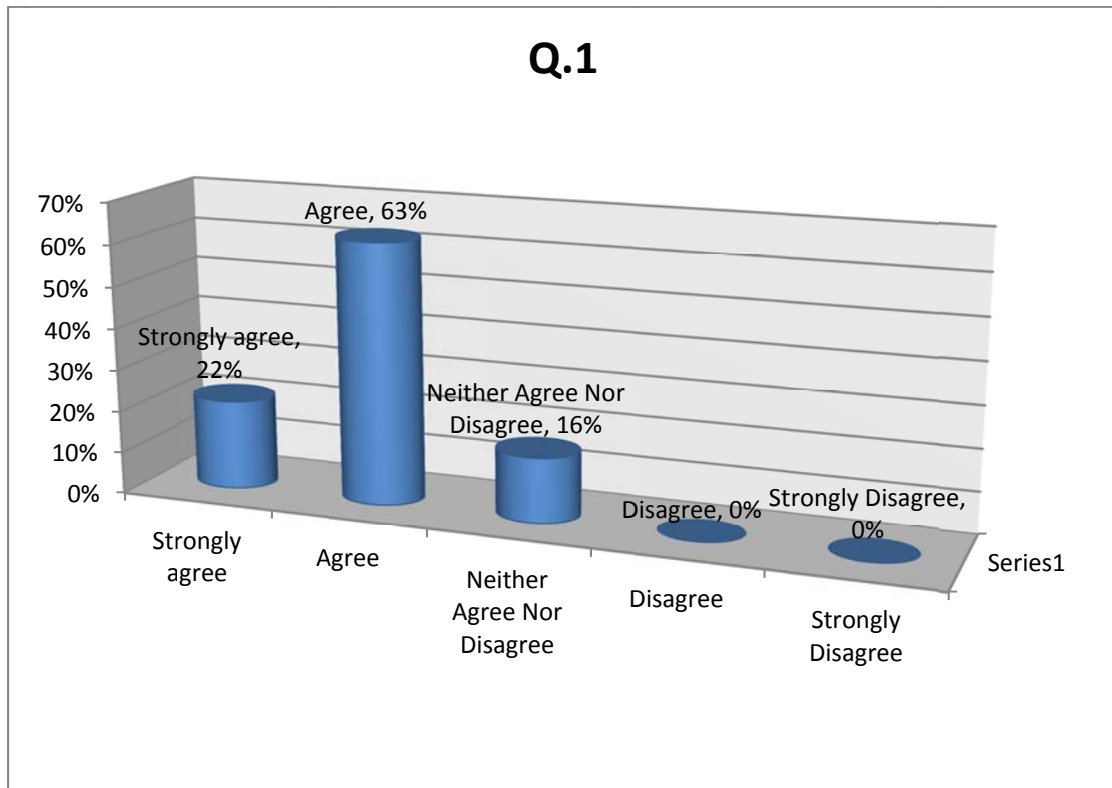


**1. I like to watch humorous advertisement than non-humorous.**

**RESULT:**

Strongly Agree	22%
Agree	63%
Neutral	16%
Disagree	0%
Strongly Disagree	0%

**GRAPHICAL ANALYSIS:**



**ANALYSIS:**

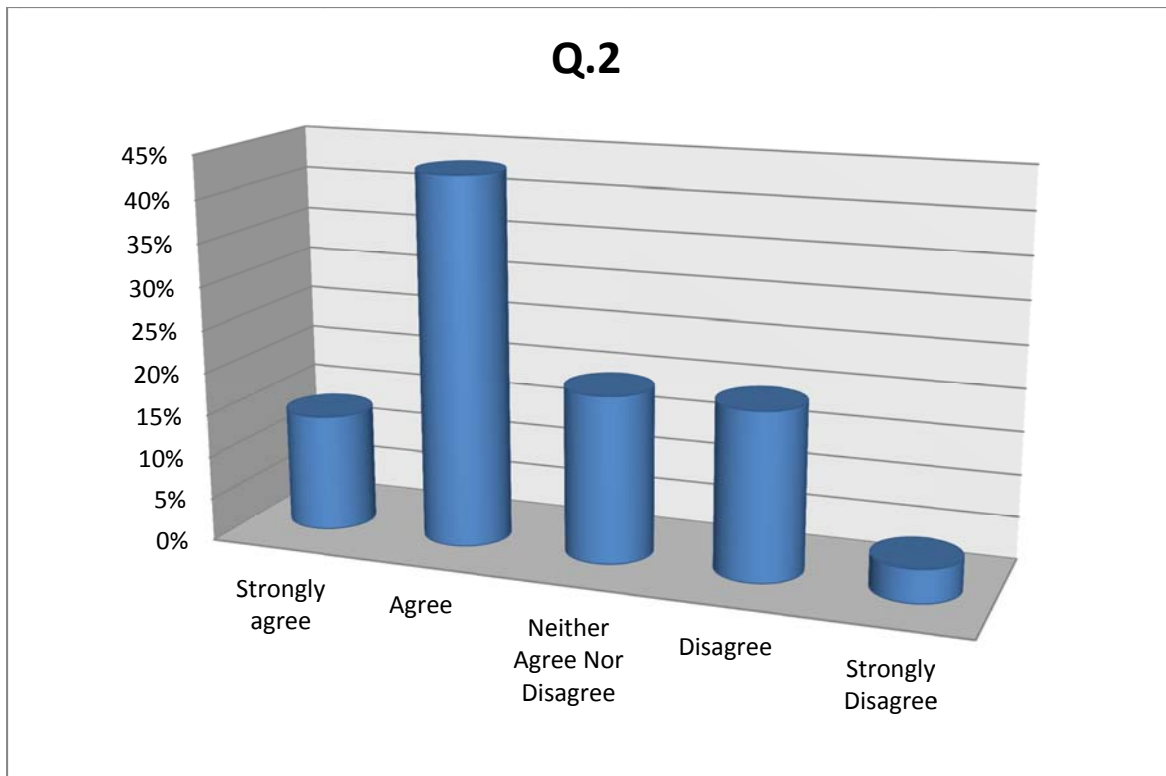
The result of the question concludes that majority of the people either youth or elder like to see humorous advertisement more than non-humorous advertisement. However few have respond that it create no likeness that either ads include humor or not.

**2. Ads containing humor can change my thoughts about the brand from bad to good.**

**RESULT:**

Strongly Agree	14%
Agree	43%
Neutral	20%
Disagree	20%
Strongly Disagree	4%

**GRAPHICAL ANALYSIS:**



**ANALYSIS:**

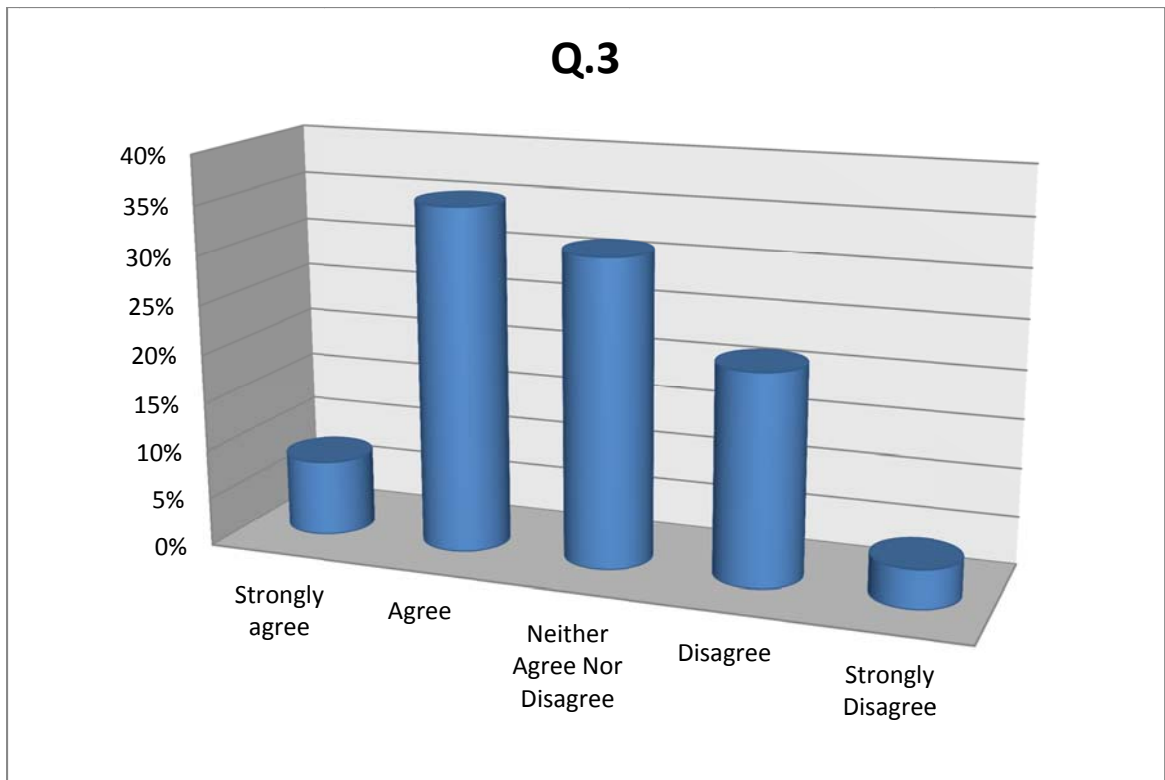
Majority of the people agree that humour add can change their attitude towards their brand from negative to positive and 20 % of the people says that humor add cod't change their attitude towards the brand.

### 3. Humorous brand ads persist me brand loyal customer.

#### RESULT:

Strongly Agree	8%
Agree	35%
Neutral	31%
Disagree	22%
Strongly Disagree	4%

#### GRAPHICAL ANALYSIS:



#### ANALYSIS:

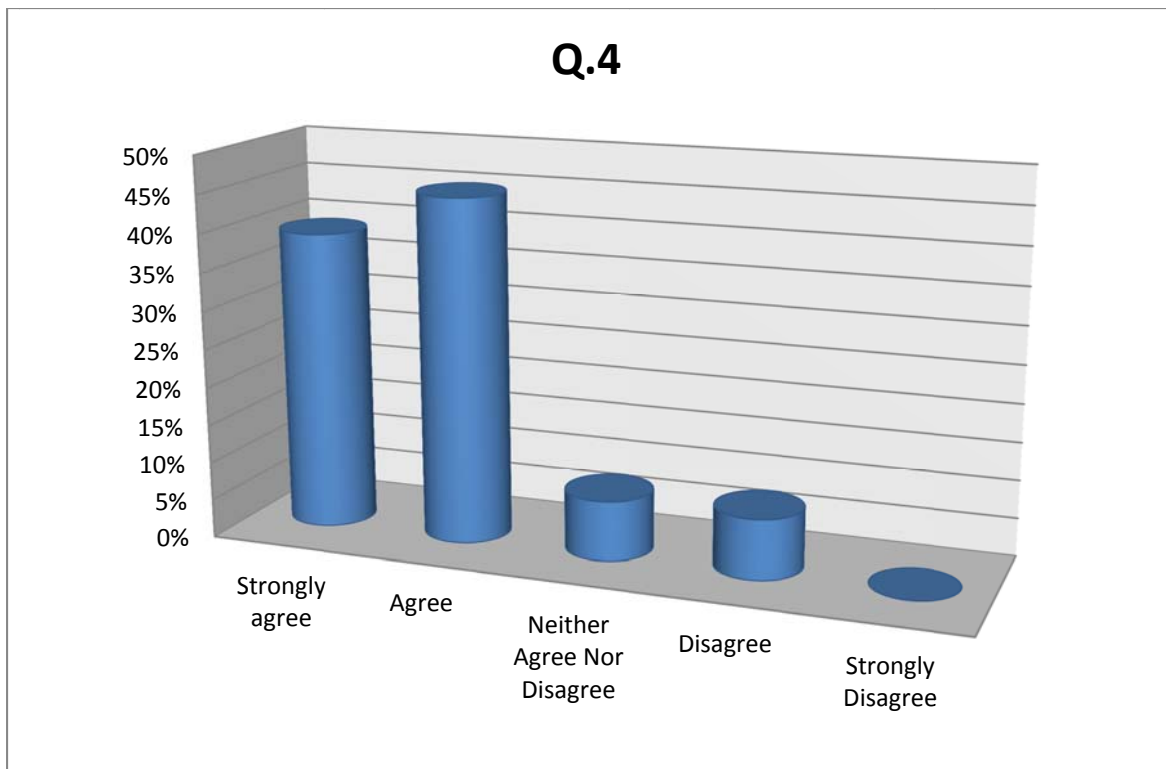
There is mixed response on this aspect. This reason might be that humor is only one aspect of qualities of a good advertisement. There are many other features like perceived quality, established reputation and price of the brand that affect brand loyalty.

#### 4. Humorous Ads are more attention taking and increase brand likeness.

##### RESULT:

Strongly Agree	39%
Agree	45%
Neutral	8%
Disagree	8%
Strongly Disagree	0%

##### GRAPHICAL ANALYSIS:



##### ANALYSIS:

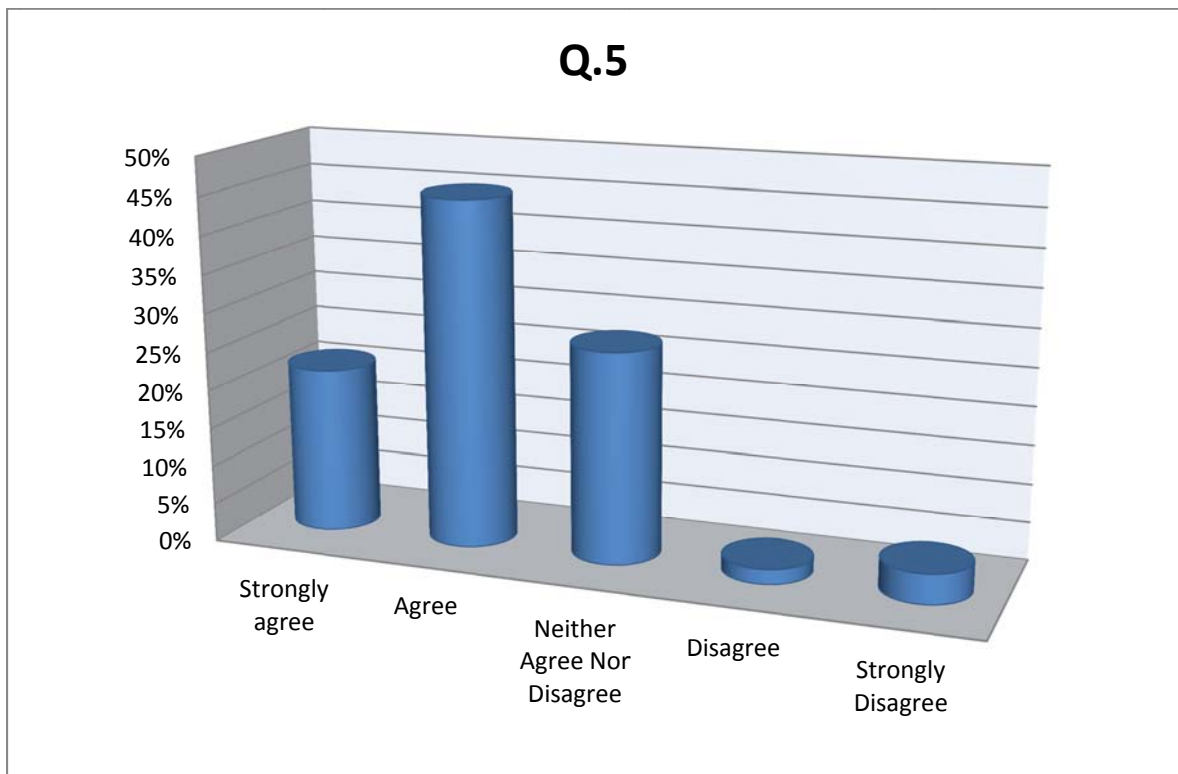
Majority of the audience agree to this point. They either strongly agree or agree that humorous advertisements are attention grabbing and enhance brand liking. The reason is supported from the analysis of Q3. The humor might not create brand loyalty but may enhance the chances of liking the ad.

**5. I feel funny advertisement plays a significant role in constructing a good image of a brand in customers' thoughts**

**RESULT:**

Strongly Agree	22%
Agree	45%
Neutral	27%
Disagree	2%
Strongly Disagree	4%

**GRAPHICAL ANALYSIS:**



**ANALYSIS:**

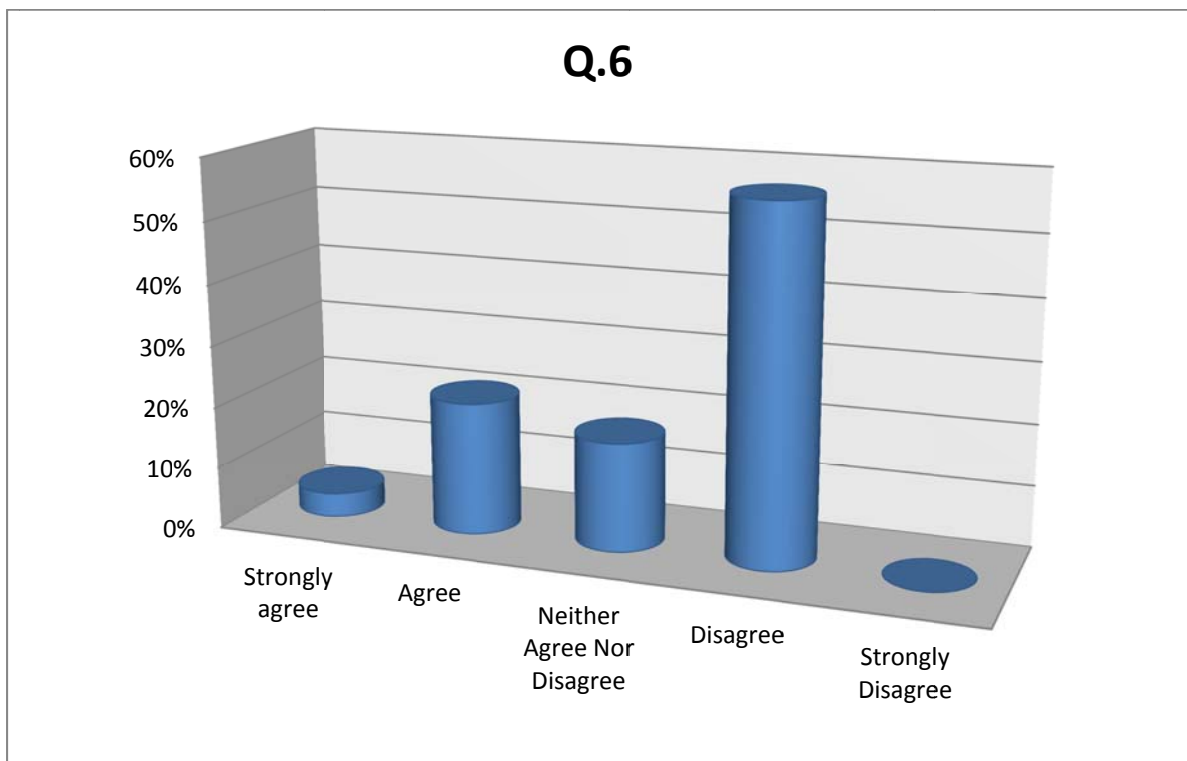
Majority of the respondents agree or strongly agree that humor on ads play a significant role in crafting a virtuous image of brand in mind of customers. Humor, if handled well, can be a great advantage in projecting the brand's image to the consumer.

**6. Funny ads do not alter customer attitude towards a brand.**

**RESULT:**

Strongly Agree	4%
Agree	22%
Neutral	18%
Disagree	57%
Strongly Disagree	0%

**GRAPHICAL ANALYSIS:**



**ANALYSIS:**

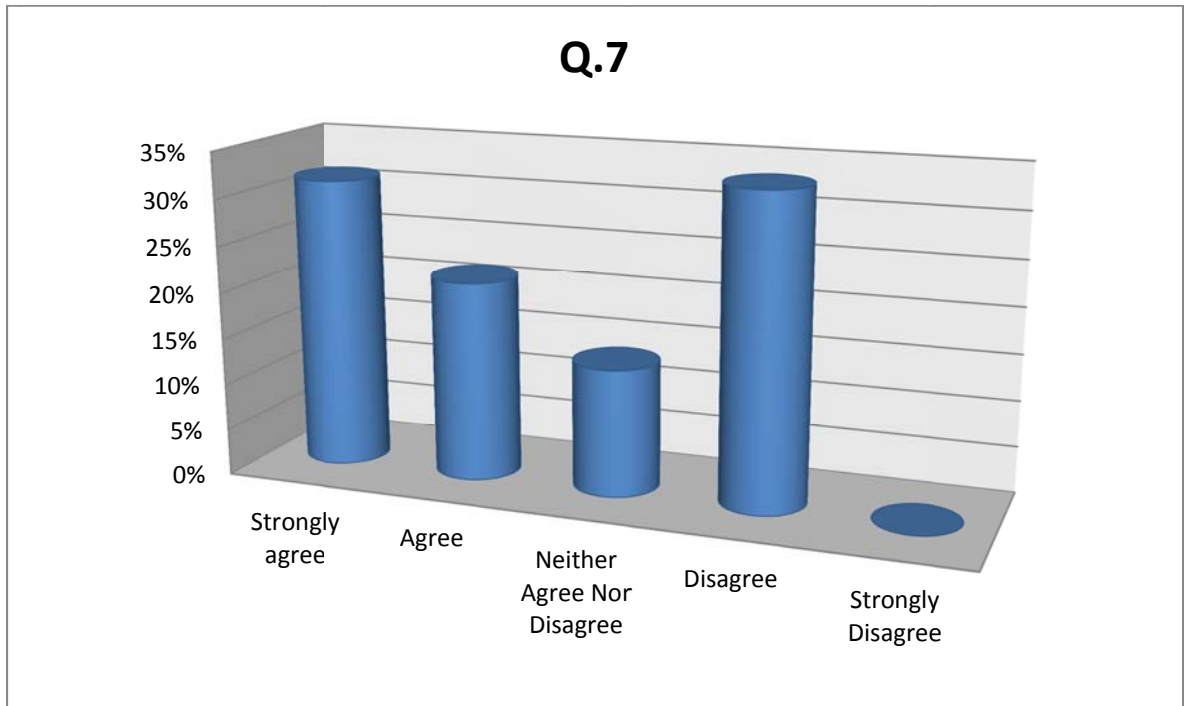
57% of the respondents disagree here. This can be linked to Q3 and Q4's analysis. Although, these ads enhance the liking of the brand, they don't make them more or less brand loyal and don't change their attitudes towards the brand.

**7. I believe funny Ads are just made for enjoyment purpose only.**

**RESULT:**

Strongly Agree	31%
Agree	22%
Neutral	14%
Disagree	33%
Strongly Disagree	0%

**GRAPHICAL ANALYSIS:**



**ANALYSIS:**

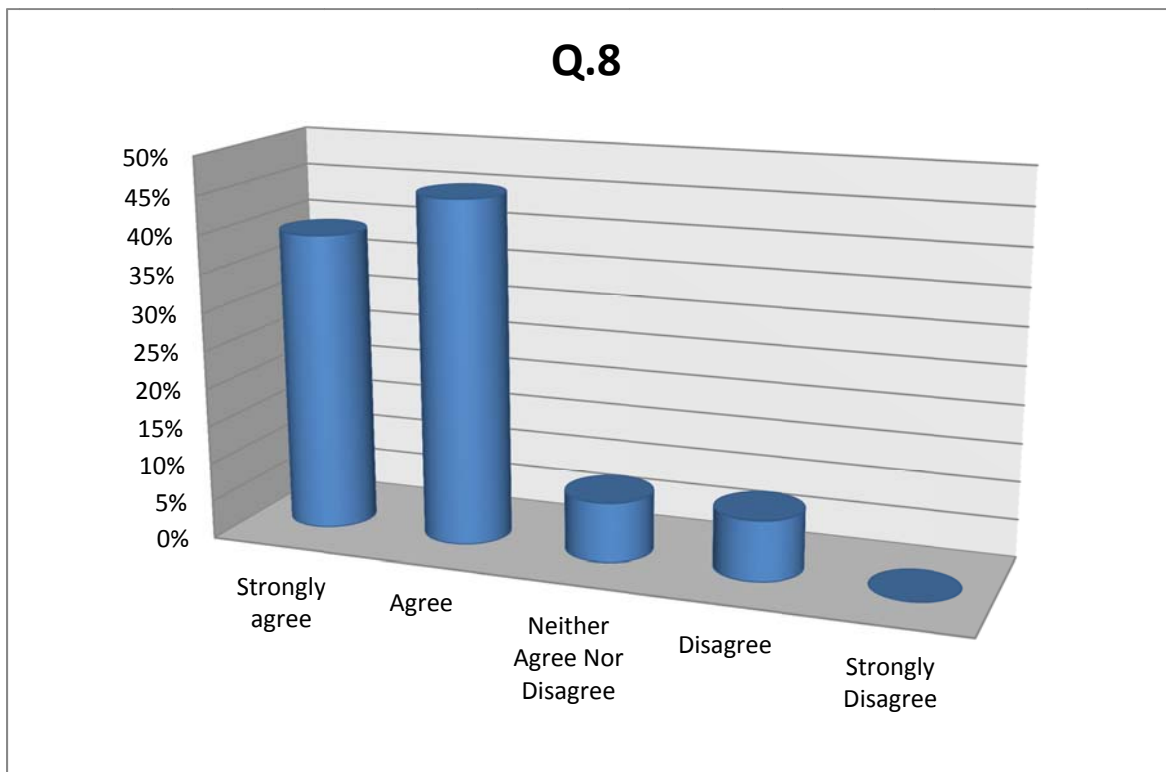
There is a mixed response here. It actually varies from person to person if they perceive the ad as a form of entertainment or not. Some people take it just a funny element and advertisement does not influence them to purchase goods.

**8. Amusement in an ad attracts my mental attention towards the brand.**

**RESULT:**

Strongly Agree	39%
Agree	45%
Neutral	8%
Disagree	8%
Strongly Disagree	0%

**GRAPHICAL ANALYSIS:**



**ANALYSIS:**

The response demonstrates that the aspect of humor catches the attention of the audience as soon as they see them. Most people either agree or strongly agree. This means that humor can be used in most cases where the intention is to create brand awareness and catch attention.

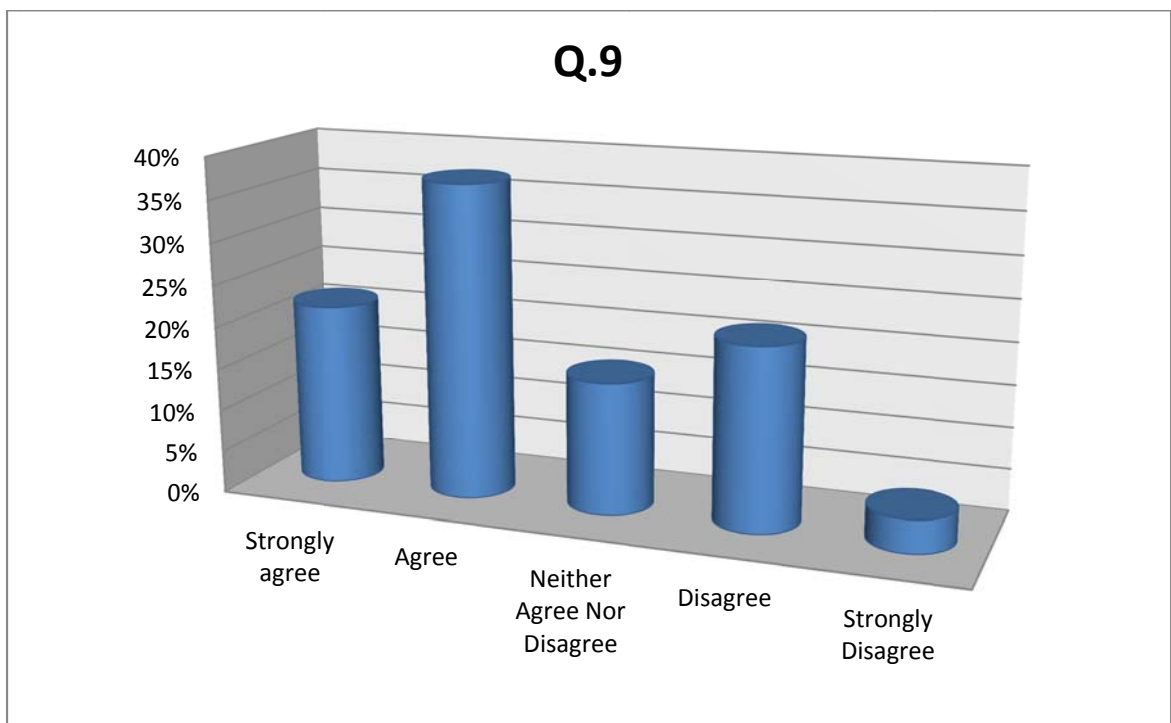


**9. A funny ad makes the message easy to comprehend.**

**RESULT:**

Strongly Agree	21%
Agree	37%
Neutral	16%
Disagree	22%
Strongly Disagree	4%

**GRAPHICAL ANALYSIS:**



**ANALYSIS:**

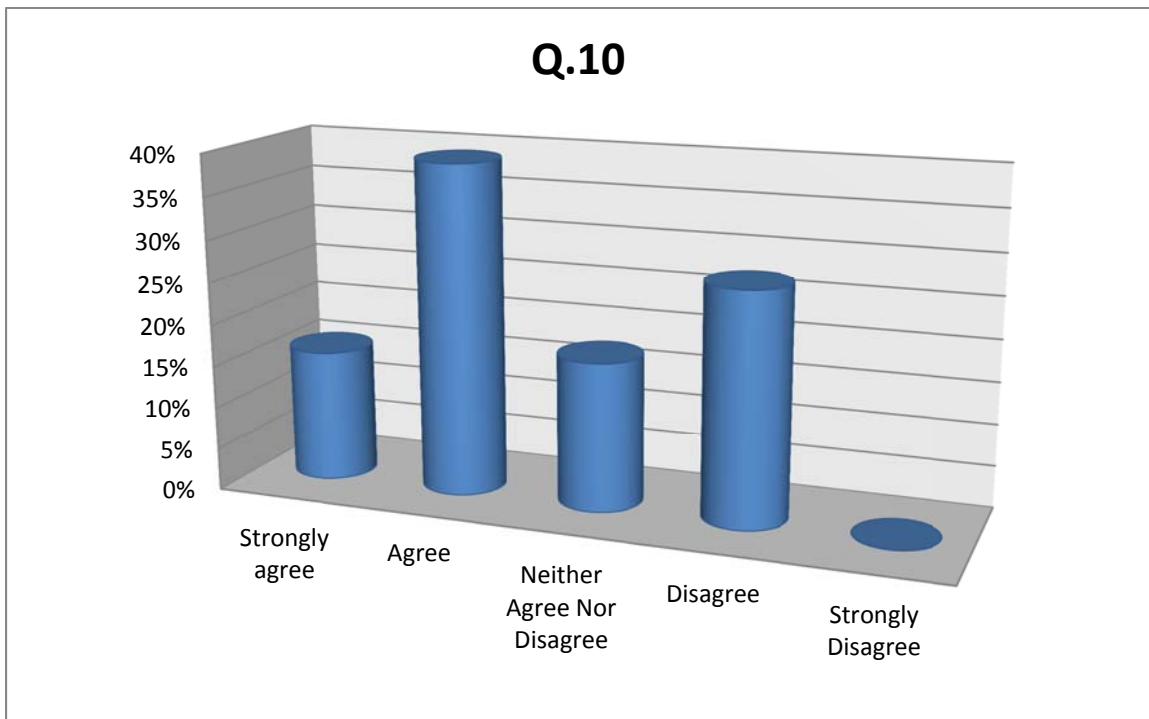
Although majority agrees here, but there is no conclusive response on the question if humor in an ad makes it more understandable or not. 16% are neutral and 22% disagree as well.

**10. I feel fun in an ad hides the actual message.**

**RESULT:**

Strongly Agree	16%
Agree	39%
Neutral	18%
Disagree	27%
Strongly Disagree	0%

**GRAPHICAL ANALYSIS:**



**ANALYSIS:**

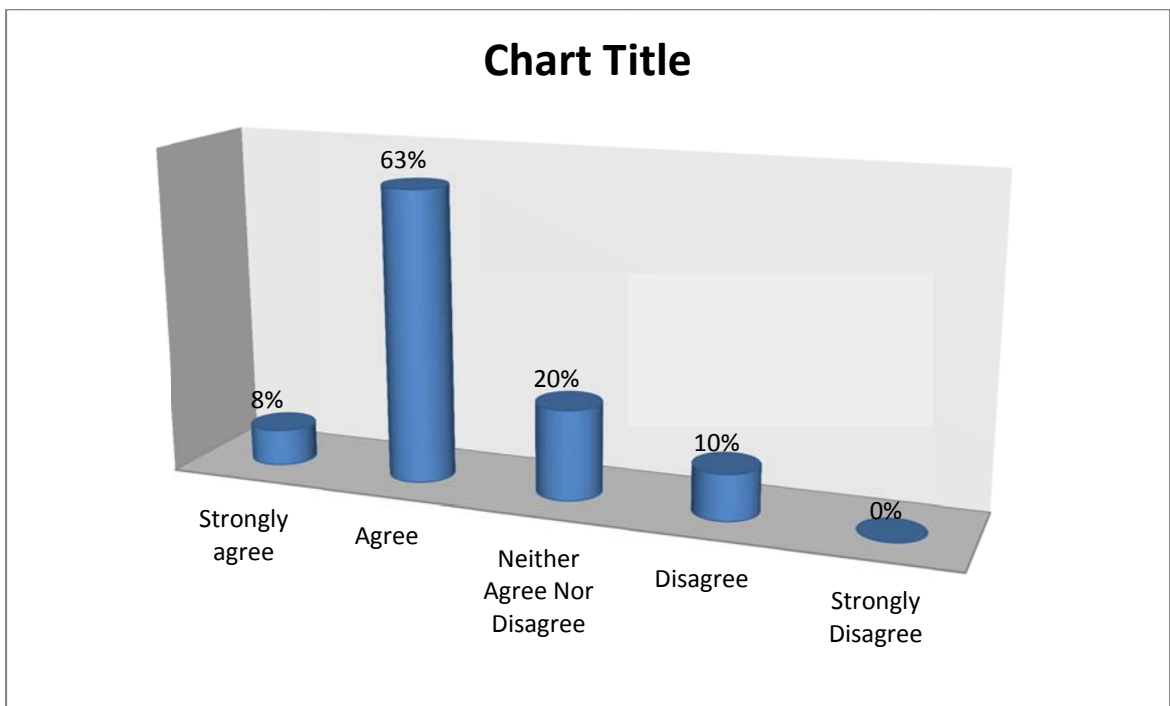
According to the graph, large number of respondents agree to this and this can be supported from Q10's analysis also. Many of them believe that humor overshadows the real message of the ad.

**11. I always find the real message in the add rather than the funny element**

**RESULT:**

Strongly Agree	8%
Agree	63%
Neutral	19%
Disagree	10%
Strongly Disagree	0%

**GRAPHICAL ANALYSIS:**



**ANALYSIS:**

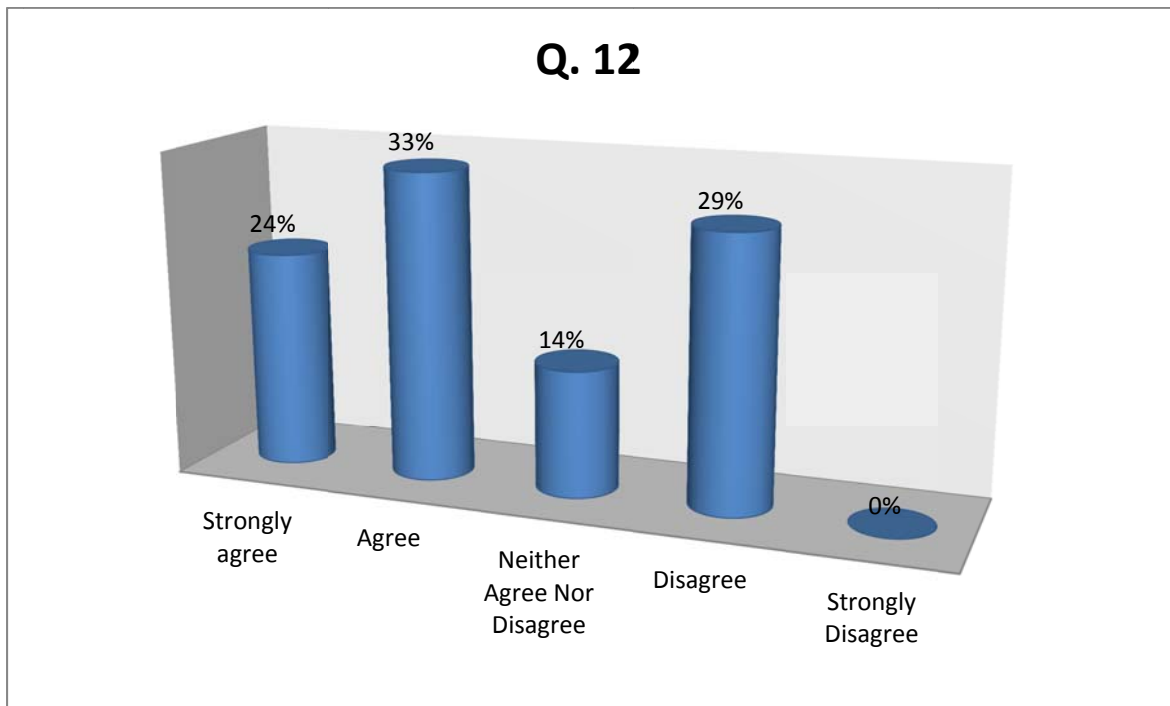
63% of the people believe in the core message of the advertisement and that's important to them as compare to the humouros content and 10% disagrees and according to them humour content and core message both are impactful.

**12. Funny ads do not impulse the customer to buy the product.**

**RESULT:**

Strongly Agree	24%
Agree	33%
Neutral	14%
Disagree	29%
Strongly Disagree	0%

**GRAPHICAL ANALYSIS:**



**ANALYSIS:**

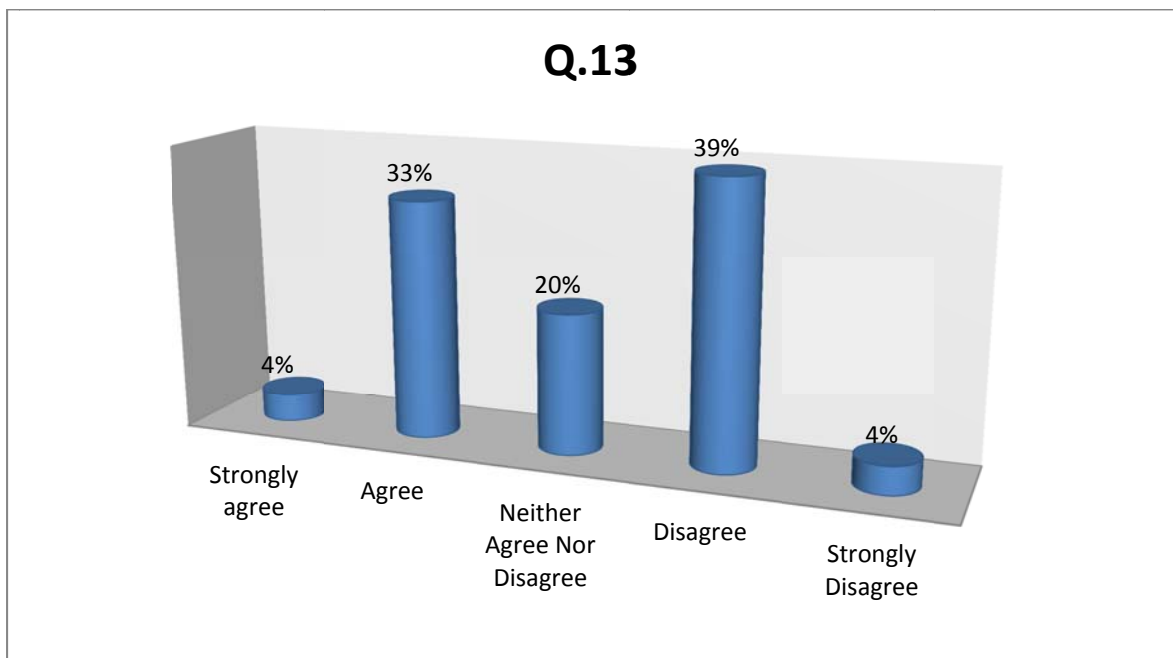
Some people watch ads just for fun and funny ads don't motivate them to buy products and their features don't attract them to go for a product but there is also a percentage of people who agree that funny ads compels their buying decision.

**13. My purchase thought influence certainly by seeing funny ads.**

**RESULT:**

Strongly Agree	4%
Agree	33%
Neutral	20%
Disagree	39%
Strongly Disagree	4%

**GRAPHICAL ANALYSIS:**



**ANALYSIS:**

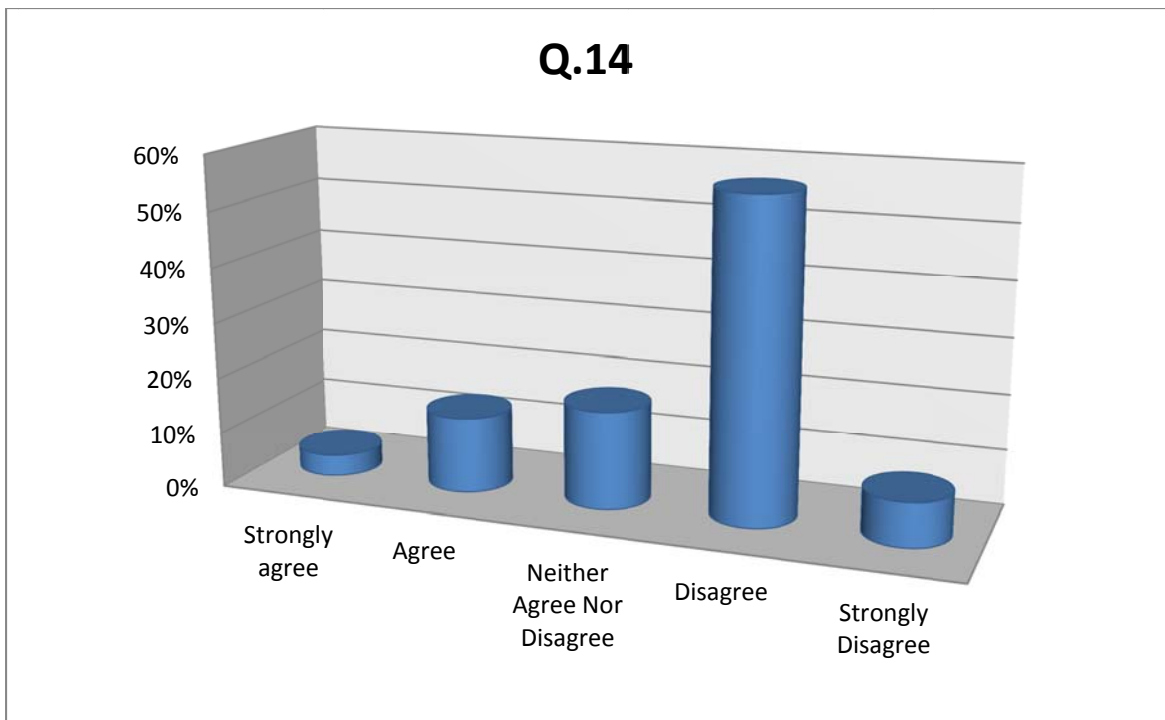
Humorous add do change the buying intention of people in a positive way and 20% are neutral and according to them funny adds don't affect their buying decision they buy what they want to without any influence of adds.

**14. Humor element in an advertisement stimulate me to purchase the similar product again and again**

**RESULT:**

Strongly Agree	4%
Agree	14%
Neutral	17%
Disagree	57%
Strongly Disagree	8%

**GRAPHICAL ANALYSIS:**



**ANALYSIS:**

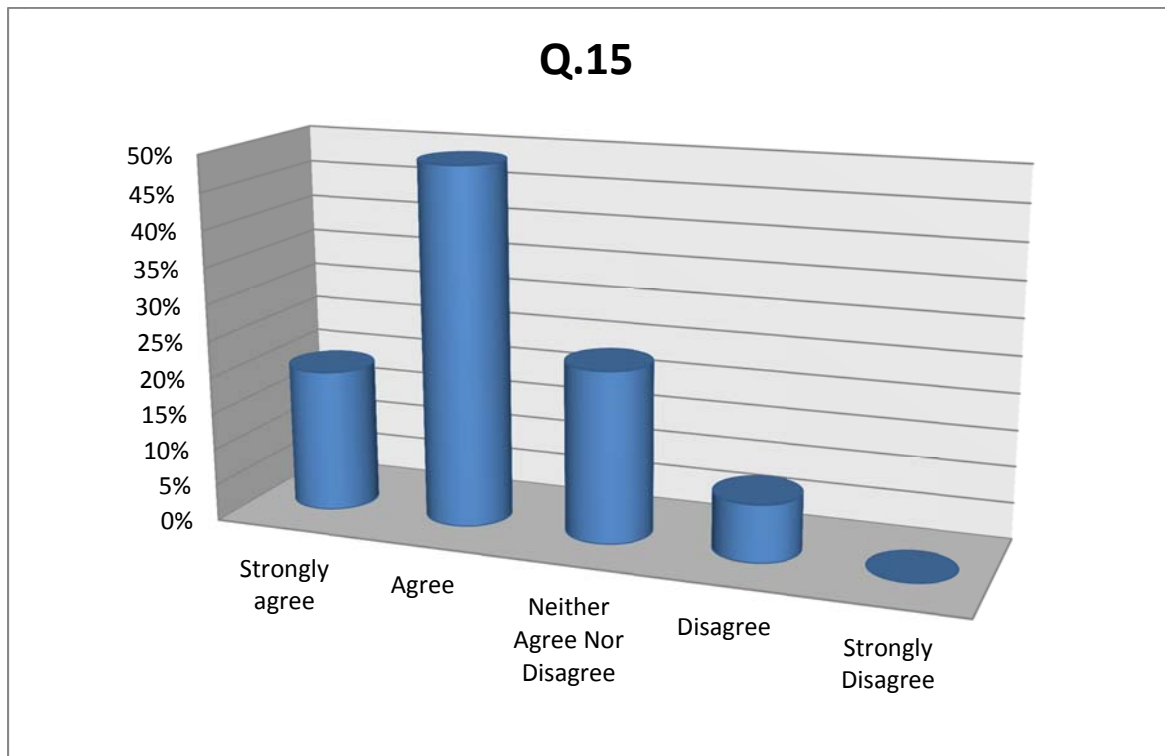
According to some people humour add not the only thing that persuades them to buy goods and services and by watching continuously funny add does not mean that they will buy that product again and again they also go for the product features and other things like pricing etc.

**15. Fun in ads mostly fascinates and thrills me about the product.**

**RESULT:**

Strongly Agree	20%
Agree	49%
Neutral	24%
Disagree	8%
Strongly Disagree	0%

**GRAPHICAL ANALYSIS:**



**ANALYSIS:**

Humorous element in an advertisement does change people mood and are attention getting and attractive and that is easily shown from the percentage shown in the above graph.

## **CHAPTER FIVE**

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# **SUMMARY OF FINDINGS, CONCLUSION & RECOMMENDATIONS**

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## **5.1 FINDINGS:**

Based on the investigation of the responses gathered by 50 individuals, we have come to the conclusion that attitude towards brand and cognitive response has direct relation with the humorous ads while it has little impact on the purchase intention of individual. So we are accepting H<sub>1</sub>: Humor in advertisement affects buyer's attitude, H<sub>2i</sub>: Consumer's cognitive response is affected by advertisement having humor factor and H<sub>3o</sub>: Humor element in advertisement does not change intention of the buyer

## **5.2 CONCLUSIONS:**

The overall data and analysis conclude that people usually prefer to watch humors ads and they like it. It creates freshness in their mind and a positive image of the brand. In the bombardment of ads, humorous ads gets the attraction of the viewer, through humors in ads companies can give their message and there is a great probability that viewer will see the whole ad attractively. On the interview of various individual we conclude that organization should be sensitive in selecting the humors. The humor should be relevant to the nature of the business of the organization. And also there should be no too much humor in the advertisement so that the real message gets faded. Organizations should place their actual message at first on in the middle of the humor and there should be clear benefit for the viewer. We have concluded that such ads however do not help in the buying decision of the individual. This is because at the buying level, every individual want to spend their money for getting the maximum advantages not for the humorous element. In case of HBL, we conclude that they should be sensitive in the selection of humors; selection of Mr. Bean was not appropriate decision, because Mr. Bean is a funny but non-sense character and the customer of HBL are the mature people who do not want to associate their self with Mr. Bean. In case of Ufone, their strategy is correct as they mostly clear their full message of the benefit in the starting or in the middle. There are humor elements at the end which attract the viewer to see the whole ads and through such the whole message of the benefits are conveyed to viewer

## **RECOMMENDATIONS:**

After conducting the research I have come up with few suggestions for the organizations that want or are place humor in their advertisement.

- Companies should be sensitive in selecting relevant humor element in their ads, that humor element must be linked with the business or the benefit that the product offer.
- Placing humor in the add increase its chance of being viewed so, the whole message of the benefit or service should be placed and embed in the humor ads that it should be visible too. The best is to put information or benefit at the start or at the middle.
- Humorous ads create likeness but it do not urge viewer to pay money for it. Relevant tactic should be used in the ads to attract prospective customer to buy your product.

## ***RESEARCH QUESTIONNAIRE***

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1. I like to watch humorous advertisement than non-humorous.
2. Ads containing humor can change my thoughts about the brand from bad to good.
3. Humorous brand ads persist me brand loyal customer.
4. Humorous Ads draw more attention and increase brand likeness.
5. I feel funny advertisement plays a significant role in constructing a good image of a brand in customers' thoughts
6. Funny ads do not alter customer attitude towards a brand.
7. I believe funny Ads are just made for enjoyment purpose only.
8. Amusement in an ad attracts my mental attention towards the brand.
9. A funny ad makes the message easy to comprehend.
10. I feel fun in an ad hides the actual message.
11. I always find the real message in the add rather than the funny element
12. Funny ads do not impulse the customer to buy the product.
13. My purchase thought influence certainly by seeing funny ads.
14. Humor element in an advertisement stimulate me to purchase the similar product again and again
15. Fun in ads mostly fascinates and thrills me about the product.