

A STUDY ON DIFFERENT APPEALS IN ADVERTISEMENTS WITH SPECIFIC REFERENCE TO HUMOUR, FEAR, EMOTONS IN THOOTHUKUDI CITY

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ABSTRACT

The aim of this study is to find out the impact of humor, fear and emotions in advertisements on consumer's purchasing decisions. The data for this research was collected through questionnaire. The questionnaire was distributed among 120 respondents in Thoothukudi city. The basic purpose of this research was to find out that which factor of advertisements among fear, humor and emotions is most effective. Through analysis it was found that humor in advertising has significant impact on consumer purchase intention. Besides humor, fear and emotions also have effect on consumer's purchase decisions. Furthermore, the research also shows that it is through social media that most of the consumers watch advertisements. So, this research suggests the advertisers to connect humor in their advertisements and try to show advertisements on social media.

KEYWORDS

Humor, Fear, Emotions appeal, Advertising appeal and Consumer purchase decision

INTRODUCTION

The label "advertising" comes from the Latin word "advertere" which means "to turn the mind towards". It has an emotional effect on customers and affect the buying behaviour of customers. One of advertising's angle is to design conversion of future consumers. Advertising appeal is the main channel to achieve this ultimate goal. Advertising is that force which arouse consumer mindset towards the service/product and begins buying decision. Usage of humour as a catalyst in advertising is attraction to any advertiser and business as it provides many opportunities and benefits to them as they all want to boost the sales. Moreover, human mind is never easy to influence. However, there are many ways in using humourous claim, as one must understand his wife same as this advertiser has to invest in researching their customer.

Similar to humour, fear appeals are also commonly used in advertising e.g. the marketing of social causes or ideas as well as the marketing of certain products and services. Moreover, fear is used in advertisements to get people to help themselves, and generally it is very influencing in increasing advertisement interest, engagement, memorabilia. Advertisers use fear appeal in advertisements to motivate consumer's fear to purchase the product or to participate in a cause. This appeal can also be used for people to change their behaviour such as quitting smoking or not driving while drunk. Such type of fearful advertisements is mainly used by nonprofit organizations. Many people think that choices they make are due to rational analysis or presence of many alternatives. However, emotions influence the human's mind and, in many cases, it takes the decisions of our lives. The emotion is a necessary ingredient to almost all the decisions. It is the main reason due to which consumers prefer specific brand names and product. In-fact a brand is zero if it has no mental representation in the customer's mind. The more the emotional connection of a brand's representation in consumer's mind the more the consumer will be a loyal customer of the brand. Every single product needs to be advertised with a specific factor of advertising like humour, fear or emotions.

STATEMENT OF THE PROBLEM:

In advertising using humour, fear or emotional appeals is common, but it's not clear which one is the most effective. The problem is that there's no clear agreement on which appeal type is most effective in influencing people's attitudes and decisions. The study seeks to address this gap by analyzing the distinct impacts of humour, fear, and emotional appeals on consumer attitudes, purchase intentions and brand perceptions. The study aims to provide valuable insights for advertisers aiming to optimize their messaging strategies and maximize their advertising effectiveness.

OBJECTIVE OF THE STUDY:

1. To analyse the impact of fear appeal on consumer perception.
2. To assess how emotional appeals influence consumer decisions making.
3. To analyse the effects of emotion and humour on the willingness of consumers to share advertisement on social media.
4. To study the effectiveness of humour in advertising on brand recall and consumer engagement.

RESEARCH METHODOLOGY:

PERIOD OF STUDY: The study was carried out from November 2023 to April 2024.

The questionnaire was circulated from January 2024.

AREA OF THE STUDY: The study covers the area of Thoothukudi city.

COLLECTION OF DATA:

The study is made with the help of both primary data and secondary data. The data were collected through questionnaire and secondary data were collected from books, journals, websites and other periodicals.

SAMPLING DESIGN:

The sample size of this research consists of 120 respondents. The sample size consists of both male and female respondents. Non-Probability convenient sampling technique was used for data collection.

FRAMEWORK OF ANALYSIS:

The data collected through questionnaire was analyzed through various statistical tools. The statistical tools were used for deriving a conclusion and getting better results. The following are the statistical tools which were used for analysis:

- ❖ Percentage analysis
- ❖ Pie chart
- ❖ Bar diagram
- ❖ Ranking method
- ❖ Five-point scaling method

LIMITATIONS OF THE STUDY:

In order to make this project a veritable and well found one all the aspects of the topic were kept in mind. The major limitations are

- The study was limited to Thoothukudi city only.
- The number of respondents is limited to 120.
- The reliability and accuracy of the study depends upon the respondent's trueness and response towards the questionnaire.

RESULTS AND DISCUSSIONS:

Most Memorable Appeal in Advertisements

Appeals	No. of Respondents	% of Respondents
Humour	57	48
Fear	39	33
Emotional	24	20
Total	120	100

Source: Primary Data

INFERENCE:

The above table infers that 48% of the respondents feel that humour is most memorable in advertisements, 33% feel it is fear and 20% feel it is emotional. Thus, most of the respondents i.e. 48% of the respondents say that humour is most memorable in advertisements.

Types of Advertisements Promoting the Purchase

Particulars	No. of Respondents	% of Respondents
TV Commercials	24	20
Online display ads	46	38
Social media ads	47	39
Print ads	3	3
Total	120	100

Source: Primary Data

INFERENCE:

From the above table it is inferred that 20% of the respondents feel that T.V commercials promote the purchase, 38% feel it is online display ads, 39% feel it is social media ads and 3% feel it is print ads. Thus, most of the respondents i.e. 39% feel that it is social media ads that promote the purchase.

Response on sharing advertisements in Social Media

Response	No. of Respondents	% of Respondents
Yes	76	63
No	44	37
Total	120	100

Source: Primary Data

INFERENCE:

From the above table it is inferred that 63% of the respondents have shared an advertisement in social media because they liked it and 37% have not shared advertisements in social media.

Thus, most of the respondents i.e. 63% have shared advertisements in a social media as they liked it.

Product Categories to which Fear Appeal is most suitable

Product categories	No. of Respondents	% of Respondents
Health & safety	37	31
Entertainment	32	27
Fashion	22	18
Food & beverages	21	18
Other (specify)	8	7
Total	120	100

Source: Primary Data

INFERENCE:

From the above table it is inferred that 31% feel that fear appeal is most suitable for health and safety products. 18% for fashion products, 18% for food and beverages and 7% for others. Thus, most of the respondents i.e. 31% feel that fear appeal is most suitable for health and safety products.

Opinion about Humour Advertisement

Opinion	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree	Total
I can easily recognize advertisements that use humour	335	104	48	-	11	498
Humorous advertisements are more memorable to me	80	280	54	30	1	445
I am more likely to share advertisements with others if it is humorous	85	68	225	18	2	398

I enjoy watching humorous advertisements during my free time	75	116	66	94	7	358
Humour in advertising is an effective way to grab my attention	120	76	90	8	43	337
Grand total						2036

Particulars	Average	Rank
I can easily recognize advertisements that use humour	4.15	I
Humorous advertisements are more memorable to me	3.71	II
I am more likely to share advertisements with others if it is humorous	3.32	III
I enjoy watching humorous advertisements during my free time	2.98	IV
Humour in advertising is an effective way to grab my attention	2.81	V

INFERENCE:

The above table clearly shows that the respondents were asked to rank the opinion of humour advertisement on a given scale. As regard to the opinion of humour advertisement, it is found that the they can easily recognize advertisements that use humour was ranked first, Humorous advertisements are more memorable to them was ranked second, they are more likely to share advertisements with others if they are humorous was ranked third, they enjoy watching humorous advertisements during their free time was ranked fourth, Humour in advertising is an effective way to grab attention was ranked fifth. Thus, they can easily recognize advertisements that use humour was ranked first.

Relationship between occupation and appeal that captures the attention in advertisements

Chi-square test:

Null hypothesis (H₀):

There is no significant relationship between the Occupation and appeal that capture the attention on advertisements.

Alternative hypothesis (H₁):

There is significant relationship between the Occupation and appeal that capture the attention on advertisements.

Occupation	Humour	Emotion	Fear	Capture attention
Business man	-	3	-	3
Employed	25	8	14	47
Self employed	5	5	11	21
Student	33	8	9	50
Total	63	24	34	121

Row and column	O	E	O-E	(O-E) ²	(O-E) ² /E
R1C1	-	1.56	-1.56	2.43	1.56
R2C1	25	24.5	0.5	0.25	0.01
R3C1	5	10.93	-5.93	35.16	3.22
R4R1	33	26.03	7.09	50.39	1.94
R1C2	3	0.59	2.41	5.81	9.84
R2C2	8	9.32	-1.32	1.74	0.19
R3C2	5	4.17	0.83	0.69	0.17
R4C2	8	9.92	-1.92	3.69	0.37
R1C3	-	0.84	-0.84	0.71	0.84
R2C3	14	13.21	0.79	0.62	0.05
R3C3	11	5.90	5.1	26.01	4.41
R4C3	9	14.05	-5.05	25.50	1.82
Total					X ² =24.42

Degree of Freedom:

$$=(r-1)(c-1)$$

$$= (4-1)(3-1)$$

$$= 3*2$$

$$=6$$

Table value =12.59

Calculated value= 24.42

The table value for 3 degrees of freedom at 5% level of significance is 12.59. It is found that the calculated value i.e., 24.42 is more than the table value. Thus, the result is dependent. Hence it is concluded that there is significant relationship between the occupation and appeal that capture the attention on advertisements. Therefore, Null Hypothesis is rejected.

FINDINGS

- It is clear from the study that majority of the respondents i.e. 48% of the respondents say that humour is most memorable in advertisements
- It is found that most of the respondents i.e. 39% feel that it is social media ads that promote the purchase
- Major proportion i.e. 36% say that it is humour appeal that influences the purchase decisions more
- It is clear from the study that majority of the respondents i.e. 63% have shared advertisements in a social media as they liked it
- Most of the respondents i.e. 31% feel that fear appeal is most suitable for health and safety products

SUGGESTIONS

- Nowadays people are very active in social media. So, it is advisable to use social media ads
- Before buying a product, people engage in online research. Hence it is suggested that product details through online platforms must be improved
- It is advisable to increase humour element in advertisements because, according to the study most of the people are attracted to humorous ads and it helps them to recall the product
- Advertisements on maternity products or baby products should use happy element in the ads. Making the ads in a cute way is important
- Hospital/ old age home ads should have a love and caring element. So that it gives the sense of safety, health and security

- Advertisers should focus on making the first 5 seconds of an ad very interesting. This is to attract customers using YouTube. The ads should be in such a way so as to induce curiosity in people before they hit ‘skip ad’
- After the emergence of social media, people watching television is comparatively less so it is advised not to invest more on television ads. In order to attract those customers watching television, ads must be given during the prime time i.e. 7 to 10 p.m.

CONCLUSIONS

Humour appeals have been found to be highly effective in capturing audience attention. Humorous advertisements often stand out in a cluttered advertising landscape, drawing viewers' focus and increasing ad recall. Furthermore, humour has been shown to enhance brand likability and positive brand associations. Consumers tend to perceive brands that employ humour as more approachable, relatable, and enjoyable, leading to increased brand favourability and preference. Moreover, humour appeals have demonstrated significant potential in increasing message memorability and improving brand recall. Additionally, humour has the capacity to evoke positive emotional responses and create enjoyable advertising experiences for consumers.

Fear appeals evoke strong immediate responses and are particularly effective in stimulating urgency and demand. Fear-inducing ads often prompt immediate action, especially for products related to safety and health concerns. However, the sustainability of fear appeal's effects over time may be limited, as these ads can lead to negative associations with the brand and may not necessarily foster long-term brand loyalty. Moreover, the effectiveness of fear appeals hinges on the severity of the fear message and its relevance to the target audience, with overly intense fear appeals potentially eliciting avoidance behaviour or desensitization among consumers.

Emotional appeals have been found to foster deep connections with consumers by tapping into their underlying motivations, desires, and values. Ads that evoke emotions such as happiness, sadness, empathy, or nostalgia resonate with audiences on a profound level, creating memorable and impactful advertising experiences. Emotional appeals have been shown to influence consumer decision-making processes by shaping brand perceptions and



purchase intentions. Ads that elicit positive emotions can enhance brand likability, trust, and loyalty, leading to increased preference and repeat purchase behaviour.

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