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S, venkatesh and N, senthilkumar

Anna university, chennai., Anna university, chennai.

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HUMOR IN ADVERTISING: A REVIEW ON USE OF TELEVISION RADIO AND PRINT ADVERTISING MEDIA

Mr. S.Venkatesh*

Dr.N.Senthilkumar**

*Research Scholar at the Department of Management studies, Anna University, Chennai.

**Associate Professor at the Department of Management studies, Anna University, Chennai.

Abstract

Television advertising is a most common commercial activity used in advertising medium. Humor in advertising contains an important aspect on changing attitude of the consumer, improves buying behavior and creates new patterns for buying any goods and services. Humor in television advertising is the effective and convenient way to attract the any consumers because they are emotional based content and makes the consumer to special for satisfaction. Compared to all emotions humor advertising is a favorable emotion which plays an important role for consumers to attain a great influence over brand attitude, brand consumption, brand recall and purchasing decisions, increasing efficiency of advertisements. In this paper reviewed on humor in television advertising on consumers attitudes.

INTRODUCTION

Humor advertisement is often used in television, print and any media to attract consumers. Humor advertising increase attention, attracting more people and makes advertisements more interest, memorable on brand and also increase business advancement, position for brand, promote and increase product sales. Research found the humor advertisements always improve the positive signs of attitude towards brand and intention to purchase (Weinberger and Gulas 1992). Many studies proved that humor having positive effects (e.g., Duncan and Nelson 1985), some mixture effect (e.g., Chattopadhyay and Basu 1990), on humor advertising. Humor is a prevalent on emotional advertising it helps people to enjoy ads and easily communicate with more socially (De Pelsmacker P. & Guens, M 1999). Advertisers usually make humor to attract the target audiences.

Humor advertising get impact on relevant humorous advertisements buying behavior when humor more relevant to the event (Kelly, J.P. and Solomon, P.J. 1975). The humor and non-humor advertisements comparative study shows positive effects, some negative effects, neutral, and mixed results (Swani, Kunal; Weinberger, Marc G.; Gulas, Charles S. 2013) . Humorous advertising getting more response when individuals humor orientation are more. Advertising with a high degree effects appreciation get more responsive (Fugate, Douglas L.1998). The brand evaluation, source credibility is factor in humorous advertisements and effective it is toward persuasion. Humor affects in impact on marketing communications, sentimental humor humor in increasing trustworthiness. In television commercials contain several types of humor.

How humor is effective depends on humor perusing, how it used frequently. Humor in advertisement increases the attention towards advertisement, it increase positive attitude, and increase attitude on products.

LITERATURE REVIEW

In previous studies, humor advertising contains some impact of humor on audience psychological responses (e.g. Cline et al., 2003; Eisend, 2009; Lee and Mason, 1999), the humorous messages usually produce effects in advertising as the message delivers surprise (Elpers et al., 2004). The humor advertisements need some meanings based on its expression styles (Martin et al., 2003; Speck, 1991). In general humor styles contain different types like positive types and negative types (Duncan et al., 1990). Different humor styles tend to use different theory, which can be described on many concepts. The humor conveys people laugh when they feel perceived humor clearly (Duncan et al., 1990). Humor styles can vary people to people Martin et al. (2003). Weinberger and Campbell in 1991 show effects in the humor advertising (Alden, Mukherjee, and Hoyer 1993, 2000; Chattopadhyay and Basu 1990; Spotts, Weinberger, and Parsons 1997; Weinberger et al. 1995; Zhang 1996). Sternthal (1973), Weinberger and Gulas 1992) suggest that humor creates something better understand of effects in different advertising levels.



HUMOR

Advertising contains humor is frequently utilized in all emotional appeals (Kellaris and Cline, 2007). 30% radio advertisements (Weinberger et al., 1995), 27% Television advertisements and 5% magazine ads (Catanescu and Tom, 2001) found humorous. Humor styles have been more clearly defined by Martin et al. (2003). The Humor Styles Questionnaire (Martin et al., 2003) assesses four dimensions of humor: Affiliative, Self-enhancing, Aggressive and Self-defeating humor styles. The typology applied in many studies in different humor usage (Kalliny et al., 2006; Romero and Cruthirds, 2006; Romero et al., 2007).

HUMOR IN TELEVISION, RADIO, PRINT MEDIA

Kelly, J.P. and Solomon, P.J.(1975) Humor in television advertising: The Television commercials analyzed based on the Study of 2000 advertisements using Content analysis compared with Humorous and non-humorous advertisements, Typology: pun, understatement, joke, ludicrous, satire and irony. Advertisement on uses of the animation, handling the product, number in models, multi using on senses, humor perception placement and segment on humor directed.

Duncan, Calvin P.(1979) Humor in advertising: A behavioral perspective: How the humor advertising in television media, radio, print and any other media examined in the study. Humorously convey the information, about the product, achieving the sales target on this information. Examining the behavioral theory role on communication on source, message, channel characters and audience on understanding conditions on effectively used advertisement study.

Madden, Thomas J.; Weinberger, Marc G.(1982) The Effects of Humor on Attention in Magazine Advertising Magazine advertisements impacts and effects examined in this study. The study made on recall about 148 commercials in the database support. The factors based on audience influence on race and gender. Attention on humor tested here. The humor in alcohol advertisements compared on effects based on white men and black men. How the humorous attraction made how get more effects, recall is compared to humorous and non-humorous advertisements.

Gelb, Betsy D.; Pickett, Charles M.(1983) Attitude-Toward-the-AD: Links to Humor and to Advertising Effectiveness: Based on 2400 names the study made a survey on mail in random sample study. Humorous and non-humorous advertisements compared with positive attitude, increase likings and brand. The purchase intention and recalls on humor tested this study.

Madden, Thomas J; Weinberger, Marc G(1984) Humor in Advertising : A Practitioner View: The impact of humor in advertising measures surveyed on source credibility, comprehension, persuasion, attention, retention, and action, with three dependent on - perceived humor, attitude toward the brand, and ad recall, 94% respondents agreed the humor ads gaining more attention than non-humor ads in gaining attention and awareness for new products, TV and radio media are best suited for humorous advertisements; educated youngest males are best suited for target audience on humorous advertisements, humor ads suited for non-durables like low involvement products

Duncan, Calvin P.; Nelson, James E.(1985) Effects of Humor in a Radio Advertising Experiment: This Study contains seven point semantic differential scale used to measure for single item in humorous advertisings the distraction hypothesis not tested explicitly. They found that humorous ads get more attention, it improves liking of advertising and product liking also increase and commercial experience irritation also reduced.

Gelb, Betsy D.; Zinkhan, George M.(1985) The Effect of Repetition on Humor in a Radio Advertising Study: The Study based on Lab experiment on 120 employed adult part-time students, in radio commercials, the fictional of product, brand and recall are measured humor advertisements declined and wear out more compared to non-humor advertisements on repeated exposures.

Nelson, James E.(1987) Comment on “Humor and Advertising Effectiveness after Repeated Exposures to a Radio Commercial”: This Study re-examination the study of Gelb, Betsy D. and George M. Zinkhan (1985), "The Effect of Repetition on Humor in a Radio Advertising Study", and claims the recall is not valid on the measure of Gelb and Zinkhan's study. Five deficiencies identified are (1) the use of ordinary least squares in their simple hierarchy-of-effects model, (2) the use of two-tailed tests of significance on estimated path coefficients, (3) the inability of simple hierarchy-of-effects model to reproduce correlations, (4) use of an over-identified model to begin their analysis, (5) the failure to comment on the direct, indirect, and total effects of causal variables in a hierarchy-of-effects model

*Arias-bolzmann, Leopoldo; Chakraborty, Goutam; Mowen, John C (2000)Effects of Absurdity In Advertising : The Moderating Role of Product Category Attitude and the Mediating Role of Cognitive Responses*This Study made an experimental approach on 178 undergraduate students participated measured by using a seven-item 9-point semantic differential scale, The dependent measures used are cognitive responses, attitude to brand, attitude to ad, and brand name recall, the result is more positive attitudes and more positive cognitive responses than non-humorous, the product class is negatively predisposed.

Chahopadhyay, Amitava; Basu, Kunal(1990) Humor in Advertising :The Moderating Role of Prior Brand Evaluation: The Study based on lab experiment, with 80 undergraduates, on TV media measured on 9 point semantic differential format; found the positive effect on humorous advertisings are persuaded more on subjects, people contain prior positive brand attitude and also found the comparison of humorous vs. non humorous contain no systematic persuasive effects, it recommends when the humor is more effective.

Speck, Paul Surgi (1990) The humorous message taxonomy A framework for the study of humorous ads: This Study contain humor communication effect framework and it describes the five humor types and three humor processes, the humor advertising experience the sense of relief and generate laughter and pleasure sensation, humor grabs attention and facilitates elaboration, he increasing of trust worthiness is more in sentimental humor compared with other humor types. The Humor content more in TV advertisements compared to print ads *Weinberger, Marc G; Campbell, Leland (1991) The Use and Impact of humor in Radio Advertising*: data based type of study, pre-tested ads on 1600 radio ads, the result on humorous ads are 30.6% of ads are humor in the U.S., positive effect not found with unrelated humor the perform worse or same on measuring to non-humor, and humor get more attention and persuasion than non-humor, compared to low involvement feeling products are low persuasion than high involvement thinking products.

Weinberger, Marc G.; Gulas, Charles S.(1992) The Impact of Humor in Advertising: A Review: This study on review of literature updated after 20 years, and the use of humor in advertising is increased; it shows with systematic conceptual framework, the humor influenced by audience factors, relatedness of humor, placement of humor, nature of the product, communication goals, humor style and general study on effect of humor, and also humor advertisements are effective in existing products than new or unfamiliar products.

Alden, Dana L; Hoyer, Wayne D (1993) An Examination of Cognitive Factors Related to Humorousness in Television Advertising: This study contains the theoretical and applied implications of in Television advertising humor get more successful than normal ads; in TV ads, the content analysis of 497 advertisements analyzed.

Alden, Dana L; Hoyer, Wayne D; Lee, Choi (1993) Identifying Global and Culture- Specific Dimensions of Humor in Advertising : A Multinational Analysis This Study contains the humor in TV advertising from four countries: Korea, Germany, Thailand, and the United States, and find the humorous communications in culture specific dimensions, the use of Television commercials analyses on Content analysis of 497 US ads, 520 Korean ads, 244 German ads and 351 ads from Thailand, find the incongruity process is a universal humorous language.

Cho, Hyongoh 1995 Humor Mechanisms , Perceived Humor and Their Relationships to Various Executional in Advertising This study contains the mechanisms of perceived humor in print advertisements and the impact of different types of humor, the Contemporary theories contain an analysis of humor in three mechanisms: cognitive,



affective, and disparagement. Compared to other mechanism the cognitive is major determinant, where others are minimal or negative.

Weinberger, Marc G.; Spotts, Harlan; Campbell, Leland; Parsons, Amy.L(1995) *The Use and Effect of Humor in different advertising Media*: Attention and recognition are directly linked to humor, unrelated humor are better in magazine on low risk, expressive product category and poor in radio ads, yellow and blue products contain low perceived risk like credit card and long distance phone calling, red and white products are higher perceived risk like insurance, home improvement, travel.

Spotts, Harlan E.; Weinberger, Marc G.; Parsons, Amy L.(1997) *Assessing the Use and Impact of Humor on Advertising Effectiveness: A Contingency Approach* Consumer get Positive impact on the is High involvement products when humor is used and it get recognition, increase likability, attention and recall more on humorous advertisements, they found more than 80% of humorous magazine ads use incongruity, use of incongruous humor get most pervasive in magazine ads and for nondurable items such as coffee.

Fugate, Douglas L.(1998) *The advertising of services: what is an appropriate role for humor?* To promote the US goods and service the use of humor more aggressive in nature, for some products the loud and brash comedy is used, user also expecting the same. With using of humorous advertisements, the unsought and controversial services are distracting consumer's perceptual defense.

De Pelsmacker P. & Guens, M (1999) *The advertising effectiveness of different levels of intensity of humour and warmth and the moderating role of top of mind awareness and degree of product use*: Humor advertisements get more positive effect when combining high level warmth with high levels of humor; the cognitive related advertisements contain moderate level of humor on attitude towards advertisement, brand and favorable advertisements. The favorable advertising outcomes achieved by perceived humor.

Alden, Dana L.; Mukherjee, Ashesh; Hoyer, Wayne D.(2000) *The Effects of Incongruity, Surprise and Positive Moderators on Perceived Humor in Television Advertising* In this study models incorporating cognitive and affective mechanisms are tested for perceiving different levels humor in ads, the humor ad message structure are analyzed like incongruity and surprise, in cognitive mechanism, incongruity resolution process the type of incongruity is perceived, the attitude and behaviors are differs from expected beliefs, the neutral emotion of surprise made when novelty or incongruity colors surprise, leading either to humor or to fear.

Berg, Eron M;Lippman, Louis G (2001) *Does humor in radio advertising affect recognition of novel product brand names?* With 60 undergraduate participants the analysis made on shopping based brand name recognition rather than recall the level of humor calculated on radio ads which gets impact on brand name, product type, are compared with humorous and non-humorous ads. Finally Participants detect correct brand name and type which advertised on humor rather than non-humorous advertised products.

Duncan, Calvin P; Nelson, James E; Frontczak, Nancy T 1984 *THE EFFECT OF HUMOR ON ADVERTISING COMPREHENSION* This study re-examined the effects of humor influence which measured on what type of humor used like perceived vs. manipulated and advertisement location with humor. The results are confirmed with previous results on humor on one line joke influence in humor ads.

Catanescu, Codruta;Tom, Gail 2001*Types of humor in television and magazine advertising* The seven categories of humor are categorized Comparison, Personification, Exaggeration, Pun, Sarcasm, Silliness, and Surprise they found 27% of TV ads and 5% of radio ads are humor in nature, they found which type of humor gets Impact more, the best execution style, communication message and how effect on TV advertising iin measuring the recall, comprehension and persuasiveness.

Geuens, Maggie; Patrick De Pelsmacker (2002) *The Role of Humor in the Persuasion of Individuals Varying in Need for Cognition: An Empirical study with 510 Belgian people on humorous and non-humorous study made and*



humorous effect shows positive impact on all appeals, humor is most frequently emotional used in advertising, the positive and negative side of effects made on advertising on positive brand cognitions.

CHUNG, H; ZHOA X. (2003) Humour effect on memory and attitude: moderating role of product involvement: The multiyear survey from 1992 to 1997 on super bowl advertisements measuring humorous advertisements impact on memory and attitude of a product, this study shows the positive effect on moderating role of consumer memory and attitude towards humorous advertising the purchase risk degree measured on functional or expensive
Thomas, W; Moses, B; James, J (2003) When Does Humor Enhance Or Inhibit Ad Responses?: The Moderating Role of the Need for Humor: In the print ads the manipulated humor was studied using three studies and measurement made on Interactive effect of humor and need for humor on ads, need for cognition on ads, perceived humor; The positive impact of humor enhance customer response and positive on product purchase; product get attention and comprehension using humor.

Buijzen, Moniek Valkenburg Patti.M (2004)Developing a typology of humor in audiovisual media The study was develop and investigate typology of humor in TV media, with 41 humor techniques and content of 319 humorous ads, they found on seven types of humor emerged are slapstick, clownish humor, surprise, misunderstanding, irony, satire, and parody.

*Smit, Edith G.; Van Meurs, Lex; Neijens, Peter C.(2006) Effects of Advertising Likeability: A 10-Year Perspective:*The study on 3000 commercials which broadcast on Dutch TV from 1992 – 2001, they found influence of advertising likeability for the brand its transfer to purchase intention and likeability differed for different type of products. The purchase intention differed on likeability on ad results regarding the brand
Zhang, Yong; Zinkhan, George M. (2006) Responses to Humorous ADS: Does Audience Involvement Matter?

The study on Humor ads responses with audience involvement and critical state on ads to audience and the measurement made on High, moderate and low involvement with (strong/weak argument), the measures on involve, Humor Argument, Ad attitude, Brand attitude, Purchase intention, Favorable thought, unfavorable thought, it shows the humor advertising get more impact on very condition.

Cruthirds, Kevin W (2006) The Impact Of Humor On Mediation: The study on how the mediators use the humor as a tool for handling situations like negotiations, negative feel and to achieve work faster; The using of mediation on humor selection by moderators on Humor styles & desired organizational outcomes, and humor evaluation on moderators on humor and outcome.

*Cline, Thomas W;Kellaris, James J (2007) The Influence of Humor Strength and Humor-Message Relatedness on Ad Memorability: A Dual Process Model:*The study shows the impact of humorous advertisements are more on recall of ads, and ad memorability, the humor get attention and mood when the humor appeal is strong, the positive influence of mood created by humor and product relatedness made.

Haseeb Shabbir;Thwaites, Des (2007) The Use of Humor to Mask Deceptive Advertising: It's No Laughing Matter.

Strick, Madelijn; Baaren, Rick B Van; Holland, Rob W (2007) Why Humor Breaks Resistance to Influence: Implicit Effects of Distraction and Positive affect.

Beard, Fred K.(2008) Advertising and Audience Offense: The Role of Intentional Humor, Lee, Yih Hwai; Lim, Elison Ai Ching (2008) What's Funny and What's Not: The Moderating Role of Cultural Orientation in Ad Humor: The experiment made on 222 Chinese MBA students on Television commercials in China, the Empirical study on effect of advertisement humor measures process and cultural orientation of ads like incongruity and arousal safety, the influence of individualism and uncertainty avoidance indicated in the effectiveness of humor in television ads, in the joke is difficult to understand when more critical about ads on individualist and low uncertainty avoidance cultures.



Eisend, Martin (2009) A meta-analysis of humor in advertising The effect of humor advertising calculated through 369 correlations on humor advertisement, they show Tv ads and print ads having significant difference on humor ads, the humor enhance towards attitude of the ads, attitude on brand, having positive effect, Advertising in Humor get high attention and attracting ability, it analysis product types on (hedonic/Functional, High/Low risk), the product type on White, Blue, Red and Yellow classify on product, variable analyses on Real vs fictitious and print vs broadcast media.

Strick, Madelijn; van Baaren, Rick B; Holland, RobW;van Knippenberg,Ad (2009)Humor in advertisements enhances product liking by mere association.

Limbu, Yam B (2009) Laughing all the way to the bank ?: Humor and endorser effects on consumers ' responses to direct-to-consumer(DTC) pharamaceutical advertising .

Comiati, Raluca; Negrea, Nicoleta Olimpia (2009) Romanian Consumers Attitudes towards Different Types of Emotions Used in Advertising.

Eisend, Martin (2010) How humor in advertising works: A meta-analytic test of alternative models briefs The effectiveness of advertising is measured with new affective cognitive model, and explain more about A meta-analysis of humor in advertising, the positive effect on brand relatedness and explain about vampire effect, it shows humor putting audience to good mood and more persuasive, recall and relatedness made with positive association of ad and brand.

Gulas, Charles S; Mckeage, Kim K; Weinberger, Marc G (2010):IT ' S JUST A JoKE Violence Against Males in Humorous Advertising ,Summerfelt, Hannah; Lippman, Louis; Hyman, Ira E (2010) The effect of humor on memory: constrained by the pun ,Brown, Mark R.; Bhadury, Roop K.; Pope, Nigel K. Ll. (2010) The Impact of Comedic Violence on Viral Advertising Effectiveness.

*Hatzithomas, Leonidas; Zotos, Yorgos & Boutsouki, Christina (2011) Humor and cultural values in print advertising: a cross-cultural study.*With the 12351 ads including 3828 humorous ads in UK and Greek magazines The Study on uses of various humor types in print advertising across cultural different countries. Comparing UK and Greece, UK ads are not only sentimental and also with disparaging humor types and full comedy; in Greece ads humor appeals on uncertainty avoiding, credible information Greek audience, variables on humorous ads, humor process, humor types and international relatedness.

Blackford, Benjamin J.; Gentry, James; Harrison, Robert L.;Carlson, Les(2011) The Prevalence and Influence of the Combination of Humor and Violence in Super Bowl Commercials,Laroche, Michel; Vinhal Nepomuceno, marcelo; Huang, liang; Richard, marie-odile (2011) what ' s So funny ? The Use of humor in Magazine Advertising in the United States, China, and France.

Cruthirds, Kevin W.; Wang, Valerie L.; Wang, Yong J. & Wei, Jie (2012)A comparison of humor styles in US and Mexican television commercials: The study on 97 Television ads used in major US and Mexican networks, conduct a content analysis on Four humor styles. US ads are more affiliate, aggressive and self-defeating humor than compared to Mexican commercials, also analyzed on Power distance, Individualism, Masculinity and uncertainty avoidance.

Limbu, Yam B.; Huhmann, Bruce a. & Peterson, Robin T. (2012)An examination of humor and endorser effects on consumers' responses to direct-to-consumer advertising: The moderating role of product involvement.

Sabri, Ouidade (2012) Taboo Advertising: Can Humor Help to Attract Attention and Enhance Recall?,Riecken, Glen; Hensel, Kyle; Riecken, G., & Hensel, K.(2012)Using Humor in Advertising: When Does it ork?,

Yoon, Hye Jin; Tinkham, Spencer F.(2013)Humorous Threat Persuasion in Advertising: The Effects of Humor, Threat Intensity, and Issue Involvement, Teixeira, Thales S; Stipp, Horst(2013)Optimizing the mount of

Entertainment in Advertising : What ' s So Funny about Tracking Reactions to Humor ?.*Refaie, Noha; El Sahn, Farid; Tantawi, Passent(2013) The Effect of Humor, Celebrity Endorsement and Popular Music on TV Ad Recall: A Customer Based Perspective in Egypt.*

Swani, Kunal; Weinberger, Marc G.; Gulas, Charles S. (2013) The Impact of Violent Humor on Advertising Success: A Gender Perspective The Study on American Television advertising using humorous ads, the examines on two study responses of men and women to violence in humorous advertising, humorous measured on low and high violent humor, gender and time of humor. Attitude towards Advertisements, attitude towards Brand, Perceived humor, violation of social norms, the first study on high physical violence in humor ads targeted on female audiences, the second study on violations of social norms on the brand with men and women

CONCLUSION

In recent years the international advertising improved to some significant gains. The humor in advertising shows many results, humor advertising is an effective tool to attract the marketing communication, get more attention, creating a emotional bonds with advertisement and the brand. Humor is the easy way to reach large audiences; humor advertisements always contain the target audience messages conveyed effectively. The relevance of humor advertisements contain the product category and brand personality. Humor can used for all product types and brands the review explores the relationship of consumers attract on humor advertisements like advertisements communicated with humorous message, with attractive well known comedians. The humor contributes more to creating brand awareness, brand personality and effective on creating sales. Humor increases brand preference than pricing compared to other emotions.

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