

Effect of Humor, Fear and Emotions on Consumers Purchase Intentions in Advertisement: A Case Study of Peshawar 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 self-administered questionnaire. The questionnaire was distributed among 500 respondents in Peshawar region. Through SPSS software different tests were applied i.e. Regression. 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 has also affect on consumer's purchase decisions. Furthermore, the research also shows that through social media most of the consumers watch advertisements. So, this research suggests to advertisers that connect humor in their advertisements and try to show advertisements on social media.

Key Word: Peshawar, Marketing, Humor, Fear, emotions and consumer purchase decision

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I. 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 effect the buying behavior of customers. One of advertising's angle is to design conversion of future consumers (Arthur et al., 2004). 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. Using of humor as a catalyst in advertising is attraction to any advertiser and business as it provides many opportunities and benefits to them and as they all want to boost the sales. Moreover, humans mind is never easy to influence. "The consumer is not a moron, she is your wife, don't insult her intelligence" (Kotler, Armstrong 2010). However, there are many ways in using humorous claim, as one has to understand his wife same as this advertiser have to invest in researching their customer (Ogilvy, Parker 2004).

Similar as humor, fear appeals are also very commonly used in advertising e.g. the marketing of social causes or ideas as well as they fear is used in the marketing of 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, memorable. 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 behavior 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 consumer prefer specific brand names 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 is the more the consumer will be a loyal customer of the brand.

Every single product needs to advertise with a specific factor of advertising like humor, fear or emotions. If the product is family oriented the emotional touch should be given to the advertisement etc. The use of humor in advertising suggests that 24.4% of television in U.S is humorous (Winberger and Gulas, 1992). The findings of others also conducted that humorous advertisements in televisions have high level of usage. It is very interesting to know that a recent research highlights the adverse effect of food advertising as the first importance on health behaviors (Kemp, Bui and Chapa, 2012). Given the vast costs related to the advertisement's expenses of fighting obesity in the U.S. It matters a lot to know that how health related fearful advertisements effect

consumer's lifestyle priorities. Rising importance of emotional needs in the consumption environment bring the basic requirement, which calls to define a new emotional marketing concept. The main theory for the arrangement of the new marketing concept have been tested from the social value's natural characteristics of existing society. In spite of this emotions have very important position throughout our lives for a reason that they raise very nearly all of our skilled moments by means of any lovely or horrible features (T.Rytel).

In this study we have tried to find out that which factor i.e. humor, fear or emotions has a significant effect on consumer's buying behavior.

II. Materials and Methods

1. Description of Study Area:

The population for this study includes all professions people of government and private institutions. Students of different departments were considered in the sampling frame of the study. Both boys' and girls' students are part of this particular research. Most of the data is collected from different universities in Peshawar city. These universities include, Agriculture University, CECOS University, IQRA National University. All these universities are selected on the basis of convenience and access.

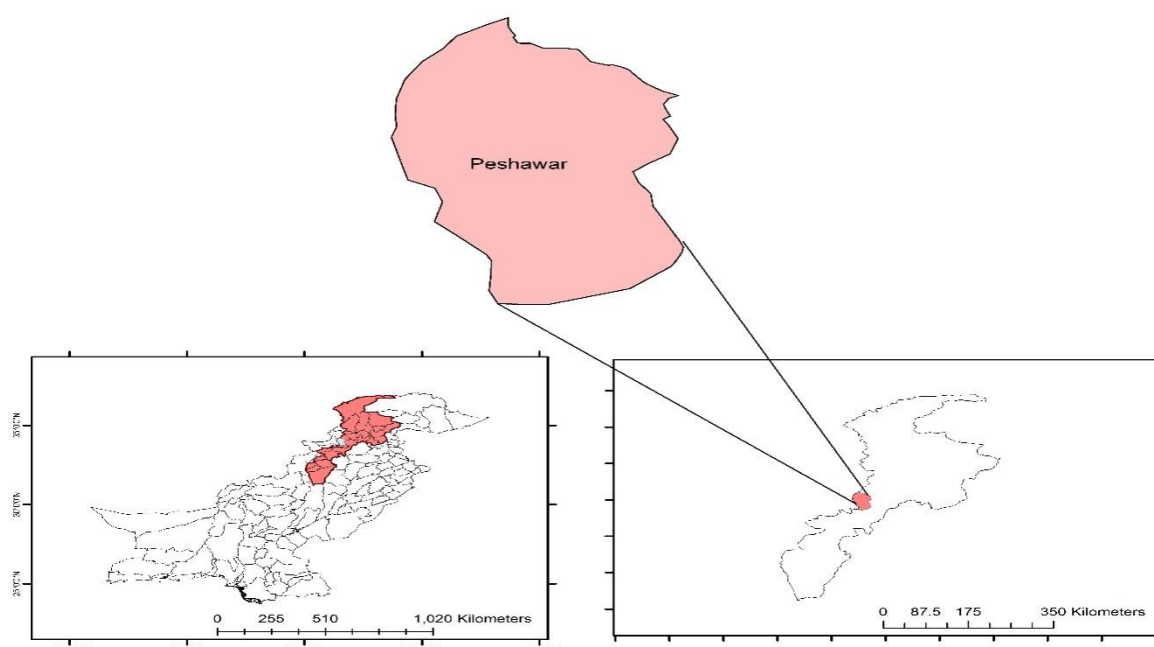


Figure1: Map of Study Area (Peshawar City, Pakistan)

2. Questionnaire Survey:

The detailed questionnaire of Rabbani (2014) was adapted. Questionnaire consist 17 questions overall. It consists a small portion about consumer demographic, 5 questions based on consumer's preferences while watching advertisements, 6 questions are based on advertisement appeals, 6 questions are based on consumer buying intention. The items in the questionnaire are little modified to suit the conditions and characteristics of the respondents. Researchers did a pilot survey of 50 respondents for establishing the reliability of the questionnaire.

3. Procedure for Data Collection:

The questionnaire was formed in Google doc forms by the research team and its link was then sent to all respondents living in Peshawar.

4. Data Sources:

While conducting this research both primary and secondary data was used. The primary data was collected through questionnaire as mentioned above. Many articles and previously conducted research papers were used as secondary data for this research.

5. Sample Size and Sampling Technique:

The sample size of this research consists of 500 respondents. The sample size consists of both male and female respondents. Non-Probability convenient sampling technique was used for data collection.

6. Statistical Analysis:

SPSS software was used for the testing of this research and Chi-square test was used for finding out the relation between dependent and independent variables and all graphs and figures were made in Microsoft Excel 2019. Map of the study area was made using ArcGIS Software.

III. Results and Discussions

6. Gender and Marital Status of Respondents

The Figure 2 shows that 71% of the respondents were male and 29% of the respondents were female. Male respondents are represented as blue color while the green color shows the female respondents. As well as Figure 2 shows that 75% of the respondents were single while 25% of the respondents were married. The red color in the Figure 1 shows male and single respondents while the green color shows the female and married respondents.

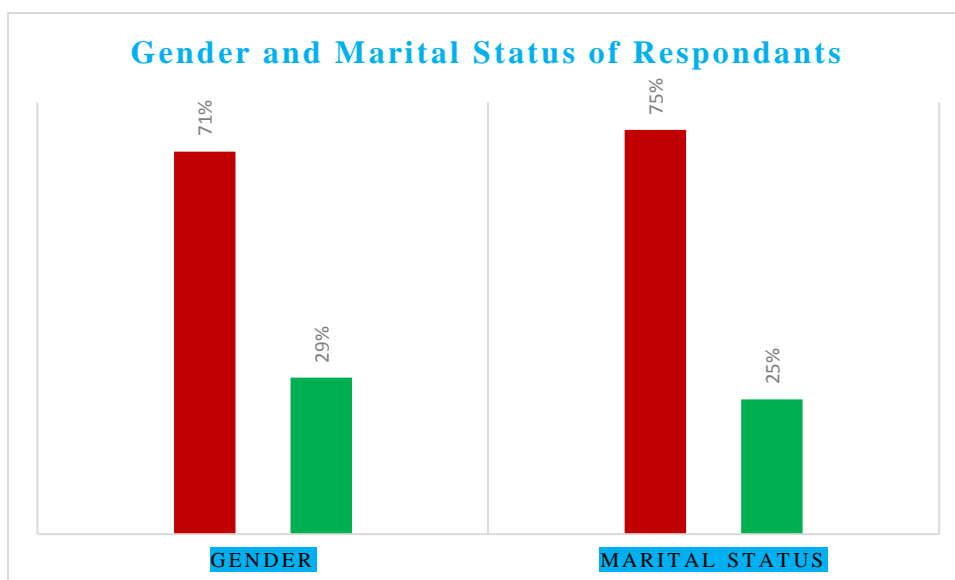


Figure2: Gender and Marital Status of the local Respondents in Peshawar City.

7. Age of the Respondents

The Figure 3 shows the age of the respondents in which 10% of the respondents were of the age of 15 to 17 or younger, 20% were about 18-20 age respondents, 50% respondent's age was 21-29 and 25% respondent's age was 30-39.

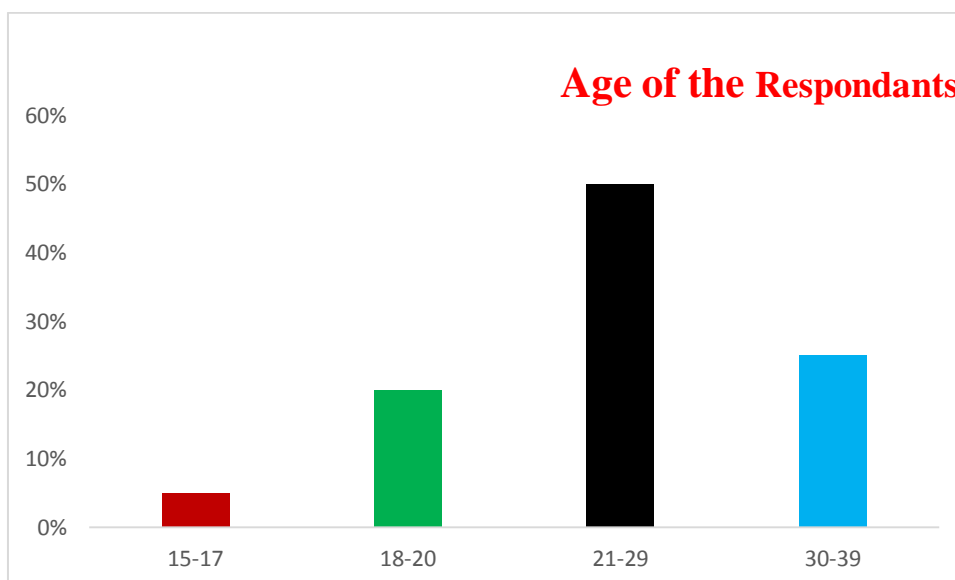


Figure3: Age of the local Respondents in Study Area

8. Income Level of the Respondents

This Figure 4 shows the different income levels of the respondents. The respondents whose income is less than 10,000 were 22%, 30% respondent’s income lies between 10,000-20,000, 18% respondent’s income lies between 20,000-30,000, 15% respondent’s income lies between 30,000-40,000, 10% respondent’s income lies between 40,000-50,000 and similarly 5% respondent’s income is more than 50,000.

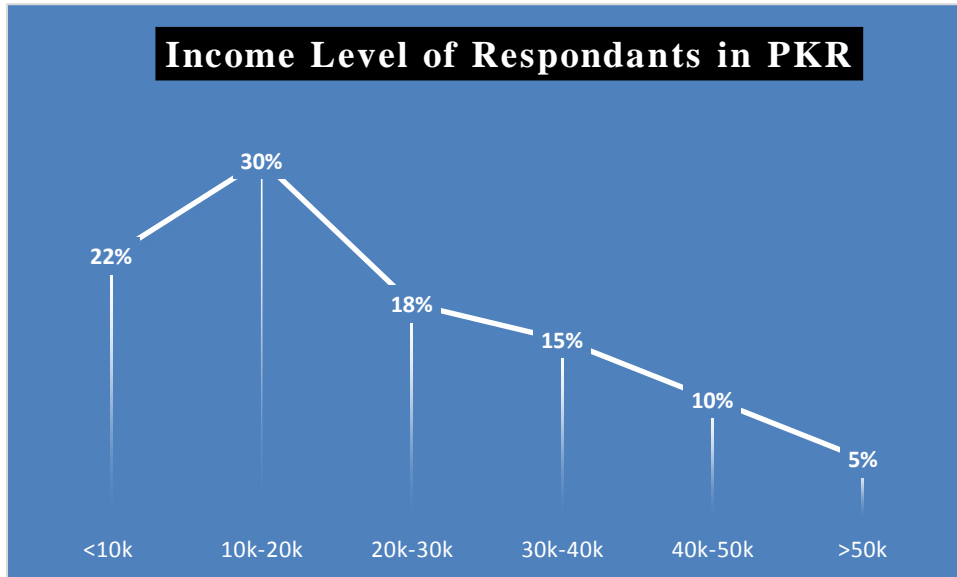


Figure 4: Income Level of the local Respondents

9. Usage of Media in Advertisements

The Figure 5 shows that 48% of the respondents watch advertisements frequently while 52% of the respondents watch advertisements casually. As well as Figure 5 shows that 47% of respondents watch humorous, fearful and emotional advertisements frequently and 53% watch it casually.

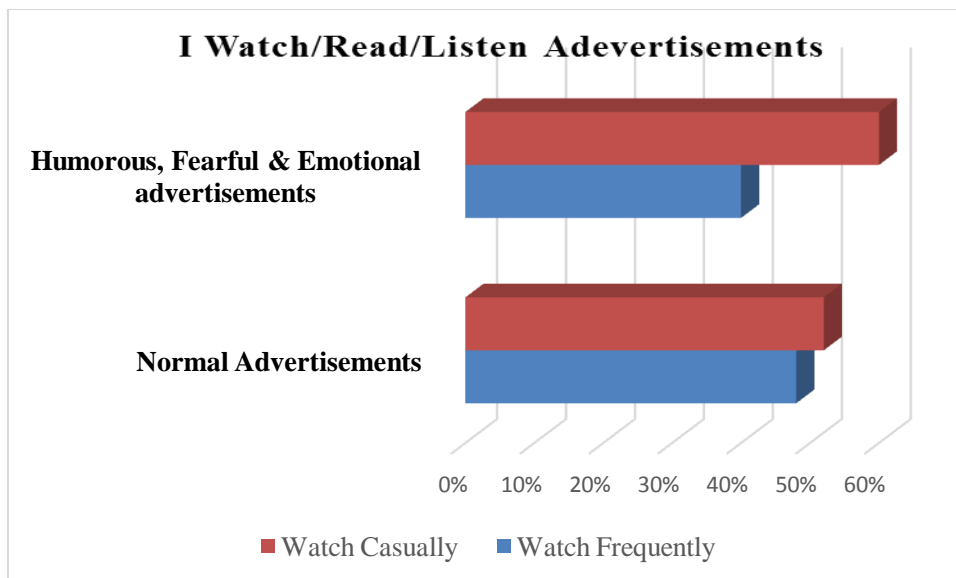


Figure5: Usage of Media in Advertisements in Study Area.

10. Types and Role of Media in Advertisements

Figure 6 represents that 41% of the respondents watch advertisements on Electronic media, 7% of the respondents use print media while 52% of the respondents watch advertisements on social media. As well as Figure 6 shows that 33% of respondents watch humorous, fearful and emotional advertisements on electronic media, while 5% use print media and 62% of respondents use social media for this purpose.

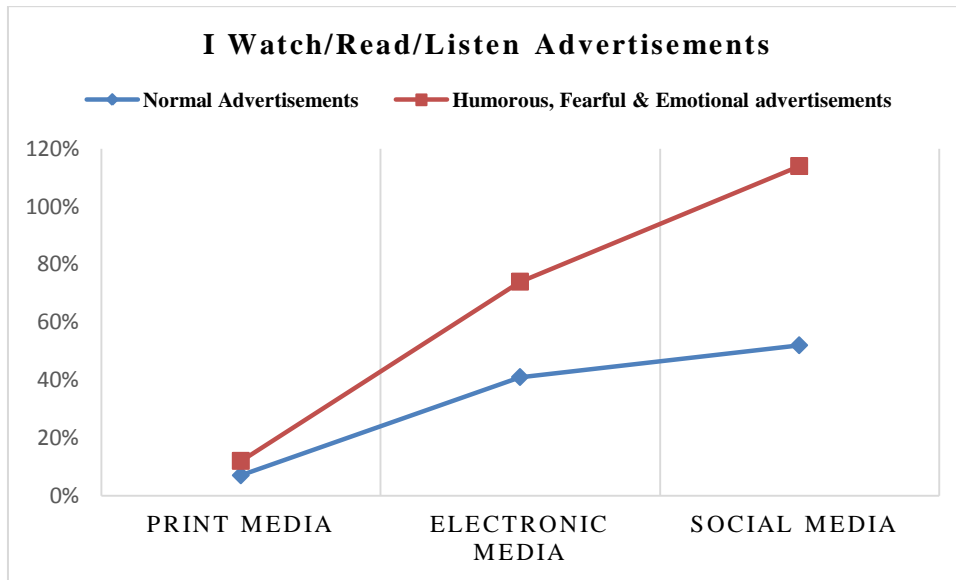


Figure 6: Types and Role of Media in Advertisements in Peshawar City.

11. A Case of Ufone & Zong Network Advertisements

In the given Figure 7 out of the total 5% respondents strongly disagree that humor grab their attention in advertisements, 10% people disagree with that, 15% people were neutral in this case, 60% respondents agreed, and 10% persons strongly agreed with the question. It shows that most respondents agree towards humor in advertisements. As well as this Figure shows that 7% respondents strongly disagree, 8% people disagree, 20% respondents remain neutral, 62% agree and 3% strongly agree. It indicates that emotional appeal in ads influence the buying behavior of consumers.

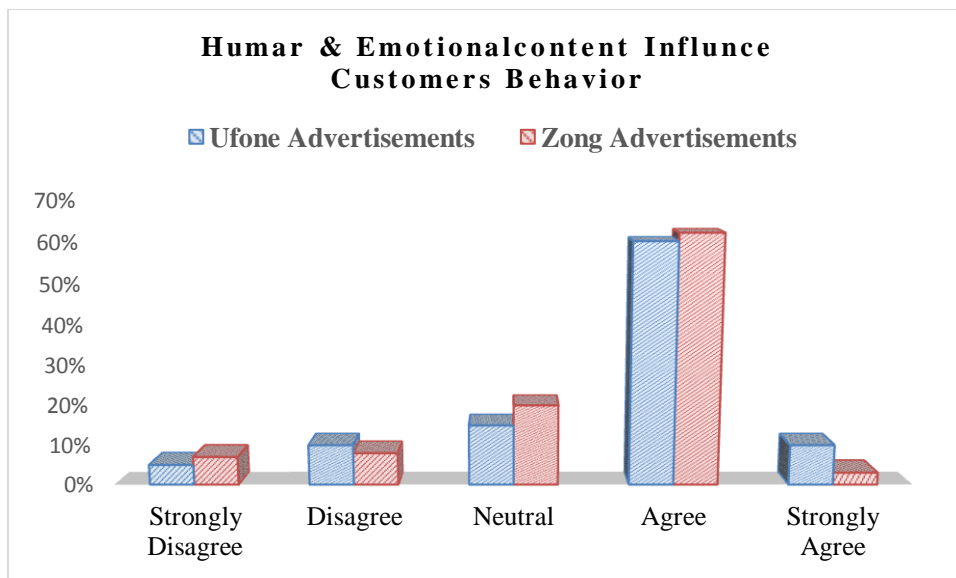


Figure 7: A Case of Ufone & Zong Network Advertisements in Study Area.

12. Emotional and Fearful Advertisements

This Figure 8 represents that 2% of respondents strongly disagree, 6% of respondents disagree, 18% remain neutral, 44% agree, and 30% strongly agree. This result shows that emotional appeal is factor of attraction and attention in advertisements for viewers. This same Figure also shows that 3% respondents strongly disagree, 16% disagree, 25% remain neutral, 44% agree, and 12% strongly agree. It indicates that major portion of respondents agree towards to the fact that fear in ads is influential.

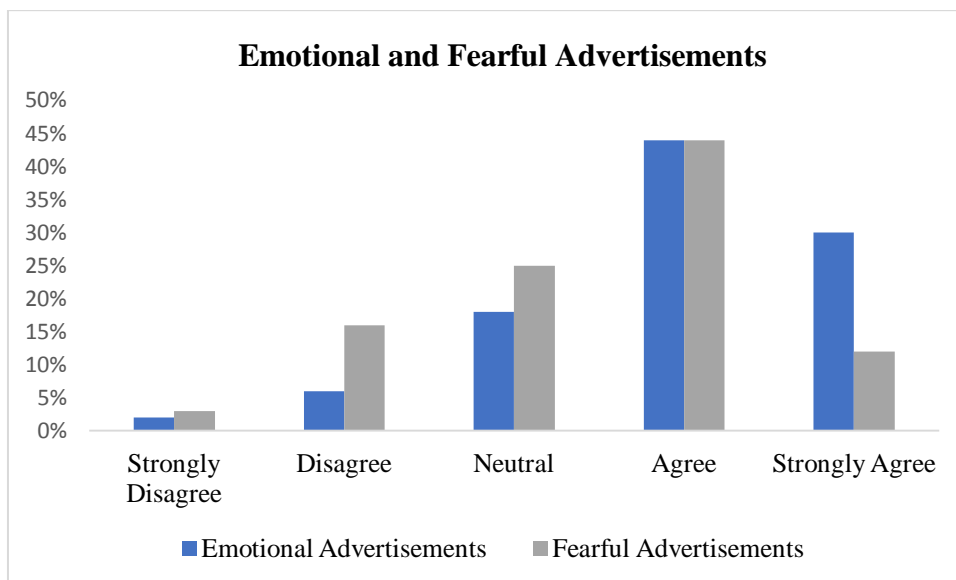


Figure 8: Emotional and Fearful Advertisements in Peshawar City.

13. Effects of False Claims in Advertisements

This Figure 9 shows that 22% of respondents strongly disagree, 42% disagree, 15% remain neutral, 16% agree, and 5% strongly agree. It indicates that major portion of respondents will not use the same brand after experiencing false claims.

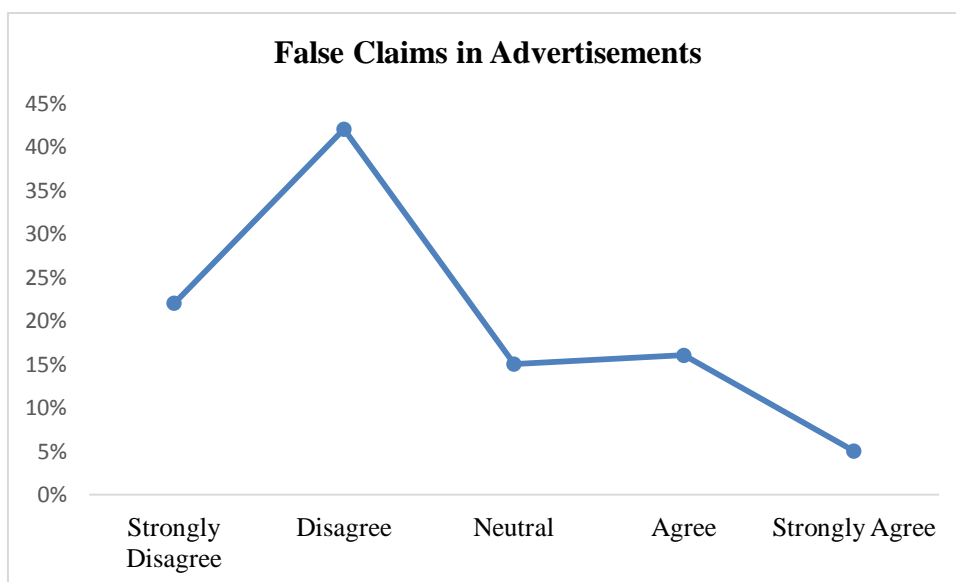


Figure 9: Effects of False Claims in Advertisements in Peshawar City.

13. Judgement About Advertisements

Figure 10 clearly shows that 3% of respondents strongly disagree, 8% disagree, 23% remain neutral, 54% agree, and 12% strongly agree. It indicates that major portion of respondents has positive judgment about ads.

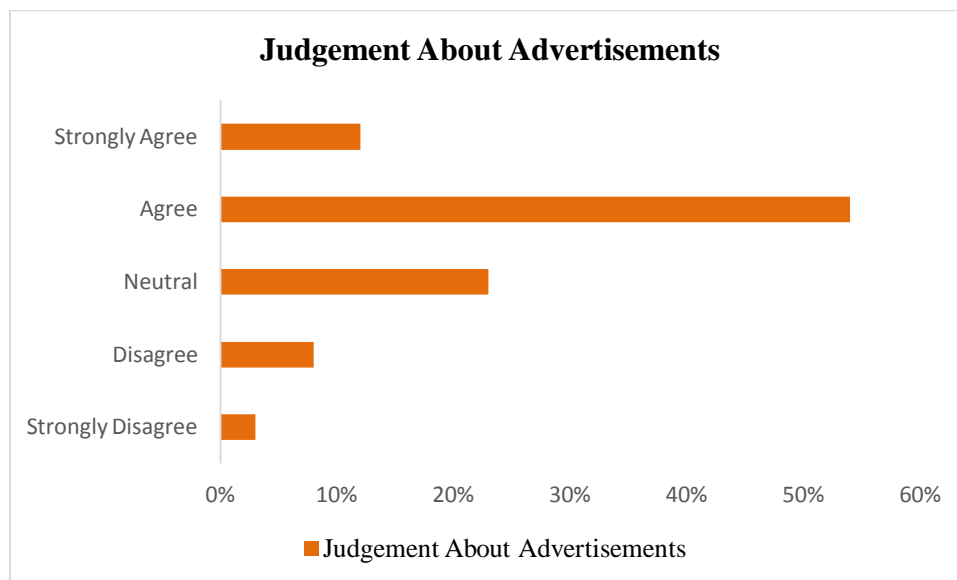


Figure 10: Judgement About Advertisements in Study Area.

14. Main Results of the study

The main result we can conclude from the above findings is that the most popular medium of watching advertisements is social media. The results show that 62% of respondents watch humorous, fearful and emotional ads on social media (Facebook, Twitter etc.) while 33% watch it on electronic media (T.V, Radio etc.). As the age of respondents shows that most of the respondents for this research are youngsters and as social media is very popular medium among youngsters now-a-days therefore it is the main reason behind watching ads on social media as a major medium. The results show that humor has no significant impact on consumer purchase intentions. Similarly, fear and emotions has also no significant impact on CPI. Emotional appeal and fear appeal have a psychological impact on consumer.

15. Discussions

For the sake of increasing market value, market share, building goodwill companies are investing billions of Rupees. Advertisers are using several advertising appeals just to grab the consumer's attention and affect them through these appeals. As all the humans has emotions therefore the advertisers try to attack the emotions of the viewers through linking emotional contents to ads. Marketers try to link the emotional contents to their products and then they attack humans mind. It is a very popular thought that emotional contents in ads can motivate brand courteously when rational material has no influence. According to M. Abdullah et al., (2012) feeling is a dominant flexible that keeps an important portion in ads.

To many consumers the emotional content towards a product is more important than the main characteristics of the product. According to (Belch and Belch, 2012) emotional factor in ads will raise the consumers need and it will fulfill the cognitive status. Humor can build up the good mood to transfer the message and attain acceptance. As humor can change bad mood into the good mood that is why it is used in about 24% of key time television and 35% of radio ads (Clow, 2007). The advertisers show the brands in such a funny way which can motivate the consumers and can influence the consumption behavior of them (Mir Anwar, 2012). The humorous ads can change the customer's observations and suggestions, and can produce a positive influence on customers buying behavior (Toncar, 2001). Many researchers conclude that same as rational ads humorous ads has also equal influence on consumers purchasing attitude (Hussain, Karamat, 2008).

Current research also indicates the strong relation between humor in ads and consumers purchasing behavior. Fear appeals are mostly used as main portion of many advertising interchanges, e.g., social causes, administrations, promoting of items. In the case of fear appeal the advertisers do a trick, first they make a fear in the consumers mind and then they show the solution of that fear. This major appeal of advertisements provides or gives a kind of peace to the consumers by buying that specific product. However, fear factor in ads has influence on customers buying attitude (Motwani et al., 2014). Furthermore, many results conclude that without goal framed messages in contrast to positive framed ones are more influencing (Putrevu 2010). It is noticed in many cases that unfavorable information may be more attractive and remembered against to favorable information. The spark and anxiety in the consumer's mind can also be created through fear appeal in ads and this fact is concluded from many past researches, and this spark and anxiety cause to change in purchase intentions (LaTour, Snipes and Bliss 1996).

IV. Conclusions

The research concludes that humor has strong impact on purchase intentions of consumers. As the young generation always acts energetic, like to make funny videos and watch comedy movies. As the major portion of population for this research belongs to youngsters therefore this research also concludes that humor has a great impact on consumers buying intentions. In many advertisements' companies give emotional appeal which is also mostly liked but in telecom advertisement its rating as compared to humor appeal is low. Fear appeal has also bit lower rating than humor. Young age groups are mostly risky and fearless and the population for study mostly belongs to students, so this possible reason that fear appeal has low effect on consumers.

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