

# Mushrooming Humors in Modern Trends of Advertising - An Overview

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**Abstract:** *There are millions of products and brands in our local market and people are largely exposed to these product/brands through enormous of advertisements. It would be exciting to unearth why we react to certain advertisements and not to others. We consider that it could be interesting to give attention on humorous advertisements. Humor provides the use of placing across the message of the advertisements without frustrating the audiences because of the enjoyment factor in it. In this modern trend of advertising, new dimensions of advertising are being used by the Indian advertisers. This paper focuses on Indian advertisement market analysis, various aspects of the new humor application in advertising in the Indian context. Impacts and effectiveness of humorous advertising and also discusses the do's and don'ts of using humor application in advertising.*

**Keywords:** Advertisements, Audience, Effectiveness, Humor and Impacts.

## 1. Introduction

Humor is used in all form of advertising in our recent trends, where it habitually contributes to very effective ads. A humorous advertisement always makes the audiences more enjoyable and memorable. Meantime it also stimulates the audiences to involve with the particular brand/product. The solution to hilarious advertising is swearing the humor is suitable to both product and customer. The stability between hilarious and intolerable can often be fragile; and sellers have to be specifying the optimistic effects compensate the pessimistic before an advertisement can be introduced.

Humor is a composite experience. There is no universal theory of humor or even an approved explanation. When we attempt to describe precisely what counts as humor, we locate it fairly difficult. Humor is encompassing of three components: wit, mirth, and laughter. Wit is the cognitive experience, Mirth the emotional experience, Laughter the physiological experience. We frequently equate laughter with humor, but there are many instances of laughter (tickling, nervousness, etc.) that obviously have slight to perform with humor. Correspondingly, there are numerous instances of humor that do not effect in laughter (due to the mood of the appreciator, the social context, etc.). Humor is an eminence of observation that facilitates us to experience pleasure even when countenanced with harsh conditions. Stress is an unfavorable condition during which we may experience anxiety or fatigue, feel unpleasant sensations and sometimes widen a sense of desperation or futility.

As humor regularly entitles predictable social supplies into question, it may be regarded as affording us liberation from the restraint of conforming to those requirements. Moreover, people who have been undergoing a strain will sometimes burst into laughter if the strain is suddenly removed. Freud (1905) regards humor as a means of outwitting the "censor," his name for the internal inhibitions which prevent us from giving rein to many of our natural impulses. According to Freud, the censor will allow us to indulge in these forbidden thoughts only if it is first beguiled or disarmed in some way. The fascinating is done, he thinks, by means of the

techniques of humor. It is not only our sexual impulses that are repressed by the censor, but also our aggressive ones.

## 2. Literature Review

Weinberger & Gulas (1992) have made a study about the impact on humor in advertising. Their synthesis of the current literature leads to several conclusions. Before stating these conclusions, they think it is necessary to add a cautionary note. Humor research is plagued by many complexities and many variables can intervene in the relationship between a given humorous ad and its outcome, thereby creating dozens of contingent relationships with possibly divergent effects. Weinberger & Gulas (1992) conclusions about the benefits of humor in advertising are:

- Humor attracts attention. The vast majority of studies conducted in both advertising and education bear this out.
- Humor does not harm comprehension.
- The nature of the product affects the appropriateness of a humor treatment. Though humor is used with many types of products, its use is more successful with existing rather than new products. Humor also appears to be more appropriate for low involvement products and feeling-oriented products.

According to Fugate (1998), the frequency with which humor appears and the enthusiasm of its supporters is not always justified by empirical measurement of results. The surface simplicity of humor gives way to more complex interactions when causal relationships are examined. Serious studies on humor suggest that the nature of the product, the medium, target audience factors, the communication goal, the type of message and the placement of the message all influence cognitive, affective, and behavioral responses of consumers in the marketplace. In the broader sense, controlling for these antecedents is only a partial solution to humor research since it is difficult to precisely define what humor is or is not. In Fugate's (1998) study, it shows that a personal sense of humor is not a one-dimensional construct; it is made up of many different elements. He proposes that sense of humor is multidimensional and that it contains at least the following six dimensions:

Volume 4 Issue 5, May 2015

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1. Humor production.
2. A sense of playfulness
3. The ability to use humor to achieve social goals
4. Personal recognition of humor
5. Appreciation of humor
6. Use of humor as an adaptive mechanism

### 3. Purpose of the Study

- 1) To analyze the present Indian Advertising Market
- 2) To study the different types of new humor application in advertising in the Indian context.
- 3) To observe the impacts of humor application in advertising.
- 4) To understand the effectiveness of humorous advertisements on selling products.
- 5) To determine the do's and don'ts of using humor application in advertising.

### 4. Analysis of Advertising Market in India

Advertising spends in India are expected to grow 12.6% year on year to Rs 48,977 crores, of which Digital Advertising spends will account for Rs 4,661 crore. Digital media continues to show the maximum growth with 37% in 2015. Television shows a higher growth percentage in 2015 compared to last year with 16%. TV channels will especially be bullish with cross media integration via their own digital platforms. The big ticket event this year is the ICC Cricket World Cup in February and March, with scope for programming and advertising innovation during the tournament. Even with pressures on advertising revenues, the print medium shows an increase by 5.2% as against the 2014 estimate of 7.6%. Print magazines continue to be on the decline, as several are looking at digital delivery mechanisms.

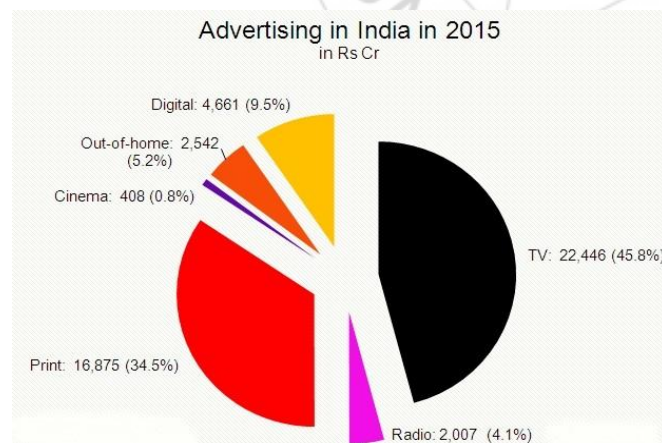


Figure 1

Source: Advertising in India in 2015, GroupM Estimates, <http://www.medianama.com/2015/02/223-advertising-in-india/>

The advertising and marketing sector in India is expected to enjoy a good run. Growth is expected in retail advertisement. The Indian government has given tremendous support to the advertising and marketing industry. Advertising expenditure is likely to increase in the

financial sector, driven by Reserve Bank of India (RBI) policies which could result in a more favourable business environment. Also, proposed licences for new banks and better market sentiments render the advertising and marketing industry in India a fertile space.

### 5. Types of New Humor Application in Advertising in the Indian Context

**Comparison** The majority of our Indian advertisements are using this humor technique. It involves locating two or more elements mutually or evaluating them to generate a humorous comparison. Most of our beauty care products/brands and automobile products/brands advertisements which keep on picking on each other and creating a humorous situation.

**Personification** In this type of application, human characteristics may be attributed to other livings, thus creating the appeal. A recent advertisement of “Snickers – You are not you when you are hungry” (2015). The advertisement has many editions of it where in a group of guys, one of them behaves like a ‘heroine’ personified by actress Rekha, Urmila Martondkar and Sonam Kapoor.

**Exaggeration** The appeal in this case is just what it means. In exaggeration, either the product attributes or the product offer is overstated or magnified. A typical example of this in the Indian context is “Vim liquid dish washer – One Drop Challenge”. Most of the Fevicol and Fevi Kwick advertisements also fall under this category.

**Pun** is playing with words and language which result in newer meanings and humor. The new Quikr online classifieds portal advertisement stressed with the word “Quikrrrrr” (2015) which created a new humor between the public.

**Sarcasm** comments about the situations in day-to-day life, or sarcastic responses can be classified under this category. Star Sports Television channel is creating typically hilarious “mauka mauka ads” (2015). First it was India’s world cup opener against Pakistan, second TVC was for the big one India vs. South Africa and the third one was launched ahead of India vs. UAE match. Star Sports has managed to keep the audience tickling with their creative funny mauka mauka ads. The intensity of sarcasm is only increasing one after another epic Mauka Mauka advertisements.

**Silliness** It can vary from funny faces to diverse situations where people perform in a stupid or abnormal way. A very recent “Cadbury 5 Star advertisement” (2015) comes under this category. At the beginning of the ad, Ramesh and Suresh have sit on coach and planning to go party and eating Cadbury 5 Star. Suddenly, his father come and slap at the head of Suresh and said him to go for studies but Ramesh didn’t come to know, his father has sit with him and he shared the full plan to go in party with his father and then his father showing very funny angry expressions and commercial has gone finished.

**Surprise** factor includes those advertisements where humor arises from situations which are believed to happen in a usual way but in the ad, they acquire surprising turns. The “Flipkart’s latest campaign: Smart shopping an app away” (2015). The ads stress upon the need to have the Flipkart app on their smart-phones to have easy and convenient shopping experiences. One of the ads shows a lady dragging an auto-driver on a shopping spree all over the city while she is giving him directions with the help of her smart-phone. At the end the auto driver asks her if she is holding a smart-phone in her hand and she says yes. He then surprisingly suggests she should download a Flipkart mobile app.

## 6. Impact and Effectiveness of Humorous Advertising

Humor is a widespread ingredient in advertising. Nearly all ads around the world considered humor as a major impact factor of advertising to attract the customers, since it make a big contribution to an ad’s memorability. Branding, a vital module of impact, does not seem to have a straight relationship with humor. In common, in ads where both branding and humor are strong, the humor tends to be related to the brand. Humors association with communication is less undemanding than its rapport with enjoyment and impact. Definitely, the accurate humor can aid communication—but the incorrect humor can just as effortlessly hamper it. Humor is skewed and habitually culturally explicit. Types of humor that don’t trek fine include parodies, mockery, kitsch, off-the-wall and dark humor, as well as humor that depend on subtleties. The humor is visually based, rather than relying on something that may be lost in translation

Whereas plenty of advertising is seen as evenly funny by both genders, a few humors may be professed differently by men and women. It may create different impact on both the genders and the effectiveness of such advertisement might get vary depend on viewer’s perception.

## 7. Do’s and Don’t’s of Application of Humor in Advertising

As an advertisement maker they should remember, an advertisement should not be just for the sake of humor, meantime it should be created with a purpose. False inputs should be avoided which it might affect viewer’s belief towards a particular product/brand. Essentials about the product should be appropriately furnished.

Some time too much of humor in advertisement might harm the brand image of the product. For such reason, advertisers need to concentrate on the application of humor in ads.

Forms of humor in advertisement is not at all cherished by all the viewers, of course an advertisers cannot get appreciation from all the viewers for their comedy or exaggerated fun of ads. Too much of pun may demolish the innate fascination of humor.

The advertisement ought to go deep into the hearts and minds of the people. Only then it could serve its purpose and

it is supposed to persuade the viewers to purchase that brand/product. Hence, the ad must have the persuasive ingredient besides being humorous.

## 8. Conclusion

In overall, social transformation is being reflected in the ads and an innovative way of exposing humor is evident. But the content too is hastily shifting. Recent advertisements are highly lighting the immoral tricks (offensive, way of exposing women’s, dishonest and collapsing the culture) to magnetize the viewers. However, humor is just always be an ingredient of an advertisement, the consistency of humor should be perfect to make the viewers to taste it better, else it affect the image of the brand and also lose the viewers optimism. It is healthier to use humor in advertisements that not only amuse the hilarious bone but also does the marketer’s profession sound, without making a person appear like a joker.

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