

Differential Effects of Humor Advertising by Expression Type and Receivers' Temperament

유머광고 표현유형과 수신자의 기질에 따른 유머광고의 차별적 효과

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The current study analyzed the relationship between expression type of humor ads and their advertising effects and the differences in advertising effects by expression type according to temperament as categorized by the Myers-Briggs Type Indicator (MBTI). Expression type of humor was classified into arousal-, incongruity-, and superiority-type humor ads. Advertising effects were measured by consumers' cognitive, affective, and conative responses.

Three ads were created based on expression type of humor. A personality type, as measured by the **MBTI**, was categorized into four types of temperament, namely SP, SJ, NF, NT and used as moderating variables.

As a result, the advertising effects varied according to the expression type of humor advertising. Interaction effects between ad expression type and temperament on ad feeling and ad preference were also found.

Key words: humor advertising, humor types, mbti, temperament types, advertising types

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I. Background

1.1 Expression Types of Humor

Although humor advertising has been widely used and its importance has increased, most of its studies have been limited in two respects. First, assuming that humor advertising is generally more effective than non-humor advertising, previous studies were primarily conducted to find out the degree and cause of the differences in advertising effects between humor and non-humor advertising. In other words, the studies did not distinguish between different types of expression in humor advertising (Alden, Mukherjee, and Hoyer 2000; Chung and Zhao 2003; Geuens and Pelsmacker 2002; Lammers 1991; Scott, Klein, and Bryant 1990; Smith 1993; Unger 1995; Weinberger and Spotts 1995; Zhang and Zinkhan 1991; Zhang 1996) but categorized them all as "funny." To address this problem, humor advertising must be examined at various levels in relation to the types of humor expression. For this purpose, a theoretical approach to the expression forms of humor advertising is required.

As the types of humor expression are diverse and distinct in their advertising effects, the communication effects of humor ads regarding their possible differences should also be studied. Thus, this study is based on the proposition

that the effects of humor advertising vary according to the expression type of humor.

According to Weinberger and Gulas' (1992) categorization of humor into the two aspects of content and technique, this study defines the content of humor as the type of humor ad and the technique as the expression type of humor ad. Moreover, humor ads are divided into three types, according to classification by Lefcourt and Martin (1986): the arousal-type, the incongruity-type, and the superiority-type humor. Each type of humor advertising is characterized as follows: The arousal theory refers to the effect of humor as either decreasing an unpleasant state or increasing a pleasant state of mind by means of a naive and relaxed laughter, a dreamy smile, or a sympathetic and loving grin. The incongruity theory relates to a state of cognition that one reaches unexpectedly through a humor of reversal, contradiction, or inconsistency. The superiority theory discusses the expression of comparison or contempt for weaknesses through humor of explicit harassment, attacks on weaknesses and mistakes, or a sarcastic smile.

The techniques of expression type of humor advertising are operationally defined as follows: First, according to the arousal theory, the techniques involve those such as boasts, exaggerations, comedies, imitations, parodies, and jests. Second, according to the incongruity theory, the techniques include those such as reversals, disappointments, incongruities, and

jokes. Third, according to the superiority theory, the techniques include those such as ridicules, ignorance, exposures, disparagements, mistakes, and satires.

1.2 MBTI: A Self-Report Style of Temperament-Type Index

Moderating variables that have been used thus far to measure the effects of humor advertising are confined to consumer characteristics variables, such as sex (Lammers 1991; Madden and Weinberger 1982; Weinberger and Gulas 1992; Whipple and Courtney 1981), culture (Alden, Hoyer and Lee 1993; Toncar 2001; Unger 1995; Weinberger and Spotts 1989), personal need for cognition (Alden and Hoyer 1993; Geuens and Pelsmacker 2002; Zhang 1996) and involvement variables (Chung and Zhao 2003; Madden and Weinberger 1984; Scott, Klein and Bryant 1990; Spotts, Weinberger, and Parsons 1997; Weinberger and Spotts 1995) related to product characteristics, such as the FCB(what's this stand for?) model and PCM (product color matrix) model. A demographic variable such as sex and a geographic variable such as cultural difference are still popular since they ensure analysis and classification of consumers. A consumer characteristic variable such as personal need for cognition as well as product involvement variables have been recently added. However, these factors are not sufficient

in measuring the varying effects of humor advertising. Additional factors that can provide more specific knowledge about consumers are required. A psychological variable such as MBTI (Myers-Briggs Type Indicator) temperament can provide useful information for the segmentation of consumer markets.

Roeckelein (2002) argues that humor depends on one's personality traits such as temperament. It is interesting to note that in physiology, humor refers to the four body fluids that determine one's constitution: blood, mucus, bile, and melancholio. Hippocrates once classified human temperament as sanguine, choleric, phlegmatic, and melancholic. Having examined whether or not humor is identified with temperament, he argued that if the four body fluids of humor are not in balance and one fluid is either lacking or in excess, the dominant fluid will determine the temperament. As body fluid determining temperament is referred to as humor, humor can be said to determine one's temperament. In this respect, temperament type can be used as an appropriate moderating variable between the expression type of humor advertising and advertising effects.

The MBTI is a psychometric instrument that measures personality types and preferences. The notion of psychological types began with Carl Jung, who theorized that human behavior is classifiable and predictable. Jung proposed that behavioral differences are caused by

personality differences and emphasized personality as a mediating and integrating factor for psychological processes such as information processing and individual development (Coe 1992). The MBTI, which provides a large amount of behavioral information, has been recognized as a non-clinical behavioral instrument with broad use. The self-report index was categorized into four types of temperament SPs (Sensing Perceivers), SJs (Sensing Judgers), NFs (iNtuitive Feelers), NTs (iNtuitive Thinkers) and used as moderating variables. The general characteristics of the four types are as follows (Keirsey and Bates 1984, 27-66): (a) SJs have a high sense of social responsibility. They value tradition and belonging; (b) SPs have a high sense of reality but dislike being tied down or obligated. They live for the moment; (c) NFs energy centers on new possibilities in human relationships. They are in search of the meaning of life; (d) NTs enjoy acquiring intelligence. They have a high need to be competent. They are in search of the why's of the universe. The measurement tool was the MBTI GS, standardized in Korean by the Korea Psychological Testing Institute with permission from the Consulting Psychologists Press in the US in 1987.

II. Research Questions

The purpose of this study is to analyze (a) the relationship between the expression-type of humor ads and their advertising effects, which have not yet been investigated, and (b) the differences in advertising effects by expression type according to MBTI temperament. In the analysis of advertising effects according to the type of humor expression, a framework of understanding expression type of humor advertising has been established. Using the MBTI, the temperament of consumers will be analyzed, and the differences in advertising effects by type of humor expression according to MBTI temperament will be categorized. The findings of this study will provide advertising agencies with a strategic frame work of humor advertising that is suitable for consumers' psychological profile. To accomplish the purposes of the study, the following research questions have been established.

Research Question 1: Will advertising effects (cognitive, affective, conative responses) vary according to the expression types of humor advertising?

Research Question 2: Will the degree of the influence of expression type of humor advertising on their advertising effects (cognitive, affective, conative responses) be moderated by the consumer's temperament?

III. Method

3.1 Experimental Design

A 4 x 3 factorial design was employed consisting of four conditions of the MBTI (SP, SJ, NT, NF), and three conditions of humor type (arousal-, incongruity-, and superiority-type humors). The experimental manipulation of the two factors led to 12 test conditions. College students in Daegu metropolitan area were chosen for the experiment. The sample experiments on each subject group were constructed as shown in <Table 1>.

According to Madden and Weinberger(1984), advertising agencies in the US generally consider radio and TV suitable for humor advertising, whereas print is not. Their findings are supported by the fact that humor advertising constitutes 30.6% of all advertising on radio and 24.4% on TV but only 9.9% in print (Weinberger and Gulas 1992). Yet the validity of their research is not sufficient

because they experimented (like most other previous laboratory studies) with advertisements in print that were focused on scenes without plot structures (Madden and Weinberger 1982; Smith 1993; Spotts, Weinberger, and Parsons 1997; Whipple and Courtney 1981; Zhang 1996). Therefore, the actual applicability of the findings is low. Instead, if current advertisements on TV (Alden and Hoyer 1993; Alden, Hoyer, and Lee 1993; Alden, Mukherjee, and Hoyer 2000; Chung and Zhao 2003; Speck 1990; Toncar 2001; Unger 1995; Zhang and Zinkhan 1991) are used as the stimulus of an experiment, variables such as brand loyalty, the endorser's popularity, the brand's past advertising technique, and consumers' experience of the brand will not be effectively controlled, which renders the findings of the experiment invalid. Therefore, in this study, a current advertising agent was selected to create three different storyboards based on the three expression-type theories of humor ads (arousal-, incongruity-, and superiority-type humors) and three experimental advertisements

<Table 1> Number of Subjects by Experimental Groups

Experimental Group Temperaments		EG 1 (Arousal)	EG 2 (Incongruity)	EG 3 (Superiority)	Total
MBTI	SP	34	25	28	87
	SJ	41	47	44	132
	NT	19	17	16	52
	NF	15	15	14	44
Total		109	104	102	315

using computer animation (See <Appendix> for example). A fictitious brand "nTop" for the cellular phone was used since it was well-known among the subject population. Commercials consisted of (a) scenes emphasizing the performance of the product with the sponsored brand name and the company name and (b) a picture of the product with a brand name.

3.2 Dependent Variables

Consumers' cognitive (ad recall), affective (ad feeling, ad preference, product preference) and conative (buying intention) responses to the three different humor ads were measured. The degree of the recall of advertisement was measured by scoring the brand name, product type, manufacturer, ad title, ad contents or scenes and so forth that were written down immediately after exposure to an advertisement. Ad feeling was measured with 9 items on a 7-point semantic differential scale (unfavorable-favorable, stale-fresh, boring-interesting, unappealing-appealing, negative-positive, not persuasive-persuasive, not impressive-impressive, unentertaining-entertaining, not moving-moving). Ad preference and product preference were measured with 1 item on a 7-point semantic scale (dislike-like). Buying intention was measured with three 7-point semantic differential scales (not likely to purchase—likely to purchase, probably not

purchase—probably purchase, will not purchase—will purchase). Cronbach α was .92 for the ad feeling scale and .95 for the buying intention. Since Cronbach α s for both scales were reliable, the scores of the two measurement items were averaged and the results were analyzed.

3.3 Procedure

The procedure was essentially divided into two parts. First, the temperament test of MBTI, composed of 94 questions, was administered to the selected subject group. Second, a week later, the subjects grouped by the results of the MBTI were divided into three subgroups, and each subject was exposed to an advertisement respectively based on the arousal-, incongruity-, and superiority-type ads. The advertisement took 30 seconds, and then each group answered the questionnaire.

IV. Results

This study assumes that the effects of humor advertising vary according to the expression types. Although many researchers (Alden, Hoyer, and Lee 1993; Weinberger and Gulas 1984) have suggested that a study of the relationship between the effects and the expression type of humor advertising is

necessary, such a study has not yet been conducted.

First, because it is hard to clearly distinguish between expression types of humor advertising, efforts to define and differentiate between them have been scarce. Second, measurement tools for expression type have not been agreed upon by scholars, which render the production of advertisement suitable for an expression type practically impossible. For these reasons, until recently, studies on the effects of humor advertising have been limited to comparative studies between humor and non-humor advertising, with all types of humor advertising identified as the same. Therefore, in the present study, the expression type of humor advertising is first defined, and measurement tools for each type are suggested. Both the advertising effects by the expression type and the advertising effects by the expression type according to MBTI temperament are analyzed.

4.1 Measurement of Validity and Reliability for the Expression Types of Humor Advertising

The type of humor advertising must be clearly defined prior to the measurement of advertising effects by type. Three theoretical frameworks based on the theories of arousal, superiority, and incongruity were categorized to deliberately create definitions of the characteristics of the expression type of humor ads.

Items on the expression types of humor ads have been developed based on the operational definitions of humor.

A total of 88 items were originally constructed to measure three humor expression types, from which overlapping items in meaning were eliminated and ambiguous expressions were rephrased, with final items reduced to 24 (see <Table 2>).

166 students were used for the scale development. They were exposed to one of three ads and asked to rate the ad on a 7-point Likert-type scale (very unlikely - very likely) using the 24 items in <Table 2>. The validity of the measurement variables was verified through factor analysis, and a total of 24 items were loaded as factors for the three types. The results of the factor analysis and the reliability of each factor are as shown in <Table 3>.

4.2 Manipulation Check for the Degree of Humor and the Expression Types of the Humor Ads

The degree of humor in the three types of humor advertising, respectively based on the theories of arousal, superiority, and incongruity, was measured for possible differences. In the case of differences in the degree of humor among the three types, it will be difficult to identify whether the differences in advertising effects are due to the expression type or to the

<Table 2> Measuring tools for the expression types of humor advertising

Factors	Expression type	Item contents
A R O U S A L	Boast 1	An over-exaggeration with no sense of reality induces laughter.
	Boast 2	An exaggerated behavior induces laughter.
	Comedy 1	A humorous and witty conversation between characters induces laughter.
	Comedy 2	The contents of a conversation between characters induce pleasant laughter.
	Parody1	A parody of a popular tale induces laughter.
	Parody 2	An exquisite restructuring of a traditional story induces laughter.
	Jest 1	A non-aggressive, natural smile induces laughter.
	Jest 2	Innocent, fairytale-like laughter is induced.
I N C O N G R U I T Y	Reversal1	An unexpected, ridiculous speech or behavior reversing a situation induces laughter.
	Reversal 2	The consequences of a clever speech or unusual behavior induce laughter.
	Disappointment1	An unexpected, abortive ending induces laughter.
	Disappointment2	The resolution of a conflict caused by an ambiguous behavior in the beginning induces laughter.
	Paradox 1	A truth hidden in the contradictory expression induces paradoxical laughter.
	Paradox 2	As in a non-sense quiz, defenseless laughter is induced.
	Joke 1	A will to overcome, rather than submitting to, a given situation induces laughter.
	Joke 2	A comic expression of contradictory reality induces laughter.
S U P E R I O R I T Y	Ridicule 1	A character's sneer at his/her opponent induces laughter.
	Ridicule 2	A ridiculous expression of the opponent's weaknesses and faults induces laughter.
	Ignorance 1	A ridiculous ignorance of the opponent's stature induces laughter.
	Ignorance 2	A disregard for the opponent induces negative laughter.
	Exposure 1	An explicit speech or behavior disclosing the opponent's weaknesses induces laughter.
	Exposure 2	An attack at the opponent's weaknesses or mistakes induces laughter.
	Satire 1	A speech or behavior making fun of the opponent induces laughter.
	Satire 2	An awakening or criticizing wit in comparison with somebody/thing induces laughter.

degree of humor. The degree of humor in the speech, behavior, and appearance of characters

and the ad in general was measured by a 7-point scale, ranging from not humorous at all

⟨Table 3⟩ Results of the Factor Analysis and the Reliability Test of Measures for the Expression Types of Humor Advertising

	Items	Loading	Eigen Value	Cronbach α	
Ad Types	Factor 1 Superiority	Ignorance 1	.900	6.983	.9137
		Exposure 2	.900		
		Satire 1	.899		
		Exposure 1	.896		
		Ignorance 2	.877		
		Ridicule 1	.809		
		Satire 2	.728		
		Ridicule 2	.520		
	Factor 2 Arousal	Comedy 2	.850	4.903	.8781
		Comedy 1	.821		
		Jest 1	.773		
		Parody 2	.739		
		Parody 1	.737		
		Jest 2	.700		
		Boast 2	.673		
		Boast 1	.475		
	Factor 3 Incongruity	Paradox 1	.857	2.815	.8744
		Paradox 2	.778		
		Disappointment 2	.766		
		Joke 2	.724		
		Joke 1	.689		
		Reversal 2	.652		
		Reversal 1	.645		
		Disappointment 1	.546		

to very humorous. As the result of one-way ANOVA, the differences in mean value by the group tended to be ignored (M of arousal= 4.50, M of incongruity=4.21, M of superiority =4.22, $p=.07$).

A one-way ANOVA was performed to ensure that the three ads created for this study represent each theory of humor. As shown in the ⟨Table 4⟩, the three ads were found to represent each theory of humor.

4.3 Findings

The results of the one-way ANOVA revealed significantly different advertising effects among three different expression types on ad recall, ad feeling, ad preference, product preference and buying intention. The test results of RQ 1 are shown in ⟨Table 5⟩ and ⟨Table 6⟩.

As shown in ⟨Table 5⟩ and ⟨Table 6⟩, type

<Table 4> Manipulation Check

	Arousal-type Humor Ad	Incongruity-type Humor Ad	Superiority-type Humor Ad	Total	F (p)
Factor 1 Arousal	4.60 (.68)	3.18 (.98)	3.22 (.95)	3.68 (1.10)	89.96 (.001)
Factor 2 Incongruity	3.93 (.90)	4.59 (.82)	3.24 (.98)	3.93 (1.05)	57.29 (.001)
Factor 3 Superiority	2.84 (1.21)	2.41 (.97)	4.76 (.80)	3.32 (1.43)	158.51 (.001)

<Table 5> Analysis of Variance for Ad Responses by the Humor Advertising Types

Dependent Variables		MS for Ad Types (df)	MS for Error (df)	F
Cognitive Response	Ad Recall	20.66 (2)	2.12 (312)	9.74**
Affective Responses	Ad Feeling	13.67 (2)	.97 (312)	14.17**
	Ad Preference	19.94 (2)	1.42 (312)	14.08**
	Product Preference	3.48 (2)	1.56 (1.33)	2.23
Conative Response	Buying Intention	7.20 (2)	1.61 (312)	4.47*

* p<.05, ** p<.01

<Table 6> Mean Differences of the Affection for Humor Advertising Type

		Arousal	Incongruity	Superiority	Total	F	Post-Hoc
Cognitive Response	Ad Recall	5.05 (1.44)	4.17 (1.54)	4.73 (1.39)	4.65 (1.50)	9.74**	A-I=.87** I-S=.55**
Affective Response	Ad Feeling	4.27 (.07)	3.77 (1.07)	3.58 (.88)	3.88 (1.02)	14.17**	A-I=.50** A-S=.69**
	Ad Preference	4.58 (1.31)	3.83 (1.18)	3.83 (1.06)	4.09 (1.24)	14.08**	A-I=.75** A-S=.74**
	Product Preference	4.14 (1.27)	3.80 (1.33)	3.86 (1.13)	3.94 (1.26)	2.23	
Conative Response	Buying Intention	3.24 (1.35)	2.73 (1.15)	2.94 (1.27)	2.97 (1.28)	4.47*	A-I=.51**

Number represents mean (sd). * p<.05, ** p<.01

of humor advertising does not have different effects on the product preference but does affect the ad recall, the ad feeling, and the ad preference, which in turn affects buying intention. Specifically, arousal-type humor ads were observed to be the most effective.

As for RQ 2, an interaction effect was found between ad expression type and temperament on ad preference ($F=2.09$, $p<.05$). There was a weak interaction between ad expression type

and temperament on ad recall, ad feeling ($F=1.91$, $p=.08$). There were no interactions between ad expression type and temperament on product preference, and buying intention. The test results of RQ 2 are summarized in <Table 7> and <Table 8>.

The results of the two-way ANOVA analysis support the idea that arousal-type humor advertising may be most effective in Korea. As in the <Figure 1> and <Figure 2>,

<Table 7> Analysis of Variance for Ad Responses by the Humor Ad Types and Temperaments

Source			df	MS	F
Humor Ad Types	Cognitive Response	Ad Recall	2	12.20	6.95***
		Ad Feeling	2	7.52	8.36***
	Affective Responses	Ad Preference	2	12.62	9.80***
		Product Preference	2	3.58	2.43*
	Conative Response	Buying Intention	2	6.22	3.99**
Temperaments	Cognitive Response	Ad Recall	3	37.65	21.46***
		Ad Feeling	3	6.16	6.85**
	Affective Responses	Ad Preference	3	12.11	9.40**
		Product Preference	3	10.28	6.95**
	Conative Response	Buying Intention	3	7.24	4.64***
Humor Ad Types X Temperaments	Cognitive Response	Ad Recall	6	2.60	1.48
		Ad Feeling	6	1.71	1.91*
	Affective Responses	Ad Preference	6	2.70	2.09**
		Product Preference	6	1.93	1.30
	Conative Response	Buying Intention	6	1.39	.89
Error	Cognitive Response	Ad Recall	303	1.76	
		Ad Feeling	303	.90	
	Affective Responses	Ad Preference	303	1.29	
		Product Preference	303	1.48	
	Conative Response	Buying Intention	303	1.56	

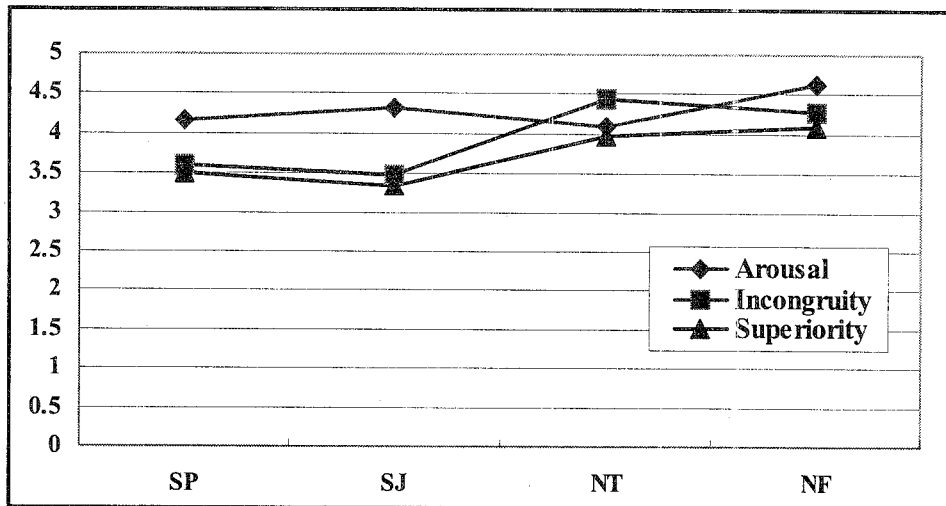
Number represents mean (sd). * $p<.10$, ** $p<.05$, *** $p<.01$

<Table 8> Mean Differences of the Affection for Humor Ad Type by Temperaments

Affective Response	Humor Ad Types	Temperaments(MBTI)			
		SP	SJ	NT	NF
Ad Feeling	Arousal	4.16(.91)	4.33(1.05)	4.10(.90)	4.62(.98)
	Incongruity	3.59(1.08)	3.47(1.11)	4.44(.75)	4.28(.82)
	Superiority	3.50(.89)	3.34(.81)	3.97(.92)	4.10(.69)
	Total	3.78(.99)	3.69(1.08)	4.17(.86)	4.34(.85)
	F	4.450*	12.206**	1.315	1.462
Ad Preference	Arousal	4.38(1.37)	4.56(1.43)	4.47(1.07)	5.20(.94)
	Incongruity	3.24(1.13)	3.60(1.15)	4.71(.92)	4.53(.64)
	Superiority	3.79(.99)	3.52(1.09)	4.44(1.03)	4.21(.80)
	Total	3.86(1.27)	3.87(1.30)	4.54(1.00)	4.66(.89)
	F	6.703**	9.429**	.351	5.723**

Number represents mean (sd). * p<.05, ** p<.01

<Figure 1> Ad-Feeling Scores for Humor Advertising Type by Temperament

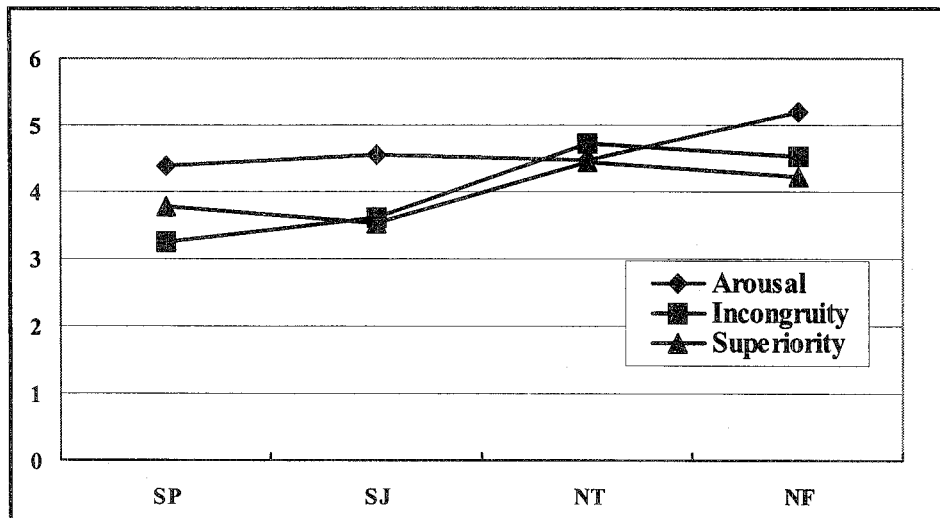


those who showed a high degree of affective responses to the arousal type ad represent 83% of the total respondents in this study (See <Table 1>).

The temperament distribution of the res-

pondents is similar to the one of KPTI (Korea Psychological Testing Institute) (Park 1996). These findings can be applied to the study of humor ads in the US. As 76% of the population belongs to SPs and SJs, a particular

<Figure 2> Ad-Preference Scores for Humor Advertising Type by Temperament



<Table 9> Temperament Distribution in Korea and the U.S.

Temperament	SPs	SJs	NTs	NFs	Total
Experimental Samples	87 (27.6%)	132 (41.9)	52 (16.5)	44 (14.0)	315
KPTI Data*	1,065 (22.8)	2,457 (52.6)	715 (15.3)	486 (10.4)	4,671
US Data**	(38.0)	(38.0)	(12.0)	(12.0)	

* KPTI data is based on the Park (1996). ** US data is based on the Keirsey & Bates (1984).

type of humor advertising favored by the majority, when identified, should be taken into consideration for the use of humor ads.

V. Conclusion

Whereas most of the previous studies on humor advertising were conducted to discover differences in advertising effects between

humor and non-humor advertising, the current study is focused on the differences in the effects of humor advertising alone among various expression-types. The findings will provide future researchers of the effects of humor advertising with a theoretical background to understand different advertising effects according to different expression-types of humor advertising.

In addition, most of the previous laboratory research used humor ads in print that were

experimentally constructed with scenes without a plot or adopted old TV commercials as they were, which caused validity problems due to the lack of control of variables. In the current study, however, a plot is structured according to the three expression types of humor advertising, that is, the theories of arousal, incongruity, and superiority are used as the framework for analysis: an experimental advertisement was produced through computer animation. As such, the findings of the study provide a high possibility of generalization and present practical guidelines for future research.

The findings of the study provide the following practical benefits for marketers. First, humor advertising, in general, makes the consumer pay a favorable attention to the ad message, while the humorous expression distracts the consumer from the product or the ad message, which may produce negative effects on the recall. The findings of this study show, however, that humor ad has different effects according to the expression types: the arousal-type humor ad has higher degree of the ad recall than the incongruity-type or superiority-type. Consequently, the problem of the low degree of the ad recall with the humor ad will be resolved if the humor ad is created as an arousal type, one of the expression types of the humor ad, which will serve as a useful strategic tool to reinforce the ad effects on the consumer.

Second, scientifically standardized measurement

tools, such as validity and reliability, for the expression type of the humor ad have been developed in this study. Providing the proper guidelines which enable the advertisers to rely on theory, rather than intuition or inspiration, to make a humor ad, this study has established the ad strategy and the direction for the production of a humor ad. Also, by identifying the differences in the effects of humor advertising by the expression types according to temperament, marketers are provided with the possibility of unique advertising strategies suitable for each temperament.

This study has several limitations. The homogeneous subjects comprised of college students may limit the generalization of the findings. Moreover, the subject groups were forcefully exposed to humor advertising, which decreases the external validity of the findings of the study. However, this study offers important implications within the field of advertising regarding the use of humor.

〈논문 접수일: 2007. 02. 12〉

〈게재 확정일: 2007. 03. 19〉

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<Appendix> Storyboard for Humor Ad - Incongruity Type

Mobile Phone N-Top of NuTech - "Voice"



① N-Top "Voice"

(emoticon : ~~d`o`b~~ ~~d`o`b~~)

mutter, mutter

② Sports, Newsflash, Weather

③ (next stop is Dae Myung-Dong)

④ whoosh

⑤ fumbling around

⑥ If he can't see, then why is he...?

⑦ Next stop is Song Seo.

⑧ N-Top mobile of NuTech
"Voice" let us see the world

유머광고 표현유형과 수신자의 기질에 따른 유머광고의 차별적 효과

하 태 길*
박 명 호**
이 희 욱***

국문요약

최근까지 유머광고 효과에 대한 연구는 주로 유머광고와 비유머광고의 비교 차원을 벗어나지 못하고 유머광고 전체를 동일한 개념으로 일반화시킨 연구들이 제한적으로 이루어져 왔다. 유머광고도 표현유형에 따라 광고효과의 차이가 가능하다는 것이 본 연구의 출발점이다. 따라서 본 연구에서는 먼저 유머광고 표현유형에 대한 개념을 명확히 하여 이의 유형별 측정도구를 제시하고 유머광고 표현유형이 광고효과에 미치는 영향과 MBTI 성격기질에 따른 유머광고 표현유형별 광고효과에 대한 관계를 실험연구를 통하여 분석하였다. 유머광고 표현유형을 각성형 유머광고, 부조화형 유머광고, 우월성형 유머광고의 세 종류로 범주화하여, 이러한 유형들이 소비자의 인지적(광고회상도), 정서적(광고호감도, 광고선호도, 제품선호도) 행동적 반응(구매의도)에 미치는 광고효과를 측정하였다. 실험에 사용된 세 가지 광고는 유머의 표현유형을 바탕으로 제작되었다.

유머광고의 표현유형에 따라 실험에 참가한 사람들의 인지적, 정서적, 행동적 반응이 서로 다른 것으로 나타났다. 일반적으로 각성형 유머광고가 다른 두 유형의 유머광고보다 위의 세 가지 측면의 효과에서 우월한 것으로 나타났다. 유머광고의 부정적인 측면으로 지적되어 온 회상력의 문제점을 유머광고 표현유형의 한 기법인, 각성이론형 유머광고로 보완하여 제작한다면 향후 소비자들에게 광고효과를 보다 더 강화하는 전략적인 측면에서 유용한 도구가 될 것이다. 또한 심리학 유형이론으로부터 만들어진 SP(감각인식형), SJ(감각판단형), NT(직관사고형), NF(직관감정형)로 분류되는 MBTI 성격기질을 조절변수로 사용한 결과, 유머광고의 표현유형과 조절변수 사이에서 광고호감도와 광고선호도의 효과 측면에서 유의한 상호작용이 발생하는 것으로 나타났다. 그러나 광고회상도, 제품선호도, 구매의도 등에서 상호작용효과는 나타나지 않았다. 성격기질에 대한 주효과는 모두 유의하게 나타났다.

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본 연구는 다음과 같은 이론적, 실무적 주요 시사점을 제공한다.

첫째, 유머광고 표현유형에 의한 광고효과의 분명한 차이를 밝힘에 따라, 향후 유머광고 효과를 연구하는 연구자들에게 유머광고 표현유형에 따른 광고효과의 차이를 파악할 수 있는 이론적 배경을 제시했다는 점에서 의의를 찾을 수 있다. 둘째, 기존 실험실 연구의 대부분은 스토리구성 없는 장면 위주로 실험 설계된 인쇄 유머광고를 사용하거나, 예전에 방영된 TV 광고물을 그대로 실험연구에 적용시켜 각종 외생변수들의 통제가 미흡하여 타당성에 문제가 발생하였다. 본 연구에서는 유머광고 표현유형의 근거가 되는 각성 이론, 부조화 이론, 우월성 이론에 따라 이야기를 구성하고, 컴퓨터 애니메이션을 이용한 실험광고를 제작하여 실증연구를 실시함으로써 연구결과의 일반화 가능성을 높였다는 점에서 미래연구에 실제적인 지침을 제공하였다. 셋째, 본 연구에서 타당도와 신뢰도가 높은 유머광고 표현유형의 측정도구를 개발하였다. 광고제작자들이 이 척도를 이용함으로써 유머광고를 제작하는데 직감이나 영감보다는 이론적인 가이드라인에 의존할 수 있게 되어 유머광고를 전략적으로 사용할 수 있게 하는 제작방향을 구체적으로 제시하였다. 마지막으로, 심리특성을 반영하는 성격변수인 개인의 MBTI 성격기질을 파악한다고 할지라도 이를 직접적으로 마케팅 상황에 활용하기 어렵다는 한계로 인하여 성격기질을 이용하는 연구가 제한적이었다. 이 연구는 성격기질이 유머광고 표현유형별 광고효과를 조절하는 변수임을 확인하였다. 따라서 성격기질에 따른 광고호감도나 광고선호도 차이 등을 설명할 수 있게 되어 유머광고에 노출된 소비자 반응을 더 정확하게 예측할 수 있게 된다.

핵심개념: 유머광고, 유머유형, MBTI, 성격기질, 광고효과