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Impact of Humor Advertising in Radio and Print Advertising - A Review

S.Venkatesh, Dr. N.Senthilkumar

Abstract — The use of humour in advertising is the effective way of communication in any emotion to sell the products. Humor increase attention and attract more consumers so it became an effective advertising in any medium of advertising. Researchers and Advertisers more interested towards humor advertising more than century, but no review paper regarding impact of humor in radio and print advertising are published. Aim of this paper to get detailed review on impact of humor in radio and print advertising since 1979. Many journal databases were collected and reviewed here this paper is very useful for marketing practitioners, advertisers and researchers who research on humor in advertising in radio and print media.

Index Terms— Advertising, humor advertising, radio advertising, prints advertising.

I. INTRODUCTION

Humor get more attention for an advertisement, increase positive attitude toward the advertisement and advertised product, Compared to advertising effectiveness (Weinberger, Spotts, Campbell, and Parsons, 1995). In recent years more number of money invested the humor advertising (Alden & Hoyer, 1993). Some of 10% to 30% of advertisements contains some types of humor are found by researchers and advertisers (Beard, 2005; Cafanescu and Tom, 2001; Weinberger, Spotts, Campbell, and Parsons, 1995). Humor is the basic and important factor for the cultural and social life (Ritchie 2009). In 2009 more than 70% of advertisements contain humor in Super Bowl advertisements (Gulas, McKeage, and Weinberger, 2010) Humor easily converts any information resistance to persuasion because it is the different emotion which suitable for any person (Sterthal and Craig, 1973). For the selection of any product or services humor advertisement is best way of convey information from advertisers to consumers (Spotts, Harlan E.; Weinberger, Marc G.; Parsons, Amy L. 1997). Humor communicates information through many forms (Arias-bolzmann, Leopoldo; Chakraborty, Goutam; Mowen, John C, 2000). Puns, Jokes, Stories and many ways humor convey information from one to many consumers. (Ritchie, 2009). Advertising effectiveness get positively by major role placed on Humor advertisements (Fugate, 1998). The Buying behaviour get more affected influenced by attitude, product memory, affective, and various behavioural aspects these are controlled by humor advertisement messages in market place (Fugate, 1998). Humors entertain more people and attract more people with joy and happiness (Fugate, 1998). People enjoy more when advertisements get more fun and joy, so it make people happier it creates and leads to brand recall and it reflects on sales.

II. LITERATURE REVIEW

Humor in radio and Print advertising has more literature reviews. The first humor literature made by Duncan, Calvin P (1979), after three years Madden, Thomas J.; Weinberger, Marc G. (1982) gave some analysis on the effects of humor on attention in magazine advertising, with recall study of 148 humorous ads and test on attention of audience with factors as race and gender, then in 1985 Duncan, Calvin P.; Nelson, James E. Show the effects of humor in a radio advertising experiment, same year 1985 Gelb, Betsy D.; Zinkhan, George M. Also found that the effect of repetition on humor in a radio advertising study. The studies are further preceded by Nelson, James E, Weinberger, Marc G; Campbell, Leland, Cho, Hyongoh and many others. Finally in 2011 Hatzithomas, Leonidas; Zotos, Yorgos & Boutsouki, Christina found some humor and cultural values in print advertising: a cross-cultural study. The previous studies show some ideas about humor in print and humor with radio advertising. This paper gives detailed study about impact of humor in radio advertising and print advertising.

III. HUMOR ADVERTISEMENTS RESEARCH

Compared to all emotions, humor is most frequently and common used appeals (Weinberger and Spotts, 1989; Chahopadhyay, Amitava; Basu, Kunal, 1990). When the product or service and any business advancements, advertisements is the key positioning for introducing brand to public, promoting the brand and bring more sales for



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the product and services (Beard, 2005). Advertisements planned for cost less and reach more they preferred on print advertising and radio advertising. The humorous advertising are get reach easily in print advertisements (Madden, Thomas J; Weinberger, Marc G, 1984). Advertising attracts more people so it became powerful communication force. Humor communicates more ideas, images, product, service and much more on easily sell goods or service to any people.

Humorous advertisements are getting more results compared to non humorous advertisements because humors advertisements communicate more than any emotions. Humor attracts more consumers; get paid attention and easily word of mouth communication on advertisements. Humorous advertisements contain impact and knowledge on product and services.

IV. HUMOR ADVERTISING IN RADIO AND PRINT ADVERTISING

Author	Title	year	Description
Duncan, Calvin P	Humor in advertising: A behavioral perspective	1979	This study examines the effectiveness of Humor advertising in television, radio, and print media, and how the information conveyed humorously about the product and accomplishing the sales objectives, the behavioral theory examine the role of communicating variables as message, source, audience, and channel characteristics to understand the conditions on humor advertisement used effectively
Madden, Thomas J.; Weinberger, Marc G.	The Effects of Humor on Attention in Magazine Advertising	1982	This Study examines the impact of humorous advertisements in magazine advertisements, with recall study of 148 humorous ads from the Starch/ Inra/Hooper database support the test on the attention of audience factors as race and gender. The humor ads worked in the alcohol ads and, it's more effects on white men compared to black men, and the humorous ads get more attention and recall compared with non humorous ads
Duncan, Calvin P.; Nelson, James E.	Effects of Humor in a Radio Advertising Experiment	1985	This Study contains seven point semantic differential scales 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.	The Effect of Repetition on Humor in a Radio Advertising Study	1985	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.	Comment on "Humor and Advertising Effectiveness after Repeated Exposures to a Radio Commercial"	1987	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



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Weinberger, Marc G; Campbell, Leland	The Use and Impact of humor in Radio Advertising	1991	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
Cho, Hyongoh	Humor Mechanisms , Perceived Humor and Their Relationships to Various Executional in Advertising	1995	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	The Use and Effect of Humor in different advertising Media	1995	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.	Assessing the Use and Impact of Humor on Advertising Effectiveness: A Contingency Approach	1997	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
Berg, Eron M;Lippman, Louis G	Does humor in radio advertising affect recognition of novel product brand names?	2001	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
Catanescu, Codruta;Tom, Gail	Types of humor in television and magazine advertising	2001	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 in measuring the recall, comprehension and persuasiveness
Thomas, W; Moses, B; James, J	WHEN DOES HUMOR ENHANCE OR INHIBIT AD RESPONSES ? : The Moderating Role of the Need for Humor	2003	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



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Eisend, Martin	A meta-analysis of humor in advertising	2009	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
Hatzithomas, Leonidas; Zotos, Yorgos & Boutsouki, Christina	Humor and cultural values in print advertising: a cross-cultural study	2011	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

V. CONCLUSION

Humorous ads are comparatively more humor than Non Humorous ads, humor attracts more consumer and pay more attention from any person. The Humor advertisements get more sales and reached every place easily. Humor conveys information more than other appeals. Humor advertisements are best suited for more attention products and cheaper products.

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