

Investigate the Impacts of Humor on Advertisement Effectiveness via Social Media Marketing

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Abstract: This paper focuses on the impact of humor on advertisement effectiveness via social media marketing. The paper aims to give some inspiration to the social media era from the perspective of marketing. It will first illustrate the difference between social media and traditional media, which provides a good overview of the research. Then, it will mention the measures and the general effects of humor on advertising, like the number of “likes”, “comment” and “reposting”. By combining the previous theories, the study found that the effect of humor marketing can be achieved more on social media, which contains advantages and disadvantages. It also mentions how to increase humor impact social media marketing. In addition, the methodology provides a perspective on the study of types of humorous memes (IV) that will impact the consumer’s willingness to spread the advertisement (DV1). The paper will also indicate the prediction of three types of humor meme ads that influence consumers' willingness to share.

Keywords: humor, advertisement, marketing, social media

1. Introduction

Applying humor in advertising has become more and more important in marketing. There are several effects of humorous advertising. Humor can make the advertising to be more persuasive [1], improve consumer engagement [2], arouse consumers’ emotions [3], enhance positive brand awareness [4], and help consumers recall the content of the advertising [5,6] Currently, social media forms a significant platform for companies to make advertisements. In this way, humorous advertising takes advantage of social media for higher advertising effectiveness, since social media can deliver different combinations of advertising methods, like image, video, and context [7] Although considerable research has been devoted to the effects of humor advertising via traditional media, rather less has been paid to the effects via social media. Also, the information about humor marketing on social media is not up-to-date enough, since it is not based on the culture of social media marketing. Under this circumstance, this paper will focus more on the effects of humorous advertising on social media, which are based on the social media culture today. “Meme culture” has become one of the most important cultures on social media. Many companies adopt memes as their humorous advertising. Then, the paper is going to explore the effect of using memes in advertising on social media. The article will indicate how some companies use meme and the consumers’ responses towards the advertising. The analysis will based on prediction and research.

2. Literature Review

This research will discuss the the impact of humor on advertisement effectiveness via social media marketing. The first part will explain the difference between social media and traditional media, which form a base of the article. Then, it is important to know the measures of effectiveness of social media marketing. According to the measurement of the effectiveness, effects of humor on behavioral intentions are the main part of the review, which is the combination of different articles and opinions. Finally, the last part indicates how to increase humor impact social media marketing, which expresses the reasons why humor advertising has better effects on social media.

2.1. Social Media vs. Traditional Media

Social media, often known as networked online spaces, are used to create content, share and exchange information, and engage in social networking. Humor can also improve memory of information and concentration [5,6]. These online or mobile tools include blogs, microblogs, photo and video sharing websites, podcasts, social bookmarking websites, rating and review websites, wikis, discussion forums, social discovery engines, social and professional networking websites, mobile messaging, and social discovery engines [8]. Social media is a platform that aids in the growth of interpersonal connections. Social media can be seen from a business perspective as a market where customers and businesses have two-way communication channels. Companies now use blogs or videos to advertise on platforms including Facebook, Flickr, Twitter, LinkedIn, MySpace, podcasts, and YouTube. These articles provide an explanation of social media in detail.

Traditional marketing uses media including newspapers, television, radio, and newsletters in contrast to social media marketing. The primary objective of traditional media is to transfer information in a linear, one-way communication, which is the major distinction between social media and traditional media. Social media marketing is more crucial in this situation for expanding customer communication channels. Public relations professionals claim that social media has steadily improved in "accuracy, reliability, honesty, trust, and truth telling" and performs watchdog responsibilities similar to those of traditional media [9].

2.2. Measures of Effectiveness of Social Media Marketing

The impact of social media, which makes up social networking, on our capacity to interact and communicate is perceptible in every aspect of society. The success of social media marketing is then evaluated by researchers who create a measurement to gauge customer involvement on social media.

Usual metrics for gauging customer engagement in social media conversations include likes, comments, and shares [10-12]. Customers respond to company-initiated posts by "liking" them, which not only demonstrates that customers recognize and approve the company postings but also lends legitimacy to such posts [13]. Only if a large number of "likes" indicate real connections are they valuable [14].

Customers can provide their own feedback to postings by contributing new information through the commenting process [15]. Comments can support a company's ability to maintain dialogues while also giving customers the ability to shape those talks. Commenting is the type of engagement that needs users to exert the most cognitive and behavioral effort because it necessitates that they read and assess marketing messages before adding information or voicing their opinions.

Reposting is a method by which users can distribute assertive messages, resulting in user interactions with a wider audience and greater interactivity [15]. Reposts are typically regarded as the most significant kind of engagement for marketers since they spread the original marketing message to a larger consumer audience [15].

Even though the measurement is able to contain most conditions of the effectiveness of the advertising, these data are still not complete. The measurement does not include the criteria of the purchase intentions, which is also an important part to measure the business and advertising.

2.3. Effects of Humor on Behavioral Intentions

This part provides combination of different consumers' behavior after seeing the humorous advertising. This is the most interesting part since it shows the effectiveness of humorous advertising, which illustrates the clear consequences.

- 1 This study focuses on the persuasive power of comedy and how it encourages users to follow more science-related accounts on social media. This is so that persuasion can be improved. Humor can increase audiences' attention and like of communications as well as lessen counterarguments. Because social media is participatory, users can actively engage with experts to learn new viewpoints in specialized fields. Twitter enables users to stay informed about advances in science and technology by providing updates from the specialists they have chosen to follow [1].
- 2 Humor theories illustrate how humorous social media posts can encourage customer interaction with businesses. According to the relief theory, humor enables a speaker to diffuse difficult interpersonal interactions and relieve tension in the audience [2], thus creating a comfortable setting for dialogue. When measuring the success of advertising, more likes, comments, and reposts imply that customers connect with brands more frequently, which increases consumer purchasing behavior. As a result, this is a useful tool for demonstrating how comedy functions in advertising.
- 3 The value of humor as fresh, intelligent, and enjoyable content for social media is that it has a strong chance to increase audience engagement [3]; Positively emotive content spreads more quickly than negatively emotive stuff [16]. High emotion arousal cause people to have higher motivation to share and spread, which lead to the word-of-mouth.
- 4 In advertising, comedy can boost source-liking and improve favorable perceptions of the advertisement and brand [4]. Therefore, in advertising, product-related humor has stronger effects than unrelated humor.
- 5 Further, humor can increase attention to and recall of messages [5,6]. To be more specific, humorous language leaves a memory point to the consumers. Then, when consumers recall the humorous message, they will unintentionally remember the product, which can be considered as a trigger.
- 6 On the other side, humor could also minimize the perceived gravity of the issue and lessen the perceived gravity of the behavioral repercussions [4,17]. This is an important finding because it raises the possibility that humorous messaging about zombies can reduce people's views of the gravity of health emergency consequences, which would reduce their motivation to prepare [18].

2.4. How to Increase Humor Impact Social Media Marketing

This body argues the reasons why humorous advertising has better effects on social media, which is convincing. Researchers discovered that social media's technological underpinning allows for varieties of humor that are not available in traditional media. For instance, social media can supply all of these formats in different combinations, but television only offers moving visuals and sound and periodicals only offer text and still photos. As a result, humor is expressed more vividly, which may have an effect on how effective advertising is. When it comes to successful communication in advertising, humorous images outperform text. Given the cognitive mechanism, the fundamental

claim is that humor is cognitively demanding because it demands that the audience understand the punchline [7]. The majority of humor content on social media is in the form of images, including static images (such as pictures, photographs, and maniphoto), moving images without sound (such as phanimation), and moving images with sound. Both amusing forms of text and images may encourage consumer participation (i.e., video)

3. Methodology and Prediction

3.1. Methodology

We predict that types of types of humorous memes (IV) that will impact the consumer's willingness to spread the advertisement (DV1). We plan to recruit one hundred participants to complete this within subjects study. [Participants will initially answer two eligibility questions about gender, age, and whether they are familiar with certain memes]. There are 7 types of humor memes (1. Comparison 2. Personification 3. Exaggeration 4. Pun 5. Sarcasm 6. Silliness 7. Surprise [19]) of advertisements in examples. The experiment will select three of them(3.Exaggeration. 4.Pun, 6. Silliness) to investigate and do further analysis. Participants will be offered to know the definitions of each types of humorous memes and the according advertising examples. Then, they will be asked to decide their willingness to share the information of the advertisement in each example (1 = Not at all, 3 = To a great extent; averaged to form a single "willingness Index"). In the advertisement of not using these humorous memes, participators will be asked to decide their willingness to share the information of the normal advertisement (1 = Not at all, 3 = To a great extent; averaged to form a single "willingness Index"). In the end, participants should determine the three humorous memes that they are most willing to share in all advertisements (DV1 measures).

3.2. Prediction

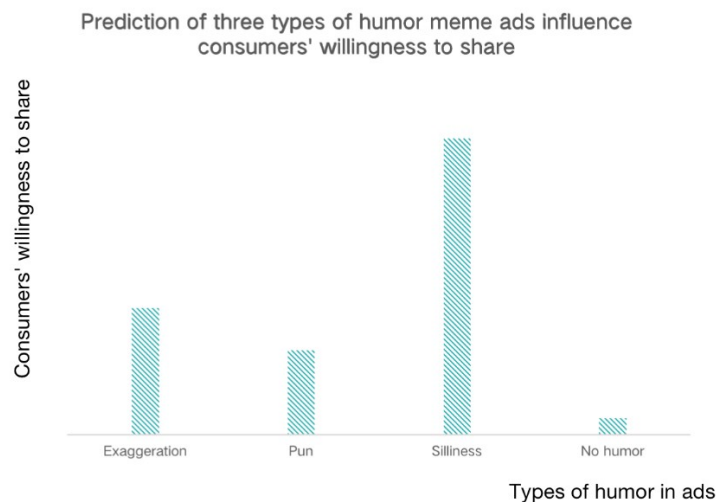


Figure 1: Prediction of three types of humor meme ads that influence consumers' willingness to share

4. Conclusion

This study provides some insights into the effectiveness of advertising communication. Generally speaking, humor can improve the effectiveness of communication and make the advertisement more influential in people's mind. However, the different communication effects of different types of ads are still to be studied. In my research, I speculate that "silliness" advertising communication will have

better effect and help marketing. In the rapidly developing Internet era, this paper discusses how products can be more widely distributed through advertising. In the future, this research can help companies that want to market on the Internet to provide some advertising ideas to help their products sell better.

Based on above evidences, the further research on the effect of using memes in advertising on social media would be more meaningful.

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