

Artículo de investigación

**Recognition and Recallability of Television Advertised Market Offerings
Using Comic versus Serious Messages**

Reconocimiento y posibilidad de recuperación de las ofertas del mercado de televisión
anunciadas mediante mensajes cómicos frente a mensajes serios.

Reconhecimento e Recallability de ofertas anunciadas do mercado da televisão usando
mensagens cômicas contra graves.

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Abstract

Advertising is a huge budgeted activity and recovery of this expense is dependent upon the effectiveness of the message at the recognition and recall levels. This study investigates whether the use of comic or serious appeals has any significant difference in impacting the audience at both levels. The findings have revealed a significant impact on the audience at highly sensitive and less sensitive market offering levels. The study is conducted in an urbanized aware market with respondents drawn from the diverse cultural background and the age bracket was between 20-50 years and developed the instrument to investigate the recognition and recall levels. The results have established a significant relationship between the types of appeals and market offerings. The study gives advertisers, marketers, and researchers a comprehensive insight into how respondents behave when exposed to advertisements and opens new windows of future research for investigators involved in consumer behavioral studies.

Key Words: Levels of recognition and recovery, market offers, cultural background, types of appeals

Resumen

La publicidad es una actividad presupuestada enorme y la recuperación de este gasto depende de la efectividad del mensaje en los niveles de reconocimiento y recuperación. Este estudio investiga si el uso de apelaciones cómicas o serias tiene alguna diferencia significativa en impactar a la audiencia en ambos niveles. Los hallazgos han revelado un impacto significativo en la audiencia a niveles de oferta de mercado altamente sensibles y menos sensibles. El estudio se llevó a cabo en un mercado con conciencia urbanizada, con encuestados provenientes de diversos antecedentes culturales y el rango de edad fue de entre 20 y 50 años y desarrolló el instrumento para investigar los niveles de reconocimiento y recuperación. Los resultados han establecido una relación significativa entre los tipos de apelaciones y las ofertas del mercado. El estudio ofrece a los anunciantes, profesionales de marketing e investigadores una visión completa de cómo se comportan los encuestados cuando se exponen a los anuncios y abre nuevas ventanas de investigación futura para los investigadores que participan en estudios de comportamiento del consumidor.

Palabras clave: Niveles de reconocimiento y recuperación, ofertas de mercado, antecedentes culturales, tipos de apelaciones

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Resumo

A publicidade é uma enorme atividade orçamentada e a recuperação dessa despesa depende da eficácia da mensagem nos níveis de reconhecimento e recall. Este estudo investiga se o uso de apelos cômicos ou sérios tem alguma diferença significativa em impactar o público em ambos os níveis. As descobertas revelaram um impacto significativo no público em níveis de oferta de mercado altamente sensíveis e menos sensíveis. O estudo é realizado em um mercado atento urbanizado, com respondentes de diversas origens culturais, sendo a faixa etária entre 20 a 50 anos e desenvolvido o instrumento para investigar os níveis de reconhecimento e recordação. Os resultados estabeleceram uma relação significativa entre os tipos de recursos e ofertas de mercado. O estudo oferece aos anunciantes, profissionais de marketing e pesquisadores uma visão abrangente de como os entrevistados se comportam quando expostos a anúncios e abre novas janelas de pesquisas futuras para pesquisadores envolvidos em estudos comportamentais de consumidores.

Palavras-chave: convivência e recuperação, ofertas de mercado, antecedentes culturais, tipos de apelações

Introduction

It states that humorous content in a commercial may result in a behavior that is affirmative towards the advertised products. A study conducted by Madden and Weinberger (1984) revealed that approximately 95% of televised commercials have humorous content in the created theme. This may be an evidence that storyboard writers, directors, and creative commercial personnel have an opinion that humorous content in a commercial significantly impacts upon alertness, familiarity with innovative commodities, memorability of product identity, comprehension of less complex claims, acceptance and searching of alternative brands.

Philosophies and Experience of Comic Appeals

There are contradicting views on the effectiveness of comic appeals when it comes to recognition or recall. One study established that use of humorous content in ads tends to confuse the viewers and, on most occasions, the audience may lose the intended message Sternthal and Craig, 1973. Second view of researchers has identified that the use of humorous content may create positive attitude in the audience at the stage of recognition and recall Madden and Weinberger, 1984. Further the study found that approximately 20% audience believed that use of humorous content confuses the audience and thus create distortion among the customers, whereas approximately 40% audience were of the opinions that it had a more positive impact as compared to other types of themes (Madden and Weinberger, 1984). Another study confirmed that use of humorous content has a higher impact on the audience especially when it is designed for youth market (Duncan, Nelson, & Frontczak, 1984). Similar study done on broadcasted above

950 ads found that the intended audience showed greater recognition and recall of products which used humorous content in their advertising themes (Stewart & Furse, 1986).

Another comprehensive research compared conventional themes with non-conventional themes like ads having humorous content found that the impact of both types of appeals may differ by changing the product category. It is probable that humorous ads may show higher level of impact when used for less-priced and routine-purchase products, whereas they may not show the same level of influence when used for more prestigious and lesser frequency of purchase products (Sutherland & Middleton, 1983).

Some other research works also have supported the view that comic appeals may be more useful when used for generating higher degree of recognition and recall (Spielman, 1982), but another study found that use of humorous content does not have any significant impact on audience than it is intended to create higher level of recognition and recall (Stewart & Furse, 1986).

Comic Appeals and Persuasion (Recall)

Impact of comic appeals on viewers was studied by around fifteen scholars. Three studies showed that humorous content had greater capability of impacting viewers, whereas four scholars found that humorous content negatively impacted recall and recognition among viewers. Eight studies did not establish any significant relationship among comic content or serious content when it was investigated for identifying their effectiveness on viewers at recognition or recall level (Sutherland and Middleton, 1983). Another study investigated the relationship among humorous

content used in television ads and its impact on viewers at recall and recognition stage found that humorous content did show higher effectiveness when it was studied for recall or recognition of the ad theme, but it did not show any significant impact on viewers when it came to recall or recognition of product being promoted through use of humorous content in the ad. It also showed impact of ambiance on viewers and established that it does impact the viewers' ability to memorize at the stage of recall and recognition (Murphy, Cunningham, and Wicox, 1979).

Another research concluded that use of humorous content in a televised ad may show a higher degree of recall and recognition when compared with use of non-humorous content in a televised ad (Cantor & Venus, 1980). Similar research done on broadcast specifically radio ads found that use of comic content has a greater influence on listeners as compared to ads having non-comic content (Sutherland & Middleton, 1983). A research done to establish the comprehension of content used in televised ad established that use of humorous content had a higher degree of comprehension as compared to ads having non-humorous content. It further established that use of humorous content did not show higher degree of comprehension, it also did not fall below the comprehension experienced when non humorous content were being used in televised ads (Duncan, Nelson, & Frontczak, 1984). Contrary to above research done show that viewers lose recall when humorous content are used in televised ad as compared to use of non-humorous content (Madden & Weinberger, 1984) (Gelb & Zinkhan, 1986). As the various research done have revealed diverse impact of humorous content being used in promotional campaigns by companies, therefore it is recommended that more depth investigation be conducted for establishing the real impact of humorous content on recall of message being promoted in an advertisement (Weinberger & Spotts, 1992). It is imperative to include various types of humorous content being used in advertisements along with the brand or product category being promoted through use of humorous content. Both of these factors greatly influenced the effectiveness or ineffectiveness of humorous content used in ads for communicating products at recall stage.

Product Classification

Several studies have discussed high and low involvement products (Khan & Hameed, 2019). Research has been done to measure the communications effectiveness on audience when

using humorous content for promoting varieties of products that differ in their importance in the perception of audience and it has shown varied influence on audience (Weinberger & Spotts, 1992). A study done on the impact of humorous content being used in the ad when promoting low involvement products. It was found that such advertisements show higher comprehension among audience when humorous themes are used for less involvement products. It may be the reason for using higher level of humorous content when promoting less involvement products (Madden & Weinberger, 1984). Similar study investigated the role of humorous themes on audience of radio. It established that the listeners showed a discrete response with reference to comprehension when humorous themes were used for promoting a large variety of products. The study included above 1590 ads. It also found that only humorous themes in products which required explanation for reducing confusion among audience less than eleven percent ads used humorous themes for such categories of products (Weinberger & Campbell, 1991), whereas products which did not require explanation for reducing the confusion among audience and are classified as less involvement products used approximately thirty-five percent humorous themes in their radio advertisements.

As the study revealed multiple responses from listeners, it also found that humorous themes has less chances of having higher recall and comprehension for products requiring explanation for reducing confusion as compared to advertising themes using serious content in their message (Weinberger & Campbell, 1991). More studies investigated upon the significance of humorous themes as compared to non-humorous themes and established that products which did not require explanation for reducing confusion favored towards use to humorous themes as compared to products which required explanation for reducing confusion among audience. It meant that in certain categories of products, humorous themes were more impacting especially lower involvement products as compared to other more intense involving products (Alden & Hoyer, 1993; Weinberger & Campbell, 1991).

H1: Humorous themes for highly sensitive offerings effects impact recognition among viewers

H2: Viewers identify products when humorous themes are developed for less sensitive offerings.

H3: Viewers identify products when non-humorous themes are developed for highly sensitive offerings.

H4: Viewers identify products when non-humorous themes are developed for less involvement offerings.

H5: Humorous themes for highly and less sensitive offerings affects similarly on recall of viewers.

H6: Humorous and conventional themes for highly and less sensitive offerings effects similarly on recall of viewers.

H7: Humorous themes for highly sensitive offerings and conventional themes for less

sensitive offering's effects similarly on recall of viewers

H8: Humorous themes for lower involvement products and conventional themes for highly sensitive offerings effects similarly on recall of viewers

H9: Humorous and Conventional themes for highly sensitive offerings effects similarly on recall of viewers

H10: Conventional themes for highly and less sensitive offerings impact similarly on recall of viewers

Research Methodology

The research was conducted on sample drawn from diverse background having age group from twenty to forty-five based on random sampling method. The sample was divided in groups of twenty-five respondents each and six such groups were constituted. The respondents in each group were shown television ads having humorous and conventional themes. After exposing the respondents to such ads, their minds were diverted through discussing on various issues not related to the ads exposed. This diversion continued for approximately ninety minutes. Afterwards, the respondents were

required to fill in a questionnaire that included multiple choice questions in order to record the recognition of audience regarding the exposed ads. The same groups were convened again after almost forty-eight hours and they were required to fill in another questionnaire that recorded the recall of audience when exposed to ads having humorous or conventional themes. Based on the data collected, SPSS tool was used for the analysis of the responses. Following analysis was done in order to establish the effectiveness of advertisements themes used for promoting products of various categories.

Analysis

Recognition Analysis

Exploring the impact and associations of humorous and non-humorous appeals on

television viewers, the hypotheses that were constructed are tested below. Following tables provide insight upon the humorous versus non-humorous appeals on television viewers.

Table 1: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	5.482	5	1.096	26.460	.000 ^a
Residual	19.640	474	.041		
Total	25.121	479			

Table 2: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.586	.025		23.564	.000
1 Comic Low Involvement Exposure	.264	.026	.499	10.042	.000
Serious High Involvement Exposure	.089	.026	.168	3.383	.001
Serious Low Involvement Exposure	.175	.026	.331	6.659	.000

The ANOVA table explain that the relationship between humorous appeals and the effectiveness on receivers when used highly sensitive offerings is not significant. Hence, Ho is not rejected **“Viewers fail to identify products when humorous themes are developed for highly sensitive offerings”**. This study further explored the relationship between humorous appeals and influence on television audience when used for low involvement products show significant influence as the tables show P value as 0.00, and hence this study rejects the Ho “Viewers fail to identify products when humorous themes are developed for lower involvement products”. The level of significance of humorous appeals on audience is at significantly higher level and is confirmed by beta value that is 0.499.

The study further explored the relationship between non-humorous appeals and influence on television audience when used for high involvement products show significant influence as the tables show P value as 0.001, therefore the study does not accept the HO: “Viewers fail to identify products when non-humorous themes are developed for highly sensitive offerings”.

The relationship between non-humorous appeals found the influence on television audience when used for lower involvement products show P value as 0.001, and hence this study rejects the Ho “Viewers fail to identify products when humorous themes are developed for lower involvement products”. The level of significance of non-humorous appeals on audience is at significantly higher level and is confirmed by beta value that is 0.331.

The table exposes 4 independent variables in order to establish their influence on viewers at the stage of recognition. The multiple variables researched upon are humorous themes used for high involvement products, humorous themes used for lower involvement products, non-humorous themes for higher involvement products, and non-humorous themes for lower involvement products. As the first variable that is humorous themes for higher involvement products showed an extremely high level of non-tolerance in the table, therefore the study has eliminated this variable from the equation. The other three variables are included in the analysis through equation and are calculated as:

Equation: Recognition Table

$$Y (\text{recognition}) = 0.586 + 0.264X1 + 0.089X2 + 0.175X3$$

X1 = humorous lower involvement

X2 = non-humorous higher involvement

X3 = non-humorous lower involvement

Table 3: Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.481 ^a	.232	.224	.32892

- a. Predictors: (Constant), Age Group, Serious Low Involvement Exposure, Gender, Serious High Involvement Exposure, Comic Low Involvement Exposure
- b. Dependent Variable: Recall score in percentage

The data shows the strength of the relationship of viewers with the recall of information when humorous and non-humorous themes are designed for gaining recall of higher and lower

involvement product categories. The data calculates the R square as 23.2% which is interpreted as low significance strength with reference to the positive correlation of the model.

Table 4: ANOVA
Table 8: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	15.464	5	3.093	28.587	.000 ^a
Residual	51.281	474	.108		
Total	66.745	479			

- a. Predictors: (Constant), Age Group, Serious Low Involvement Exposure, Gender, Serious High Involvement Exposure, Comic Low Involvement Exposure
- b. Dependent Variable: Recall score in percentage

Table 5: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.454	.040		11.285	.000
Comic Low Involvement Exposure	.452	.042	.525	10.646	.000
Serious High Involvement Exposure	.071	.042	.082	1.668	.096
Serious Low Involvement Exposure	.273	.042	.317	6.427	.000
Gender	-.033	.036	-.038	-.916	.360
Age Group	.059	.031	.078	1.869	.062

- a. Dependent Variable: Recall score in percentage

The data has revealed that the relationship between humorous appeals and high involvement products is insignificant. Therefore, the mentioned variables are extracted from the model and the does not accept the HO: that is **humorous themes used for highly sensitive offerings do not impact viewers at recall stage**. The proceeding data further elaborates the relationship. The data of second variable reflects the P value as 0.000, hence the study confirms

the acceptance of HO: that is **humorous appeals used for less sensitive offerings do not impact viewers at recall stage**. The value of Beta for the variables mentioned is 0.525 which is significant and further confirms that the relationship is highly impacting thus we can interpret from the data that humorous appeals significantly impact viewers' recall when it is used for promoting low involvement product categories. The data of third variable reflects the P value as 0.096, hence the

HO is accepted that is **non-humorous appeals used for high sensitive offerings do not impact viewers at recall stage**. The value of Beta for the variables mentioned is 0.082 which is insignificant and further confirms that the relationship is non-impacting thus we can interpret from the data that non-humorous appeals do not significantly impact viewers' recall when it is used for promoting high involvement product categories.

The data of fourth variable reflects the P value as 0.000, hence the null hypothesis is rejected that is **non-humorous appeals used for low involvement products do not impact viewers at recall stage**. The value of Beta for the variables mentioned is 0.317 which is significant and further confirms that the relationship is

highly impacting thus we can interpret from the data that non-humorous appeals significantly impact viewers' recall when it is used for promoting low involvement product categories.

The above coefficients table has calculated six variables as independent variable and has checked their influence on recall of appeals among audience. One variable that is comic appeals used for highly sensitive offerings exceeded the tolerance value in the table. Therefore, it is excluded from the coefficients table. The remaining five variables were analyzed and their impact being estimated on recall among audience. The findings of the results are presented below with the help of an equation that is:

Equation: Regression of recall

$$Y (\text{recall}) = 0.454 + 0.452X1 + 0.071X2 + 0.273X3 - 0.033X4 + 0.059X5$$

X1 = Comic low involvement

X2 = Serious high involvement

X3 = Serious low involvement

X4 = Gender difference

Table 6: Residuals

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	.4209	.9648	.6531	.17968	480
Residual	-.93185	.57907	.00000	.32720	480
Std. Predicted Value	-1.292	1.735	.000	1.000	480
Std. Residual	-2.833	1.761	.000	.995	480

a. Dependent Variable: Recall score in percentage

Analysis of Recall

The third questionnaire was filled by the respondents after a gap of almost two days. In this gap, the respondents focus was deviated by using different techniques so that later on respondents may fill a questionnaire that could help the researcher establish which product category and type of comic appeal have the highest recall. The Questionnaire 'C' did not give any hint to the respondents and they were asked to list the ads, their product categories and the brand name. This data was then fed and 't' test analysis is used to regulate the impact of various types of appeals on different product categories.

Using the data, ten marks are allocated to each advertisement fully recalled by respondents, five marks are allocated to each advertisement partially recalled by respondents and no marks are given for ads which the respondents were unable to recall. Based upon the scores, the following hypotheses were analyzed.

Table 7: Paired samples test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference Lower	Upper			
Pair 1	Number of correct answers for serious high involvement - Number of correct answers for serious low involvement	-.517	1.283	.117	-.749	-.285	-4.410	119	.000

Comic High Vs Comic Low
Table 8: Paired samples statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	QCCHSc	9.0833	120	6.88999	.62897
	QCCLSc	18.1250	120	5.06523	.46239

Table 9: Paired samples correlations

		N	Correlation	Sig.
Pair 1	QCCHSc & QCCLSc	120	.221	.015

The first comparison is done between the recall of comic appeals used for highly sensitive offerings versus recall of comic appeals used for less sensitive offerings. The mean value of comic appeals used for highly sensitive offerings is 9.083 whereas the mean value of comic appeals used for less sensitive offerings is 18.125 which is greater than the mean value of comic appeals used for highly sensitive offerings less than 96% confidence level. The calculated value of 't' is 13.041 and the significance level is 0.000. Therefore, the study accepts the Ho: that is **“Comic appeals used for higher and lesser sensitive offerings do not influence equally on recall of audience.”** This means that comic appeals used for lower thought products have a suggestively higher effect at recall stage on audience when compared with comic appeals used for higher thought products.

Table 10: Paired samples test

		Paired Differences					t	Df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	QCCHSc – QCCLSc	-9.04167	7.59522	.69335	-10.41456	7.66877	-13.041	119	.000

Comic High Vs Serious High

Table 11: Paired samples statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	QCCHSc	9.0833	120	6.88999	.62897
	QCSHSc	10.5000	120	7.57040	.69108

Table 12: Paired samples correlations

		N	Correlation	Sig.
Pair 1	QCCHSc & QCSHSc	120	.311	.001

The second comparison is done between the recall of comic appeals used for higher thought products versus recall of serious appeals used for higher thought products. The mean value of comic appeals used for highly sensitive offerings is 9.083 whereas the mean value of serious appeals used for highly sensitive offerings is 10.50 which is greater than the mean value of comic appeals used for higher thought product less than 96% percent confidence level. The

considered value of 't' is -1.825 and the significance level is 0.001. Therefore, the study fails to reject the accepts the HO: is "**Comic and serious appeals used for highly sensitive offerings do not influence equally on recall of audience**". This means that serious appeals used for sensitive offerings have a significantly higher impact at recall stage on audience when compared with comic appeals used for higher thought products.

Table 13: Paired samples test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	QCCHSc – QCSHSc	-1.41667	8.50564	.77646	-2.95413	.12079	1.825	119	.071

Comic high Vs Serious Low
Table 14: Paired samples statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	QCCHSc	9.0833	120	6.88999	.62897
	QCSLSc	14.5417	120	6.57842	.60052

Table 15: Paired samples correlations

		N	Correlation	Sig.
Pair 1	QCCHSc & QCSLSc	120	.426	.000

The third analysis is done by comparing comic appeals used for highly sensitive offerings with serious appeal used for less sensitive offerings. The the mean value of comic appeal used for highly sensitive offerings is 9.083 whereas the mean value of serious appeals used for less sensitive offerings is 14.54 which is greater than the mean value of comic appeals used for highly sensitive offerings less than 96% confidence level. The calculated value of 't' is -8.28 and the

significance level is 0.000, therefore the study fails to reject the null hypothesis that is "**Comic appeals used for highly sensitive offerings and serious appeals used for lesser sensitive offerings do not influence equally on recall of audience**". This means that serious appeals used for lesser sensitive offerings have a higher influence on audience as compare to comic appeals used for highly sensitive offerings at recall stage.

Table 16: Paired samples test

					95% Confidence Interval of the Difference		t	df	Sig. (2-tailed)
					Lower	Upper			
Pair 1	QCCHSc - QCSLSc	-5.45833	7.21797	.65891	-6.76304	4.15363	-8.284	119	.000

Comic Low Vs Serious High
Table 17: Paired samples statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	QCCLSc	18.1250	120	5.06523	.46239
	QCSHSc	10.5000	120	7.57040	.69108

Table 18: Paired samples correlations

		N	Correlation	Sig.
Pair 1	QCCLSc & QCSHSc	120	.359	.000

The fourth analysis done at recall stage is a comparison between comic appeals used for lesser sensitive offerings with serious appeals used for highly sensitive offerings. The analysis of the comparison shows that the mean value of comic appeals used for lesser sensitive offerings is 18.12 whereas the mean value of serious appeals used for highly sensitive offerings is 10.50 which is less than the mean value of comic appeals used for lesser sensitive offerings. The calculated value of 't' is 11.217 and the

significance level is .000. Consequently, the research accept the HO: that is **“Comic appeals used for lesser sensitive offerings and serious appeals used for higher thought products do not influence equally on recall of audience”**. This proves that comic appeals used for lesser sensitive offerings have a much greater influence on audience at recall stage in comparison with serious appeals used for higher thought products.

Table 19: Paired samples test

		Mean	Std. Deviation	Std. Error Mean	Paired Differences		t	df	Sig. (2-tailed)
					95% Confidence Interval of the Difference Lower	Upper			
Pair 1	QCCLS - QCSHSc	7.62500	7.44624	.67975	6.27904	8.97096	11.217	119	.000

Comic Low Vs Serious Low**Table 20: Paired samples statistics**

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	QCCLSc	18.1250	120	5.06523	.46239
	QCSLSc	14.5417	120	6.57842	.60052

Table 21: Paired samples correlations

		N	Correlation	Sig.
Pair 1	QCCLSc & QCSLSc	120	.258	.004

The fifth comparison is done between comic appeals and serious appeals used for lesser sensitive offerings. The analysis done on the data shows that the mean value of comic appeals used for lesser sensitive offerings is 18.12 and the mean value of serious appeals for lesser sensitive offerings is 14.54 which is less than the mean value of comic appeals used for lower thought products. Whereas the calculated value of 't' is 5.45 and the level of significance is 0.000 hence

the analysis done fails to accept the HO: that is **“Comic and serious appeals used for lesser sensitive offerings do not influence equally on recall of audience”**. This proves that comic appeals used for lesser sensitive offerings have higher influence on audience at recall stage as compare to serious appeals used for same category of product.

TABLE 22: PAIRED SAMPLES TEST

		Paired Differences				t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference Lower Upper			
Pair 1	QCCLSc – QCSLSc	3.58333	719428	.65675	2.28291 4.88375	5.456	119	.000

Serious High Vs Serious Low

Table 23: Paired samples statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	QCSHSc	10.5000	120	7.57040	.69108
	QCSLSc	14.5417	120	6.57842	.60052

Table 24: Paired samples correlations

		N	Correlation	Sig.
Pair 1	QCSHSc & QCSLSc	120	.367	.000

The sixth dimension that was researched is a comparison between serious appeals when used for higher and lesser sensitive offerings. The data analysis on the basis of questionnaire shows that the mean value of serious appeals used for highly sensitive offerings is 10.50 whereas the mean value of serious appeals used for lesser sensitive offerings is 14.54 which is greater than the mean value of serious appeals used for highly sensitive offerings. The calculated value of 't' at ninety-five percent confidence level is -5.535 and the significance level is 0.000, hence the study fails to reject the null hypothesis that is "Serious

appeals used for higher and lesser sensitive offerings do not influence equally on recall of audience". This means that serious appeals used for lesser sensitive offerings have suggestively higher influence on audience at recall stage as compare to serious appeals used for higher thought products.

Table 25: Paired samples test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	QCSHSc - QCSLSc	4.04167	7.99937	.73024	5.48761	2.59572	-5.535	119	.000

Conclusion/Recommendations

Based upon the study and the Cross-Sectional analysis the research concludes that the use of comic appeal for less sensitive offerings has a significantly higher impact on audience as compare to the use of comic appeals for highly sensitive offerings whereas, serious appeals also show significant impact on audience for less sensitive products but their level of significance is less than the use of comic appeal. In case of highly sensitive offerings influence on audience when serious appeals are used has shown significantly higher influence than use of comic appeals, it does not mean that comic appeals do not show the significant influence, it means that although the comic appeal have impacted

audience but their level of significance is less than the level of significance when serious appeals are used for highly sensitive offerings.

The same findings are revealed by respondents at both levels that is at recognition as well as recall stages. Based upon findings of the study it is suggested with a degree of confidence that promoters and audience of less sensitive products may prefer comic appeals over serious appeals for recognition and recall objectives. But advertisers, promoters may use serious appeals as well as in situation where majority promoting less sensitive products in order to avoid general theme trend and stand out of the clutter, as serious appeal has also shown significant influence on audience when used for less

sensitive offerings although the level of significance may not be great as comic appeals when promoters, communicators or advertisers are planning to design campaigns to influence audience towards higher sensitive offerings serious appeals may be more preferred over comic appeals.

It does not mean that comic appeals are not significant in cases higher sensitive offerings but they show lesser influence than serious appeals. Same strategy as in case of less sensitive offerings may be adopted through using comic appeals for promoting highly sensitive offerings in situation where majority of promoters use serious appeals for such offerings. This will help advertisers avoid clutter of the advertised themes.

Area of Future Research

It is suggested that future researcher may investigate the impact of serious and comic appeal on diverse social settings age groups and sub-urban and rural social segments. This may help the advertisers make more educated and impacting advertisements campaigns for such social groups.

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