

IMPACT OF HUMOUR ELEMENT OF ADVERTISEMENT IN CONSUMER PURCHASING DECISION

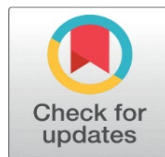
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ABSTRACT

Humour has been widely acknowledged as an effective strategy in advertising, capable of capturing consumer attention and shaping their purchasing choices. The impact of humour on customr purchasing decisions is affected by the consumer's involvement or attachment to the product. When promoting a new product, humorous advertisements can capture the consumer's attention and access the consumer's long-term memory better than the non-humorous ones. It's vital to remember that using humour in advertising isn't a one-size-fits-all solution. Different audiences have different tastes and sensitivity to humour. Advertisers must assess the market's demographic, cultural factors and the suitability of humour in relation to their brand and product. Furthermore, to establish a unified and effective campaign, humour should always connect with the overall advertising message and the intended company image. It is critical to note that humour can be quite powerful in changing a consumer's thinking about a given product. It was discovered that the hilarious nature of advertisements increased attention when compared to non-humorous advertisements. Data was collected through questionnaire using primary data collection method on five-point Likert scale from 350 respondents. The researcher uses the convenience and snowball sampling technique for the collection of data. The nature of this study is descriptive. The association of humour in advertising with consumer purchase intention was studied. It was concluded that humour in advertising has a significant impact on consumer purchase intention.

Keywords: Humour Element, Advertisement, Consumer and Purchasing Decision

1. INTRODUCTION

Advertising is the centre for attracting more people to buy a product and it has become the most powerful communication tool. It helps to grab the attention of

customers by arousing interest in them. Advertising conveys expertise and information about the goods and services.

Everyone wants to be happy. Everyone loves to laugh. Humour plays a very significant role in everyone's life. In today's marketing world, humour is on the rise. In advertising the most prevalent and frequently used emotion appeal is humour [Weinberger and Spotts \(1989\)](#). Putting humour in ads is like icing on the cake because when the product has a good message for its consumer, humour gives more power to the concept which not only entertains the people but creates a very deep impact in the mind of the targeted audience in a very positive way [Gervais and Wilson \(2005\)](#). There is a saying by David Ogilvy (Father of Advertising) "The best ideas come as jokes, Make your thinking as funny as possible". So, humour is effective in influencing the consumer's attitude towards buying decision and it may lead to increased purchase intentions. Speck found in a research that humorous advertisements outperform non-humorous advertisements on attention [Speck \(1987\)](#). Marketers do not disregard humour in marketing because research has shown that it enhances the attention (e.g., [Duncan \(1979\)](#), [Madden and Weinberger \(1984\)](#), [Speck \(1987\)](#), [Sternthal and Craig \(1973\)](#), [Weinberger and Gulas \(1992\)](#)). Humour is utilized as a trigger to capture attention not only in television ads, but also on the internet and magazines. Humour differs over time, across different geographies or demographics. When only the target market understands the jokes in the ads, the humour is at its best. Some may find the ad funny and some may not, it all depends upon their perception. Skittles, Snickers and Gems advertisements are hilarious for teenagers, but anyone over the age of 35 looks at them with total confusion, that gives the teenager confidence that the ad is tailor-made for them. Although there is still no definitive theory to explain humour, it has been discovered that humour is a good way to communicate and persuade, making it a good tool to use in advertisements. Over the past century, humour theories have been developed, and researchers are gaining more insight into the fundamentals of humour [Elbers \(2013\)](#). As Charles Wilton, former Chairman of the British Advertising Association, aptly stated, "People will forget what you said, but they will never forget how you made them feel." By infusing advertisements with humour, advertisers aim to cut through the noise, capture attention, and leave a lasting impression. As Bill Bernbach, co-founder of the advertising agency Doyle Dane Bernbach, once remarked, "The best advertising is fundamentally stealing entertainment." By making consumers laugh, advertisers can forge a connection and build a positive perception of their brand.

2. REVIEW OF LITERATURE

This study was conducted to investigate how humorous advertisements affect consumer behaviour. Additionally, likability and the degree to which an advertisement is loved were found to be strongly positively correlated. An exploratory research design was employed in this study. Anova, the chi-square test, and other statistical methods were used to analyse the data that was gathered. It was determined that while the use of humour in commercials encouraged respondents to buy the goods, the product's features also had a big impact on purchasing decisions, [Agarwal and Motwani \(2013\)](#). Mehmood, et al investigated how humour in advertising affects consumers' intentions to make purchases. It was based on a Likert scale with five points. Using the data, the researcher ran several tests, including regression, correlation, and reliability analysis. It was determined that it was critical to note that humour can be a powerful tool for influencing consumers' opinions about particular products, [Mehmood and Masood \(2016\)](#),

Diana, et al determined how hilarious advertising affected consumer word-of-mouth, recall, and purchasing behaviour. Both qualitative and quantitative data served as the foundation for the study. Information from focus groups and interviews. It was determined that there was, in fact, a connection between attitude and funny advertisements. The relationship was direct, indicating that humour improves attitude and that humour fosters favourable attitudes, [Dinana \(2018\)](#), Kumar, et al investigated how humour advertising influences consumers' choices. It was based on a Likert scale with five points. In this case, the methods of primary and secondary data collecting were applied. Convenience sampling, or non-probability sampling, has been employed. It was determined that when consumers are looking for knowledge about a brand, they are typically more receptive to marketing for that brand, [Kumar \(2013\)](#), Zar, et al examined the impact of hilarious commercials on consumers' purchasing decisions. The data gathering method in this study work was non-probabilistic (convenient) sampling. The results were tested using SPSS software, along with the chi-square test. It was determined that humour significantly influences consumers' intentions to make purchases, (Zar, humour element in advertisement, 2021), Chang, et al said, when humour is used in advertising, it has more benefits than a traditional advertisement and gives the creator a better sense of fulfilment. Comedy is a difficult and undervalued art. Chang and Chang discovered that humorous advertising increases brand awareness, which in turn increases consumer purchase intention, [Chang and Chang \(2014\)](#), Venkatesh, et al described how funny advertisements are comparatively more clever than serious ones; they divert attention and attract more customers. Posts about silliness close more deals and fill every available seat. Diversion sends out more data than making separate calls. Promotions that divert attention are best suited for things that are less expensive and more highly valued, [Venkatesh and Senthilkumar \(2015\)](#), Ogilvy, et al mentioned that the ultimate goal of marketing is to create demand for the product or service so that customers will be motivated to make a purchase. Any promoter and trader who is interested in increasing sales will find the opportunities and financial rewards of using comedy as a marketing incentive appealing. Getting someone's attention, nevertheless, is not a simple task. David Ogilvy, the marketing guru, is quoted as saying, "The customer is not an amoron; she is your wife." Don't belittle that woman's ability, [Ogilvy \(2004\)](#), Razzak, et al recurrent commercials, celebrity appearances in the commercials, and the desired product quality all influence the buying decisions of customers. A single television commercial can occasionally have a significant impact on viewers and may occasionally require repeating, [Majeed and Razzak \(2011\)](#), Hussain, et al mentioned that in order for businesses to enhance sales, advertising messages need to be moral in every way. To do this, they employ a variety of strategies and tactics, the most common of which is humour in television commercials. These days, television commercials are the most significant kind of marketing. All men, women, kids, and seniors like watching television, [Hussain \(2015\)](#), Ozyer mentioned humour influences customer purchasing decisions and brand loyalty through a variety of internal and external marketing methods, [Ozyer \(2016\)](#), Nguyen concluded that marketers should repeatedly air their television commercials to consumers in order to elicit their buy intentions. Additionally, the researcher discovered that the length of a TV advertising affects consumers' intentions to make purchases, [Khuong and Nguyen \(2015\)](#), Gulas mentioned that, since goodwill estimation highlights the need for some crucial cooperation, it seems to play a significant role in the suitability of various diverting promotions, [Gulas \(1992\)](#), Elwood mentioned as funnies are a creative form of communication that are used in a variety of conversations and casual gaming groups. This could surprise you, astonish you, suggest implausible

connections, and introduce the audience or viewer to fresh interpretations of well-known concepts, [Elwood \(2007\)](#), Ross has mentioned more akin to laughing at a joke that a victim can put up with. The humour is enjoyable and does not incapacitate. Jokes that are too close to the bone can make people unhappy or upset rather than laughing, [Ross, \(2013\)](#).

Humorous advertisements are often more memorable and engaging than non-humorous ones, which is a crucial first step in the consumer decision-making process [Kewlani et al. \(2022\)](#).

A 2025 study examining rational, emotional, and humour appeals found that while humour enhances engagement and brand recall, it must be carefully tailored to the target audience and cultural context.

A 2025 study on humour advertising in India's metro population highlights the challenges of cultural sensitivity and the need for careful implementation to achieve sustained success [Mathur et al. \(2025\)](#).

2.1. STATEMENT OF THE PROBLEM

The current study aims to investigate the impact of humorous advertisements on consumer purchasing intentions. While it's widely recognized that marketers use various strategies like sales promotions and advertising to boost sales, the specific effect of humour as an advertising technique is a key area of focus. Research suggests that humour can effectively capture consumer attention, and this study seeks to determine if this increased attention translates into a significant influence on consumer purchasing decisions. Ultimately, study addresses the need for a deeper understanding of the relationship between humorous advertising and consumer purchasing intent, moving beyond the general observation that humour grabs attention to a more specific analysis of its effect on sales.

2.2. OBJECTIVES OF THE STUDY

- 1) To examine the extent to which humorous advertisements influence consumer buying decisions and brand recall among a specific demographic of young, low-income individuals.
- 2) To analyse the relationship between humorous advertising and the overall consumer experience, specifically identifying how humour affects customer satisfaction and the likelihood of brand recommendation.
- 3) To determine if humorous advertising effectively differentiates a brand from its competitors and whether this leads to a higher probability of purchase.
- 4) To investigate the factors, beyond humour in advertising, that are critical in influencing purchasing decisions, such as price, preference, and product packaging.

2.3. SCOPE OF THE STUDY

This study investigates how humour affects young adults' purchase decisions in advertising. It focuses on how comedy can improve perceptions of brand memory, engagement, and affordability as well as how well it aligns with the preferences of the target audience strategically.

3. RESEARCH METHODOLOGY

3.1. RESEARCH DESIGN

The researcher used a descriptive research design and presented the findings in a descriptive format.

3.2. SAMPLING METHOD AND SIZE

The researcher used convenience sampling to gather responses from the target audience.

In this research study, the researcher has considered 350 respondents as a sample size.

3.3. SAMPLING FRAME AND UNITS

Each consumer who buys products by watching an advertisement - A list of all individuals from which the sample is drawn.

3.4. SOURCES OF DATA

The data for this research was collected from a primary source.

3.5. INSTRUMENTS FOR DATA COLLECTION:

The researcher used a structured questionnaire distributed via Google Forms to collect information from respondents.

3.6. TOOLS FOR DATA ANALYSIS

The data was analysed using **descriptive analysis and inferential analysis**. These methods involved summarize data and draw conclusions about a population from a sample.

4. DATA ANALYSIS

Table 1

Table 1 Demographic Profile of the Respondents				
Sl. No	Particulars	Variables	Frequency	Percentage
1	GENDER	Male	193	55.1
		Female	157	44.9
		TOTAL	350	100
2	AGE	Below 20	7	2
		20-30	335	95.6
		30-40	5	1.4
		Above 40	3	0.9
		TOTAL	350	100
3	OCCUPATION	Students	311	61.4
		Employees	26	25.7
		Professional	8	7.9

Others	5	4.9
TOTAL	350	100

Source: Primary Data

Interpretation:

The questionnaire was made available to students as well as public in general. At the end of the day, 350 responses were collected. Most respondents participated in the survey were male (193 out of 350 that is 55.1%), when compared to female (157 out of 350 that is 44.9%). We have obtained more responses from the age group 20-30 that is 95.6% and the least responses were from the age group 30-40 (1.4%) and above 40 (0.9%). With the occupation question 61.4% of the respondents are students (311), 25.7% are employees (26), 7.9% are professionals (8) and 4.9% are from other sources (5).

Table 2

Table 2 Monthly Income of the Respondents

Sl. No	Monthly Income	Frequency	Percentage
1	Less than Rs.2000	298	85.1
2	Rs.2001-5000	3	0.9
3	Rs.5001-10000	5	1.4
4	Rs. 10001-50000	31	8.9
5	Rs.50001-100000	5	1.4
6	Rs.100001-500000	3	0.9
7	Rs.500000 above	5	1.4
Total		350	100

Source: Primary Data

Interpretation:

As per the 350 responses out of which 85.1% of respondents were having less than Rs.2000/- income, 0.9% of respondents earnings were between Rs. 2,001 to Rs.5,000/-, 1.4% of respondents earnings were between Rs. 5,001 to Rs.10,000/-, 8.9% of respondents earnings were between Rs. 10,001 to Rs.50,000/-, 1.4% of respondents earnings were between Rs. 50,001 to Rs.1,00,000/-, 0.9% of respondents earnings were between Rs. 1,00,001 to Rs.5,00,000/- and 1.4% of respondents earnings were above Rs. 5,00,000/-.

Table 3

Table 3 Humorous Advertisement Attracts Me While Making Buying Decision

Sl. No	Humorous ads attract while making buying decision	Frequency	Percentage
1	Strongly agree	158	45.1
2	Agree	144	41.1
3	Neutral	33	9.4
4	Disagree	6	1.7
5	Strongly disagree	9	2.6
Total		350	100

Source: Primary Data

Interpretation:

In this table out of 100%, where the Humorous advertisements attract me while making buying decision where we found 41.1% of the respondents were agreed, 9.4% of the respondents were neutral, 45.1% of the respondents were strongly agreed, 2.6% of the respondents were strongly disagreed and remaining 1.7% of the respondents were disagreed for the same.

Table 4

Table 4 Humorous Ads Put Me in Good Mood			
Sl. No	Humorous ads put me in a good mood	Frequency	Percentage
1	Strongly agree	14	4
2	Agree	161	46
3	Neutral	159	45.4
4	Disagree	9	2.6
5	Strongly disagree	7	2
	Total	350	100

Source: Primary Data

Interpretation:

In this table out of 100% where you feel Humorous ads put me in a good mood where 46% of the respondents were agreed to that, 45.4% of the respondents were neutral, 4.0% of the respondents were strongly agreed, 2.6% of the respondents were disagreed and remaining 2.0% of the respondents were strongly disagreed on the same.

Table 5

Table 5 Humorous Ads Made Me to Recognize Among Other Competitive Brands			
Sl. No	Humorous ads made me to recognise among other competitive brands	Frequency	Percentage
1	Strongly agree	14	4
2	Agree	185	52.9
3	Neutral	143	40.9
4	Disagree	2	0.6
5	Strongly disagree	6	1.7
	Total	350	100

Source: Primary Data

Interpretation:

This table represents about the humours ads made people recognise among other competitive brands. Out of 100%, 52.9 of the respondents were agreed, 40.9% of the respondents were neutral, 4.0% of the respondents were strongly agreed, 1.7% of the respondents were strongly disagreed and remaining 0.6% of the respondents were disagreed

Table 6

Table 6 Humorous Ads Help Me to Recall its Brand before Shopping			
Sl. No	Humorous ads help me to recall its brand	Frequency	Percentage
1	Strongly agree	15	4.3
2	Agree	175	50
3	Neutral	146	41.7
4	Disagree	7	2
5	Strongly disagree	7	2

Total	350	100
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Source: Primary Data

Interpretation:

In this table out of 100%, where you feel Humorous ads helps me to recall its brand before shopping, we found that, 50.0% of respondents were agreed. 41.7% of the respondents were neutral. 4.3% of respondents were strongly agreed. And the respondent who thinks disagree and strongly disagree is 2.0% each.

Table 7**Table 7 Purchasing A Brand of Humorous Ads is Rewarding**

Sl. No	Purchasing a brand of humorous ads is rewarding	Frequency	Percentage
1	Strongly agree	6	1.7
2	Agree	184	52.6
3	Neutral	144	41.1
4	Disagree	10	2.9
5	Strongly disagree	6	1.7
	Total	350	100

Source: Primary Data

Interpretation:

This table represents about the Purchasing a brand of humorous ads is rewarding out of which 1.7% of the respondents were agreed. 41.1% of the respondents were neutral. 2.9% of the respondents were disagreed and strongly agreed were 1.7% and strongly disagreed were the respondents of 1.7% each to the same.

Table 8**Table 8 The Packaging/ Displays Will Grab My Attention**

Sl. No	The packaging/displays will grab my attention	Frequency	Percentage
1	Strongly agree	17	4.9
2	Agree	174	49.7
3	Neutral	153	43.7
4	Disagree	3	0.9
5	Strongly disagree	3	0.9
	Total	350	100

Source: Primary Data

Interpretation:

This table says about the packaging/displays will grab the respondent's attention in which we found, 49.7% of the respondents were agreed. 43.7% of the respondents were neutral. 4.9% of the respondents were strongly agreed. And the respondents who were disagreed and strongly disagreed were 0.9% each.

Table 9**Table 9 The Humorous Advertisement Was Appealing To Me**

Sl. No	The humorous advertisement was appealing to me	Frequency	Percentage
1	Strongly agree	5	1.4
2	Agree	187	53.4
3	Neutral	146	41.7

4	Disagree	6	1.7
5	Strongly disagree	6	1.7
	Total	350	100

Source: Primary Data

Interpretation:

In this table out 100%, 53.4% of the respondents were agreed. 41.7% were neutral. 1.4% were strongly agreed. And the respondents who were disagreed and strongly disagreed were 1.7% each to which they say the advertisement was appealing to me (humorous ads 1 and 2).

Table 10

Table 10 I Will Consider Criteria such as Price, Preference Before Buying

Sl. No	I will consider certain criteria such as price, preference before buying	Frequency	Percentage
1	Strongly agree	27	7.7
2	Agree	176	50.3
3	Neutral	136	38.9
4	Disagree	3	0.9
5	Strongly disagree	8	2.3
	Total	350	100

Source: Primary Data

Interpretation:

The respondents who say they will consider certain criteria such as price, preference before buying were found 50.3% of the respondents were agreed. 7.7% of the respondents were strongly agreed. 38.9% of the respondents were neutral. 2.3% of the respondents were strongly disagreed. And remaining 0.9% was disagreed to the same.

Table 11

Table 11 The probability that I would consider buying products from the brands of such humorous ads is "Strong"

Sl. No	The probability that I would consider buying products from the brands of such humorous ads is 'strong'	Frequency	Percentage
1	Strongly agree	10	2.9
2	Agree	154	44
3	Neutral	175	50
4	Disagree	5	1.4
5	Strongly disagree	6	1.7
	Total	350	100

Source: Primary Data

Interpretation:

This table represents about the probability that respondents would consider buying products from the brands of such humorous ads is 'strong' in which we found, 50.0% of the respondents were neutral. 44.0% of the respondents were agreed. 2.9% of the respondents were strongly agreed. 1.7% of the respondents were strongly disagreed. And remaining 1.4% of the respondents were disagreed to the same.

Table 12**Table 12 I Will Recommend Others to Buy Products from the Brands of Humorous Advertisement**

Sl. No	I will recommend others to buy products from the brands of humorous ads	Frequency	Percentage
1	Strongly agree	10	2.9
2	Agree	170	48.6
3	Neutral	149	42.6
4	Disagree	12	3.4
5	Strongly disagree	9	2.6
	Total	350	100

Source: Primary Data

Interpretation:

At the end of the day, 350 responses were collected. Most respondents participated in the survey where most of the people strongly agreed were 10 out of 350 that is 2.9%, agreed people were 170 out of 350 that is 48.6%, neutral were 149 out of 350 that is 42.6%, and the people who disagreed were 12 out of 10 that is 3.4%, and we have strongly disagreed people 9 out of 350 that is 2.6% these are all the responses that are gathered from the sources.

Table 13**Table 13 How likely is it that you would recommend this company to a friend or colleague on scale of 10**

Particulars	Rating Point and Respective Number of Responses										Total Responses		
How likely is that you would recommend this company to a friend or a colleague?	10	9	8	7	6	5	4	3	2	1			
Frequency	22	9	175	13	10	106	2	3	6	4	350		
Detractors Score Points and Percentage (1 to 6)	10						106	2	3	6	4	131	37.428
Passive Score Points and Percentage (7-8)										175	13	188	53.714
Promoters Passive Score Points and Percentage (9-10)										22	9	31	8.8571
												350	100
Promoters Passive Score Points and Percentage										8.8571			
Detractors Score Points and Percentage										37.428			
Net promoter Score										-28.571			

Source: Primary Data

Interpretation:

The Net Promoter Score (NPS) for this company is -28.57.

This score indicates that the company has significantly more detractors than promoters. A negative NPS suggests a high level of customer dissatisfaction and a low likelihood of positive word-of-mouth recommendations.

Promoters (Scores 9-10): Only 8.86% of respondents are promoters. These were the most enthusiastic and loyal customers who are likely to recommend the company to others.

Passives (Scores 7-8): 53.71% of respondents are passives. While they were not actively dissatisfied, they were not enthusiastic and were susceptible to competitive offerings.

Detractors (Scores 1-6): A substantial 37.43% of respondents were detractors. These customers were unhappy and were likely to spread negative word-of-mouth, which can damage the company's reputation and growth.

Most customers (over 90%) were either indifferent (passives) or actively unhappy (detractors). The high percentage of detractors, combined with the low percentage of promoters, results in a negative NPS, signalling an urgent need for the company to address customer satisfaction issues.

5. FINDINGS OF THE STUDY

1) Demographic Profile of Respondents:

- **Gender Distribution:** The survey had a higher number of male respondents (55.1%) compared to female respondents (44.9%). This suggests a slight gender imbalance which could affect the overall representation of opinions.
- **Age Range:** Most respondents were aged 20-30 (95.6%). The very low representation of respondents aged 30 and above (2.3%) indicates a need to engage a broader age demographic for a more balanced view.
- **Occupation:** A significant portion of respondents were students (61.4%), while a smaller percentage were employees (25.7%), professionals (7.9%), or from other categories (4.9%). This skew towards students might influence the results, especially regarding financial and purchasing decisions.

2) Monthly Income Analysis:

- **Income Distribution:** A large majority of respondents (85.1%) reported having less than Rs.2000 income, which likely reflects the student-heavy sample. The minimal representation in other income brackets suggests that the findings might not fully capture the spending behaviour of higher-income groups.

3) Attitudes towards Humorous Ads:

- **Impact on Buying Decisions:** A significant portion of respondents (45.1% strongly agreed, 41.1% agreed) feels that humorous advertisements influence their buying decisions. This indicates that humour in ads is an effective strategy for engaging this demographic.
- **Mood Influence:** While 46% agreed that humorous ads put them in a good mood, only 4% strongly agreed. This suggests that while humour has a positive effect, it may not be a strong mood booster for all.
- **Brand Recognition:** Over half (52.9%) agreed that humorous ads help them recognize brands among competitors, which suggests that humour can enhance brand visibility.
- **Brand Recall:** Half of the respondents (50%) agreed that humorous ads help recall brands before shopping, indicating a positive impact on brand recall but with a considerable portion (41.7%) remaining neutral.

4) Product and Brand Preferences:

- **Rewarding Brand Purchase:** A small percentage (1.7%) strongly agreed that purchasing brands from humorous ads is rewarding. This indicates that while humorous ads may catch attention, they do not

necessarily lead to a strong sense of reward or satisfaction from purchasing.

- **Packaging and Displays:** Nearly 50% of respondents agreed that packaging and displays grab their attention, highlighting the importance of these elements in product marketing.
- **Ad Appeal:** Most respondents (53.4%) agreed that the advertisements were appealing. This shows a general positive reaction to the humorous ads.
- **Criteria for Buying:** Over half (50.3%) agreed that they consider criteria such as price and preference before buying, suggesting that while humor plays a role, other factors are also critical in purchasing decisions.
- **Likelihood to Buy:** A significant portion (50%) was neutral about the likelihood of considering brands from humorous ads. However, 44% agreed, showing some potential for increased sales through humorous advertising.
- **Recommendation:** Only 2.9% strongly agreed that they would recommend products from humorous ads, with 48.6% agreeing. This suggests that while humor is appreciated, it does not strongly influence recommendations.

The Net Promoter Score (NPS) for this company is -28.57.

This score indicates that the company has significantly more detractors than promoters. A negative NPS suggests a high level of customer dissatisfaction and a low likelihood of positive word-of-mouth recommendations.

Promoters (Scores 9-10): Only 8.86% of respondents are promoters. These are the most enthusiastic and loyal customers who are likely to recommend the company to others.

Passives (Scores 7-8): 53.71% of respondents are passives. While they are not actively dissatisfied, they are not enthusiastic and are susceptible to competitive offerings.

Detractors (Scores 1-6): A substantial 37.43% of respondents are detractors. These customers are unhappy and are likely to spread negative word-of-mouth, which can damage the company's reputation and growth.

Most customers (over 90%) are either indifferent (passives) or actively unhappy (detractors). The high percentage of detractors, combined with the low percentage of promoters, results in a negative NPS, signalling an urgent need for the company to address customer satisfaction issues.

6. SUGGESTION

- 1) **Attitudes towards Humorous Ads:** Continue using humorous advertisements as they effectively influence buying decisions and brand recognition.
- 2) **Mood Influence:** While humour has a positive effect, ads should aim to create a stronger emotional connection to boost moods more significantly.
- 3) **Brand Recognition and Recall:** Focus on integrating brand elements seamlessly into humorous ads to enhance brand visibility and recall.

- 4) **Rewarding Brand Purchase:** Link the humorous ad to a clear product benefit or value proposition to create a stronger sense of satisfaction for the customer.
- 5) **Packaging and Displays:** Invest in eye-catching product packaging and in-store displays to capitalize on the positive impact of humorous ads at the point of purchase.
- 6) **Ad Appeal:** Maintain a high level of creativity and production quality in ads to ensure they remain appealing to the audience.
- 7) **Criteria for Buying:** Ensure that humorous ads still effectively communicate key product details like price and features, as these remain critical to purchase decisions.
- 8) **Likelihood to Buy:** Create a more compelling call to action within humorous ads to convert neutral interest into a definite purchasing intent.
- 9) **Recommendation:** Focus on improving the overall customer experience and product quality to boost word-of-mouth recommendations, as humour alone isn't enough.
- 10) **Net Promoter Score (NPS):** Prioritize identifying and addressing the specific reasons for customer dissatisfaction to reduce the high percentage of detractors.
- 11) **Promoters, Passives, and Detractors:** Implement strategies to convert passive customers into promoters and actively address the concerns of detractors to improve the negative NPS.

7. CONCLUSION

Funny commercials successfully grab consumers' attention, which makes it simpler for marketers to sway consumer purchases. Humour has a powerful effect on consumers' purchasing habits by evoking strong feelings and improving memory. The study emphasizes that humour in advertising has a good effect on consumers' perceptions and selections of goods. It has been demonstrated that humorous material improves attention and retention, which helps consumers remember the product and may influence their purchase decisions.

Significant Relationship: Purchasing decisions made by consumers and the usage of humour in commercials are significantly correlated. When comedy in advertisements is appropriate for the target audience and the brand, it can enhance consumers' perceptions of the items and affect their purchasing decisions. But it is imperative that humour be used thoughtfully and strategically. Humour needs to be adapted to the preferences and sensitivities of the audience because it differs substantially between demographic groups and cultural contexts. When comedy and brand messaging are not in sync, bad things can happen. This emphasizes how important it is to create amusing material with careful consideration.

In conclusion, funny ads have the potential to significantly influence customer perceptions and behaviour when done well. It is important for advertisers to properly blend comedy with brand messaging to maximize its impact and steer clear of potential pitfalls.

CONFLICT OF INTERESTS

None.

ACKNOWLEDGMENTS

None.

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