

Consumer Responses towards Humorous Advertisements Employing Opposing Types of Incongruity

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Abstract

Advertisements saturate society leading marketers to adopt novel strategies for more positive consumer responses. While informed literature exists on the effects that humour and incongruity individually have on attitudinal and behavioural consumer responses, there is a gap regarding their effects when simultaneously used. This paper compares consumer responses towards humorous ads which employ opposing types of incongruity. Quantitative data was collected through the development of ads integrating humour and incongruity for a survey of a fictitious brand. Results show that low-incongruity humorous ads led to overall more positive consumer responses than high-incongruity ones. And finally, positive impact was also supported between attitude towards the ad and attitude towards the brand for humorous ads, regardless of incongruity type.

Subject Areas: *Advertising, Consumer Behaviour, Hedonic Products*

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