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IMPACT OF HUMOR IN ADVERTISING ON CONSUMER PURCHASING DECISIONS

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ABSTRACT
Advertising involves using various advertising techniques to meet the objectives proposed and reach vast consumers who remember the brand and product due to the campaign's effectiveness. Humor is typical in advertising, but this paper evaluates its impact on the overall purchasing decisions of the consumer. The study's outcome confirmed that humor in advertisements helps bring the desired actions from the customer's end but doesn't guarantee success. If used effectively, information and persuasion, along with humor, can successfully affect an individual's buying decision.

Keywords: *Humor, advertising, consumer purchasing decisions.*

INTRODUCTION
The influence of humour in commercials on consumer purchase decisions was investigated as part of our Management of Control Systems course. For this research, various secondary sources were referred to, which provided an insight into how humor has always remained important to marketers. We used various analytical tools to understand the data collected through primary research.

Background of the problem
- To demonstrate the essence of humor in advertisements and whether it impacts the consumer purchasing behavior/decision-making process? Is it a positive impact or a negative impact?
- To explore the process of consumer purchase decisions.
- Is humor an appealing way to advertise any product or service?
- To examine the response of consumers to hilarity content in the advertisement.

Problem statement
This study aims to understand the usage of humor in advertising and its impact on consumers' purchase decisions.

Hypothesis
H0: Humor in advertising increases sales by persuading an individual towards a particular product.
H1: Humor in advertising does not increase sales by persuading an individual towards a particular product.

To study the impact of humor in advertising on consumer purchase decisions, we took "Snickers" as the brand under study. We focused on the humorous advertisements created by Snickers and showcased them in our questionnaire (refer to image 1). Based on these advertisements, we tried to find out whether these humorous advertisements lead customers to buy the product or not. We also tried to determine whether they will consider purchasing this product in the future solely based on the advertisements showcased.

LITERATURE REVIEW
1) The Impact of humor in advertising
Humor utilization has become normal practice in promoting; yet its effect has not been refreshed since the last significant study very nearly twenty years prior. In the meantime, a lot of humor research has been led. The result of this exploration just to some degree upholds prior ends and features the need to apply humor with care. Humor is in no shape or form an assurance of better promotions, however its impact can be upgraded with deeper thought of the targets one looks to accomplish just as the crowd, circumstance, and kind of humor. (Weinberger, M. G., & Gulas, C. S. (1992)

2) A meta-analysis of humor in advertising

This meta-analysis brings together 369 connections on humour effects in advertising and, as a result, assesses, refreshes, and expands previous written audits on the effects of comedy in advertising. According to previous surveys, the meta-logical linkages demonstrate that using humour to promote AAD, consideration, and a good effect is fundamentally improved. Unlike previous audits' suspicions, there is no evidence that humour influences favourable or unfavourable judgments, or the promoter's preference. The meta-scientific findings explain several previously unexplained results: humour reduces source validity while increasing positive impact, ABR, and buy expectancy. The transition from lower to greater request correspondence affects is particularly strong, with the effect of humour on AAD having a two-fold larger impact than the effect of anger on the ABR (Eisend, M. (2009))

3) How humor in advertising works: A meta-analytic test of alternative models

This study compares and contrasts an intellectual and emotive model based on surviving clarifications of humor's effects with an emotional intellectual model. The findings are based on meta-scientific data and indicate how previous clarifications may be used to better understand how comedy in public relations works. Because it serves as a break from counter-argumentation, humour reduces unfavourable impressions associated with the commercial. To maintain the favourable effect, comedy reduces intellectual efforts, particularly those associated with brand-related decisions, so encouraging a vampire effect; that is, humour diverts attention away from the brand's core benefits. In general, combining effect and comprehensions into one model gives a better explanation than previous models that were either solely intellectual or exclusively emotive. (Duncan, C. P. (1979)

4) Impact of humour in advertising on consumer purchase decisions

The goal of this study was to focus on the consumer choice cycle and its drivers, as well as to research the concept and usage of humour in advertising to see how it affects customer purchase decisions. The author described the procurement navigation process, consumer purchasing behaviour, and introduced the sequence of humour, its effects, and appropriate item categories. The experimental data was acquired using a hybrid examination approach that included self-directed surveys and a top-to-bottom meeting. The study targeted to uncover Vietnamese purchaser's purchasing conduct and the consequences of seven forms of comedy. As a result of this approach, Vietnamese customers are more likely to try apparent and limited directions. Playing with words, ridicule, and examination were deemed unsuitable for targeting Vietnamese buyers and did not have a significant impact. When ac-companied by modifying effort and item location, the study discovered that stupid advertising influences buyer's evaluation. Humour has a positive impact on empowering repurchases, as well as the brand's image and consumer devotion. Hoang, A. T. (2013)

5) Assessing the use and impact of Humor on Advertising Effectiveness: A Contingency Approach

Continually, billions of dollars are spent on advertising that uses comedy to sell products. Despite extensive research on the effects of comedy on public relations, many sponsors choose to rely on their gut. Many earlier studies lacked an evident logical focus to steer the investigation of humour's effects on marketing. The following technique provides a better understanding of the appropriate use of humour by evaluating (1) the humour instruments used, (2) the deliberate relatedness of comedy to the promotion or item, and (3) the type of thing marketed. The review's visual results suggest that some promoters' present practise is to use ambiguity-based comedy in a humour-predominant atmosphere. That training differs from others in that it examines the influence of humour on the profitability of print advertisements for distinct item groups. (Spotts, H. E., Weinberger, M. G., & Parsons, A. L. (1997)

6) The Effect of humor on Advertising Comprehension

In previous studies of the influence of humour on message comprehension, hilarious advertising was frequently shown to be no more captivating than identical true ones. The influence of humour is reconsidered in this study by focusing on the type of humour estimation and the humour area in the promotion. The findings reveal that humour (in the form of a one-line joke) improves message appreciation and proposition support for information processing and operant conditioning refinements of the humour effect process. (Duncan, C. P., Nelson, J. E., & Frontczak, N. T. (1984)

RESEARCH DESIGN

Type of Research Design

We used a descriptive research design for our study. It also includes a questionnaire that was created to collect replies. To study the influence of humour in commercials on customer purchase decisions, we focus on descriptive research design. We chose this study approach because we wanted to have a thorough understanding of the situation. It also tells us whether the customer's purchase choice is influenced by comedy.

Data Collection from Secondary Sources

The secondary data collected for this research is on how customers react to particular commercials and how that affects their purchasing decisions. It also contains data on various consumer groups as well as consumer behaviours towards various types of advertisements. Secondary data is drawn from research or publications published by organisations such as Customer Psychologist, Research Gate, UK Essay, Small Business, and others.

Data Collection from Primary Sources

The information is gathered via a Google Forms Questionnaire that was distributed to the responders. The URL was passed about in informal organisations and shared with university classmates. The sample size used was 152 due to time restrictions, however the number was derived scientifically and fairly represents the community under investigation.

Questionnaire Development and Pre-testing

The Questionnaire with the title, Humour in advertising" was developed to understand the correlation between customers' perception and buying patterns based on how they perceive a particular advertisement.
Take, for example, the Snickers commercial in our situation. It also aims to record and evaluate the kind of commercials that consumers enjoy, as well as their perceptions of advertisements. Millennials between the ages of 18 and 30 years old completed the survey. The analysis will be carried out with the research questions in mind. IBM-SPSS and Tableau were utilised to conduct the analysis. To assess numerous independent and dependent variables, several tests are utilised, such as the Chi-square test, ANOVA, and so on.

Sampling Techniques

According to the reports by Morgan Stanley and Live mint, the desired population is found. The target group of the topic is "millennials." Thus, as per the sources, there exist 440 million millennials in the country. Out of them, 400 people are tech-savvy. Thus, the desired "p" and "q" are as follows:
P = 400 million = 90.9%
p = 0.909
q = 1 – p
q = 1 – 0.909
q = 0.091
The sample size was calculated with the following formula:
n = z^2*p*q / e^2

Sample size: 152

DATA ANALYSIS

Methodology

Primary study was undertaken after substantial secondary research to better understand the influence of humour in commercials on customer purchase behaviour. We gathered primary data by creating a Google Forms questionnaire and distributing it to the respondents' group. Furthermore, because humour is such a wide subject of research, including all varieties of humour and media outlets was outside the scope of the study. To begin with, there are many kinds of humor, in general, such as Puns, Sarcasm, Mockey, Comparison, Exaggeration, Personification, Silliness, etc. In addition, there are various mediums to advertise a product, in regards to media such as TV commercials, Hoarding and banners, YouTube Advertisements, Google Ads, Print media, Newspapers, magazines, Radio advertisements, social media such as Instagram and Facebook, etc.
Since focusing on each kind of humor, present on every media platform is highly complex; the study was narrowed down to printed poster advertisements (with humor content). The appeal of humor was kept generic, i.e., anything

that invokes a feeling of laughter. We chose a popular ad campaign for the snickers brand to understand the same. The rationale here was extensive marketing that the brand does have an impact on people's minds already, so they have already heard of the product and must have perhaps tried it in the past.
Three posters (refer to image were taken to illustrate the idea of humor, and based on the same, the questionnaire was designed. The questionnaire was an attempt to understand the purchasing behavior of consumers after seeing the advertisement. It reflected the preferences and attitudes of the respondents towards snickers. We took a sample size of 152. The respondent age group lay majorly between 18-25.

Image 1: Snicker advertisement used in the survey questionnaire

The next step was to analyze the data. For the same, various analytical tools were used, such as IBM-SPSS and tableau. Several tests, such as the Chi-square test, independent sample T-test, Discriminant analysis, ANOVA, etc., are used to analyze various independent and dependent variables. The data results are explicitly mentioned in the RESULTS section of this paper. And finally, this report was designed to comprehensively conclude the research work and point out every significant finding provided by the survey conducted.

RESULTS

One way ANOVA

The method is used to understand the correlation between the categorical and numerical / non-categorical variables.
Variables used:
Independent variables: 1) Type of appeal affect an individual the most Dependent variables: 1) Bought product after watching an ad in past 4-6 months.
H0: Mean of all the types of advertisement is equal for the past purchase behavior, i.e., the mean number of purchases made from Informative advertisement = mean number of purchases made from Humorous advertisement = mean number of purchases made from Persuasive advertisement and so on.
H1: Mean of all the types of advertisement is not equal for the past purchase behavior, i.e., the mean number of purchases made from Informative advertisement ≠ mean number of purchases made from Humorous advertisement ≠ mean number of purchase made from Persuasive advertisement and so on.

Descriptives

Bought product after watching ad in past 4-6 months

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Informative	20	1.2500	.44426	.09934	1.0421	1.4579	1.00	2.00
Humorous	46	1.6739	.81797	.12060	1.4310	1.9168	1.00	4.00
Persuasive	15	1.4000	.50709	.13093	1.1192	1.6808	1.00	2.00
Creative	43	1.1860	.54580	.08323	1.0181	1.3540	1.00	4.00
Entertaining	24	1.3750	.64690	.13205	1.1018	1.6482	1.00	3.00
Endorsements	4	1.7500	1.50000	.75000	-.6368	4.1368	1.00	4.00
Total	152	1.4079	.69392	.05628	1.2967	1.5191	1.00	4.00

ANOVA

Bought product after watching ad in past 4-6 months

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.365	5	1.273	2.801	.019
Within Groups	66.345	146	.454		
Total	72.711	151			

The p value is 0.019 which is less than alpha value (0.019 < 0.05). Hence, H0 and H1 accepted.

CONCLUSION

This conclude that all the different types of advertisement affect an individual differently and leads to different number purchases.

Cross-Tabulation

Variables used:

Independent variables:

1) Type of appeal made you purchase_Informative
2) Type of appeal made you purchase_Humorous
3) Type of appeal made you purchase_Persuasive
4) Type of appeal made you purchase_Creative
5) Type of appeal made you purchase_Entertaining
6) Type of appeal made you purchase_Endorsements

Dependent variables:

1) Bought product after watching ad in past 4-6 months.

1. Type of appeal made you purchase_Informative * Bought product after watching ad in past 4-6 months

H0: Buying of product is independent of Informative type of advertisement which means this particular type of ads are not leading to purchase.

H1: Buying of product is dependent of Informative type of advertisement which means this particular type of ads are leading to purchase.

Crosstab

			Bought product after watching ad in past 4-6 months				
			0-5	5-10	10-15	>15	Total
Type of appeal made you purchase_Informative	Yes	Count	105	0	0	0	105
		Expected Count	72.5	24.2	6.2	2.1	105.0
	No	Count	0	35	0	0	35
		Expected Count	24.2	8.1	2.1	.7	35.0
	3.00	Count	0	0	9	0	9
		Expected Count	6.2	2.1	.5	.2	9.0
	4.00	Count	0	0	0	3	3
		Expected Count	2.1	.7	.2	.1	3.0
Total		Count	105	35	9	3	152
		Expected Count	105.0	35.0	9.0	3.0	152.0

Chi-Square Tests

Value		df	Asymptotic Significance(2-sided)
Pearson Chi-Square	456.000[a]	9	.000
Likelihood Ratio	254.912	9	.000
Linear-by-LinearAssociation	151.000	1	.000
N of Valid Cases	152		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .06.

The p value is 0.00 which is less than alpha value (0.019 < 0.05). Hence, HO is rejected and H1 is accepted.
Conclusion: This conclude that buying of product is dependent of Informative type of advertisement which means if the type of advertisement is Informative it affects an individual positively and leads to purchase.

2. Type of appeal made you purchase_Humorous * Bought product after watching ad in past 4-6 months
H0: Buying of product is independent of Humorous type of advertisement which means this particular type of ads are not leading to purchase.
H1: Buying of product is dependent on the Humorous type of advertisement which means this particular type of ads are leading to purchase.

Crosstab

			Bought product after watching ad in past 4-6 months				
			0-5	5-10	10-15	>15	Total
Type of appeal made you purchase_Humorous	Yes	Count	59	16	4	2	81
		Expected Count	56.0	18.7	4.8	1.6	81.0
	No	Count	46	19	5	1	71
		Expected Count	49.0	16.3	4.2	1.4	71.0
Total		Count	105	35	9	3	152
		Expected Count	105.0	35.0	9.0	3.0	152.0

Chi-Square Tests

Value		df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.660[a]	3	.646
Likelihood Ratio	1.664	3	.645
Linear-by-Linear Association	.507	1	.476
N of Valid Cases	152		

a. 4 cells (50.0%) have expected to count less than 5. The minimum expected count is 1.40.
The p value is 0.646 which is greater than alpha value (0.646 > 0.05). Hence, H0 is accepted and H1 is recepted.
Conclusion: This conclude that buying of product is independent of Humorous type of advertisement which means

if the type of advertisement is Humorous it is less/not likely to affect an individual positively and may/may not lead to purchase.

3. Type of appeal made you purchase_Persuasive * Bought product after watching ad in past 4-6 months

H0: Buying of product is independent of Persuasive type of advertisement which means this particular type of ads are not leading to purchase.

H1: Buying of product is dependent of Persuasive type of advertisement which means this particular type of ads are leading to purchase.

Crosstab

			Bought product after watching ad in past 4-6 months				
			0-5	5-10	10-15	>15	Total
Type of appeal made you purchase_Persuasive	Yes	Count	38	23	7	2	70
		Expected Count	48.4	16.1	4.1	1.4	70.0
	No	Count	67	12	2	1	82
		Expected Count	56.6	18.9	4.9	1.6	82.0
Total		Count	105	35	9	3	152
		Expected Count	105.0	35.0	9.0	3.0	152.0

Chi-Square Tests

Value		df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.716[a]	3	.003
Likelihood Ratio	13.964	3	.003
Linear-by-Linear Association	11.479	1	.001
N of Valid Cases	152		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is 1.38.

The p value is 0.003 which is less than alpha value (0.003 < 0.05). Hence, H0 is rejected and H1 is accepted.

Conclusion: This concludes that buying of a product is dependent on a Persuasive type of advertisement which means if the type of advertising is Persuasive it affects an individual positively and leads to purchase.

4. Type of appeal made you purchase_Creative * Bought product after watching ad in past 4-6 months

H0: Buying of product is independent of Creative type of advertisement which means this particular type of ads are not leading to purchase.

H1: Buying of product is dependent on Creative type of advertisement which means this particular type of ads are leading to purchase.

			Bought product after watching ad in past 4-6 months				
			0-5	5-10	10-15	>15	Total
Type of appeal made you purchase_Creative	Yes	Count	26	15	2	0	43
		Expected Count	29.7	9.9	2.5	.8	43.0
	No	Count	79	20	7	3	109
		Expected Count	75.3	25.1	6.5	2.2	109.0
Total		Count	105	35	9	3	152

	Expected Count	105.0	35.0	9.0	3.0	152.0

Chi-Square Tests

Value		df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.652[a]	3	.130
Likelihood Ratio	6.206	3	.102
Linear-by-Linear Association	.144	1	.705
N of Valid Cases	152		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is .85.

The p value is 0.130 which is greater than alpha value (0.130 > 0.05). Hence, H0 is accepted and H1 is rejected.

Conclusion: This conclude that buying of product is independent of Creative type of advertisement which means if the type of advertisement is Creative it is less likely to affect an individual positively and may/may not lead to purchase.

5. Type of appeal made you purchase_Entertaining * Bought product after watching ad in past 4-6 months

H0: Buying of product is independent of Entertaining type of advertisement which means this particular type of ads are not leading to purchase.

H1: Buying of product is dependent of Entertaining type of advertisement which means this particular type of ads are leading to purchase.

Crosstab

			Bought product after watching ad in past 4-6 months				
			0-5	5-10	10-15	>15	Total
Type of appeal made you purchase_Entertaining	Yes	Count	64	17	7	1	89
		Expected Count	61.5	20.5	5.3	1.8	89.0
	No	Count	41	18	2	2	63
		Expected Count	43.5	14.5	3.7	1.2	63.0
Total		Count	105	35	9	3	152
		Expected Count	105.0	35.0	9.0	3.0	152.0

Chi-Square Tests

Value		df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.843[a]	3	.279
Likelihood Ratio	3.920	3	.270
Linear-by-Linear Association	.298	1	.585
N of Valid Cases	152		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 1.24.

The p value is 0.279 which is greater than alpha value (0.279 < 0.05). Hence, H0 is accepted and H1 is rejected.

Conclusion: This conclude that buying of product is independent of Entertaining type of advertisement which means if the type of advertisement is Entertaining it is less likely to affect an individual positively and may/may not lead to purchase.

6. Type of appeal made you purchase_Endorsements * Bought product after watching ad in past 4-6 months

H0: Buying of product is independent of Endorsements type of advertisement which means this particular type of ads are not leading to purchase.

H1: Buying of product is dependent of Endorsements type of advertisement which means this particular type of ads are leading to purchase.

Crosstab

			Bought product after watching ad in past 4-6 months				
			0-5	5-10	10-15	>15	Total
Type of appeal made you purchase_Endorsements	Yes	Count	37	18	4	2	61
		Expected Count	42.1	14.0	3.6	1.2	61.0
	No	Count	68	17	5	1	91
		Expected Count	62.9	21.0	5.4	1.8	91.0
Total		Count	105	35	9	3	152
		Expected Count	105.0	35.0	9.0	3.0	152.0

Chi-Square Tests

Value		df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.854[a]	3	.278
Likelihood Ratio	3.810	3	.283
Linear-by-Linear Association	2.882	1	.090
N of Valid Cases	152		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 1.20.

The p value is 0.278 which is less than alpha value (0.278 > 0.05). Hence, H0 accepted and H1 rejected.

Conclusion: This concludes that buying of product is independent of Endorsements type of advertisement which means if the type of advertisement is Endorsements it is less likely to affect an individual positively and may/may not lead to purchase.

Hence, mainly 2 types of advertisements i.e., Informative & Persuasive, are affecting an individual in its buying decision.

Factor analysis

The method is used to group the similar sounding variables to reduce the factors from the data. The method of reducing factors is called “Dimensionality reduction”. Variables used: All the variables are used except for the demographic variables.

The table shows that total 22 variables were put as input variables which are grouped into 8 groups based on the homogeneity.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.828	17.402	17.402	3.828	17.402	17.402	2.808	12.763	12.763
2	2.279	10.357	27.759	2.279	10.357	27.759	2.104	9.563	22.326
3	1.849	8.405	36.165	1.849	8.405	36.165	1.912	8.693	31.018
4	1.611	7.324	43.489	1.611	7.324	43.489	1.717	7.805	38.824
5	1.382	6.281	49.770	1.382	6.281	49.770	1.600	7.272	46.096
6	1.295	5.887	55.657	1.295	5.887	55.657	1.594	7.245	53.341
7	1.221	5.551	61.208	1.221	5.551	61.208	1.489	6.769	60.110
8	1.169	5.313	66.521	1.169	5.313	66.521	1.410	6.411	66.521
9	.970	4.410	70.931						
10	.914	4.153	75.084						
11	.805	3.660	78.744						
12	.741	3.368	82.112						
13	.692	3.147	85.260						
14	.563	2.558	87.818						
15	.547	2.488	90.306						
16	.463	2.106	92.412						
17	.454	2.065	94.477						
18	.425	1.932	96.409						
19	.345	1.569	97.979						
20	.279	1.269	99.247						
21	.166	.753	100.000						
22	1.110E-16	5.046E-16	100.000						

Extraction Method: Principal Component Analysis.

Communalities

	Initial	Extraction
Form of Advertising TV Commercial	1.000	.663
Form of Advertising Newspaper/Magazine	1.000	.718
Form of Advertising social media	1.000	.661
Form of Advertising Hoardings	1.000	.787
Form of Advertising YouTube	1.000	.711
Advertisement appeals themost	1.000	.648
Role of advertisement purchase decision	1.000	.652
Bought product after watching ad in past 4-6 months	1.000	.953
Type of appeal made you purchase_Informative	1.000	.953

Type of appeal made you purchase_Humorous	1.000	.640
Type of appeal made you purchase_Persuasive	1.000	.562
Type of appeal made you purchase_Creative	1.000	.644
Type of appeal made you purchase_Entertaining	1.000	.456
Type of appeal made you purchase_Endorsements	1.000	.712
Snickers advertisement description about product	1.000	.549
Feeling from Snickers advertisement	1.000	.388
Is Snickers advertisement funny	1.000	.723
Type of Humor in the advertisement	1.000	.741
Purchased snickers	1.000	.508
Buy Snickers based on advertisement	1.000	.693
Gather info about the product from Snickers ad	1.000	.524
Based on advertisement will you recommend it to your family/friends	1.000	.750

Extraction Method: Principal Component Analysis

Above table depicts the relative importance or effectiveness of the variables once they are clubbed into different groups. Earlier, before the factor analysis, it was 1.000.

For example, the relative importance of Based on advertisement will you recommend it to your family/friends has reduced to 0.750 from 1.000 after the factor analysis, the relative importance of Gather info about the product from Snickers ad has reduced to 0.524 from 1.000 after the factor analysis, etc.

Rotated Component Matrix

	Component							
	1	2	3	4	5	6	7	8
Form of Advertising_TV Commercial	.024	.153	.392	.102	-.103	.131	-.053	.667
Form of Advertising_Newspaper /Magazine	-.024	-.081	.821	.035	-.101	-.068	.111	.089
Form of Advertising_Social Media	-.044	-.228	-.280	-.098	.339	.601	-.199	.049
Form of Advertising_Hoardings	.060	.004	.845	-.068	.127	.181	-.109	.057
Form of Advertising_YouTube	.138	.141	.099	.049	.219	.767	-.002	-.157

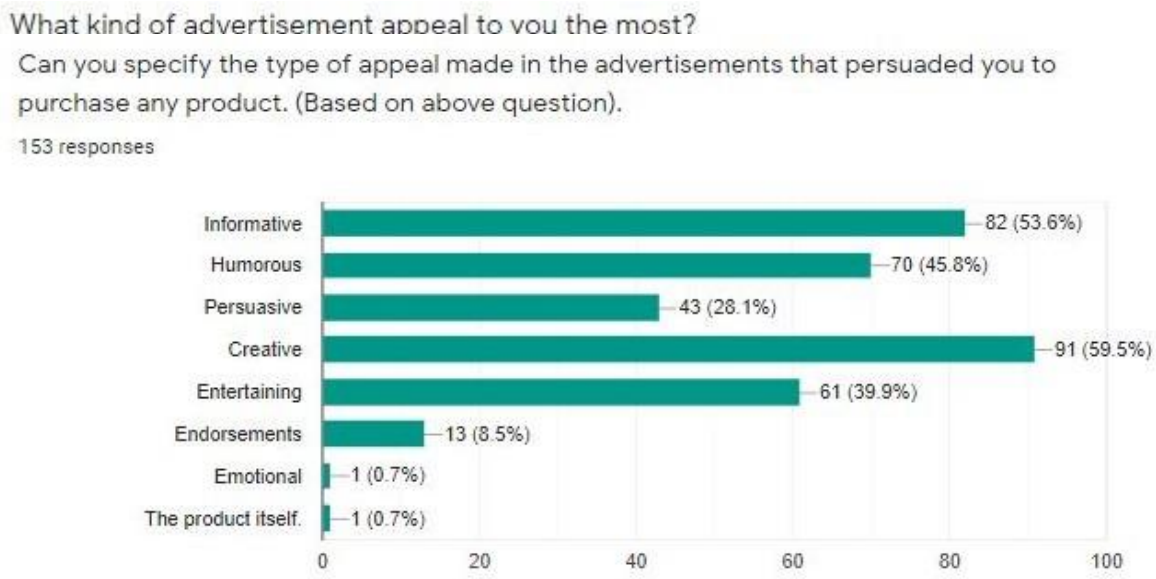
Advertisement appeal themost	.093	.017	.014	.209	-.765	.017	.040	-.092
Role of advertisement_purchasedecision	.183	-.112	-.337	.652	-.197	.022	-.069	.156
Bought product after watching ad in past 4-6 months	-.179	.944	-.030	-.151	.040	.034	-.036	.025
Type of appeal made you purchase_Informative	-.179	.944	-.030	-.151	.040	.034	-.036	.025
Type of appeal made you purchase_Humorous	-.025	.052	.199	.014	-.261	.673	.134	.242
Type of appeal made you purchase_Persuasive	.175	-.214	.074	.688	.053	-.053	-.018	-.034
Type of appeal made youpurchase_Creative	.041	.013	.017	-.007	-.177	.049	-.046	-.779
Type of appeal made you purchase_Entertaining	.183	.178	-.024	.234	.552	.148	.012	.092
Type of appeal made you purchase_Endorsements	.063	-.102	.295	.540	.524	.160	.107	-.087
Snickers advertisement_descriptionabout product	.566	.110	.012	.337	.091	-.028	.273	.136
Feeling from Snickers advertisement	.392	-.170	-.111	-.261	.067	.069	.009	.341
Is Snickers advertisementfunny	.285	-.040	.066	.082	.105	.040	.785	-.031
Type of Humour in the advertisement	.176	.034	.043	.102	.117	.029	-.825	-.040
Purchased snickers	.672	-.045	.030	-.048	.063	-.162	.070	-.126
Buy Snickers based on advertisement	-.746	.183	-.107	-.172	.160	-.122	.009	.150
Gather info about the product from Snickers ad	.670	-.109	-.056	.047	.121	.058	-.071	.186
Based on advertisement will you recommend it toyour family/friends	-.750	.153	.001	-.349	.099	-.170	.036	.038

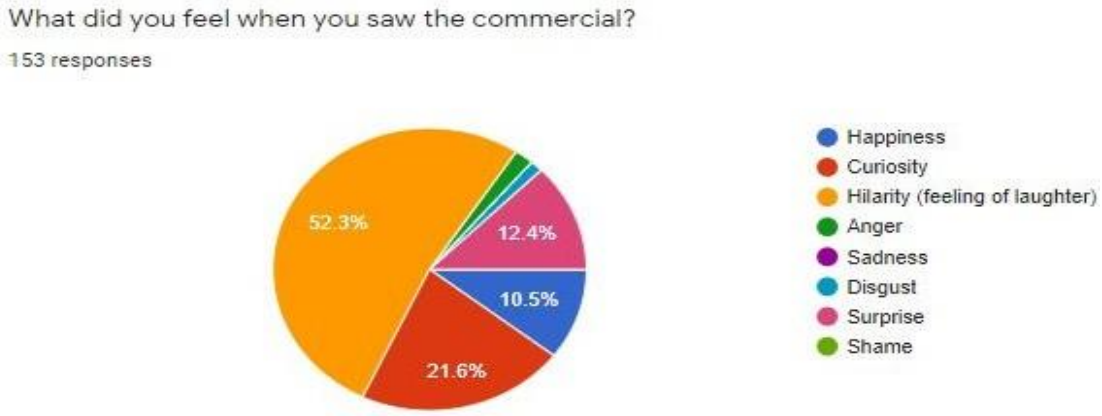
Extraction Method: Principal Component Analysis

Rotation Method: Varimax with Kaiser Normalization

Rotated Component Matrix table denotes the variables clubbed into one group. Normally, the variables/factors having value more than 0.5(regardless of the positive or negative sign) are clubbed together in one group.
In this case, Group 1 consists of Snickers advertisement description about product, purchased snickers, Buy Snickers based on advertisement, gather info about the product from Snickers ad and based on advertisement will you recommend it to your family/friends as their values are greater than 0.5.

FINAL OUTCOMES





CONCLUSION

From this entire research and calculation, the conclusion that can be brought down is this:

- The advertisement type should contain all the elements i.e. Informative, Persuasive and Humorous to successfully affecting an individual's buying decision. It doesn't mean that creative and endorsements are not useful forms of advertisements, it's just they may / may not persuade one's decision.
- Some of the success criteria for the advertisement derived from the responses bring a conclusion that it should try to trigger hilarity and curiosity among the viewer.
- Hence, it can be said that H0 is accepted which means humour in advertisements is one of good ways to market the product and is also helpful in bringing the desired actions from the customer's end.

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