

**A Dissertation
On**

**A COMPARATIVE STUDY ON EMOTIONAL AND
HUMOROUS ADVERTISING AND ITS IMPACT ON
CONSUMER BUYING DECISION**

**Submitted in partial fulfillment of the requirement of
BA Journalism & Mass Communication program of
Navrachana University
during the year 2018-2021**

**By
NANDINI NANDASANA**

**Semester VI
18165012**

**Under the guidance of
DR. KRISHNA TRIVEDI**



NAVRACHANA UNIVERSITY

Vasna - Bhayli Main Rd, Bhayli,
Vadodara, Gujarat 391410



NAVRACHANA UNIVERSITY

Vasna - Bhayli Main Rd, Bhayli,
Vadodara, Gujarat 391410

Certificate

Awarded

to

NANDINI NANDASANA

This is to certify that the dissertation titled “A Comparative Study on Emotional and Humorous Advertising and Its Impact on Consumer Buying Decision” has been submitted in partial fulfillment for the requirement of the Degree of Bachelor of Arts in Journalism and Mass Communication program of Navrachana University.

CERTIFICATE

This is to certify that the dissertation titled,
**“A Comparative Study on Emotional and Humorous Advertising and Its Impact on
Consumer Buying Decision”**

prepared and submitted by

NANDINI NANDASANA

of Navrachana University, Vadodara

in partial fulfilment of the requirements for the degree of Bachelor
of Arts in Journalism and Mass Communication program is hereby accepted.

Place: Vadodara

Date: 01- 05-2021

Dr. Robi Augustine
Program Chair

Dr. Krishna Trivedi
Project Supervisor

**Accepted in partial fulfilment of the requirements for the degree of
Bachelor of Arts in Journalism and Mass Communication.**

DECLARATION

I hereby declare that the dissertation titled “**A Comparative Study on Emotional and Humorous Advertising and Its Impact on Consumer Buying Decision**” is an original work prepared and written by me, under the guidance of Dr. Krishna Trivedi Assistant Professor, Journalism and Mass Communication program, Navrachana University in partial fulfilment of the requirements for the degree of Bachelor of Arts in Journalism and Mass Communication.

This thesis or any other part of it has not been submitted to any other University for the award of other degree or diploma.

Date: 01- 05. 2021

Place: Vadodara



Nandini Nandasana

ACKNOWLEDGEMENT

I would like to express my sincere gratitude to who help me to achieve this study.

I express gratitude and my heartfelt thanks and acknowledge the support given by Dr. Robi Augustin Program Chair, Journalism and Mass Communication Navrachana University.

I am also extremely thankful to my mentor Bhargav Pancholi and all the faculty members of Journalism and Mass Communication program.

I am thankful to my parents, friends.

A handwritten signature in black ink, reading "Nandini", written in a cursive style and underlined.

Nandini Nandasana

I whole heartedly dedicate this work

To

My friends, family and my guide.

ABSTRACT

A Comparative Study on Emotional and Humorous Advertising and Its Impact on Consumer Buying Decision

A brand's success is determined by how well it is received by the general public. The amount of money a customer spends on a product is directly proportional to the type of connection he or she makes with it. It is a well-known fact that people love a good laugh, but they also overlook the fact that feelings play a significant role in purchasing decisions. A comparative study of emotional and humorous advertisements and its impact on consumer buying decision is done in Indian context on small scale. The study's objective is to explore the impact of emotional and humour based advertising on consumers' attitudes toward brands and their buying decisions. The current research explores the effects of emotional and humorous advertising on likeability, brand recall, and purchase intent.

.Keywords: Advertisement, Humour, Emotional appeal, Consumer behaviour

TABLE OF CONTENTS

	Page No.
Chapter 1: Introduction	1 – 20
1.1 Introduction.....	1
1.2 Emotional appeal in Advertising.....	3
1.3 Humour in Advertising.....	5
1.3.1 Types of humour in advertising media	6
1.3.2 Offensive humour.....	9
1.4 Consumer’s purchase decision.....	10
1.4.1 Consumer buying behavior.....	11
1.4.2 Types of consumer decision.....	13
1.4.3 Consumer decision making process.....	15
1.5 Significance	20
1.6 Objective.....	20
Chapter 2: Review of Literature.....	21 – 34
Chapter 3: Research Methodology.....	35 – 36
3.1 Research Design	35
3.1.1 Demographic profile of the respondents	35
3.2 Primary data collection	35
3.2.1 Sample Technique	35
3.2.2 Tool.....	36

Chapter 4: Data Analysis	37 – 56
4.1 Introduction.....	37
4.2 Data Analysis.....	37
Chapter 5: Conclusion.....	57 – 59
5.1 Discussions and Interpretations of Findings.....	57
5.2 Limitations.....	58
5.3 Conclusion.....	58
Reference	59 – 66
Appendix.....	67 – 73

Chapter 1

Introduction

1.1 Introduction

The word "advertising" comes from the Latin word "advertere," which means "to guide one's thoughts toward." Advertising has a psychological impact on consumers and influences the buying decisions of consumers. As a marketing vehicle, one of advertising's features is to aim at the persuasion of potential customers (Kotler and Armstrong, 2010). Advertising appeal, which is a force that enhances consumer attitude toward the product or service and initiates purchasing decision, is one way to achieve this ultimate aim.

In advertising, the relevance of a story is important for their recall. If only facts and figures are given to consumers about the product, they are less likely to pay attention to it than to the introduction of the product and to bring the features of the product to the attention of the consumer in the form of a story. The primary aim of advertising is to draw publicity, generate brand sympathy and create a lasting impact. It is sometimes noticed that customers remember the meaning or story of the commercial, paying little attention to the advertised item. Effective ads imply the realization of the desired market results of ad communication. These effects on customers produced by advertising include positive feelings about the ad, brand recall, ad recall, persuasion and purchase.

Advertisers have long assumed that successful ads must elicit some kind of emotional response. This emotional reaction is important for two reasons. First and foremost, branding requires the elicitation of a positive emotional response, which is often, if not always, the primary advantage of using a specific product. Second, the decision-making process that

customers go through when choosing which brands to purchase is heavily influenced by emotions. Advertising can be an important way of enhancing these emotional responses in both cases.

A brand's success is determined by how well it is received by the general public. The amount of money a customer spends on a commodity is directly proportional to the type of connection he or she makes with it. It is a well-known fact that people love a good laugh, but they also overlook the fact that feelings play a significant role in purchasing decisions. Humorous circumstances are said to reduce the security of an individual and make one more attentive to the post. In directing responses to stimuli, emotions play an important function. One of the quotes from advertising genius Ogilvy stated that "The consumer is not a moron, she is your wife. Don't insult her intelligence" (Ogilvy, 2014). Even though there are a variety of approaches to using Humorous appeal, advertisers must invest in researching their customers in the same way that a husband must consider his wife.

Emotions, on the other hand, are universally understood, it is a language of its own that does not involve words and is connected to a wide spectrum of emotions. Since emotions and memory are so closely related, the most powerful ads are those that strike a chord. Consumers appeal to emotional ads because consumers want to identify with the advertising characters and think and feel as though they are part of the advertisement.

Marshall McLuhan stated that "One of the major reasons for the complexity of examining advertising effectiveness is connected to the very complex nature of the marketing process and the multifaceted success determinants of products and service success. Testing the relationship between advertisement content and audiences' beliefs are more realistic, logical and

less controversial in the literature” (Marshall, 2006). Adetunji mentioned that “Advertisement effectiveness can be assessed in three different levels, which are the input level, the mental process level and the outcome level” (Adetunji, 2014). The input level of any advertising is represented by the substance of the advertisement, the appeals of the advertisement, and the media form, and the efficacy of those different elements of the advertisement can be tested using various methodologies. The efficacy of advertisements is assessed at the mental process level by looking at the cognitive, affective, and cognitive changes that occur in audiences as a result of exposure to advertisements. Finally, at the outcome stage, efficacy is calculated using latent variables such as benefit, purchase, sales, and financial results that are not explicitly related to the act of advertising.

1.2 Emotional appeal in Advertising

The consumption experience has been suggested to include emotion as a major component. Emotional appeals aim to elicit either negative or positive emotions in the consumer, resulting in purchase motivation (Franke et al., 1999). Fear, remorse, and shame appeals are used to persuade people to do or not do things they should or should not do. Positive emotional appeals such as love, patriotism, affection, nostalgia, laughter, pride, and joy are often used by marketing communicators to create a positive brand attitude. People are more likely to notice ads and, as a result, brands, if emotional appeals are used. Advertisements are made in the hopes of evoking feelings in the audience so that the message is reinforced and buyers are inspired to buy the advertised product (Stewart et.al, 2007).

Customers' responses to advertisements, attention, and brand perceptions have all been shown to be influenced by emotional advertising. Advertisements are intended to connect with

the target audience on some level so that they can relate to the situation depicted in the advertisement and empathize with the content. In advertising, empathy refers to "the degree to which audiences engage vicariously in activities, emotions, and actions depicted in an advertisement" (Schlinger, 1979). Empathy is significant in advertising because it activates certain stimuli in consumers, resulting in increased advertising effectiveness (Bagozzi & Moore, 1994). Empathizing with an advertisement allows customers to envision themselves as a character in the advertisement, resulting in an emotional bond between the customer and the advertisement. This emotional attachment, in essence, generates a favorable perception of the advertised product and aids customers in remembering the advertisement for a longer period (Friestad & Thorson, 1993).

Emotional Advertising is considered a significant determinant of brand recall success and extension acceptance toward Brand Confidence, according to LeeJ.J (2013). He also stated that emotional advertisement has been linked to a positive attitude toward brand trust. Even though the primary goal of emotional ads is to improve brand memory, this association with the brand can be modified or improved periodically in people's memories based on distinction and positioning patterns.

People buy for emotional reasons, according to Ziglar (1926). They don't buy for sound reasons because we are highly emotional beings. Even things elicit emotional responses in us. We are naturally emotional beings, and we get angry on the wall or the computer screen from time to time. As a result, advertisers use emotional appeal because they know that the more emotionally appealing, they are, the more their marketing goals will be met. After all, they know that people purchase for emotional reasons.

Emotional advertising according to Rossiter and Bellman, is so strong that it can make people happy or sad. According to a neurologist, there are multiple types of emotions that have different effects on different individuals (Rossiter& Bellman 2012). Happiness, joy, affection, and humour emotions are used by marketers to draw people's attention to a brand and connect them with it to build a brand picture in the minds of consumers and buyers.

According to Heath, we must first understand how people make decisions to comprehend how advertisements influence people's actions (Heath, 2012). In reality, our emotions serve as a gatekeeper or master when it comes to making decisions. It means that emotions play such a large role in peoples' lives that they are unable to make decisions without them being influenced by their emotions. If we run out of time and don't think about deciding at that time, their emotions will decide for them using their instincts. It means that emotional advertising has a much greater impact and influence on their decision-making than previously believed.

1.3 Humour in Advertising:

Humour is a common concept that is easy to recognise and appreciate, and it often causes people to laugh. It's also a subjective thing that's difficult to describe and comprehend. A dictionary definition of "humour is the quality of being amusing or comic, the ability to express humour or amuse other people, a mood or state of mind" (Oxford dictionary). Stern implies the "the term humour itself breeds confusion by confounding the formal aspects of the stimulus advertisement with the response aspects of effects on consumers" (Stern, 1996). Nonetheless, humour manifests itself in a variety of ways that a single concept cannot account for.

Weinberger and Gulas emphasised in their work that "an all-encompassing, generally accepted definition of humour does not exist" (Weinberger and Gulas, 1992).

Even though there are various ways to define humour, incongruity seems to be an essential ingredient (Suls, 1972).

Tellis defined humour as the painless incongruity between two elements that the communicator brings together. Because of the unexpected and unexpected combination of the two items, the response from the target audience is initially shocked. Incongruous events and pictures, a joke, or a word with two meanings may all cause incongruity (Tellis, 1998).

1.3.1 Types of humour in advertising

There is no widely agreed classification of humour types, but sorting humour into philosophical, theoretical, or realistic categories is seen as essential (Specks, 1972). Catanescu and Tom provide a categorization of humour in ads to aid in the definition of humour in various advertising mediums (Catanescu and Tom, 2001). They say that when deciding whether or not to use humour in advertising, managers should think about the different forms of humour. Advertising in various forms of media and for various goods often performs better when suitable styles of humour are used.

Catanescu and Tom used Reick's practitioner-oriented classification scheme and added two more categories: comparison and personification, to provide continuity with the scant previous research that has considered various forms of humour (Catanescu and Tom, 2001).

1. Comparison - Putting two or more elements together to produce a Humorous situation.
2. Personification - Attributes human characteristics to animals, plants and objects.
3. Exaggeration - Overstating and magnifying something out of proportion.
4. Pun - Using elements of language to create new meanings, which result in humour.

5. Sarcasm - According to Reick, sarcastic comments or situations are classified as silliness (Reick, 1997). However, according to Hoang, sarcasm is a separate category including blatant ironic responses or situations . (Hoang, 2013)
6. Silliness - In this study, silliness ranges from making funny faces to ludicrous situations.
7. Surprise - Includes all advertisements where humour arises from unexpected situations.

According to the study by Catanescu and Tom (2001), television advertisements are more humorous than print commercials. These results back up marketers' and creative executives' statements that humour on television is more successful. In magazines, sarcasm is the most common type of humour, while on television, silliness reigns supreme.

In the research study by Pricken (2008) provides a variety of other types of humour originating from comics and entertainers, which is often used in advertising but is likely to irritate certain people. These two were included in "Creative ads," a list of recent advertising strategy concepts and techniques.

1. Black humour: It is what happens by cancelling out the serious side of socially taboo subjects like death, illness, morality or sex and approached playfully. The marketers, on the other hand, must use a light touch and be sensitive, or the humour can backfire. There's also a chance that the audience would be offended.
2. Unexpected and situation humour: The situation-dependent jokes do not spring from imagination but are written by a person is in a perfectly normal situation. Suddenly thanks to some unforeseen event or an accident he caused, he is projected into a humorous situation. The main element of unexpected humour is that the character is caught off guard.

- 3 Blue humour:** Blue humour does not refer to any specific type of joke; it is just the category of humour that deals with sexuality and bodily functions. The humour stems from the breaking of taboos, which causes an internal tension that is resolved by laughter. Marketers can imagine a sexual aspect to a product or service and develop ways to demonstrate it in a clever and humorous manner. At the same time, they must cultivate an eye for resentment situations.

Every day, people use humour as a means of communication. Humour has the ability to calm an audience, break the ice, and create a bond between the communicator and the audience. (Tellis, 1998). As a result, many public speakers begin their speeches with a joke. Humour can help to create a positive environment in which a message can be delivered and accepted. Advertisements that use humour, according to some academic studies, generate more interest and like than advertisements that do not (Speck, 1991). However, evaluating the effectiveness of humour in advertising is difficult due to the fact that humour is a complex topic that is influenced by a broad range of factors (Weinberger and Gulas, 1992).

Humour will close the gap between people in communication and lower resistance to the message (Tellis 1998). Customers may be unable to consider information about a product category if they already have negative attitudes and opposition to it. Humorous ads treat them in the same way that people do. They make them laugh. The humour will help to divert the consumer's attention away from their pre-existing judgments and views, allowing the core message to be introduced. Humour can also increase the liking of the advertisement and the advertised brand, according to several studies (Weinberger and Gulas 1992, Shimp 2010). Many ads can stick in the minds of consumers for an incredibly long time.

Weinberger and Gulas (1992) assert that merely attaching humour to an advertisement would not guarantee greater advertising success. Humor that is specifically related to the product is more successful than humour that is unrelated to the product (Fatt, 2002). Despite the development of humorous advertisements, it's important to remember that humour can be appropriate and effective in a variety of situations. Humour's efficacy varies and is viewed differently by various ethnic groups, societies, and even individuals. Shimp (2010) included in his text that many research suggests that humorous advertisements are more successful than non-humorous advertisements only when customers' opinions of the advertised brand are already optimistic.

1.3.2 Offensive humour

Gruner (1997) a superiority theorist argue that all humour is based on the concept of “winners” and “losers”. The "losers" belong to a specific category based on their gender, age, occupation, or ethnicity. As a result, humour that attacks the "losers" category is likely to offend people from these classes. Humor that is directed at a specific person or a public figure has the potential to offend both the target and others who have a personal connection to the target. Humor, according to superiority theorists, has the ability to offend others (Gulas et al., 2005).

In many advertising practices, offensive humour has made many advertising campaigns become the target of criticism and resentment from audiences. This is a result of the advertiser's unsuccessful effort to break through, which has resulted in a surprising message appeal. When social expectations are used as a source of humour, there is a fine line between successful and offensive. This involves racist and sexist humour, as well as religious and political activities (Gulas et al., 2005).

1.4 Consumer's purchase decision

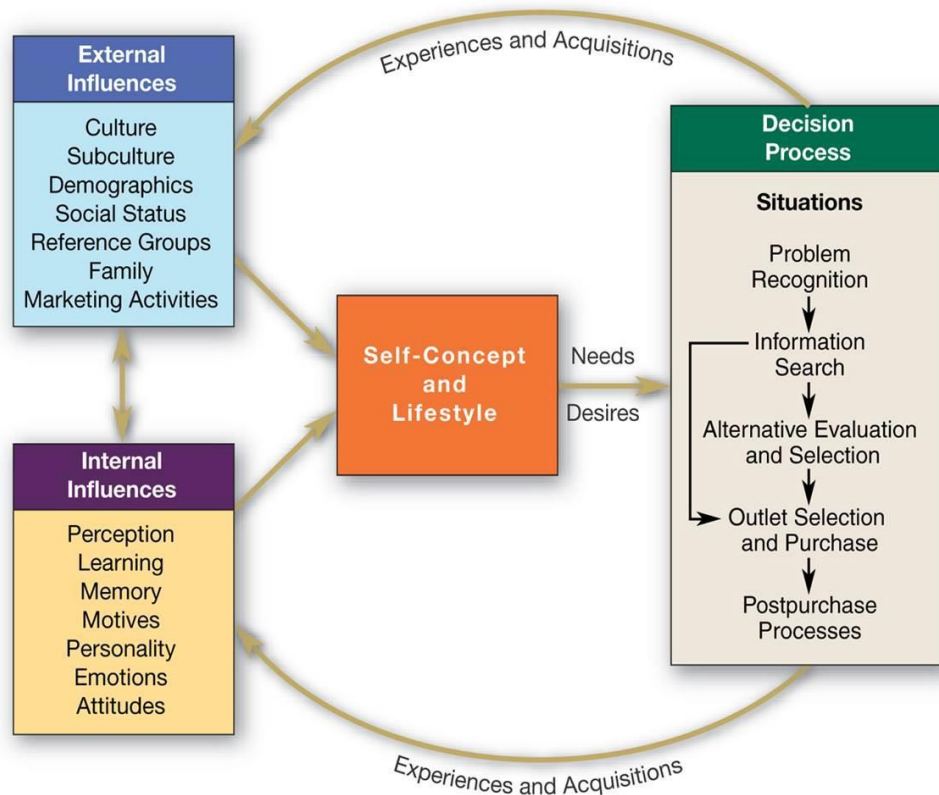


Figure 1

The overall model of consumer behaviour (Hawkins & Mothersbaugh 2010)

As shown in Figure, socioeconomic, cultural, personal, and psychological factors affect consumer purchases. Marketers cannot monitor these variables in most cases, but they must recognize and consider them when making marketing decisions (Kotler and Armstrong, 2010). They do, however, affect consumer behaviour through their intake. Marketers strive to not only understand what their consumers want but also to help them know what they require. Consumer behaviour is now influenced by what and how they purchase.

1.4.1 Consumer buying behaviour

	High Involvement	Low Involvement
Significant differences between brands	Complex Buying Behavior	Variety Seeking Behavior
Few differences between brands	Dissonance Reducing Buying Behavior	Habitual Buying Behavior

Figure 2

Four types of buying behaviour(Hoang, 2013)

Adapted from Henry Assael, Consumer behaviour and Marketing Action (Boston: Kent Publishing Company, 1987).

1.4.1.1 Complex buying behaviour

In circumstances associated with high levels of participation in a purchasing decision and major variations between brands, consumers engage in complex buying behaviour. When purchasing a costly, dangerous, or infrequently purchased product, such as cars or computers, a high level of involvement in the decision-making process is required. The user will go through a learning process that includes conducting analysis, reading feedback, speaking with others, and evaluating various models. Before making a decision, the consumer establishes (or often changes) their values and behaviours based on the information gathered (Kotler and Armstrong, 2010).

1.4.1.2 Dissonance reducing buying behaviour

Consumers who reduce dissonance have a high level of involvement, but there are few perceived variations between brands. Kotler and Armstrong used the costly and self-expressive purchase of carpeting as an example. The majority of carpet brands are acceptable to consumers, but the price range is close. Buyers may conduct research, but because brand differences are unimportant, they will make a fast decision (Kotler and Armstrong, 2010).

1.4.1.3 Habitual buying behaviour

When a buyer has little interest in a purchase and perceives minor brand differences, this is referred to as habitual purchasing behaviour. This product category covers items like toilet paper, salt, and pepper that are used daily. Consumers buy them without weighing the pros and cons of various brands. It is more of a habitual choice than deep brand loyalty if they continue to choose the same brand.

The customer does not go through the normal belief-attitude-behaviour cycle in these cases. Instead, they learn about the items passively by watching television or reading magazines. Consumers buy based on brand familiarity, and marketers create brand familiarity through ad repetition rather than brand conviction. Marketers also use price and sales promotions to launch product trials to promote purchases (Kotler and Armstrong, 2010).

1.4.1.4 Variety seeking buying behaviour

In circumstances where there is little customer interaction but major variations between brands, consumers engage in variety seeking purchasing behaviour. Consumers are more likely to switch brands in these cases. Packed foods, such as cookies, are a popular form of product that

people search out for variety. Consumers may still have some preconceived notions about cookies, but the majority would buy a specific brand without conducting any research before purchase. The assessment normally takes place while the individual is eating. If the customer's previous experience was positive, they will purchase the same brand again, or they will choose a different brand to try something new. Rather than having negative opinions or views towards a brand, people swap brands for the sake of choice (Kotler and Armstrong, 2010).

1.4.2 Types of consumer decisions

It is important to analyze the number of effort customers put into a decision to comprehend the decision-making process. The amount of effort needed for each purchase varies because certain purchases are more important than others, cost more, or involve greater risks. Consumers often make rash decisions based on minimal information; the process is nearly automatic. The item may be a daily need or a repeat purchase based on previous positive experiences.

The word "consumer decision" conjures up an image of a customer evaluating product features and choosing the one that best meets their needs for the least amount of money (Hawkins and Mothersbaugh, 2010). Consumers often make decisions based on sound thinking, but often decisions are made with little conscious effort. Furthermore, many customers are more concerned with the associated feelings or emotions of purchasing the product rather than the brand attribute (price, functionality, or innovation). A product could be chosen because "it makes me feel good" or "it will appeal to my friends." Different product types have different purchase decisions and purchasing habits, and buyers are also motivated by emotional or situational needs. There are 3 different types of customer decision making processes. Decision making becomes more difficult as the level of engagement with the purchase grows. Purchase participation is the

level of concern or interest in a purchase caused by the need to consider a specific purchase (Hawkins and Mothersbaugh, 2010).

1.4.2.1 Nominal decision making

The method of making purchasing decisions without or with little conscious effort is referred to as nominal decision making, also known as habitual decision making (Solomon, 2010).

The procedure is almost entirely automated. Many purchases are repurposed, and we do not know it until we check our shopping cart that we have made them. When a customer runs out of toothpaste, for example, he normally chooses the same brand without noticing the prices or features of other products. While he can appear to be a careless shopper, this routine purchase saves him time and energy when making “mundane” decisions. This method of decision-making, on the other hand, poses a challenge to marketers attempting to launch a new product. Marketers must persuade customers to replace an old habit with a new one in these cases. Brand loyal purchases and repeat purchasing decisions are two different types of nominal decisions.

Brand loyal purchases - Consumers become brand loyal as they develop an emotional bond to the brand. It is extremely difficult for a rival to win the loyalty of a brand loyal customer. Consumers, on the other hand, make repeat transactions because they have no interest in comparing products and do not place a high value on product categories. They are repeat customers because they were pleased with their previous purchase and can easily make a choice on the next one (Percy et al., 2002).

1.4.2.2 Limited decision making

Recognizing a dilemma with many alternative solutions is referred to as limited decision making. There is a limited amount of external search and a limited amount of internal search.

Easy selection rules are used to compare a few alternatives. Consumers put forward no effort and interest in weighing various options. If the product fails to please customers, the purchasing and use of the product are given little consideration. (Hawkins and Mothersbaugh, 2010). When a customer needs soap, for example, he has a policy of purchasing the cheapest brand available. On his next trip to the supermarket, he quickly reviews the prices and selects the cheapest option. The method is straightforward, and it enables him to make a swift and informed purchase decision.

1.4.2.3 Extended decision making

The conventional decision-making method is most closely resembled by extended decision-making. When a buying decision is difficult and the consequences are potentially dangerous, consumers initiate the process. When an issue is identified, customers attempt to gather as much information as possible, both internally and externally. After that, the product alternatives, as well as the post-purchase experience are carefully assessed (Hawkins & Mothersbaugh 2010).

1.4.3 Consumer decision making process

When a buyer is faced with a fresh and complicated buying scenario, there are 5 stages of consideration. It is obvious that the purchasing process begins long before and continues long after the actual purchase (or not to buy decision). Consumers often skip or reverse some of the stages in the various styles of decision making mentioned above (nominal, minimal, and extended). Marketers, on the other hand, must concentrate on the whole purchasing process (Kotler and Armstrong 2010).

1.4.3.1 Problem recognition

The identification of an issue is the first step in the customer decision making process. There is no need for a decision if the issue is not recognized. When consumers are faced with a difference between their desired and actual states, they recognize a problem.

A customer's issue may be active or inactive. An active issue is one that the customer is aware of or may become aware of in the future. A customer who is unaware of a problem is said to have an inactive problem. Marketers frequently need to get customers to see an issue. When there are active issues, marketers must persuade customers that their brand is the best solution. Inactive issues, on the other hand, necessarily require the marketer to communicate to customers that they have a problem and that the marketer's brand is the superior solution (Hawkins and Mothersbaugh, 2010)

1.4.3.2 Information search

Consumers seek information about various options available to meet a need or solve a problem after understanding it. A information search can take place internally, externally, or both. An internal information quest involves retrieving relevant information from long-term memory to assess the characteristics and satisfaction of future or previous solutions, as well as ways to compare them. If customers are unable to reach a definitive decision, and external knowledge request is launched.

Consumers get the majority of their knowledge from retail establishments that are controlled by marketers. Many customers, on the other hand, are skeptical of the knowledge provided by these outlets, claiming that most ads emphasize the product's benefits while ignoring its flaws.

1.4.3.3 Appropriate alternatives

The consumer's understanding and knowledge of available brands grow as more information is collected. A few groups of options could emerge from the knowledge quest. These options are classified as a knowledge collection and are divided into 3 subcategories.:

- ⇒ The inert range is made up of products about which customers are conscious and have an unfavorable opinion. Consumers are receptive to positive knowledge, but they are not actively pursuing it.
- ⇒ The incompetent set includes products that customers are aware of and dislike.
- ⇒ The evoked set (also known as the consideration set) is comprised of brands or products that consumers can analyze to solve a specific issue. These are the most common options among customers (Hawkins and Mothersbaugh, 2010).

The user moves on to the next step, which is alternative evaluation, after collecting information and constructing an evoked range of options. The data gathered will be used to create a collection of attributes that will be used to compare the products. These characteristics are referred to as evaluative parameters. (Hawkins and Mothersbaugh, 2010) describe evaluative requirements as the different dimensions, characteristics, or benefits that a consumer seeks in a problem-solving solution.

Evaluative parameters are associated with desirable benefits by consumers. Consumers, for example, want fluoride in their toothpaste to prevent cavities (evaluative criteria) (desired benefits). Since it is more descriptive and persuasive, marketers often tend to convey brand benefits rather than evaluative requirements.

The type, number, and importance of evaluative criteria can vary. Consumers use a variety of criteria to evaluate alternatives, ranging from tangible (cost, functions) to intangible variables (style, taste, feelings and brand image). The relevance of evaluative standards has a significant impact on customer decision-making (Hawkins and Mothersbaugh, 2010).

1.4.3.4 Purchase decision

Consumers do not simply determine whether or not to buy at this stage. Consumers may go through three different types of decision-making processes.

1.4.3.4.1 Affective choice

The immediate emotional reaction to a product or service is the primary basis for product evaluation. Consumers visualise or envision themselves using the product or service and assess how they would feel as a result of doing so where the motivation is consummatory rather than instrumental, the affective choice is more likely to trigger. Consumptive motives lead to actions that are pleasurable to the person involved. Instrumental motivations cause people to behave in ways that help them accomplish a secondary purpose (Hawkins and Mothersbaugh 2010).

Affect based decisions necessitate different tactics than cognitive decisions, so marketers must continue to study them. Marketers can design goods and services that help customers imagine how they feel during the product experience for decisions that are likely to be caused by consummatory motives.

1.4.3.4.2 Attitude-based choice

When making an attitude based decision, general beliefs, impressions, and intuitions are used, and no attribute comparisons are made at the time of decision. The less motivated the customers are to make the best decision, the more likely they make an attitude based decision.

1.4.3.4.3 Attribute-based choice

Attribute-based decision-making necessitates prior awareness of individual attributes, as well as attribute evaluations and comparisons, at the time of purchase. This method takes much more effort and time than affective and attitude based decision-making. The choice is therefore more likely to be similar to the ideal one. (Hawkins and Mothersbaugh, 2010) found that consumers with high purchasing involvement and motivation are more likely to make attribute-based decisions. Marketers may use this strategy to help brands with significant attribute-based advantages but limited reputations or photos (Percy et al., 2002). This could be accomplished by displaying attribute-based comparisons in an easy-to-understand format on commercials, packets, point-of-purchase screens, and websites, among other places.

1.4.3.5 Post-purchase behaviour

Consumers' post-purchase behaviour refers to how they behave after making a purchase, based on their happiness or disappointment. When people buy goods, they expect such things to happen. The level of customer satisfaction is determined by how well these expectations are met. They experience cognitive dissonance as they recognize the discrepancy between their perceptions and results. It is regarded as a critical object for marketers to reduce any dissonance, doubts, or fear among customers and persuade them that their decision was the best. Manufacturers' post-purchase letters and dissonance reducing statements in instruction booklets can help customers feel more at ease about their purchases. Advertising that emphasizes the product's dominance over rival products or provides guarantees can make customers who have already purchased the product feel less dissatisfied (Hawkins and Mothersbaugh, 2010).

1.5 Significance

The most critical topic prized both academically and spectrally is how advertisement works. Understanding this method will go a long way toward unlocking the secrets of effective ads. In advertising, the relevance of a narrative is critical for recall. When customers are bombarded with facts and statistics about a product, they are less likely to pay attention to it than when the product is introduced and product features are brought to the consumer's attention through a narrative. The main goal of advertising is to get people's attention, make them like the brand, and leave a lasting impression. The achievement of the desired effects of ad communication for consumers is described as effective advertising. Positive feelings about the ad, brand recall, ad recall, persuasion, and purchasing are some of the impact advertisements have on customers. The question arises from emotional and Humorous advertisements which have more effect on consumers. The research will assist us in determining which types of advertising have the greatest impact on consumers in Vadodara, Gujarat.

1.6 Objective

- 1.4.1 To find out between emotional and Humorous advertisements which is more preferable.
- 1.4.2 To study the relationship between demographic variable and attitude towards the Humorous and emotional appeal.
- 1.4.3 To study the relationship between pre-exposure and post-exposure attitude towards the advertising appeal.
- 1.4.4 To find out how it affects the consumer buying decision.

Chapter 2

Review of Literature

2.1 Introduction

Review of literature is the written and systematic summary of the research conducted by different authors and research scholars. It explains the background, detail, and highlights all of the other research findings. On the subject of advertisement appeals and consumer behaviour, several studies have been compiled. This section is subdivided into 3 parts.

- Emotional appeal in advertising
- Humour in advertising
- Consumer behaviour and buying decisions.

2.2 The Emotional Advertising Appeals and Brand Trust towards Commercial Banks: A Study in Private Sector Commercial Banks in Sri Lanka.

Chaminda and Wanninayake (2001) attempt to explore how advertising's emotional appeals affect the development of brand confidence among customers of Sri Lanka's private sector commercial banks. The study was conducted by using structured questionnaires in Sri Lanka conducted among 384 regular banking customers of 03 reputed private sector commercial banks. The author's conclusions and inference are based on the responses he got from his surveys. The questionnaire was built around the idea of emotional appeals, which has been subdivided into variables such as social, humour, family, and fear appeals, with the entire questionnaire focused on measurement metrics for each of these variables. According to the findings, there is a strong correlation between emotional appeal advertising and brand trust. According to the findings, there is a major positive relationship between personal appeal

advertisements and brand confidence in the Sri Lankan banking context, with most of their advertising focusing on personal perceptions of their customers to promote their banking products. Second, social appeal ads contribute significantly to the growth of brand trust. Apart from those two emotional appeals, fear appeal advertisements are also effective in establishing brand trust in the Sri Lankan commercial banking industry. According to the results of this study, humour appeal advertisements do not aid in the development of brand interest in the commercial banking industry, and this term is used only rarely in current commercial banking advertisements.

2.3 Effects of Emotional Advertisement between Same and Competitive Brand on the Attitude towards Ad after Consumer Dissatisfaction

Jungyeon Sung (2017) focuses on the impact of various advertising messages (emotional vs. informative) in the same and competing brands on customer attitudes toward advertisements after satisfaction and dissatisfaction. It has implications, in particular, for examining consumers' reactions to various forms of advertisements after satisfaction and disappointment, which differs from previous studies. The study included 202 undergraduates in business courses at a university in Seoul (satisfaction group=99, dissatisfaction group=103). Based on the exposure of insightful advertisements of the same brand after product satisfaction, the findings indicated a more optimistic attitude toward the ad. When consumers were subjected to insightful advertisements of the same brand after being dissatisfied, they decided to focus on the messages, which included specific details about the advertising. The functional consequences of customer frustration in the company's position indicate the need for and use of emotional advertising to improve purchasing intent and avoid moving to a different brand. Particularly in the case of satisfaction, more comprehensive knowledge is required on how to avoid making a mistaken choice when

consumers are exposed to advertisements for competing brands. When exposed to the same brand's advertising, however, there is little distinction between satisfaction and insightful advertisement.

2.4 Emotional response to advertising

Anastasia and Chiosa (2014) look into the role of enjoyment (P), arousal (A), and dominance (D) emotions in mobile picture camera advertisements, and how each of them affects customer perceptions of the advertising and brand. The study was conducted by using structured questionnaires. The assumptions and conclusion are based on the responses that the author received from his questionnaires. The survey was given to 80 second-year students in the Faculty of Economics and Business Administration who were between the ages of 21 and 22. Pleasure (loving, pleasant, grateful) and Arousal (active, interested, excited, entertained) are two emotions that affect consumers' attitudes toward brands and ads, according to the findings. When creating an advertisement campaign, marketers must consider the importance of enjoyment and arousal emotions; a successful promotion leads to customers being persuaded. The findings suggest that when testing an advertisement, marketers should evaluate affective reactions, as long as this behaviour predicts brand attitude.

2.5 Want to make me emotional? The influence of emotional advertisements on women's consumption behaviour

Majeed, Lu, and Usman (2017) study how women respond to emotionally charged advertising (EAs). The different points of view are combined into an ACE model, which includes lower levels of emotions (E), celebrity endorsements (C), and appeal drivers (A) (A). The study was conducted by using structured questionnaires in China. The survey was distributed among

240 Chinese women. The author's conclusions and inference are based on the responses he got from his surveys. The findings show that showbiz celebrities who convey happiness through music and colour are the most powerful ACE mix for influencing women's consumption behaviour.

2.6 Rational VS Emotional Content in Mobile Advertising

Manchón, Morante, and Mate (2014) investigate the relationship between the importance of rational or emotional mobile advertisement content and the cognitive and affective attitude components of the product's target audience. The study was conducted by using structured questionnaires in Barcelona. The assumptions and conclusion are based on the responses that the author received from his questionnaires. The survey was given to 24 undergraduate students (19 females and 5 males) from various faculties at the Universidad Autónoma de Barcelona, who were between the ages of 18 and 22. The logical message had a more optimistic impact on attitude than the emotional message, according to the findings. The cognitive and affective components were both strongly and positively triggered by the rational message, though to a lesser extent. The emotional message also triggered the cognitive component of attitude, but it had a significant negative impact on the affective component, which appears to be important only because of the cognitive coherence that operates through the central path.

2.7 Moderating Effect of Emotional Appeal in Advertising of Food Products: An Empirical Study on Millennials in India

Garg and Farooqi (2019) investigate the effect of emotional advertising appeal on young Indian consumers' perceptions of packaged food products, the impact of emotional advertising appeal on youngsters' attitudes toward packaged food products, and the impact of emotional advertising appeal on youngsters' purchasing decisions for packaged food products, the effect of

advertising appeal (emotional) on various socio-economic groups. The study was conducted by using structured questionnaires and disturbed 111 respondents. The assumptions and conclusion are based on the responses that the author received from his questionnaires. The findings indicate that advertising attraction has a different effect on men and women. Emotional appeals have an impact on Millennials reactions to advertisements (attitude and perception). However, the impact is mild, implying that other factors may influence their response to advertisements. It has also been discovered that different socioeconomic groups can react differently to emotional ads. However, contrary to what has been found in previous studies, different genders have no major differences in their responses to emotional advertisements.

2.8 Is Humour Advertising Always Effective? Parameters for Effective Use of Humour in Advertising

Djambaska and Aneta (2016) explore the use of humour in advertising, the effect that humour has on advertisements, and the test criteria that affect and influence the final effect. The first survey is an interview. The interview process included several well-known practitioners and experts with extensive marketing and advertising expertise. The online survey is the second step in the research process. The questionnaire is distributed in two forms to two classes. The first community consists of students and young people with a high level of education. They reflect a young demographic, and it is assumed that they have a good sense of humour and are regularly subjected to it daily. The second community consists of social network users aged 20 to 50, who are travelers of various nationalities who are eager to explore the world and have an adventurous spirit. The author's conclusions and inference are based on the answers to their questionnaires' interview questions. People find Humorous messages more effective than serious versions of the message, humour attracts attention, can increase liking for the source and build a positive mood,

humour makes advertisements more memorable and leaves a long-term positive feeling inside the customer after seeing them, and humour makes advertisements more memorable and leaves a long-term positive feeling inside the customer after seeing them, according to this report, Humour has a strong word-of-mouth effect and quickly becomes the “talk” of the town; 60 percent of the time, humour is cost-effective; there is no universally positive or negative humour type, and the anomaly of humour in advertising is that its effectiveness is difficult to quantify even today.

2.9 Effectiveness of humour advertising on advertising success

Venkatesh and Senthilkumar (2015) examine the effect of humour in advertising over the last 40 years and provide a comprehensive overview of various humour-related aspects, as well as supporting earlier findings on what the meaning of humour in advertising is. The research was carried out using qualitative analysis. The databases of different journals were gathered and analysed. Many studies have shown that humour reflects persuasion and knowledge of advertising for any product, and that humour brings more comparatively Humorous advertising to people's attention than non-Humorous advertising. Humour has no negative impact on the brand dimensions of knowledge and commercials. Humour improves comprehension and outperforms non-humour ads. Related humour has a direct effect on sales and is a simple way to advertise a product. Humorous passages convey details that is far more basic. Imaginative elements are often used in Humorous advertisements, and great humour creators are frequently praised. Humour is better suited to service products that do not need abstraction. With tangible objects, there is a lack of awareness, participation, or personal identification.

2.10 A study of humour advertisement and its influence on consumer purchasing decision: evidence from Malaysia

Kovindasamy and Ogundare (2017) focus on whether consumers are conscious of advertising humour and whether it influences their purchasing decisions. The study was conducted by using structured questionnaires in Malaysia. The assumptions and conclusion are based on the responses that the author received from his questionnaires. The author of the study concludes that humour advertising has a significant effect on customer buying decisions. The study discovered that a significant part of a consumer's buying decision is determined by their ability to buy specific goods. Consumers who can buy specific goods are more likely to pay attention to advertising and its humour, resulting in them paying the requisite amount of money to purchase the desired products, as prompted by advertising campaigns.

2.11 Successful Emotional Branding Campaigns on Television in India: An Exploration

Balaji (2016) looks at some of the most well-known popular brands that have effectively marketed dominant human emotions. This paper is a theoretically examined exploratory study that studied popular brands that have correctly established the dominant emotion of the human for the brand to pitch and linked successfully in a way that consumers are phenomenally loyal to the brand. In addition, in accordance with the study's goal, this paper has depicted the good brand for each dominant emotion of man. The author discovered that branding places and rates the product in a specific way, making it stand out from the competition in the minds of customers. However, certain brands struggle to recognize the appropriate emotion, and their branding becomes disposable, with the result being the opposite of what was planned. Positive product branding works well in the marketing situation, but when the consumer is unable to remember

the same when using the product, it has a negative effect and devalues the brand. When the target demographic is not identified systematically and legibly, branding works well for one category but not for the other, and the public misses out on a shared perception of the product. However, whether a product is well-positioned and emotionally branded through advertising, but the business continues to engage in unethical practices, or the product is nice but the marketing lacks ethics, the brand fails. Loyal customers are difficult to come by and much more difficult to keep.

2.12 Humorous Advertisements and their Effect on Purchase Behaviour of University Students

The research of Kumar and Gautam (2011) focuses on the impact of Humorous advertising on university students' consumer behaviour. The study was conducted by using structured questionnaires in Banaras Hindu University, Varanasi among 150 students. The assumptions and conclusion are based on the responses that the author received from his questionnaires. Six brands were chosen to serve as the FMCG unit, and inquiries were made based on their amusing advertising. The study's goals are to look into university students' exposure to electronic Humorous advertisements, as well as to look into the influence of personality in Humorous advertisements on university students' FMCG buying behaviour. The findings showed that Humorous ads encourage consumers to purchase a product at least once in their lives. In comparison to keywords or captions, the personality used in these commercials had a greater impact on the viewers. Humorous ads can appeal to people of all income levels, but costly products and repeated advertisements had little effect on buying intentions.

2.13 The Impact of Humour in Advertising: A Review

Weinberger and Gulas (1992) concentrate on the hypotheses and implications of advertising satire. The research was carried out using qualitative methods. The inference was that

humour draws people's attention. Humour does not hinder understanding, according to the vast majority of research performed in both advertisement and education. Although some studies suggest that humour can have a negative effect, humour is more likely to not affect. In reality, there is some evidence that it can also help with comprehension. This more upbeat view of humour is backed up by academic analysis and the opinions of British advertising executives. Humour does not tend to be superior to non-humour in terms of increasing persuasion. Although there are some examples of increased persuasion, they are usually limited by gender, prior attitudes, and the essence of the product or event being promoted. Humour does not add to the credibility of a source. In general, humour tends to have little differential influence, and several studies show that there are instances when humour undermines source credibility. Humour makes people like you more. In reality, there is a stronger correlation between humour and liking than any of the other variables. This result should not be overlooked, particularly given the increased focus on effect in advertising.

2.14 Funny or distasteful? A cross-cultural perspective on surprise and humour in multimodal advertising

Stwora (2020) explores a series of multimodal advertisement messages that employ (debatable) humour and surprise in the hopes of uncovering cross-cultural ad appreciation similarities and differences. The primary goal of this paper is to investigate Taiwanese informants' attitudes toward controversial Humorous advertising in English. An online survey was conducted for this study to ask participants about their impressions of and feelings toward a variety of advertisements.

2.15 Consumer Buying Decision Process Toward Products

Qazzafi (2019) researches the buying behaviour of the consumers. The objectives of this research are to learn about a consumer's purchasing process or trend for a product that is either a high- or low-involvement product. The research adopted a qualitative methodology. The data for this analysis was gathered from secondary sources. The amount of empirical evidence used to support the analysis is a drawback of this study. The study concludes that consumers buy goods when they are needed, and they use all five stages of the consumer buying decision-making process when purchasing high-involvement or expensive products, while the potential of missing one or more stages is higher when purchasing low-involvement or inexpensive products.

2.16 Impact of advertising and its influence on Consumer buying Decision

The relationship between independent variables such as environmental response and emotional response, as well as attitudinal and behavioural aspects of consumer purchasing behaviour, is investigated in this paper by Pandey (2012). The assumptions and conclusion are based on the responses that the author received from his questionnaires. The survey was conducted among 100 respondents using telecommunication services from Delhi, (cities of India). The study's main findings show a generally normal relationship between the variables, but a more in-depth examination revealed that the emotional reaction of consumer purchase behaviour is the variable that has a strong relationship with consumer purchase behaviour. This study clearly shows that there is a poor connection between environmental response and consumer purchasing behaviour, including both attitudinal and behavioural aspects of consumer purchasing behaviour. Emotional reaction, on the other hand, has a clear link to consumer purchasing behaviour. Consumers in the cities of Islamabad, Rawalpindi, and Lahore buy goods based on emotional rather than environmental factors. The shopping climate correlates these

customers with unplanned or impulse purchases, but in this study, consumers purchase items to which they are emotionally attached. Furthermore, these attachments are generated by advertising in the form of audio, video, and text, which he or she finds appealing.

2.17 Impact of Word of Mouth on Consumer Buying Decision

Ahmad (2014) researches to assess the negative impact of word of mouth on consumer purchasing decisions. The study was conducted by using structured questionnaires in the city Karachi, Pakistan among 100 students of school and college and household people. The assumptions and conclusion are based on the responses that the author received from his questionnaires. With the aid of Frequency Distribution and rating (Statics Technique), the collected information/and data is evaluated. The final result revealed that consumers rely on word of mouth for the majority of their purchases. Consumers' decisions, as well as those of immediate relatives, friends, and other associates, seem to be influenced by the respondents. More results show that two things can cause problems for a company: a bad experience with a product/service and feedback (especially negative word of mouth), because negative word of mouth or any negative comments about something has a far stronger effect than positive word of mouth. Viral marketing is becoming increasingly popular in e-commerce, especially among consumers and buyers.

2.18 Consumer Buying Behaviour: Changing Shopping Patterns

Modi (2012) applies survey research methods to determine the factors that influence a consumer's car-buying behaviour. The ex-post facto analysis is included in this study. The study's goals were to create and verify a questionnaire that covered five factors: family needs, fuel efficiency, car price, road safety, and status symbol, as well as test the null hypothesis that car purchasing decisions are evenly distributed across the five factors. There were two parts to a

questionnaire. Section A contained demographic questions, while section B contained a question about the factors influencing the car buying behaviour of 50 urban Jaipur consumers. A systematic random sampling of 50 car consumers was conducted in five residential areas of Jaipur, namely Malviya Nagar, Bajaj Nagar, Bapu Nagar, Barkat Nagar, and Gandhi Nagar, with ten car consumers from each district. The study's findings demonstrate that a variety of variables affect a consumer's buying decision in one way or another. It has also been noted that Indian consumers are emotional, with family needs taking precedence over fuel efficiency or car price. It can be inferred that a consumer's decision to buy a car is influenced by their actions.

2.19 The promotional tools and situational factors' impact on the consumer buying behaviour and sales promotion

Ashraf (2014) investigates the impact of various advertising strategies on the customer buying behaviour and sales promotion, as well as how businesses may use these techniques to boost sales and market their brand. The assumptions and conclusion are based on the responses that the author received from his questionnaires. The survey was conducted among 200 respondents from various areas of Bahawalpur, but the author only selected 150 questionnaires for further study due to incomplete answers and incorrect responses submitted by the participants. According to the author, research has revealed that in the creation of consumer purchasing behaviour and sales promotion during consumer sales promotion, a free sample, the discount rate, the physical environment, and the social environment played a more significant role. The findings revealed that the free sample has a strong link to purchasing behaviour. People believe that the merchandise, which often comes with a free sample, is of high quality. According to the findings of this report, the physical environment has a strong connection with sales promotion. Offers for sale are a key indicator of the social context of the content. These

purchasers take pleasure in a setting that includes music, a store, and a food store. The author found a positive attitude among clients toward various promotional tools and situational factors on the customer buying behaviour and sales promotion as a general conclusion of this study. The study found that a variety of factors, including marketing strategies such as free samples, price promotions, social surroundings, and physical surroundings, can influence customer purchasing behaviour and sales promotion.

2.20 The Role of Brand Recall, Brand Recognition and Price Consciousness in Understanding Actual Purchase

Khurram (2018) explores the effects of brand awareness's two assets, namely brand recall and brand recognition, on consumers' actual purchases, as well as the moderating influence of price consciousness in the relationship between brand recognition and actual purchase. Three major retail stores in Lahore were selected at random from a total of 30. After they had paid their bill, the questionnaire was handed to them at the billing desk, and they were given enough time to complete it on their own. 200 responses were obtained using mall intercept survey methods, of which 175 were suitable for the two tests. The sample size for the brand recall study is 50, while the sample size for the brand awareness study is 125. The author discovered two major findings in the recall analysis. To begin with, the study discovers that there is a clear and optimistic connection between customer brand recognition and actual purchase. Consumers who are price conscious are not expected to be concerned with a brand's price. Whereas, the high price-conscious consumer may have the feeling that some of the brands are beyond his/her reach. As a result, high price conscious people avoid remembering expensive brands and hence are unable to recall these expensive brands. One explanation may be the difference in social classes and their social influences. There are two major findings from the brand awareness study. Firstly, there is

a strong and positive relationship between brand recognition and the actual purchase. price consciousness has no moderating effect on the relationship between brand recognition and the actual purchase of the consumer. The author discovered that price consciousness has a direct effect on real price; however, this has a lower meaning and importance than brand recognition. Nonetheless, both brand recognition and price awareness can directly predict actual purchases.

Chapter 3

Research Methodology

3.1 Research Design

The primary data was collected using a quantitative methodology by distributing a well-structured questionnaire on customer perceptions of emotional and Humorous ads. Taking into account important aspects of the respondents' biographical details, such as age, gender, and advertising inclination, etc. The survey included questions, multiple choices, and other types of questions.

3.1.1 Demographic profile of the respondents

Important aspects of biographical information of the respondents like age and gender were considered.

Age: The perspective is gained of different generation as taste varies across age groups just like mindset. Hence it was requested to the respondents to indicate their age.

Gender: What appeals to the men may not appeal to the women and vice versa. Hence it was requested to the respondents to indicate their gender.

3.2 Primary data collection

The data collection process was carried out by using Google forms to collect responses.

3.2.1 Sampling Technique

Random sampling was used as the sampling technique for the study. The questionnaire was sent to around 60 people randomly in Vadodara city of Gujarat out of which 60 responses were received.

3.2.2 Tool

The tool used for data collection for the research was a questionnaire. The questionnaire contained a total of twenty (22) questions.

Chapter 4 Data Analysis

4.1 Introduction

The aim of this study was to learn about consumer perceptions of emotional and Humorous advertisements and how it influences their purchasing decisions. The entire chapter is divided into two sections to fulfill the study's goals and objectives: the first part contains details about the respondents' demographic profile, which was already explained in the population section, and the second part analyses their views on customer perceptions of emotional and Humorous ads. By the conclusion of the data analysis, the research's goals, aims, and hypothesis will be clarified, as well as the results.

4.2 Data Analysis

4.2.1 Age of the Respondents

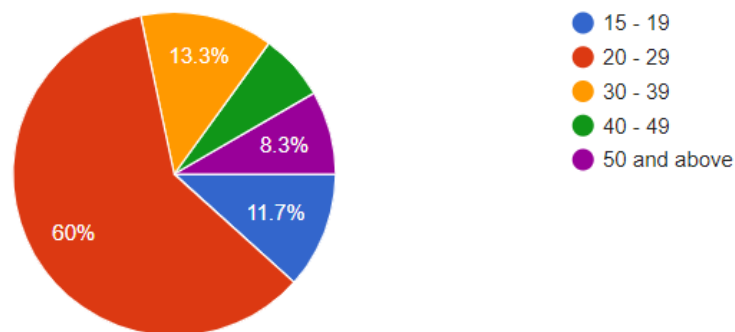


Figure 3

AGE	RESPONSE	PERCENT
15 - 19	7	11.7
20 - 29	36	60
30 - 39	8	13.3
40 - 49	4	6.7

50 and above	5	8.3
--------------	---	-----

Table 1

Group of the respondents were classified into five sections as mentioned in above Figure 3 and Table 1

4.2.2 Gender of Respondents

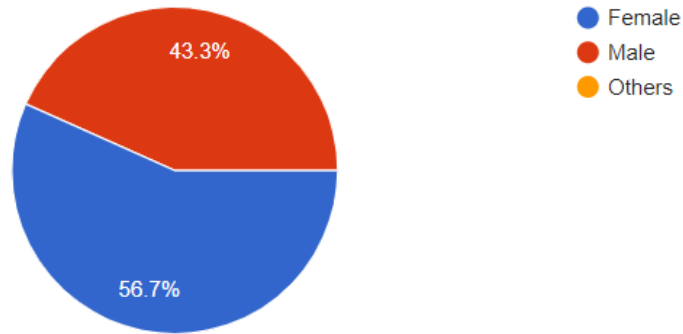


Figure 4

GENDER	RESPONSE	PERCENT
Female	34	56.7
Male	26	43.3
Others	0	0

Table 2

Gender Out of 60 respondents the gender of, 26 individuals identified as males, and 34 as females.

4.2.3 Respondents have come across the mediums. (SCALE: 1- Least to 5 - Most)

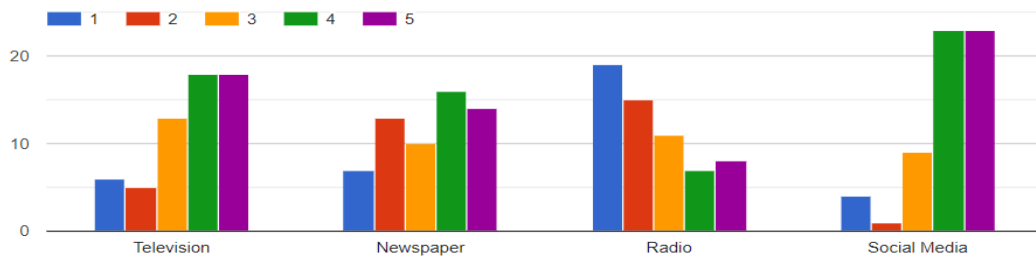


Figure 5

Television

RATE	RESPONSE	PERCENT
1	6	10
2	5	8.33
3	13	21.66
4	18	30
5	18	30

Table 3

Table 3 shows that the majority of respondents are familiar with the television medium, with just 11 out of 60 respondents having had the least amount of exposure to it.

Newspaper

RATE	RESPONSE	PERCENT
1	7	11.66
2	13	21.66
3	10	16.66
4	16	26.66
5	14	23.33

Table 4

Table 4 indicates that many people are familiar with newspapers, with 20 people having the least exposure to newspapers out of 60 respondents.

Radio

RATE	RESPONSE	PERCENT
1	19	31.66
2	15	25
3	11	18.33
4	7	11.66
5	8	13.33

Table 5

Table 5 indicates that the majority of respondents are unfamiliar with radio; only 15 out of 60 respondents have come across with the medium.

Social Media

RATE	RESPONSE	PERCENT
1	4	6.66
2	1	1.66

3	9	15
4	23	38.33
5	23	38.33

Table 6

Table 6 shows that the majority of respondents have knowledge of social media, with just five of the total respondents are not familiar of it.

4.2.4 The percentage that respondents saw/heard the advertisements on the listed mediums

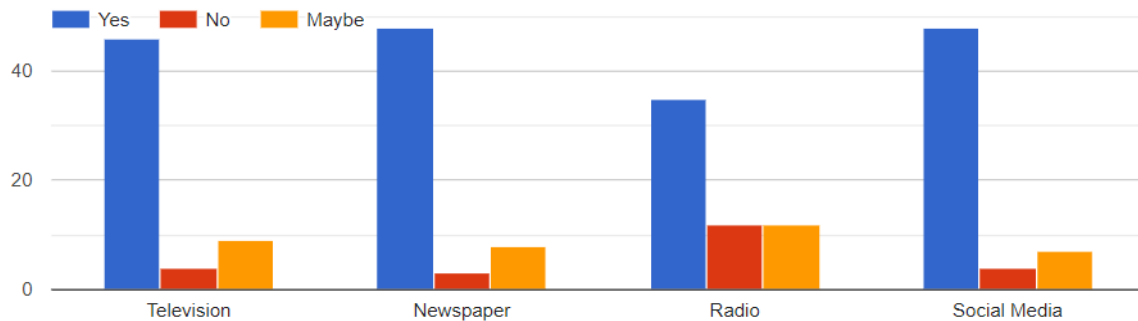


Figure 6

Television

OPINION	RESPONSE	PERCENT
Yes	47	78.33
No	4	6.66
Maybe	9	15

Table 7

Table 7 indicates that the majority of respondents have seen advertisements in the aforementioned medium, with 9 respondents unsure whether or not they have seen the advertising. The remaining four respondents have not seen any advertisements while watching television, owing to their lack of familiarity with the medium.

Newspaper

OPINION	RESPONSE	PERCENT
Yes	49	81.33
No	3	5
Maybe	8	13.33

Table 8

Table 8 shows that the majority of the 60 respondents have seen any kind of advertising, 8 are unsure whether they have seen any advertisement in the said medium, and only 3 respondents have not seen any type of advertisement, which is due to their lack of familiarity with the medium.

Radio

OPINION	RESPONSE	PERCENT
Yes	36	60
No	12	20
Maybe	12	20

Table 9

Table 9 shows that out of 60 respondents, 36 have heard commercials and 12 have no idea whether they have heard any while listening to the radio. The remaining 12 respondents have never heard an advertisement while listening to the radio, owing to their lack of familiarity with the medium.

Social Media

OPINION	RESPONSE	PERCENT
Yes	49	81.66
No	4	6.66
Maybe	7	11.66

Table 10

Table 10 indicates that almost all respondents have seen advertisements while using social media, with 7 respondents unsure whether they have seen any. Since they do not use social media, the remaining 4 have not seen any advertisements.

This demonstrates that almost every respondent has seen some kind of advertising on one of the mentioned mediums.

4.2.5 Characteristics to describe advertisements (SCALE: 1- Least to 5 - Most)

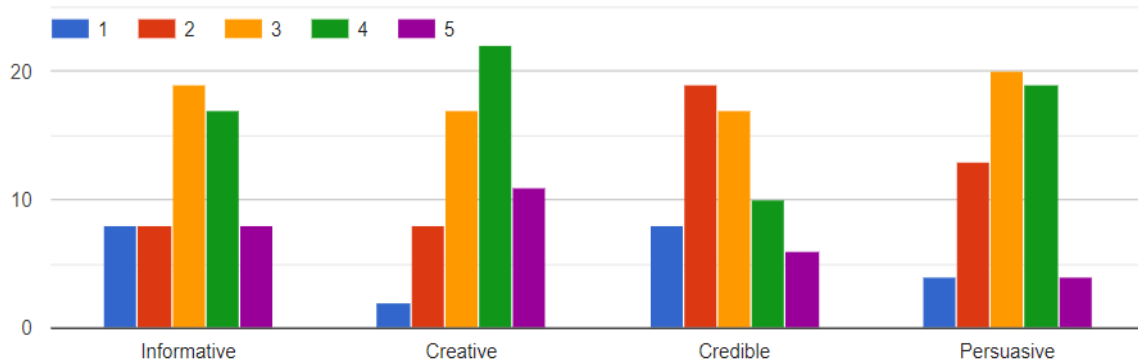


Figure 7

Informative

RATE	RESPONSE	PERCENT
1	8	13.33
2	8	13.33
3	19	31.66
4	17	28.33
5	8	13.33

Table 11

When respondents were asked to rate advertisements they saw in any medium for their informative characteristic, the majority of them gave high ratings. 16 of the 60 survey respondents did not believe that the advertisements they saw or heard were sufficiently informative.

Creative

RATE	RESPONSE	PERCENT
1	2	3.33
2	8	13.33
3	17	28.33
4	22	36.33
5	11	18.33

Table 12

Respondents were asked to rate the creativity of advertisements they saw or heard, and the majority of them gave high ratings, indicating that they thought the advertisements they saw were creative. Just 10 respondents out of 60 thought the advertisements they saw or heard were not particularly creative.

Credible

RATE	RESPONSE	PERCENT
1	8	13.33
2	19	31.66
3	17	28.33
4	10	16.66
5	6	10

Table 13

Respondents were asked to rate the credibility of advertisements they saw or heard, and 33 out of 60 found the advertisements credible and trusted the advertisements they saw or heard to offer reality. The remaining respondents are skeptical of the advertisements' credibility.

Persuasive

RATE	RESPONSE	PERCENT
1	4	6.66
2	13	21.66
3	20	33.33
4	19	31.66
5	4	6.66

Table 14

Many of our 60 respondents find the advertisements they see and hear compelling, while the remaining 17 do not think the ads they saw or heard convinced them to trust the brand/product enough to purchase their services.

4.2.6 Opinion whether the respondents are skeptical on relying on advertising for product purchase

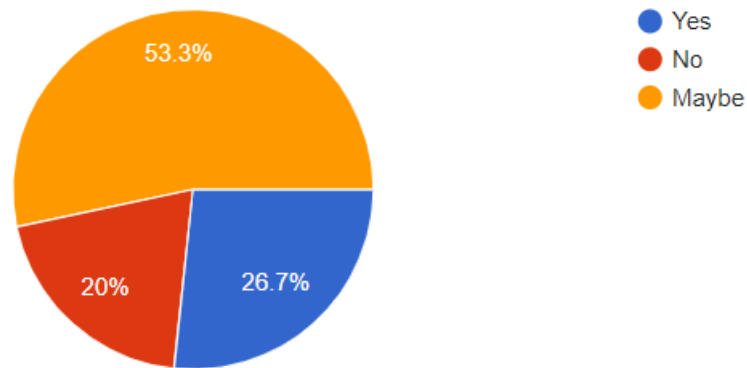


Figure 8

OPINION	RESPONSE	PERCENT
Yes	16	26.7
No	12	20
Maybe	32	53.3

Table 15

Table 15 shows that many of the respondents are unsure if they buy products based on advertisements. Out of 60 respondents, 16 were certain that advertisements do not influence their product purchasing decisions, while 12 were certain that advertisements influence product purchase decisions.

The respondent who answered yes and maybe to question 4.2.6 was the only one who could answer the next question.

4.2.7 If you don't rely on advertisements, what are the other means you rely on?

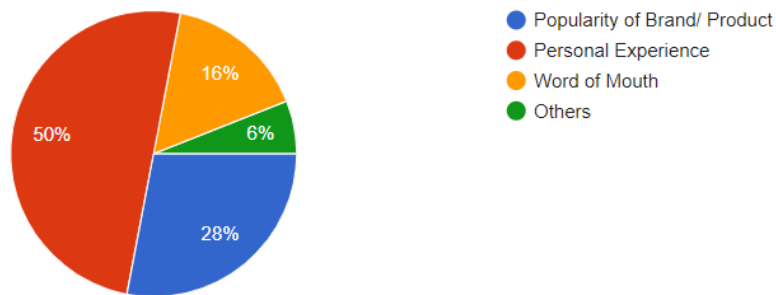


Figure 9

OTHER MEANS	RESPONSE	PERCENT
Popularity Of Brand/ Product	14	3.33
Personal Experience	25	13.33
Word Of Mouth	8	28.33
Others	3	36.33

Table 16

The respondents who don't rely on advertisements for product purchase depend on other means. Out of 60 respondents 14 depend on popularity of product/ brand for product purchase decision, 25 decide to buy a product based on their own personal experience, 8 depend on word of mouth and the remaining 3 are influenced by other factors.

4.2.8 Emotional advertising gets a five-star ranking.



Figure 10



Figure 11

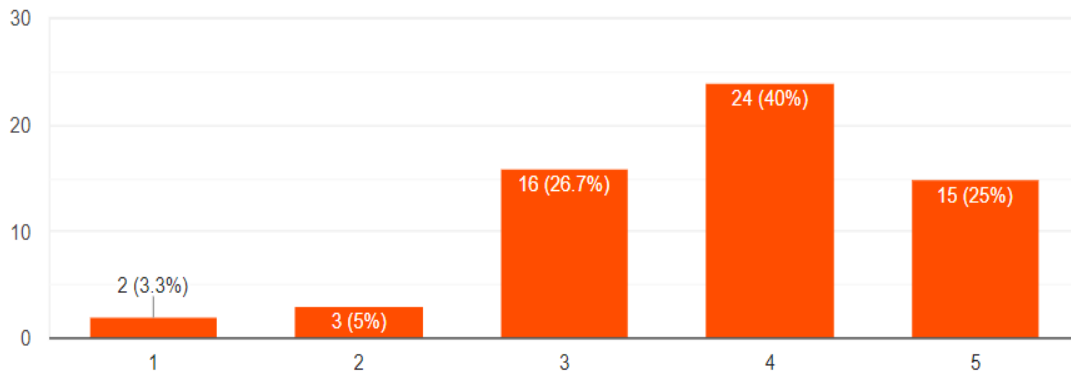


Figure 12

RATE	RESPONSE	PERCENT
1	2	3.3
2	3	5
3	16	26.7
4	24	40
5	15	25

Table 17

Parle G's advertisement is about a mother and the changes and differences she sees in her son as he grows up. The majority of respondents thought the film was emotional, with just 5 out of 60 didn't find it that emotional.

4.2.9 Emotional advertising gets a five-star ranking.



Figure 13

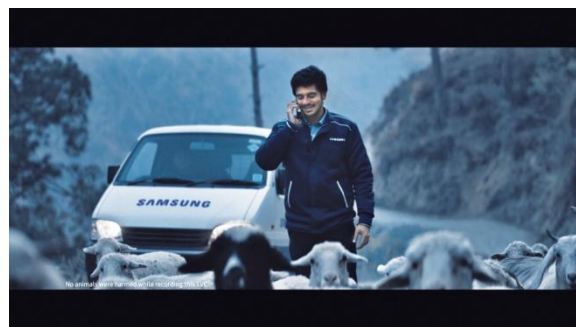


Figure 14

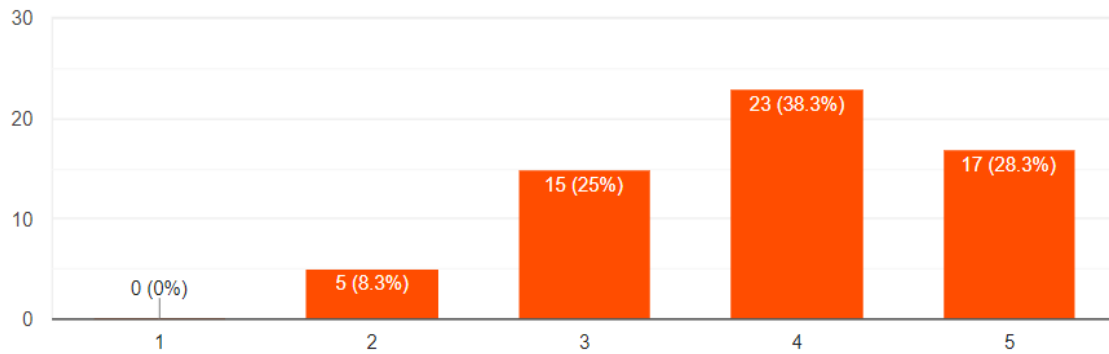


Figure 15

RATE	RESPONSE	PERCENT
1	0	0
2	5	8.3
3	15	25
4	23	38.3
5	17	28.3

Table 18

Samsung's Customer Service Campaign focuses on how the company can overcome any obstacles in order to keep their customers happy. The advertisement follows a Samsung service engineer who, unfazed by the rugged terrain, makes his way to a house in a remote hilly area to fix a television. The majority of respondents thought the film was emotional, with just 5 out of 60 didn't find it that emotional.

4.2.10 Emotional advertising gets a five-star ranking.



Figure 16

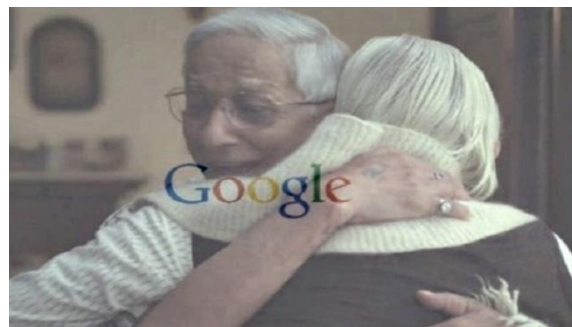


Figure 17

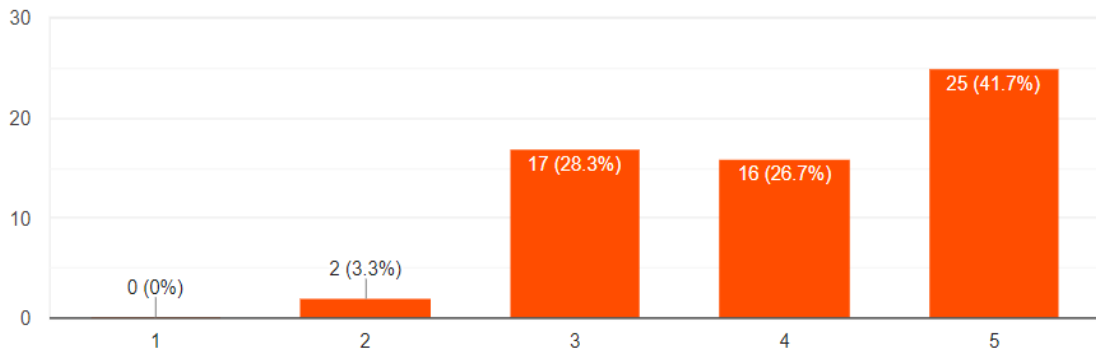


Figure 18

RATE	RESPONSE	PERCENT
1	0	0
2	2	3.3
3	17	28.3
4	16	26.7
5	25	41.7

Table 19

The Google advertisement depicts a reunion of two elderly men from India and Pakistan, Baldev Mehra and Yusuf. During India's Partition, they were divided as children. The majority of respondents thought the film was emotional, with just 2 out of 60 didn't find it that emotional.

4.2.11 Humorous advertising gets a five-star ranking.



Figure 19



Figure 20

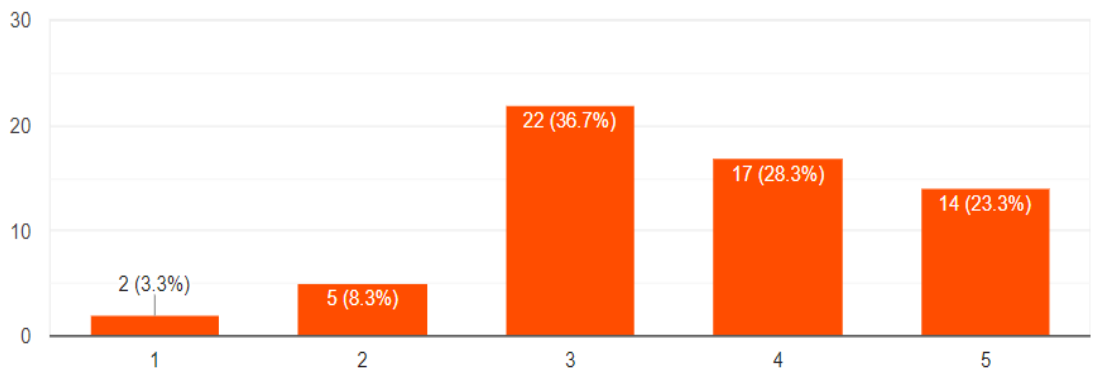


Figure 21

RATE	RESPONSE	PERCENT
1	2	3.3
2	5	8.3
3	22	36.7
4	17	28.3
5	14	23.3

Table 20

Camlin advertised that if anything was written or drawn with a Camlin permanent marker, it could not be erased. They compared their permanent marker to the life and death cycle. The film was found hilarious by the majority of respondents, with just 7 out of 60 deeming it unfunny.

4.2.12 Humorous advertising gets a five-star ranking.



Figure 22



Figure 23

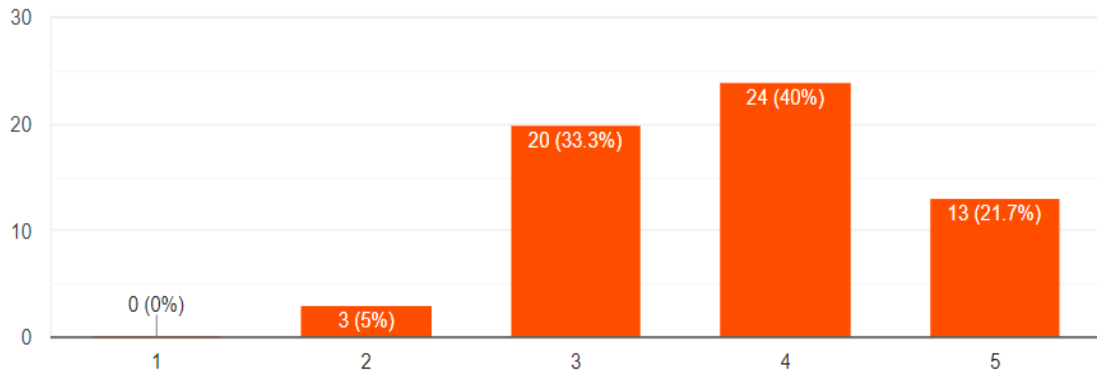


Figure 24

RATE	RESPONSE	PERCENT
1	0	0
2	3	5
3	20	33.3
4	24	40
5	13	21.7

Table 21

The Fevikwik advertisement was inspired by the logic of 'smartness' and 'value of repair' perspectives, as well as the beauty of stellar storytelling and relatable Humour. The majority of people thought the film was funny, with just 3 people out of 60 thinking it wasn't.

4.2.13 Humorous advertising gets a five-star ranking.



Figure 25



Figure 26

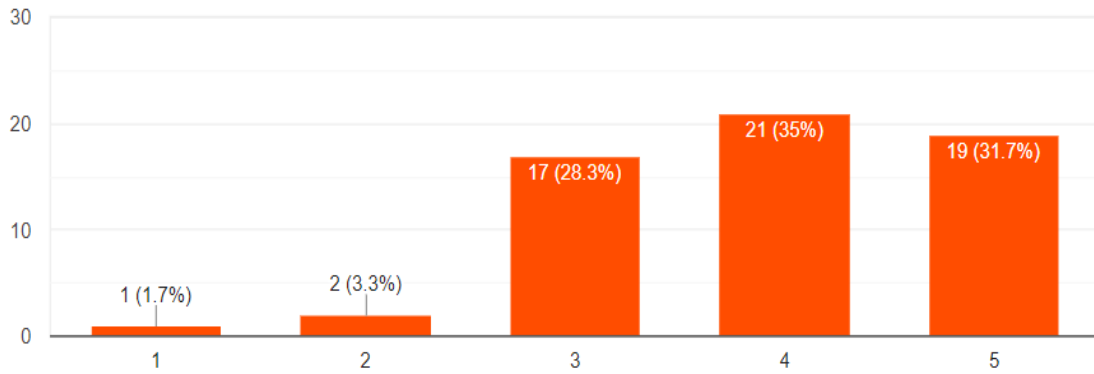


Figure 27

RATE	RESPONSE	PERCENT
1	1	1.7
2	2	3.3
3	17	28.3
4	21	35
5	19	31.7

Table 22

The Center Fresh 'Bank Robbery' advertisement is a hilarious take on how people can chew Center Fresh instead of talking and getting into trouble. The majority of people thought the movie was funny, with just 3 people out of 60 disagreeing.

4.2.14 More effective advertisements: Emotional or Humorous

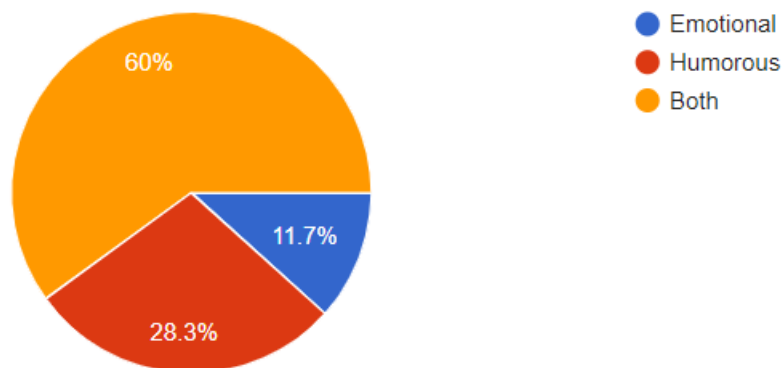


Figure 28

OPINION	RESPONSE	PERCENT
Emotional	7	11.7
Humorous	17	28.3
Both	36	60

Table 23

After watching two different appeal types of advertisement the respondents were asked between emotional and Humorous which is more effective. 60% of the respondents felt that both have equal effect. 17 respondents found Humorous more effective than emotional and only 7 respondents found emotional advertisements more effective than Humorous.

4.2.15 Product/ Brand recall after watching advertisements

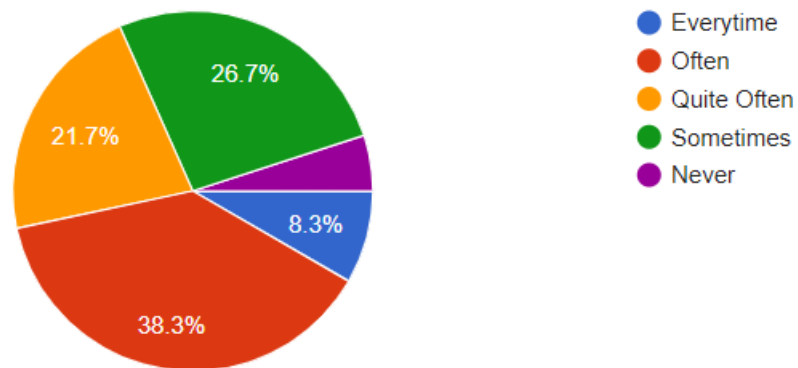


Figure 29

RATE	RESPONSE	PERCENT
Every time	5	8.3
Often	23	38.3
Quite Often	13	21.7
Sometimes	16	26.7
Never	3	5

Table 24

Many of the 60 respondents can recall the product/brand after watching advertisements, but 16 can only recall the product/brand sometimes, and 7 cannot recall the product/brand at all.

The respondent who answered every time/ quite often/ often/ sometimes to question 4.2.15 was the only one who could answer the next question.

4.2.16 The strongest brand recall advertisement: emotional or Humorous

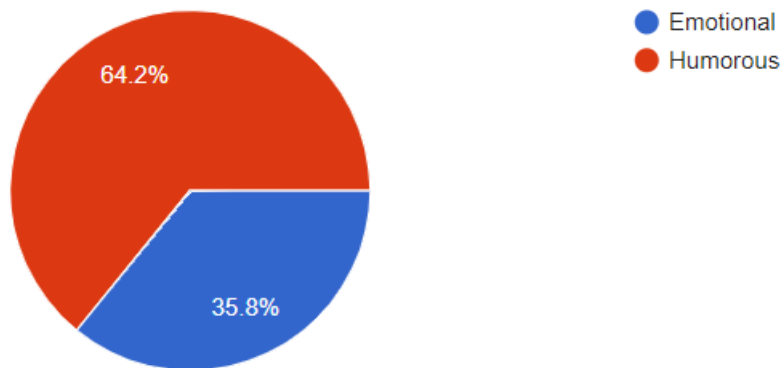


Figure 30

OPINION	RESPONSE	PERCENT
Emotional	19	31.7
Humorous	34	56.7

Table 25

Respondents were asked which of two separate appeal style advertisements would have strong brand recall for them after watching them. Out of 60 respondents, 34 believe that Humorous advertisements have a higher brand recall than emotional advertisements, and 19 believe that emotional advertisements have a higher brand recall than Humorous advertisements.

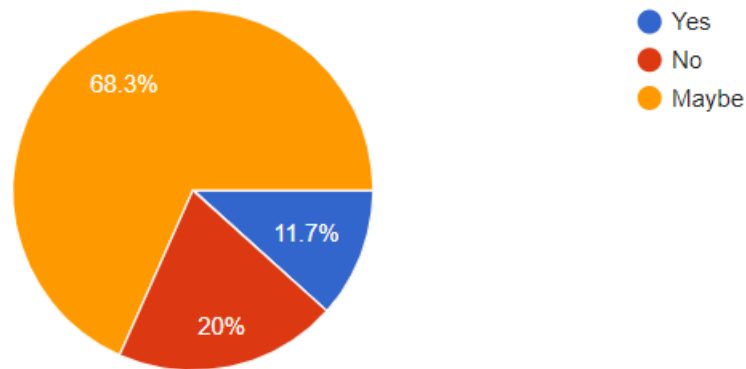
4.2.17 Respondents purchase decision after watching these types of advertisements.

Figure 31

OPINION	RESPONSE	PERCENT
Yes	7	11.7
No	12	20
Maybe	41	68.3

Table 26

After seeing these types of ads, respondents were asked whether they would be influenced to purchase or use the products/services. After seeing these types of ads, the majority of the 60 respondents were unsure if they would be influenced buy/use the product/service. After viewing these types of ads, 7 of the respondents were certain they would be influenced buy/use the products/services, while 12 were certain they would not be influenced buy/use the products/services.

4.2.18 Between a Humorous and an emotional advertisement which one would make the respondents want to buy the product

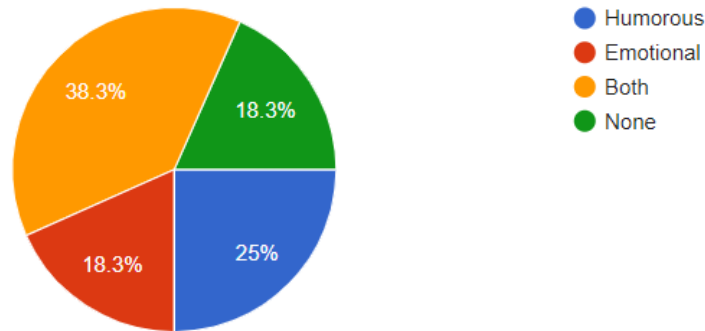


Figure 32

RATE	RESPONSE	PERCENT
Humorous	15	25
Emotional	11	18.3
Both	23	38.3
None	11	18.3

Table 27

Respondents were asked the type of advertising, emotional or Humorous, would get them to purchase their product or service. Out of 60 respondents, 23 believe that all types of advertising will influence them to buy the product/service, 15 think that Humorous advertisements will influence them to buy that brand's products/services, 11 believe that emotional advertisements will influence them to buy their products, and 11 believe that neither type of advertisement will influence them to buy their products.

4.2.19 Customer satisfaction after buying the product relying on advertisement

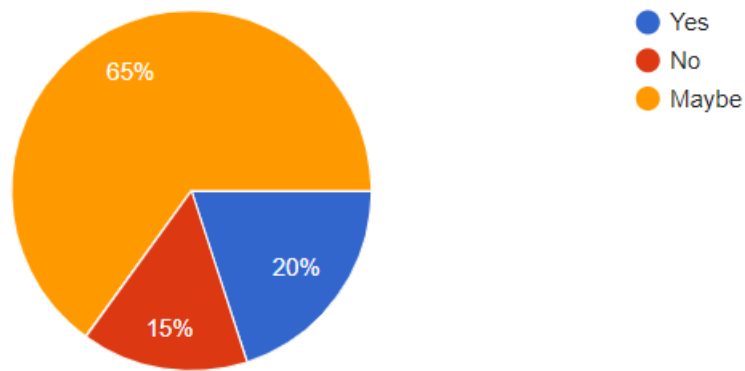


Figure 33

OPINION	RESPONSE	PERCENT
Yes	12	20
No	9	15
Maybe	39	65

Table 28

Out of 60 respondents, 39 are unsure if they were satisfied with the product/service after purchasing it based on advertising. 12 of the respondents were pleased with their purchases of products or services based on advertising, while 9 were not.

Chapter 5

Conclusion

This chapter deals with the findings of the research study. This chapter highlights the findings and the recommendations.

5.1 Discussions and Interpretations of Findings

- 5.1.1 The majority of respondents are aware and connected with television, newspaper, radio and social media and also they have come across any kind of advertisements while using the mentioned mediums.
- 5.1.2 The majority of respondents find advertisements to be informative and creative, but less credible and persuasive, and they do not rely on advertisements for their product buying decision; instead they rely on brand popularity, personal experience and word of mouth.
- 5.1.3 When shown 3 advertisement of emotional and Humorous each, positive answer was obtained, almost all the respondents were moved by watching emotional advertisement and found Humorous advertisements hilarious. It was also established that many of the respondents believe to have great brand recall after watching these types of advertisements.
- 5.1.4 Many respondents thought both types of appeal advertising were equally effective, but many found that Humorous advertisements were more effective than emotional advertisements. Respondents believed that Humorous advertisements aid in brand recall stronger than emotional. Also, Humorous

advertisements are more likely to get people to purchase a brand's product or service than emotional advertisements.

5.2 Limitation of the study

- 5.2.1 One of the most significant constraints was the time limit..
- 5.2.2 The current research had a sample size of just 60 people. More accurate results can be obtained with a larger sample size.
- 5.2.3 The survey was limited to a specific region, excluding several perspectives that may have aided in the research.

5.3 Conclusion

The current study investigates the effects of emotional and Humorous advertising on likeability, brand recall, and purchase intent. When deciding on the form of advertising to use, managers of national and global brands must understand Asian culture. Brand recall and purchasing plans are affected by both high- and low-involved items. The type of advertising you choose will have an impact.

According to the results of the study, Humorous advertising is more effective than an emotional advertisement in terms of likeability, buying intentions, and brand recall. Consumers react differently to emotional and Humorous commercials in terms of like and recall. Types of products, such as low/high involved products, play a part in the adaptation of a Humorous or emotional approach to advertising. The number of people who recognized brands is higher for Humorous advertisements than for emotional advertisements. When compared to products with emotional advertisements, products with Humorous advertisements have a higher purchasing intention. When compared to emotional advertisements, Humorous advertisements result in a higher level of buying intentions for items.

References

- Adetunji, R. R., Nordin, S. M., & Noor, S. M. (2014). The Effectiveness of Integrated Advertisement Message Strategy in Developing Audience-Based Brand Equity. *Global Business & Management Research*, 6(4). Retrieved from: <https://www.semanticscholar.org/paper/The-Effectiveness-ofIntegrated-Advertisement-in-Adetunji-Nordin/1cdef84acb7dadd9eed491117b0c74fd93534a67>
- Ahmad, N. (2014). Impact of Word of Mouth on Consumer Buying Decision. *European Journal of Business and Management*, 6(31). Retrieved from: https://www.researchgate.net/publication/267631614_Impact_of_Word_of_Mouth_on_Consumer_Buying_Decision
- Anastasiei, B. and Chiosa, A. (2014). Emotional response to advertising. 2(33). Retrieved from: https://www.researchgate.net/publication/258238058_Emotional_response_to_advertising
- Ashraf, M. (2014). The promotional tools and situational factors' impact on consumer buying behaviour and sales promotion. *Journal of Public Administration and Governance*, 4(2). Retrieved from: https://www.researchgate.net/publication/272662439_The_promotional_tools_and_situational_factors'_impact_on_consumer_buying_behaviour_and_sales_promotion
- Bagozzi, R. (1991). Further Thoughts on the Validity of Measures of Elation, Gladness, and Joy. *Journal Of Personality And Social Psychology*, 61(1). Retrieved from: https://www.researchgate.net/publication/232498434_Further_Thoughts_on_the_Valid

[ity of Measures of Elation Gladness and Joy](#)

- Bajpai A, KumarM ,Kusumakar G. (2011). Humorous Advertisements and their Effect on Purchase Behaviour of University Students. Retrieved From: https://www.researchgate.net/publication/323986904_Title_of_the_Paper_Humorous_Advertisements_and_their_Effect_on_Purchase_Behaviour_of_University_Students
- Balaji D. (2016). Successful Emotional Branding Campaigns on Television in India: An Exploration. *Indian Journal of Science and Technology*, 9(15).Retrieved From: https://www.researchgate.net/publication/302915010_Successful_Emotional_Branding_Campaigns_on_Television_in_India_An_Exploration
- Catanescu, C., & Tom, G. (2001). Types of Humour in television and magazine advertising. *Review of Business-Saint Johns University*, 22(1), 92-95.
- Chaaminda, M. and Wanninayake, D. (2019). The Emotional Advertising Appeals and Brand Trust towards Commercial Banks: A Study in Private Sector Commercial Banks in Sri Lanka. *International Journal of Arts and Commerce*, 8(8). Retrieved from: https://www.researchgate.net/publication/336372657_The_Emotional_Advertising_Appeals_and_Brand_Trust_towards_Commercial_Banks_A_Study_in_Private_Sector_Commercial_Banks_in_Sri_Lanka
- Djambaska, Aneta (2016). Is Humour Advertising Always Effective? Parameters for Effective Use of Humour in Advertising. *Journal of Management Research*, 8(1).Retrieved From: https://www.researchgate.net/publication/283766137_Is_Humour_Advertising_Always_Effective_Parameters_for_Effective_Use_of_Humour_in_Advertising

- SenthilkumarN. ,Venkatesh S. (2015). Effectiveness of Humour Advertising on Advertising Success. *Munich Personal RePEc Archive*.Retrieved From: https://mpra.ub.uni-muenchen.de/63973/2/MPRA_paper_63973.pdf
- Fatt J and Poon T (2002) When business can be fun, *Management Research News*, 25 (1), 39-48.
- Friestad, M., & Thorson, E. (1993). Remembering ads: The effects of encoding strategies, retrieval cues, and emotional response. *Journal of Consumer Psychology*, 2(1), 1-23. Retrieved from:https://www.researchgate.net/publication/223721099_Remembering_ads_The_effects_of_encoding_strategies_retrieval_cues_and_emotional_response
- Garg, P. and Farooqi, R. (2019). Moderating Effect of Emotional Appeal in Advertising of Food Products: An Empirical Study on Millennials in India. Retrieved from: https://www.researchgate.net/publication/340092281_Moderating_Effect_of_Emotional_Appeal_in_Advertising_of_Food_Products_An_Empirical_Study_on_Millennials_in_India
- Gruner, C. R. (1997). *The game of Humour: A comprehensive theory of why we laugh*. New Brunswick, N.J: Transaction Publishers.
- Gulas et al. (2006). *Humour in advertising*. M. E. Sharpe, Inc.
- Hawkins/ Mothersbaugh 2010. Consumerbehaviour – building marketing strategy. McGrawhill. Retrieved from:<https://aclasites.files.wordpress.com/2017/02/consumer-behavior-building-marketing-strategy-11th-edition.pdf>
- Heath, R. (2012). *Seducing the subconscious*. Wiley Blackwell.Retrieved from: <https://download.e-bookshelf.de/download/0000/5962/87/L-G-0000596287-0002339032.pdf>

- Hoang AnhThuc (2013). Impact of Humour in advertising on consumer purchase decision. *CORE*. Retrieved From: <https://core.ac.uk/download/pdf/38097942.pdf>
- Khurram, M. (2018). The Role of Brand Recall, Brand Recognition and Price Consciousness in Understanding Actual Purchase. *Journal of Research in Social Sciences*, 6(2). Retrieved from:https://www.researchgate.net/publication/326552304_The_Role_of_Brand_Recall_Brand_Recognition_and_Price_Consciousness_in_Understanding_Actual_Purchase
- Kotler, P., Armstrong, G. (2004). *Principles of Marketing*. New Jersey: Pearson Education. Retrieved from: <http://library.wbi.ac.id/repository/212.pdf>
- KovindasamySashi Kumar, Ogundare Emmanuel Abiodun (2017). A Study of Humour Advertisement and Its Influence on Consumer Purchasing Decision: Evidence from Malaysia. *International Journal of Accounting & Business Management*, 5(2).Retrieved From: <http://www.ftms.edu.my/journals/pdf/IJABM/Nov2017/34-52.pdf>
- Lee, J.J. (2013). Deliver Knowledge or Touch the Mind? The effect of informational and emotional Advertising Strategy on sportswear Brands Attitude and Recall. *Academic journal article IUP Journal of Brand Management*.Retrieved from: file:///C:/Users/Admin/Downloads/Final_Thesis_6.13.2013.pdf
- Majeed, S., Lu, C. and Usman, M. (2017). Want to make me emotional? The influence of emotional advertisements on women's consumption behaviour. *Frontiers of Business Research in China*.Retrieved from: <https://fbr.springeropen.com/articles/10.1186/s11782-017-0016-4>
- Manchón, L. M., Morante, F. M., &Castellà-Mate, J. (2014). Rational VS Emotional Content in Mobile Advertising. *Pensar la Publicidad*, 8(2), 257. Retrieve From:

https://www.academia.edu/19253050/Rational_VS_Emotional_Content_in_Mobile_Advertising

- Marshall, D., Stuart, M., & Bell, R. (2006). Examining the relationship between product package colour and product selection in preschoolers. *Food quality and preference*, 17(7-8),615-621. Retrieved from: https://www.researchgate.net/publication/229096304_Examining_the_relationship_between_product_package_colour_and_product_selection_in_preschoolers
- Modi, S. (2012). Consumer Buying Behaviour: Changing Shopping Patterns. *International Journal of Business Management and Economic*, 3(3). Retrieved from: <http://www.ijbmer.com/docs/volumes/vol3issue3/ijbmer2012030302.pdf>
- Ogilvy D., Parker A. (2004). *Confessions of an Advertising Man*. Southbank Publishing. Retrieved from: <http://merlintech-bd.com/public/uploads/1463557851-1318616871.pdf>
- Pandey, Y. (2012). Impact of advertising and its influence on Consumer buying Decision. *Journal of Innovative Research in Clinical & Medical Sciences*, 5. Retrieved from: https://www.academia.edu/32586214/Impact_of_advertising_and_its_influence_on_Consumer_buying_Decision
- Percy, L. et al. (2002). *Strategic advertising management*. Oxford University Press. Retrieved from: <https://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.197.6290&rep=rep1&type=pdf>
- Pricken, M. (2008). *Creative advertising: ideas and techniques from the World's best campaigns*. Thames & Hudson.

- Qazzafi, S. (2019). Consumer Buying Decision Process toward Products. *International Journal of Scientific Research and Engineering Development*, 2(5). Retrieved from: https://www.researchgate.net/publication/336047692_CONSUMER_BUYING_DECISION_PROCESS_TOWARD_PRODUCTS
- Rieck, D. (1997). Waiting for guffaw: A serious look at Humour and why you should avoid it. *Direct Marketing Garden City-*, 59, 36-37.
- Rossiter, J., & Bellman, S. (2012). Emotional branding pays off: How brands meet share of requirements through bonding, companionship, and love. *Journal of Advertising Research*, 52(3), 291-296. Retrieved from: [https://www.researchgate.net/publication/275910172_Emotional_Branding_Pays_Off_How_Brands_Meet_Share_of_Requirements_through_Bonding_Companionship_and_Love#:~:text=...%20Consumer's%20attachment%20for%20a,Rossiter%20and%20Bellman%2C%202012\)%20](https://www.researchgate.net/publication/275910172_Emotional_Branding_Pays_Off_How_Brands_Meet_Share_of_Requirements_through_Bonding_Companionship_and_Love#:~:text=...%20Consumer's%20attachment%20for%20a,Rossiter%20and%20Bellman%2C%202012)%20).
- Schlinger, M. J. (1979). Profile of responses to commercials. *Journal of Advertising Research*, 19(2), 37-46.
- Venkatesh, S., Senthilkumar, N., (2015). *Effectiveness of humor advertising on advertising success*. *International Journal of Management and Social Science Research Review*, 1 (9). Retrieved from: https://mpa.ub.uni-muenchen.de/63973/2/MPRA_paper_63973.pdf
- Shimp, T., & Andrews, J. (2012). *Integrated marketing communications in advertising and promotion*. South-Western.
- Solomon, M. (2010). *Consumer behaviour – buying, having and being*. Pearson Education India. Retrieved from: https://www.researchgate.net/publication/254645539_Consumer_Behaviour_Buying_Having_and_Being

- Speck, P. S. (1987). *On Humour and Humour in Advertising: Volume II* (Doctoral dissertation, Texas Tech University).
- Stern, B. B. (1996). Advertising comedy in electronic drama: The construct, theory and taxonomy. *European Journal of Marketing*, 30 (9), pp. 37-59. Retrieved from: <https://www.semanticscholar.org/paper/Advertising-comedy-in-electronic-drama%3A-The-theory-Stern/314f39c16da5030b019538602e9de85f8ecc47dc>
- Stewart, D. W., Morris, J., & Grover, A. (2007). Emotions in advertising. In G. J. Tellis & T. Ambler (Eds.), *The Sage Handbook of Advertising* (pp. 120-134). London, UK: Sage Publication.
- Stwora, A. (2020). Funny or distasteful? A cross-cultural perspective on surprise and humour in multimodal advertising. *European Journal of Humour Research*, 8(2). Retrieved From: https://www.researchgate.net/publication/343054945_Funny_or_distasteful_A_crosscultural_perspective_on_surprise_and_humour_in_multimodal_advertising
- Suls, J. M. (1972). A two-stage model for the appreciation of jokes and cartoons: An information-processing analysis. *The psychology of Humour: Theoretical perspectives and empirical issues*, 1, 81-100. Retrieved from: <https://www.semanticscholar.org/paper/Chapter-4-%E2%80%93-A-Two-Stage-Model-for-the-Appreciation-Suls/d1bafaae8d26224d61ae892c8ae600061db7399e>
- Sung, J. (2017). Effects of Emotional Advertisement between Same and Competitive Brand on the Attitude towards Ad after Consumer Dissatisfaction. *INFORMATION, Japan*, 20(8(B)). Retrieved from: https://www.researchgate.net/publication/325282743_Effects_of_Emotional_Advertisement_between_Same_and_Competitive_Brand_on_the_Attitude_towards_Ad_after_Consumer_Dissatisfaction

- Tellis, G. (1998). *Effective Advertising Understanding When, How, and Why Advertising works*. Sage Publications. Retrieved from: https://www.academia.edu/32666878/Effective_Advertising_Understanding_When_How_and_Why_Advertising_Works
- Weinberger Marc G, Gulas Charles S. (1992). The Impact of Humour in Advertising: A Review. *Journal of Advertising*, 21(2). Retrieved From: https://www.researchgate.net/publication/256580598_The_Impact_of_Humour_in_Advertising_A_Review

Appendix

• Questionnaire

1. Name*

2. Age

- 15 – 19
- 20 – 29
- 30 – 39
- 40 – 49
- 50 and above

3. Gender

- Female
- Male
- Others

4. Have you come across any of the medium mentioned below?(SCALE:1- Least to 5- Most)

	1	2	3	4	5
Television					
Newspaper					
Radio					
Social Media					

5. Have you seen any advertisements in the media mentioned?

	Yes	No	Maybe
Television			
Newspaper			
Radio			
Social Media			

6. What words do you use to characterize advertisements?(SCALE:1- Least to 5-Most)

	1	2	3	4	5
Informative					
Creative					
Credible					
Persuasive					

7. Are you skeptical on relying on advertising for product purchase?

- Yes
- No
- Maybe

If your above answer is yes/ maybe, answer the following question, others please skip the question.

8. If you don't rely on advertisements, what are the other means you rely on?

- Popularity of Brand/ Product
- Personal Experience
- Word of Mouth
- Others

9. Please rate how EMOTIONAL the following advertisement is.

	1	2	3	4	5	
LEAST						MOST

Parle G



10. Please rate how EMOTIONAL the following advertisement is.

	1	2	3	4	5	
LEAST						MOST

Samsung



11. Please rate how EMOTIONAL the following advertisements.

	1	2	3	4	5	
LEAST						MOST

Google



12. Please rate how HUMOROUS the following advertisements.

	1	2	3	4	5	
LEAST						MOST

Camlin Markers



13. Please rate how HUMOROUS the following advertisements.

	1	2	3	4	5	
LEAST						MOST

Fewikwik



14. Please rate how HUMOROUS the following advertisementis.

	1	2	3	4	5	
LEAST						MOST

Center Fresh



15. According to you which type of advertising is more effective: emotional or humorous?

- Emotional
- Humorous
- Both

16. How many times you recall brand/ product through advertisements you watch?

- Every time
- Quite Often
- Often
- Sometimes
- Never

If your above answer is everytime/ quite often/ often/ sometimes, answer the following question, others please skip the question.

17. Which type of advertisements cause the strongest brand recall: emotional or humorous?

- Emotional
- Humorous

18. Are you encouraged to purchase a brand's products after seeing these types of advertisements?

- Yes
- No
- Maybe

19. Between a humorous and an emotional advertisement which one would make you want to buy the product?

- Emotional
- Humorous
- Both
- None

20. After buying the product relying on advertisement did you have customer satisfaction?

- Yes
- No
- Maybe

21. If you bought a product from a particular brand after watching an advertisement and were pleased with it, will you continue buying from the same brand?

- Yes
- No
- Maybe

22. Would you recommend others to buy the product once using it?

	1	2	3	4	5	
LEAST						MOST