

Impact of Humor in Advertising on Consumer Purchase Intention: A Study on Ufone Network from Telecommunication Sector in Pakistan

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Abstract

The aim of this study it finds out the impact of humor in advertising on consumer purchase intention in Ufone network out of telecommunication sector of Pakistan. Data was collected through questionnaire on five point Likert scale from 200 respondents conveniently from the users of telecommunication sector of Pakistan. This is the descriptive study. The researcher uses the probability and convenience sampling techniques for the collection of data. Correlation and regression were used as statistical test of data. SPSS are used to analyze the data. Through analysis it was found that humor in advertising has significant impact on consumer purchase intention. To improve the relations with purchase intention and humor in advertising in Pakistan are the major factors in this study. The purpose of this research is to determine the impact of humor in advertising on consumer purchase intention. The nature of this study is descriptive. The concept of humor in advertising are associated with consumer purchase intentions.

Key Words: Humor, Eye Tracker, Advertisement, Telecommunication Sector, Purchase Intention.

Introduction

The word advertisement derived from the Latin word *advertere* which means “to turn the mind towards”. Advertising have a spiritual influence on shoppers and the choices of customer effected by the advertising. As an advertising vehicle, one of advertising’s structures is to goal at influence of prospective clients (Kotler, 2004). Marketing demand is the final objective, purchaser mind will inspire to the merchandise or facility and take purchasing choice. Opportunities and profits of spending comedy as an incentive in marketing is attractive to any promoter and trades as they all object for improving sales. However, persuading the individual’s attention is not ever easy. One of the quotations from marketing brain David Ogilvy is “The consumer is not amoron; she is your wife. Do not insult that woman aptitude” (Ogilvy, 2004).

The benefit of adding humor in advertising when it works the satisfaction of having created it is greater than from a regular advertisement. Humor is hard to do and underappreciated, but out of all the advertisements marketer have done the once attempted to use humor were favorites by far. (Chang&

Chang, 2014) found out that humorous advertising has positive impact on brand awareness and brand awareness has the positive impact on consumer purchase intention.

It is evident to examine and redesign the contemporary amusingness impacts in promoting since it is vital and up and coming for both hypothetical what's more, down to earth fields (Mario, 2012). Funniness is an imaginative type of correspondence that assume a part in many sorts of talk and every day gaming associations. This might shock you, excite, recommend impossible associations and lead the audience or viewer to new translations of existing ideas (ELWOOD, 2007). Amusing advertisements are moderately more cleverness than non-silly promotions, diversion draws in more clients and more consideration of everybody. Silliness postings get more deals, achieving every one of the spots effectively. Diversion transmits data more than different calls. Diversion promotions are most appropriate for more regard for items and less expensive items (Venkatesh, 2015).

Just in late decades, amusing, capacity and impacts in publicizing effort has turned into the subject of examination studies. The reason could be that amusing is a troublesome one to portray. Furthermore, its impact on the general population can be influenced by different components that either increment or minimize the outcome. Subsequently, it can be entirely hard to foresee whether the utilization of amusing in the farmland brings achievement or not. Every one of these variables might have added to diversion being a subject of negligible experimental exploration articles and studies publicizing. The point of the theory is on amusing in promoting talk. It intends to find how funniness is joined into publicizing effort to be entertaining (Slovakova, 2013). More like listening to a joke casualty can endure mercilessness. The joke is not debilitating and fun take after. Jokes that hit excessively near and dear frequently bring about dissatisfaction or distress as opposed to giggling (Ross, 2013).

Good will estimation, appears to assume a noteworthy part in the adequacy of various diverting promoting in light of the fact that it demonstrates the significance to have a few critical cooperation (Elbers, 2013). May amusing significantly Enhancing learning (Weinberger & Gulas, 1992). Amusingness did not convince respondents, are the decisions, states of mind and purchasing aims were decreased with clever TVC, contrasted with non-entertaining exhibitions (Bara & Botelho, 2011). The capacity of the amusing component tuning down the impact to bring out the negative slant (Cheng, 2014). Researcher suggest that there was unethical humor never should be in the advertising messages. Advertising messages must be ethical in every ground (Ullah & Hussain, 2015). Companies want to increase in their sales. For this they use different methods and tricks to capture consumer attention mostly they use humor in television advertisements. Television ads are the most important marketing media of this era. Every man, women, child's, old, elders love to watch television.

Humor advertisements on television grab the attention of viewers. Viewers enjoyed television ads (Ashaduzzaman, 2011). The study suggested that in order to get consumer purchase intention marketer must repeat the ads on television again and again. The researcher also found that consumer purchase intention also influenced by the span of TV commercial (Khuong & Nguyen, 2015). Customer purchase decision is effected by the repetition of ad, celebrity in the commercial and desired quality of the product. Sometime one time commercial on air on television has the great impact on consumer and sometime necessarily need of repetition of the commercial (Majeed & Razzak, 2011). Through various internal and external marketing channels customer purchase decision and loyalty with the brand is created by the humor (Ozyer, 2016).

Significance of Study

Every company, organization or firm wants to increase their revenues. Brands wants to increase their sales, for increasing sales they use different tools like marketing, sales promotions or advertising. Advertising plays a vital role in every company success or brand success. Marketers searching for the ways to get consumer intention, they use different advertising techniques. Advertisers use humor in every one of five

television ads, advertisers believe that humor advertisements get more intention rather than non-humor ads, humorous commercials tend to increase the intention of consumers. Humorous advertisements also help to increase brand image, customer loyalty, and funny ads attract the consumers and enhance the positive feelings about the product (Venkatesh & Senthilkumar, 2015).

Objectives of the Study

- To find out the impact of humorous advertising and on consumer purchase intention

Problem Statement

Every marketer's goal is to increase sales and revenues of the organization, for this purpose marketers use different marketing techniques such as sales promotions or through advertising. The question is that how can advertiser capture the attention of viewers? What the types of advertisements that consumers love to see? Advertiser wants to make their ads persuasive and effective so that consumer mind will develop to purchase the product after watching the ad (Farooq, 2015). Many researcher proves that use of humor in advertising will helpful to get consumer intention. Humorous elements getting intention of the consumers to the ad and brand respectively (Cheng, 2014).

Research Question

Following research questions will be answered

1. What is humor?
2. In what way humor ads has impact on the customers of Pakistan?
3. How humor advertisements helpful to get consumer purchase intention

Literature Review

The researcher conducted a research in Pakistan to find out the relationship between the consumer purchase intentions and criticism, targeted population in this study was undergraduate students. Unrestricted sampling method was used and a sample of 202 individuals was taken, the study used close ended questionnaire to collect data it was found that buyer purchase intentions considerably affected by the criticism used in humorous advertising (Hameed, 2015). The researcher confirmed that pun use in print ads has the significantly effect on respondents (Chakroun & Triki, 2014).

The researcher carries out a study on the topic of role of absurdity on consumer persuasion and also fined the reason why humor used in advertisement. For this purpose, convenience sampling techniques was used sample of 50 viewers and 10 advertisers was taken, the study used structured questionnaire which is responded by the viewers and advertisers, it was found that humorous ads likely to achieve marketing goal than non-humorous ads, study also found the relation of humorous TV advertisements and viewer persuasion. (Rane, 2010) the researcher conducted a research in Karachi (Pakistan) ad repetition on consumer purchase intentions, target population in this study was females living in Karachi sample of 150 females was taken, the study used structured questionnaire and multiple tests like regression, reliability, and factor examination applied The outcome of this study shows that ad reappearance has a significantly impact on consume purchase decisions (Majeed & Razzak, 2011).

The researcher elaborates the phenomena of humor advertisement in American ads and its relation with purchase intentions of Taiwanese consumers. Result signifies the scope of concept and highlights a good relation. (Bandyopadhyay & Chang, 2014) a researcher conducts a research in Pakistan to find out the role of humor advertising in a catastrophe economy targeted population in this study was job holders non

probability sampling techniques was used and a sample of 478 job holders was taken the study used structured questionnaire to collect data it was found that humorous TV ads has positive relation to consume attitude (Mir & Khan, 2012).

The examiner elaborates the phenomena of repetition of ads and its relation with brand familiarity. A result signifies the scope of concept and highlights a good relation (CAMPBELL & KELLER, 2003). The investigator carries out a study in America to find out the impact of humor in comparative advertising target population of in this study was men and women of all group of ages as well as education level, systematic random sampling techniques was used and a sample of 91 participants was taken, the study used structured questionnaire to collect data and analyzed it on SPSS by applying ANOVAs test. The study found that close promotions with visual incongruity were appraised cleverer than similar ads without visual incongruity (Straus, 2015).

The investigator elaborates the phenomena of "Humor and its relation with Eye Tracker: Devotion Incarceration and Distraction from Context. Target population is students of undergraduate programs. Researcher collect data through questionnaire that is the type of structured questionnaire and analyzed it on SPSS by performing ANOVAs tests. The study finds out that there was positive relationship between the variables of study (STRICK, 2010). A researcher stated that there were a more advantages to use humor in television advertising (Olsson & Asa, 2015).

The relation of humor advertisement on the consumer purchase decisions is positive. Researcher used exploratory and descriptive study designs are used, focus groups and structured questionnaire are used to collect data, chi square and ANOVA analysis are used to analyze data, data was collected from 70 respondents, researcher used convenient sampling methods for collection of data. Study found that results signifies a scope of concept and highlights a good relation (Motwani & Agarwal, 2013).

The researcher conducts a research in Taiwan to find out the "ad that contain silliness of chines play on words on sane against passionate items." Focused on populace of this study was undergraduate students non probability sampling techniques were used and a sample of 250 respondents was taken and the study used structured questionnaire and data was analyzed through ANOVA tests study found that "product differences involvement will have significant influence on sensitive pun commercial" (FAN, 2014).

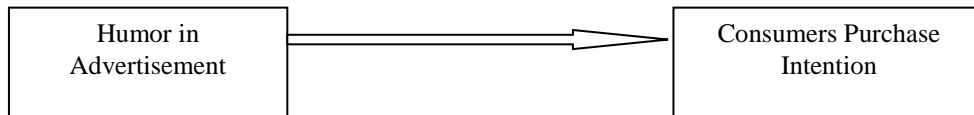
The objective of this study is to examine the gender acuity dissimilarities near Television ads in Iran. Data was collected from 299 respondents and t-test was used to analyze the data study found that perception of television commercials has significantly relation with gender differences (Yarahmadi, 2015). The researcher elaborates the phenomena of advertisements and consumer perception and its relation with consumer buying decisions. Researcher conducted a research in Pakistan data was collected through questionnaire with a sample of 200 respondents SPSS software are used to analyze the data. Results signifies the scope of concepts and highlights a positive relation (Malik, 2014).

The investigator explains the sensations of television advertisement and its relation with purchase intention. Results signifies the scope of concepts and highlights a positive relation (Hemamalini, 2014). The objective of this study is to finds out the stuffs of Television advertisings on customer buying goals. Study used quantitative approach and collect data from 200 respondents study find out that all factors (trust, length, mood, repetitiveness) has positive relationship with consumer purchase intentions (Khuong & Nguyen, 2015).

The objective of this research is to find out the effect of publicizing on consumer behavior intents. Researcher conducts a study in farming banks in Tehran. Data was collected from 384 respondents. Structured questionnaire was used to obtain data from respondents. Result signifies the scope of concept and highlights a positive relationship (Mandan, 2013).

The objective of this study is to investigate the comedy charms in administrators of marketing division on the marketing performs inside the department. Researcher conducts a study in Istanbul the city of turkey. Researcher used convenience selections to collect data from 241 respondents. All the respondents are working in different marketing departments. AMOS 22.0 are used to analyze data. Outcomes indicates the room of thought and acmes an upright relation (Ozyer, 2016).

Conceptual Framework



Hypothesis

H1. Humor in advertising has significant impact on consumer purchase intentions.

H2. Humor in advertising has no significant impact on consumer purchase intentions.

Methodology

Research methodology defines the complete ideas about the study that is conducted.

Research Approach

Researcher use the quantitative research approach. Quantitative approach is an approach in which researcher investigate the cause and effect relationship between variables and develop hypothesis.

Population

Population of this research are the consumers of telecommunication in city OKARA.

Sampling Method

The investigator uses the probability and convenience sampling techniques for the collection of data. Purpose of sampling is to select some elements from population.

Sample Size

The study uses a sample of 200 respondents in Okara city and the users of Ufone network, and other telecommunication networks.

Data Collection

This study will collect a primary data from the population. data was collected individually by surveying

Research instruments

Self-administered questionnaire is developed and this is based on five point Likert scale

Data Analysis

SPSS and are used to analysis data statistically. Researcher performed various tests on data such as reliability analysis, correlation and regression analysis.

Findings

Reliability Analysis

Reliability Statistics

Cronbach's Alpha	N of Items
.917	21

Reliability analysis are used to performed of the humor in advertising on consumer purchase intention. It is compulsory to check the reliability before the analysis of data. Results of reliability analysis are shown in the table. The overall reliability of the humor in advertising on consumer purchase intention is 0.917 by using 21 items. Reliability results shows that the research instrument is valid for the purpose of the collection of the data because it is, to meet the standards and fulfill the acceptable criteria. Cronbach's Alpha is .917, which indicates a high level of internal consistency.

Correlation Analysis

Correlation

		Humor In Advertising	Purchase intention
HUMOR IN ADVERTISING	Pearson Correlation	1	.738**
	Sig. (2-tailed)		.000
	N	100	100
PURCHASE INTENTION	Pearson Correlation	.738**	1
	Sig. (2-tailed)	.000	
	N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Results of the correlation analysis are shown in the form of table This following correlation table indicate the strengths of associations between variables. The printout indicates that between the variables the strengths of association is very high ($r = 0.738$) and that the correlation coefficient is very highly significantly different from zero ($p > 0.001$). Pearson correlation of humor in advertising and consumer purchase intention= 0.738 and $P = 0.000$

Regression Analysis

The regression test is connected on information for getting the results. It assesses the impact on humor in advertising on consumer purchase intention.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.738 ^a	.544	.540	.52185

a. Predictors: (Constant), humor in advertising

The model shows that the correlation between the independent and dependent variables represented as R is .738. The coefficient of determination that shows how the variables are deviated from the straight line which has the value of 0.544 represented as R Square. The adjusted R square value is 0.540.

Hypothesis	results
(H1) there is significant relationship between humor in advertising on consumer purchase intention.	Supported
(H0). There is no significant relationship between humor in advertising on consumer purchase intention.	Rejected

Anova

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	31.858	1	31.858	116.985	.000 ^a
Residual	26.688	98	.272		
Total	58.547	99			

- a. Dependent Variable: consumer purchase intention
b. Predictors: (Constant), humor in advertising

The consequences show that there is significant relationship between humor in advertising on consumer purchase intention. The significant level is .000. The positive values show that there is positive relationship between the humor in advertising on consumer purchase intention.

Table: Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.182	.358		.508	.612
1 Humor In advertising	.948	.088	.738	10.816	.000

- a. Dependent Variable: consumer purchase intention

This study involves in the measuring the impact of humor in advertising on consumer purchase intention. Result shows the positive relationship between humor in advertising on consumer purchase intention. The value of F must be greater than five. In this study value of F = 116.985. Results of regression analysis also indicate a positive relationship (F=116.985, P < 0.05), among independent variables with beta co-efficient named as humor in advertising. Value of beta co-efficient for humor in advertising (B, 0.948). The level of significance is 0.000. The results are justified. The results of the regression analysis are significant for independent variables.

Conclusion

Following are the results of research. In mobile telecommunication sector consumer like the Ufone services. Humor in advertising attracts the consumer purchase intentions on Ufone network in telecommunication sector of Pakistan. Researcher finds out that humor increases consumer perception about products. It is very important to say that humor can be very effective on changing the mind of consumer for specific product. It is found that humorous nature of ads enhanced attention against non-humorous ads.

Limitation of Study

Researcher used quantitative research approach, for this is the limitation, for humor ads qualitative research approach is good option. Researcher collect data only from Okara city that is small city of Pakistan, results would be different if data also collected from other big cities. The study has the limited resources. For further research, researcher used qualitative research approach and also take the data from other cities. Most of the data was collected from the university students. Data should also have collected from businessman, housewives etc.

Future Research

For further research topic researcher can go for study on different types of humor, which type of humor used in Pakistan television commercials, bad effects of humorous advertisement could be a topic of further research. To check the impact of humor on brand image also be a good topic for research.

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