

Hilarious sitcoms as marketing platform to enhance product appeal through star power: A study to investigate the effectiveness of QMobile advertisement when introduced in situational comedy Bulbulay

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Abstract

The way a marketer presents his business idea or the marketable object, maps onto the desirability of that product, for the consumer. It means that the motivation to obtain or acquire that product, service or article of interest expands upon the value addition. The very essence of this study is to investigate the efficacy of humour as the most effective means of transforming a consumer's choice and the impact of such use in a novice mode of comedic sitcoms. This paper examines the case of Pakistani electronics company, QMobile successfully advertising its touted brand on the television, to influence or modify purchase intention of the buyer. The product was well-received, keeping in view the moderating impact of; i)-informativeness of the product enhanced by massive fan following, and credibility of the celebrities of the show, ii)- attitude towards the advertisement impacted by popularity, likeability and acceptability of Bulbulay sitcom as channel of communication.

For the purpose of examining, a self-administered questionnaire was designed and delivered to watchers of the program. 350 healthy responses were gleaned out of 385 total respondents, including those already using Q-mobile, due to their effective utilization.

Considering the observation of massive Q-mobile sales in recent years, it was largely credited to the marketing strategy of product placement with appealing star cast foreshadowing the negative aspects if any. Therefore, the hypothesis was built around this model of using sitcoms and star power as product appeal enhancement tool. It was observed that purchase of Q mobile increased if humor was used in this star studded advertisements-cum-sitcom.

The second hypothesis was based on the relationship of humor in sitcom advertising and resultant demand, moderated by attitude towards the show in general and the episodes in particular, airing the advertisement. Dependent variable consisted of desirability and purchase intent. Independent variable, humour, was observed to be impacting the D.V.

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Implications of this research go deep into the theoretical framework, proclaiming humor as one of the strongest tools available to companies searching for new ways to grab market share. With this novice advertising approach the success of which clearly reflects in the popularity of the product in recent years, advertisers are vying for attention of buyers. Interacting variables in this paper are; informativeness of advertisement and attitude towards it. Results suggest that buying decisions are significantly impacted by star power used in advertising strategy of Q -Mobile. Humour itself was found to be of moderate influence in the relationship with buying decisions.

These findings are significant as these will enable a new flurry of advertisement campaigns to grab consumer attention, alter product demand and impact important decisions such as whether or not to use humor as selling tool in sitcom-commercialism at very low cost. This study adds value to research by examining the role of popular humorous sitcom on consumer's choice, in raising product appeal, purchase intent, informativeness of product added by star cast, & attitude of watchers towards sitcom advertising.

Keywords: Humor in advertising, Purchase Intent, product appeal, viewer Informativeness, Attitude to Sitcom

Type of research paper: Quantitative

1. Introduction

Creating humour is akin to treading on fragile territory. Humorous advertising is done to attract prospective consumer's attention to the product, but it can also backfire. A consumer, viewer or the listener can be tempted towards a product. Using humour has always been tricky especially if the purpose was to present it in desirable light, to be able to cash in on rediscovery of appeal by catering for humor according to the taste of the intended consumer. This was tacitly done with a unique strategy to incorporate it in sitcom successfully running across Pakistan. Traditionally, it is the prime focus of a marketer to sell products to audience and customers in a most appealing and presentable manner to grab interest of the consumer, (Eisend, 2006). Employing humor in advertisements is deemed to be not only effective in grabbing interest, but also helps in article recall, while delivering meaningful information, message, and useful information. The detail about a product can aid to build credibility in the mind of the consumer.

Research over the years has time and again emphasized over the positive relationship between desirability, appeal that is ultimately holding motivation to buy and humor introduced into the marketing promotions. It tells us that likeability and intention to purchase an item coexist so that correlation between variables would be maximum for successful marketing. The directly proportional relationship is slated to be existing when humour is particularly emphasized upon in an ad. The more the humour, greater the likeability of the product in the mind of customers, (Cheng and Duo, 2003). That is why organizations spend a huge amount of money to create humorous ads so that their products could be sold (Spotts, Weinberger, Parsons, 1997). Cheng and Duo (2003) have defined humor as the level of response of the audience and

the perception of the level of hilarity to a particular message, stimulus or provocation which can be administered by a pencil and paper test to measure how the audience perceive these and whether its humorous and comical or not."

Considering South Asian context, Q-Mobile is one of a kind, Pakistan based marketing company that sells one million mobile phones every month approximately. It has employed a creative, very workable and innovational approach to brand endorsement without use of hackneyed puns, double meaning wordplays, punch-lines and taglines. The captivation of Q Mobile was largely due to employment of the concept of product placement in its marketing strategy. TV serial BulBulay, a comedic sitcom often promotes Q Mobile products. The marketing team clearly understood the star power and massive fan following to be the leader in marketing innovation at little to no cost involved in advertising of this kind. The upside being awareness among the people to try Q Mobile products, creating a stir in its response to the advertisement with Bulbulay acting as patina to the foundation of recallability, demand and product appeal. Highly motivated individuals with a strong Need for Humour (NHF) were aimed respondents, to process humorous content and were the key subjects of the findings, (Cline, Alstech & Kellaris, 2003). For this purpose those that particularly followed the situational comedy were sampled along with control subjects that were neutral towards the show. The purpose of randomized sample selection was to eliminate skewness in determining product appeal.

The purpose of hilarity in advertising is to raise product appeal in the eye of the customer and make it attractive. Buyer is drawn towards the product with carefully planted humour. Research has proven that effectiveness is felt only if it's relevant to the significance of the object and posits a positive association between it and commercial recall. Twain researchers, Cheng and Duo, (2003) strongly defended using humour as a powerful tool to grab market share. People are generally tempted towards the lighter aspects of life if it eases up their strenuous thought process, which consummates into a form of positive feeling that the customer associates initially with the advertisement and then the product, because it makes one feel as the reason of the campaign. Gradually the positivity so generated transforms into a strong liking that builds up an intent for the client to at least check up on the offering. The researchers were of the view point that likeability of a product originates primarily because of the moderating effects of the quality of humour in advertisement and how well it associates to the brand it represents. The likeability of the brand and Informativeness of the advertisement in unison cast a value addition culminating in purchase of that brand, (Cheng and Duo, 2003). Predilection towards an unintentional object of interest enhances with humor used for the prime source of broadcast. Persuasive impact of the content so offered increases effectiveness of the message, (Sternthal and Samuel, 1973). Negative effect can be remedied with undesirable aspects either sugar coated with humor or plainly clipping the shortcomings, enhancing acceptability of the item (Cheng and Duo, 2003). Purchase intention depends upon evaluation and identification of choices laid bare

before the customer whose willingness to exercise his options in evaluating alternatives is influenced by purchase behavior and reaction afterwards.

1.1 Significance of the Study

The study would investigate that if an enterprise, in this case an electronics company such as Q mobile, effectively communicates through humor or shock value by employing a special technique of product placement, the intentions of the sitcom watchers would accordingly be affected due to the loyal fan following. Especially if the consumer relates emotionally (gradient of happiness and attitude) to the message behind the advertisement, likability will be raised, (Hays M., 2018).

1.2 Problem Statement

Research over the years has proven that humour can either, inhibit, enhance or have neutral to no effect on a consumer. Using this argument for boundary conditions, experimentation on the contingent Need for humour was conducted. It's a trait that dwells on personal tendencies to recognize, seek out and generate humour (Cline, Alstech & Kellaris, 2003). Thus the question arises that if sitcom watchers are assumed to possess this trait would the advertising targeting exclusive audience be helpful in garnering their attention towards the Q mobile. Research Question: 1. In view of above, would the humorous elements of Bulbulay Sitcom be enough to obtain demand motivation and purchase approval of the massive viewers who are of three types: habitual watchers, infrequent and seldom watchers of the program in which Q mobile advertisement is often featured? This idea is that humour appeals to consumers enhancing chances of acceptability of the ad and brand respectively, (Chang & Chang, 2014). 2. Is the technique of product placement in a comedic sitcom, successful for a consumer market like Pakistan?

2. Literature Review:

Advertisements have been used since long as a way to attract attention to a product. Their effectiveness is measured by holding the interest level of the consumers and maintaining attention towards the selling object (Spotts, Weinberger, Parsons, 1997). World in the present times is in the global digital information age. It means accessibility to Youtube, Facebook, Instagram, Twitter and other social media avenues where competition is steadily becoming high. Companies and businesses are allocating a sizeable portion of their budgets, asides from traditional channels, for advertising. However, due to excessive choice and trust issues it is becoming increasingly difficult to establish credibility towards a product and sustain attention towards its advertisement, (Pieters, Warlop and Wedel, 2002). The reason for drying out, of possibilities for many brands, is the want of discriminate offerings in a pool of substitutes and alternatives. Recently an increasing complexity in advertising is observed partially due to growth of consumerism and excessive exposure of the public to advertising platforms augmenting the complexity of the relationship dynamics between the buyer, the advertiser and competition. Various researchers and academicians believe that research should be furthered on advertisement and the consumer responsiveness instead of

its psychological biases or how advertisements can affect an individual, (O'Donohoe, 1994). So that now, brands suggest promises, proclamations and values that a customer may perceive and be motivated to buy.

Marketers as a practice employ the selling strategy of positive product image before consumers, (Eisend, 2006). Humour is considered to be a useful way of delivering message and conveying information effectively to the prospective customer by enhancing appeal of a product, usually by, portraying it favourably, (Cheng and Duo, 2003). By use of humour, advertising effectiveness can increase, (Gelb and Pickett, 1983). The use of arguments is not required where humour is featured in product advertisements, with puns and double meaning undertones because of its catchiness and mass acceptance. Researcher Fred k. Beard in 2005, reviewed the historical chronology of advertisement of past hundred years. According to Beard, (2005) in the initial decade or so marking the twentieth century, most of the advertisers in United States, customized their ads to appeal to a range of serious audience with reasonable justification to impound upon humor. Most of the major brand advertisers favored a serious and rational take to advertising. Jeff Beard, (2005), posited that main reason for avoidance of humour was due to it being perceived as a factor detrimental to dignity and therefore in bad taste. It was considered a stigmatizing source leading to professional awkwardness in hiding the truth behind the veil of entertainment form of advertising, during the 20th century. This practice was considered contrary to dignified conduct in the canons of ethics as well as inconsistent with the established concept of effectiveness of advertising in favour of cheap commercialism. It was observed that humor was not part of a retailing transaction, for sale. This dogmatic belief was generally held in the wake of twentieth century, (Beard, 2005). Although, this perception was diluted with time with the 1980's revolution sparking creativity. Ad campaigns bordering on overt emotional fallacy (Sivulka, 1998) or advertising through text and images changed the norms of persuasion.

Then there is the question is of using humour wisely, according to the persona of the buyer. Effectiveness of humour in advertising is a complex phenomenon, (Spotts, Weinberger, Parsons, 1997), scaling the reactions from the audience, that may take positively or negatively to humour because of the complex interplay of consumer advertiser relationship dynamics and the intricacies of their relationship, (O'Donohoe, 1994). Even though the reactions are uncertain, the response dicey, nevertheless, multinational corporations (MNCs) and other business entities expend resources worth billions of dollars on humorous advertising campaigns that rely on humor as marketing gimmick to sell products, (Spotts, Weinberger, Parsons, 1997). An investigation was conducted to prove effectiveness of the art of humour creation in advertising practice, through cross verification of significance (Spotts, Weinberger & Parsons, 1997). The effectiveness of humor was testified through verification of its significance in advertising. Creativity in humour is one of the tools of advertising which is a strong indicator of a successful commercial, (Tai, 2007). The other key element is cohesion of all the supportive elements of an advertisement, making

sense of and validating the placement of humor. It means that the advertisement would be rendered ineffective if all the constituents do not mesh well, (Spotts, Weinberger, Parsons, 1997).

Fam and Waller in 2006, conducted a qualitative study using pictorial graphics in which participants after being shown an infomercial were asked to rate the most desirable characteristic or aspect of the advertisement and what stood in their eyes as the most likeable. The results were not very encouraging for the brand ambassadors, as the results revealed that infomercials, especially television commercials were not liked in particular because of product appeal, rather the sheer entertainment value additions and recreational value of its advertisement, (Fam and Waller, 2006). Fam and Waller in 2006 conducted an extension of a similar study, further adding that ambience and people viewing the ad determine what matters most, product appeal through emotionalism or humour. For instance; Most Indian people were amenable to humorous, entertaining and funny aspects of the advertisement. Otherwise, familiarity, sunny atmosphere, joy, refreshing atmosphere and traditionalism were critical factors for deciding the success, receptivity or failure of advertisement.

Madden and Weinberger in 1982 investigated the interplay of humour in advertisement and consumer response, they found significant impact of humor based advertisements and attitude of the customer towards them. Moderating role of celebrity fascination with attitude towards brand association is considered (Roy & Mishra, 2018). Use of celebrity for brand endorsement is a tested phenomenon where credibility and believability is established increasing the intent and motivation to purchase or demand a product, (Amos, Homes, and Strutton, 2008; Atkin and Block, 1983; Erdogan, 1999). Even though the profession is irrelevant to the product class he or she is endorsing, audience form a positive image due to accomplishments of the celebrity, (Friedman, Termini, and Washington, 1976). Empirically tested results on the appeal of humor are similar to the results of many other studies; these were not too different from the forthright and valid information management (Brooker, 1981). Antecedents of attitude are entertainment value, information received, annoyance or irritation at an ill perceived message, credibility (Wang, Zhang, Choi, and Eredita, 2002), demographical profile and interactivity of all which converge in an advertisement. Similarly, shock value, emotional response, empathy, and historical knowledge have significant impact on buying behaviours and world view (Hays M., 2018).

This study investigates and comes to the conclusion that not only there exists a positive relationship between the dependent and independent variables (Strick, 2009) but that star power and massive fan following create a consumer base that is specifically inclined towards Q mobile, at little cost. Urban population (Panwar & Agnihotri, 2006) with access to television and electricity with amenable social and personal environment, is assumed to be a frequent watcher of the program and hence advertisement. A researcher previously proved that there were several advantages in using humor in advertising using electronic media platform (Olsson & Asa, 2015). Finally this paper takes the help from **Entertainment**

theory (Valkenburg & Van der Voort, 1994), revised as dual model (Hung, 2014). It states that any entertainment value can only be sought through consumer aspirations, motives and lighthearted playfulness build positively on consumer's amusement experiences, (Vorderer, Klimmt & Ritterfeld, 2004). Lastly, for the unique strategy of Q-Mobile, **genre theory** (Fowler, 1982), is made use of to analyze association between character played out on the television and the product publicized in sitcom. **Para-social theory**, (Horton & Wohl, 1956; Levy, 1962) is used to research about the identification of consumer with the character in the sitcom, on a referential plane. The third and last theory, the **Balance theory** (Heider, 1946, 1958) is used to redress the central issue of research about the interplay of consumer's relationship dynamics with products placed in sitcoms, characters played on the screen, and the attitude of the customer towards the products and characters, affected by funny sitcom as the base. It asks some of the most propelling questions for this research; what interactive effects such as; characters' relationship to products and customers' relationship to characters, do to pan out on audience's attitude towards products? It's like consumers trying to reconceive balance by aligning emotional appeal to the character and attitude of character to the product. This way adaptation results in consumer to character liking and character to consumer liking by marshaling cognitive and perceptive consistency.

2.1 Attitude toward Sitcom advertisement:

Approach toward advertisement can be a learned one with an inherent predisposition to respond in a consistent and steady fashion either in an unfavorable or favorable way toward marketing communication in general (MacKenzie and Lutz, 1989) Reaction to advertising is not the only condition sufficient for its effectiveness but it's still necessary (Pieters, Warlop and Wedel, 2002). It is this reason that this research is focused on credibility, attitude, and mindset and recall ability. People view advertising as a lowly engagement (Knauer, 1973). Waller, Fam, Erdogan, (2005) conducted a research that aimed to determine the consumer attitude and behaviour towards advertisement for certain products and services. Their research led to conclusion that history and religion played a vital role in determining attitudes whereas geography had little to do with it (Waller, Fam, Erdogan, 2005). Romani, (2006) undertook a research regarding value addition of those advertisements which contained disingenuous information and indulged in deceptive labeling about the products/services. Romani stated that such ads would evoke a negative response judging by the public attitudes at large.

Fam and Waller in 2006 conducted a cross cultural investigation. They found varying attitudinal biases and patterns in a comparative study between five cities. People of each region reacted differently when exposed to advertising and external stimulation, showing different attitudes. These differences were a product of world view, personal experiences, cultural context, norms and traditions of each locality. The intermixing of general attitude toward commercials, keeping in view their personal backgrounds, contributed to their confidence in a week's span of watching television for one hour. Generally, a positive and a directly proportional relationship was observed between humorous commercial and attitude towards (sitcom) advertisement, (Gelb and Pickett, 1983).

2.2 Informativeness:

In order for a commercial to be considered educational or useful, it must allow room for a change of opinion in the prospective buyer who, after viewing the advertisement, molds his choice through proper convincing. In other words, cueing process must be used that enables the viewer to achieve their purchase objectives on personal level whatever that maybe (Resnik and Stern, 1977). An advertising policy which dwells on non-informativeness may wither away mainly due to the fact that the consumer has become more selective in present inflationary times, especially with relevance to Pakistan, so he seeks more revealing product information. Some consumers are conscious about the quality of the product they intend to buy, hence need to be really convinced about the benefits and intrinsic value before treading on demand side, in comparison to cheaper varieties and alternatives that are although substitutes (Resnik, and Stern, 1977), but may not be replacements. Tai, in 2007, determined correlation between know-how or informativeness about the product and infomercial receptiveness. The success of advertisement depends upon strong correlation between the variables. Arora, 2007 aimed research at exploring the credibility, validity and authenticity of the source of information, primarily in our case, the characters of the sitcom. This study also aims to expand upon the likeability of the characters generating specific attitude to the sitcom Bulbulay and intention and belief of the buyer towards the advertised product, as a result of this interactivity.

The results showed that informativeness about a product led to positive development of more effective change in people's attitudes and intentions (Arora, 2007). Although knowledge is important to the association of interest towards buying, the survey results show that the communication strategy did not change the need for product consumption through the introduction of more and more mature ad content (Arora, 2007).

2.3 Demand Motivation

Arora in 2007 conducted a research the purpose of which was to investigate the relationship between ad informativeness, attitude towards advertisement and demand motivation for the product. It was observed that Humor in advertising improves brand affiliation and recognition in a consumer, but produced no improvement in product recall. Message credibility did not increase with humor nor buying intentions, (Levit). Even if advertisement is humorous, the mere fact of it being non-informative or disseminating misleading information about a product leads to a fading will to purchase the product (Romani, 2006). The motive behind this study was partially to investigate consumer response in cases where advertisements contained deceptive pricing or incorrect information. Empirical evidence points to the evidence that incorrect messaging approach employs the use of misleading consumers through a lower level of information source development. Such breach of information ethics adversely affects willingness to buy products of the same make (Romani, 2006). Purchase intent forms its basis on credibility and recallability. The literature pertaining to citation of both of these is provided below.

2.4 Credibility:

Credibility of an advertisement is the extent of consumer credulousness to claims of usefulness made by a particular brand (MacKenzie and Lutz, 1989). Thus humor lends credibility to the marketer, if used in advertisements as a source of believability and reinforcing truthfulness (Sternthal and Samuel, 1973). Beard in 2005, suggested that humor was considered unethical and as something to be avoided. This paper views humor in bad light if the purpose is to employ techniques to manipulate the audience through tacit means with humor serving as bargainer. The use of humor was considered a dent in professional integrity and against ethics if the sole purpose was to employ it for self-serving purposes. This devaluing factor was especially noticeable in the 20th century during the advertising of patent medicines. Informativeness of advertisement renders credibility to an advertisement and so is directly proportional to the value it creates (Romani, 2006). The reverse is true, if incorrect information is provided, with credibility taking a nose dive (Romani, 2006). Therefore it can be argued that credibility does more to influence the mindset of a consumer, as product knowledge lends character to the judgment that asks for a decision on whether to buy or not.

2.5 Recall ability:

On global scale, recallability of advertisements is considered pivotal for attracting buyers and retaining customer stream (Pieters, Warlop and Wedel, 2002). While it is argued by Levit that people tend to remember for a longer period of time, ads with funny concepts, it is disputable in light of what value it adds to customer's decision to buy. Keeping in view the increasing interest in practical importance, right attitudes and ethical ad making, we should explore those underlying factors which attempt to shape those specific attitudes (Muehling, 1987). Traditional beliefs and customs and heuristic approach sustain advertising. It is a multi-faceted concept that includes tools, thought provoking work and techniques used by advertisers which effectively infiltrate the mindset and ultimately the decision making process. Information or cognition of a product enhances awareness of the need for that product, (Zhang, 1996).

2.6 Independent Variable Humour:

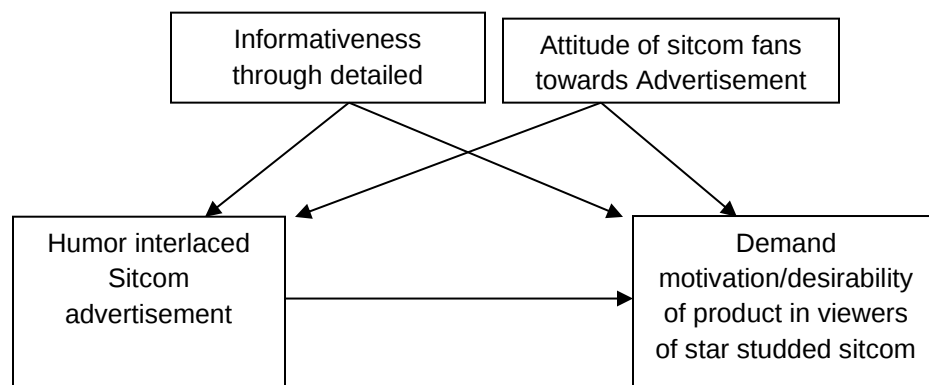
Humorous advertisements were chosen carefully in line with multidimensional aspect pointed by Speck, (1991). Relatedness of the electronic media ads was considered along with witty humour opposed to full comedy. According to Speck, (1991) for television advertising the best form of humour is that of single basic incongruence vs. resolution process, with the contrasting characters producing humour, besides gelling well with engaged response pattern in perceiving the message behind humour.

In order to produce effective responses, relational aspect of the sitcom advertising with the message reinforcing content, was taken into account. Irrelevant humor was not taken into consideration for the purpose of this research as it is deemed ineffective and may cause displaced consumer identification with the product.

2.7 Dependent variables with moderating effect of Attitude and Information

Dependent variable is demand motivation or objective of the viewer in response to star studded cast of sitcom Bulbulay. Bipolar 6 item semantic differential scales, ranging between -6 and +6 with 0 as the central mean, were used for each question as; unlikeable-likeable, pleasant-unpleasant, positive connotation-negative connotation, annoying-appealing, interesting-uninteresting, rational-irrational, for 0, uncertainty was considered synonymous to indecisiveness.

2.8 Theoretical Framework:



2.9 Hypothesis:

Following three hypothesis were garnered through information input from literature review

H1: Appeal of a product is positively associated with use of hilarious sitcoms as advertising base.

H2: The positive relationship between humor in sitcom advertising and motivational demand is elevated using moderator “attitude of the sitcom viewers”, towards advertisement.

H3: Humorous content in sitcom, moderated by product detail laced advertisement through star-power increases the desirability of the product

3. Methodology:

For collecting data, instrument was designed keeping in view previously used scale in study conducted by Zhang, 1996 wherein the instruments were based on cognition and information as moderating variable and humour was taken as an independent variable from a study by Cacioppo, Petty, and Kao, 1984. In another research about humour and demand motivation, further guidance was sought through Srivastava, 2016. Questionnaire was also designed in framework of study by Roy & Mishra, 2018 regarding celebrity endorsement, in order to draw relationship to product placement in sitcom by Q-Mobile. In order to check the validity and reliability of the sample instrument, pilot study was conducted in urban region of Pakistan because of the difficulty of approaching rural areas without proper funding. The initial sample size for a pre-test pilot study catered to 36 respondents belonging to various professions in the vicinities of Islamabad, Rawalpindi and Lahore. Both random and convenient sampling technique was used for targeting population of concern. Owing to vast majority of people being exposed to Bulbulay the target

population is the viewers of Bulbulay. There are three kinds of viewers, the rare watchers, the occasional watchers and the frequent watchers. Almost all had some type of experience of having watched the product infomercial and it being sold through the tactic of humorous sitcom. Specific population was targeted for the purpose of this sample, on their chances of purchasing Q-Mobile and to determine the overall effectiveness and impact of the advertisement on future decisions of non-users. Therefore probability sampling methods; purposive sampling, random sampling and stratified sampling were employed from the pool of general public. Non watchers of the ad were a control group in pilot study that helped compare decisions of buying Q-Mobile without watching the advertisement, however the main research was focused on watchers of the advertisement to glean impact of humour with minimum tolerable error of 5%. The 5 point likert scale, comprising of 20 items was adapted from 5 point NFC (Need for Cognition) scale from (Cacioppo, Petty & Kao, 1984). Slovene's formula was used with the research based on the fact that large population requires small sample base.

Actual study started after pilot study success was demonstrated through the usage of the instrument designed by foreign researchers. A sample of 385 viewers was chosen using Slovene's formula. Since the population included watchers that were social media users, however due to lack of accessibility to them, sample base for questionnaires could only be from viewers from Rawalpindi, Islamabad and Lahore region. The sampling technique required data collection from individual respondents, which enabled 350 useable responses after a pretest or pilot study, to contribute to input reliability and validity of the survey of useable responses (McClelland, 1994).

The process of data collection was self administered and from a mix of university students, parents of young kids, and literate middle and lower middle class workers, which Q-Mobile expressly seems to target, as educated lot can give better and higher quality responses than their non-educated counterparts. Parents were selected for the reason that the motivation for buying Q-Mobile through children can impact them indirectly, motivating researchers to delve into research regarding youth behavior.

4. Results and Discussion:

In order to investigate the effectiveness of advertising on purchase intent, study was lodged in order to look into the probability of change in purchase intent with advertising. Purchase intention is kept as a dependent variable and is observed to be impacted by humor. The significance of impact is measured formally. For this objective, a survey method was used to conduct a systematic and methodical research. Results purport a strong relevance of H1 hypothesis in the findings, therefore we accept it. For the assessment of questionnaire reliability, it was imperative to determine Cronbach alpha for the study. For variables like demand motivation Cronbach was (0.754), for intrinsic consistency Cronbach was (0.776), and for attitude, determined through more or less involvement, Cronbach was (0.731).

TABLE 1

Model of Variables	Nonstandard Coefficients		Standard Coefficients	t-B	Signif. Standard. Error
	(B) Weight	(Std. Error)	(Beta)		
1. Constant (k)	2.103	0.190		11.021	.000
Humour* in Sitcom	0.334	0.051	0.468	7.224	.000

Dependent variable against Humour is Demand motivation (Fig-1)

Table-1 presents the relationship of humor with demand motivation along-with the level of significance attached to it. Beta is equal to 0.468 which reflects the change in the dependent variable due to introduction of independent variable. Change was observed in R Square to be 0.2176. These results prove hypothesis 1 to be true, which states that humor in advertisements impacts demand motivation. As P value is less than 0.05, therefore H1 is accepted.

TABLE 2

Model of Variables	Nonstandard Coefficients		Standard Coefficients	t-B	Signif. Standard. Error
	(B) Weight	(Std. Error)	(Beta)		
2. Constant (k)	2.403	0.249		9.657	.000
Attitude towards Humour	0.068	0.017	0.519	4.062	.000

Dependent Variable: purchase intent (FIG 2)

Table-2 presents the moderating behavior of interacting variable. When we introduce the moderating variable, attitude towards humorous sitcom as base for advertisement, relationship of humor in ads and demand motivation was more effective and meaningful. Prior to the introduction of moderating variable, beta was equal to 0.468. After introduction of the moderating variable, beta raises to 0.519 which reflects an upward variation of .051. Furthermore, an upward change in R^2 is also observed from 0.2174 to 0.239. This result confirms the variation and moderating impact of interacting variable as well. These

observations prove that attitude towards an advertisement would be positive with respect to purchase intent if humor was introduced. P-value is less than 5%, so our second hypothesis H2 is acceptable.

TABLE 3

Model of Variables	Nonstandard Coefficients		Standard Coefficients	t-B	Signif. Standard Error
	(B) Weight	(Std. Error)	Beta		
3. Constant (k)	2.690	0.2413		11.089	.000
Informativeness of advertisement	0.056	0.019	0.497	2.945	.000

Dependent variable: Purchase intent (FIG 3)

Table-3 presents another form of moderation analysis by introducing another moderating variable “informativeness of advertisements” in the already established relationship of humor in advertisement and demand motivation. Results show that before introducing the moderating variable, beta was 0.468 however after introducing the moderating variable beta increases to 0.497 implying that the increase in variation of .029 causes the growth in relationship strength of other variables. Furthermore, an upward change from 0.2174 to 0.230 occurs in R Square. Such a variation also explains the moderating impact. These results prove that the more the buyer is informed about the contents of the advertisement the more “humor in advertisement” would make sense and impact his “demand motivation”. P value is less than 5%, so the third hypothesis H3 is also acceptable.

Table 4

		Humor	Demand Motivation	Attitude	Informativeness
Humor	Pearson	1	0.468**	0.078	0.171
Correlation			0.000	0.356	0.142
	Significance of 2-tailed	350	350	350	350
	Number of samples				
Demand	Pearson		1	0.122	0.0356
Correlation		0.468**		0.314	0.713
Motivation	Significance of	0.000			

2-tailed test Number of samples	350	350	350	350
Attitude for Correlation Sitcom	Pearson 0.078 0.356	0.122 0.314	1	0.070 0.412
Significance of 2-tailed test Number of samples	350	350	350	350
Informative- Correlation ness of product	Pearson 0.171 0.142	0.0356 0.713	0.070 0.412	1
Significance of 2-tailed test Number of samples	350	350	350	350

**Correlation is observed at 1% level of significance, 2-tailed (FIG-4)

Table No. 4 presents the relationship of advertising in humorous sitcom instead of directly producing a funny commercial, and demand motivation, along with attitude towards primetime sitcom and infomercial. Relationship of humor, the independent variable, and intention to purchase, the dependent variable, is significant. The sample response reflects the association index between humor and demand motivation to be 0.468. Furthermore, the relationship of moderating variables is explored with independent and dependent variables. It is found that in the regressed equation all interacting variables are directly proportional to each other, implying that direction of independent and dependent variables is positive.

To rephrase the above concisely, increased humor in sitcom would impact the quality and perception of ad in presence of star power, boosting the demand motivation for the product.

Descriptive Statistics

	Mean of variables	S.D (Standard Deviation)	Number
Humour in Sitcom	4.012	0.7689	350
Demand Motivation	3.3371	0.71369	350
Attitude to sitcom advertising	3.6518	0.68315	350
Informativeness	3.1087	0.73334	350

5. Conclusion:

Durability of a consumer's impression depends upon the effectiveness of message conveyed, the credence, credibility lent to the object of desire and reputation of the touters of the brand. In determining the desirability, appeal and motivational demand of the product as well as sustaining the intention to buy that article, not only rests on the bold and brazen advertising, but also the background, relatedness and advertising technique.

For Q-Mobile, the technique of product placement won over the hearts of Pakistani population. It had multifarious shades to complement the electronic items marketing brand. Firstly, it used product placement in a sitcom aired at prime hours, which was very popular among all age groups irrespective of gender, the use of humorous punch lines, innuendos and double meaning dialogues contributed to a massive fan following with a glossy star power to grab the attention of the viewers. The purpose of this paper is accomplished in determining the positive link between desirability, appeal, and ultimately demand motivation for Q-Mobile. Although Q-Mobile, with humble beginnings of 90% market share in rural Pakistan, stepped into steep competition with Nokia, Huawei and Samsung, however this unique amalgamation of humour in sitcom, interspersed with detailed infomercial was a huge success. The moderating aspect of attitude gives way to the star power of the cast with which the audience seems to be fixated and the effect of information transference, with detailed features of the mobile, aid enormously in; product recall, trust, positive bias and credibility of the product. While also helped along the way the low pricing strategy to evict its competitor out of the market.

5.1 Recommendation:

Nevertheless creating humour is an art, a feat and a dicey road which can toss the product one way or the other. If perceived right it can lead to acceptance, and popularity, if rubbed the wrong way, utter wiping off can result, adversely impacting the product sales (Fam, Kim, Waller & David, 2006). Credibility is pivotal in creating demand or interest towards an object (Sutherland & John, 1982). Not to mention that any failed attempts at creating effective humour, irrelevance to the advertised object, sexual innuendos and cloying sentimentality as tools of accompaniments can be irritating and annoyingly so. Therefore if effective, humour created in good taste and quality should be under wraps and unleashed upon audience once the perception of the viewers is thoroughly investigated. The environment, world view and experiences may vary geographically or it would be ineffectual in garnering interest of the audience. Just like a good swimmer requires successful strokes to reach the shore, bad or irritating humour can drown the venture into abysmal failure and seclusion. Similarly, Q-Mobile chose the cast carefully in touting its product, aware that they were well received. In Pakistan, companies like Ufone, Mobilink, and Telenor have begun an endless race for grabbing market share. Although sex gimmickry of Mobilink Jazz with Nargis engendered attention of the star glazed audience, the interest simmered down because of irrelevance to the product. The marketers are continuously ramped up with an ammunition of endless advertisements which could not capture relevance to the product. Ultimately the object is sidelined when it fades from consumers' minds,

though the funny act may still be imprinted. Further research can foray into investigation of the mediating aspect of massive fan following in manipulating product appeal, hilarity and benevolence associated with its advertisement to enhance positive image building at low cost. Although Q-Mobile, clearly a winner, has set aside massive budget for marketing, it may or may not work for other brands. Therefore, gender inclination, age group, societal norms and cost effectiveness need to be considered for determining true demand of the object.

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