

The Use of Humor Appeal in Glo Oga SIM Advertising and Its Influence On Brand Perception

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ABSTRACT

This study examined the use of humour appeal in GLO Oga SIM advertising and its influence on brand perception among Nigerian telecommunication users. The research adopted a descriptive survey design with a total sample of 400 respondents drawn from the Nigerian telecommunication subscriber population. Data were collected through structured questionnaires and analysed using descriptive and inferential statistical tools. Findings revealed that humour appeal serves as an effective advertising strategy that attracts audience attention, enhances message understanding, and positively influences consumer perception of the GLO brand. The study further showed that humour improves brand recall, emotional connection, and consumer preference, thereby promoting brand loyalty and trust. Based on these findings, the study concludes that humour appeal, when culturally relevant and creatively applied, remains a strong persuasive communication tool for enhancing brand image in Nigeria's competitive telecommunication industry.

Keywords: *Humour Appeal, Advertising, Brand Perception, GLO Oga SIM, Consumer Preference.*

1. INTRODUCTION

Advertising is one of the major tool's businesses use to attract and maintain customers, shape consumer attitudes, and strengthen brand identity. Over the years, humour appeal has become one of the most engaging strategies used by advertisers to connect with audiences in a light-hearted and memorable way. Humour appeal refers to the use of amusing messages or situations in advertisements to capture attention, create emotional bonds, and enhance brand recall (Adebayo & Iwu, 2021). In the Nigerian advertising landscape, humour plays a strong role in influencing how people perceive brands, as it resonates with cultural expressions, social realities, and the everyday humour that defines Nigerian life (Eze & Okeke, 2020).

Several scholars have explained that humour in advertising works because it reduces audience resistance, promotes positive emotions, and enhances message processing, which leads to stronger brand perception and recall (Kaur & Singh, 2022). In Nigeria, brands like Globacom (GLO) have successfully used humour-based campaigns, such as the "GLO Oga SIM" advert, to engage consumers and position themselves as friendly and relatable. The campaign relied heavily on comedy and popular Nigerian humour styles, using local languages and expressions to attract attention and create a connection with both young and older audiences (Ugochukwu, 2021). Studies have shown that when humour is culturally relevant and well-placed, it not only entertains but also influences how people feel about the brand and how trustworthy or innovative they perceive it to be (Bamidele, 2023).

The researcher views that this study is important because humour has become a major communication tool in Nigeria's competitive telecommunication industry. As someone who

has observed how audiences respond to GLO's humorous adverts, I believe humour does more than make people laugh; it shapes how they interpret the brand's personality. The "Oga SIM" campaign, for instance, uses relatable social situations and witty dialogue that reflect Nigerian lifestyles, making consumers feel that GLO understands their experiences. This emotional link often leads to positive brand perception and loyalty, which are critical in an industry where consumers can easily switch networks.

The relevance of this study lies in its focus on how humour appeal can be strategically used to strengthen brand perception in Nigeria. With the increasing saturation of telecommunication advertisements, humour has become a way for brands to stand out and remain memorable in consumers' minds (Oluwatayo & Adeola, 2020). Analysing how GLO's Oga SIM campaign employs humour provides insight into how Nigerian audiences interpret funny messages and how such appeals influence their opinions about the brand's credibility, reliability, and innovation. This study is therefore timely, as it contributes to the growing understanding of how culturally driven humour in advertising impacts consumer psychology and brand image in Nigeria's fast-evolving media environment.

1.2 Objectives of the study

- i. To examine how humour appeal is used in the GLO Oga SIM advertising campaign.
- ii. To assess the influence of humour appeal on audience perception of the GLO brand.
- iii. To determine the relationship between humour appeal and consumer preference for the GLO brand

1.3 Theoretical Framework

This study is anchored on the Persuasive Communication Theory propounded by Carl Hovland in 1953. The theory explains how communication can be used to influence people's attitudes, beliefs, and behaviours through structured and strategic messaging. Hovland developed this theory after conducting several studies on attitude change during and after World War II, focusing on how messages, sources, and audience characteristics interact to create persuasion. The theory suggests that persuasion occurs when a message successfully changes the way an audience thinks or feels about a particular subject, product, or idea (Hovland, Janis, & Kelley, 1953).

According to the Persuasive Communication Theory, four main elements determine the effectiveness of persuasion: the communicator (source), the message, the medium, and the audience. The communicator's credibility, the emotional or logical strength of the message, the type of medium used, and the audience's level of involvement all influence how successfully persuasion takes place (Ogunleye & Adeyemi, 2020). When these elements are well-aligned, the message becomes more convincing and can lead to positive behavioural responses from the audience.

This theory is highly relevant to the present study on "The Use of Humour Appeal in GLO Oga SIM Advertising and Its Influence on Brand Perception." The theory provides a framework for understanding how humour acts as a persuasive tool in advertising. In the GLO Oga SIM campaign, humour functions as part of the message content that attracts attention, reduces resistance, and creates emotional connection with the audience. The communicator, in this case, is the GLO brand and the popular comedians featured in the advert, whose credibility and

popularity strengthen the persuasive impact. The humorous delivery makes the advert enjoyable, thereby encouraging a positive perception of the GLO brand (Eze & Okonkwo, 2021). By using humour, the advertisement appeals to emotions rather than logic, which aligns with Hovland's explanation of how persuasive communication can change attitudes through affective responses rather than factual reasoning.

The theory helps explain why the GLO Oga SIM campaign resonates with Nigerian audiences. Nigerians generally appreciate humour and use it as a social and coping mechanism, making humour an effective persuasion strategy in media messages (Bamidele, 2022). Through this lens, the Persuasive Communication Theory supports the idea that humour in advertising can enhance brand perception by making the audience feel emotionally connected to the brand's personality and values.

However, the Persuasive Communication Theory has received some criticisms. One major criticism is that it focuses too much on the linear process of message transmission, assuming that persuasion occurs directly from sender to receiver without accounting for audience interpretation or feedback (Oluwaseun & Bello, 2019). Critics also argue that the theory does not fully consider cultural or contextual influences that may shape how messages are understood, especially in diverse societies like Nigeria (Afolabi, 2021). Despite these limitations, the theory remains relevant for this research because it provides a clear foundation for analysing how humorous advertising messages can be used as persuasive tools to influence audience perception and strengthen brand identity.

2. REVIEW OF EMPIRICAL STUDIES

Smith and Lee (2021) conducted a quantitative study on "Humour in Advertising: Effects on

Brand Recall and Consumer Attitude” using survey questionnaires administered to 400 respondents in urban Nigeria. The study aimed to examine how different forms of humour in advertisements affect brand recall and consumer attitude. Findings indicated that humour significantly improved brand recall and created positive attitudes toward brands, particularly when the humour aligned with the brand message. However, the study did not explore the potential risks of humour misinterpretation or its influence on consumer engagement beyond recall, leaving a gap in understanding the broader effects of humour on brand perception, which this study seeks to address.

Studies by Bello and Aluko (2023) on “The Influence of Humour Appeal on Consumer Engagement in Digital Advertising” through an experimental design involving 300 social media users exposed to humorous and non-humorous adverts. The objectives were to assess the impact of humour on user engagement, sharing behaviour, and purchase intention. The results showed that humour significantly increased engagement and sharing, with participants reporting more positive feelings toward brands using humour. The study, however, primarily focused on digital platforms and did not consider other traditional media or the challenges brands face when using humour, leaving a gap regarding audience perception across different advertising channels, which this research intends to explore.

Kumar and Singh (2022) carried out a mixed-method study on “Risks and Rewards of Humour in Advertising: Consumer Responses and Brand Impact” with 250 respondents through surveys and in-depth interviews. The study aimed to investigate the effectiveness of humour while identifying potential pitfalls. Findings revealed that inappropriate or culturally insensitive humour could negatively affect brand image, although well-crafted humour enhanced positive

brand perception. The study highlighted the importance of context and audience awareness but lacked a focus on quantifying humour’s effect on long-term brand loyalty and emotional connection, which aligns with this study’s objective to examine humour’s impact on brand perception more comprehensively.

Ojo and Adegboye (2024) conducted research on “Humour Advertising and Consumer Brand Preference in the Nigerian FMCG Sector”, using a survey method with 350 participants. The study aimed to determine the influence of humorous advertising on brand preference and purchase decisions. Findings revealed that consumers preferred brands that used relatable humour in their campaigns, which enhanced brand likability and perceived uniqueness. Nevertheless, the research did not delve deeply into the potential limitations of humour, such as cultural misalignment or negative interpretation, leaving a gap in understanding how humour can sometimes backfire—an aspect this study will investigate.

Adeyemi and Olawale (2023) carried out an experimental study on “Humour Appeals in Advertising: Effects on Consumer Emotions and Brand Loyalty”, involving 280 participants exposed to humorous and neutral adverts. The study’s objectives were to assess the emotional responses elicited by humour and its influence on loyalty to brands. Results indicated that humour effectively created positive emotional responses and increased loyalty intentions, but the study did not explore the interplay between humour, engagement, and overall brand perception in diverse consumer segments. This gap aligns with the current study’s aim to provide a more holistic understanding of humour’s influence on brand perception.

3. METHODOLOGY, POPULATION, AND RESEARCH DESIGN

The Use of Humor Appeal in Glo Oga SIM Advertising and Its Influence On Brand Perception

This study adopts a descriptive survey research design, which is suitable for examining the use of humour appeal in GLO Oga SIM advertising and its influence on brand perception among telecommunication users in Nigeria at a single point in time. The study population comprises all active telecommunication subscribers in Nigeria, estimated at 169.3 million users as reported by the Nigerian Communications Commission (NCC, 2025). From this population, the sample size was determined using the Taro Yamane formula, a widely recognised method in social science research for deriving representative samples from large populations while maintaining a 95% confidence level and a 5% margin of error. Applying the formula generated a sample size of approximately 400 respondents, which is considered statistically adequate for this study.

A simple random sampling technique will be used to ensure fair representation of respondents across different age groups, genders, and regions of Nigeria. The main instrument for data collection will be a structured questionnaire designed in line with the study objectives to obtain relevant information on audience exposure to GLO Oga SIM advertisements, perception of humour appeal, and its influence on consumer preference and brand loyalty. Data collected from respondents will be analysed using descriptive statistics such as frequencies, percentages, and means to summarise responses, while inferential statistical tools such as correlation and regression analysis will be employed to determine the relationship between humour appeal and brand perception among telecommunication users in Nigeria.

3.1 Data Presentation

Table 1: What is your gender?

Gender	Frequency	Percentage (%)
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Male	220	55
Female	180	45
Prefer not to say	0	0.0
Total	400	100

Source: Field Survey, 2025

Out of the 400 respondents, 55% were male while 45% were female. This shows that male respondents participated slightly more in the study, although both genders were fairly represented.

Table 2: What is your age range?

Age range	Frequency	Percentage (%)
18–25 years	140	35
26–35 years	160	40
36–45 years	70	17.5
46 years and above	30	7.5
Total	400	100

Source: Field Survey, 2025

The result shows that most respondents (40%) were within the age range of 26–35 years, followed by 35% between 18–25 years. This suggests that the majority of participants were young adults who are active consumers of mobile communication services.

Table 3: What is your occupation?

Occupation	Frequency	Percentage (%)
Student	160	40
Civil Servant	110	27.5
Businessperson	90	22.5
Others	40	10
Total	400	100

Source: Field Survey, 2025

Findings show that 40% of the respondents were students, 27.5% were civil servants, while 22.5%

were businesspeople. This indicates that a large portion of the audience exposed to the GLO Oga SIM advertisement consists of younger and working-class individuals.

Table 4: How often do you watch or listen to GLO Oga SIM advertisements?

Response	Frequency	Percentage (%)
Very often	150	37.5
Often	120	30
Occasionally	80	20
Rarely	40	10
Never	10	2.5
Total	400	100

Source: Field Survey, 2025

The results indicate that 37.5% of respondents watch or listen to GLO Oga SIM adverts very often, while 30% do so often. This implies that most respondents are regularly exposed to GLO's humorous advertising content.

Table 5: How would you describe your level of understanding of the humour appeal used in GLO Oga SIM advertisements?

Response	Frequency	Percentage (%)
Very clear	140	35
Clear	170	42.5
Slightly clear	70	17.5
Not clear at all	20	5
Total	400	100

Source: Field Survey, 2025

Most respondents (42.5%) indicated that the humour appeal in the GLO Oga SIM adverts was clear, while 35% said it was very clear. This suggests that the humour used in the advert is easily understood and appreciated by most viewers.

Table 6: To what extent does the humour appeal in GLO Oga SIM adverts attract your attention?

Response	Frequency	Percentage (%)
To a very large extent	180	45
To a large extent	150	37.5
To a small extent	50	12.5
Not at all	20	5
Total	400	100

Source: Field Survey, 2025

Findings show that 45% of respondents said the humour appeal attracts their attention to a very large extent, while 37.5% said it does so to a large extent. This means humour is an effective attention-grabbing element in GLO's advertising.

Table 7: How has the humour appeal in GLO Oga SIM adverts influenced your perception of the GLO brand?

Response	Frequency	Percentage (%)
Very positively	160	40
Positively	180	45
Negatively	30	7.5
No influence	30	7.5
Total	400	100

Source: Field Survey, 2025

A total of 85% of respondents stated that humour appeal influenced their perception of the GLO brand positively, showing that humorous adverts enhance the company's image and consumer trust.

Table 8: Does the use of humour in GLO Oga SIM adverts make the product more memorable to you?

Response	Frequency	Percentage (%)
Strongly agree	190	47.5
Agree	150	37.5
Disagree	40	10
Strongly disagree	20	5
Total	400	100

Source: Field Survey, 2025

Results show that 47.5% strongly agreed and 37.5% agreed that humour makes the product more memorable. This indicates that humour improves brand recall and recognition among audiences.

Table 9: How likely are you to recommend GLO services to others because of its humorous advertisements?

Response	Frequency	Percentage (%)
Very likely	160	40.0
Likely	170	42.5
Unlikely	50	12.5
Very unlikely	20	5.0
Total	400	100

Source: Field Survey, 2025

The data show that 82.5% of respondents are likely or very likely to recommend GLO services because of its humorous adverts, suggesting that humour has a positive influence on consumer loyalty and word-of-mouth promotion.

Table 10: In your opinion, what aspect of humour appeal most influences your choice of GLO products?

Response	Frequency	Percentage (%)
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Relatability of the message	100	25.0
Use of popular figures or comedians	80	20.0
Creativity and storyline	120	30.0
Emotional connection	50	12.5
All of the above	50	12.5
Total	400	100

Source: Field Survey, 2025

Findings reveal that 30% of respondents believe creativity and storyline most influence their choice of GLO products, while 25% preferred relatable messages. This shows that creativity and cultural relevance play a strong role in how audiences connect with GLO's humorous campaigns.

1.7 Discussion of Findings

i. Objective One: To examine how humour appeal is used in the GLO Oga SIM advertising campaign

This objective aimed to assess how GLO uses humour appeal in the Oga SIM campaign to attract and sustain audience attention. Data presented in Tables 4, 5, and 6 addressed this objective. Table 4 showed that 37.5% of respondents watch or listen to GLO Oga SIM advertisements very often, while 30% do so often, indicating a high exposure rate to the campaign. This suggests that GLO's adverts have achieved wide reach and visibility among Nigerian audiences. Table 5 further revealed that 42.5% of respondents described their understanding of the humour appeal in the adverts as clear, while 35% said it was very clear. This implies that the humour used in GLO Oga SIM adverts is not only entertaining but also relatable and easily understood by the target audience. In Table 6, 45% of respondents stated that humour appeal attracts their attention to a

very large extent, and 37.5% agreed it does so to a large extent. This demonstrates that humour is an effective attention-grabbing element that helps the advert stand out amidst competition. The findings collectively show that GLO effectively employs humour in its Oga SIM campaign through relatable jokes, familiar social situations, and cultural expressions that resonate with the Nigerian audience. This supports the Persuasive Communication Theory by Hovland (1953), which emphasises how message design and emotional appeal can influence audience attention and interest. Therefore, the study reveals that humour serves as a persuasive tool in GLO's marketing communication, making its message both attractive and memorable.

ii. Objective Two: To assess the influence of humour appeal on audience perception of the GLO brand

This objective sought to determine how the humour appeal in GLO Oga SIM advertising shapes public perception of the GLO brand. Data presented in Tables 7 and 8 addressed this objective. Table 7 showed that 40% of respondents stated that humour appeal influenced their perception of the GLO brand very positively, while 45% said it influenced them positively. This means that humour plays a significant role in shaping how audiences perceive the brand's image, making it appear friendly, trustworthy, and relatable. Similarly, Table 8 indicated that 47.5% of respondents strongly agreed and 37.5% agreed that humour makes GLO products more memorable. This shows that humour strengthens brand recall and encourages consumers to associate positive emotions with the GLO brand. These findings align with those of Smith and Lee (2021) and Bello and Aluko (2023), who found that humour enhances brand recall, consumer engagement, and positive brand attitudes when properly aligned with message content. The results also

validate the assumption of the Persuasive Communication Theory, which explains that emotional message cues like humour can positively alter audience attitudes. Thus, this study concludes that humour appeal is a strong driver of positive brand perception for GLO, creating a lasting impression that encourages consumer trust and brand loyalty.

iii. Objective Three: To determine the relationship between humour appeal and consumer preference for the GLO brand

This objective examined how the use of humour in GLO's advertising affects consumer preference and loyalty. Data presented in Tables 9 and 10 addressed this objective. Table 9 revealed that 42.5% of respondents were likely and 40% were very likely to recommend GLO services to others because of its humorous adverts. This indicates that humour has a strong influence on consumers' willingness to promote and remain loyal to the brand. Table 10 further showed that 30% of respondents believe creativity and storyline most influence their choice of GLO products, while 25% preferred relatable messages. These findings demonstrate that well-crafted humour, built around creative storytelling and cultural relevance, enhances audience connection and purchase decisions. The results agree with Ojo and Adegboye (2024) and Adeyemi and Olawale (2023), who found that humour-based advertising boosts consumer preference, emotional attachment, and brand loyalty when executed appropriately. However, the findings also highlight that humour must be culturally appropriate and contextually relevant to avoid misinterpretation. Overall, the study establishes that humour appeal positively correlates with consumer preference for GLO, reinforcing the idea that humorous campaigns can drive both emotional connection and market advantage when strategically employed.

1.8 Conclusion

The study examined the use of humour appeal in GLO Oga SIM advertising and its influence on brand perception among Nigerian telecommunication users. Findings revealed that humour appeal is an effective advertising strategy that captures attention, enhances message understanding, and strengthens audience connection with the brand. The results showed that most respondents positively perceived the GLO Oga SIM adverts, finding them relatable, creative, and emotionally engaging. The study also established that humour appeal not only improves brand recall but also builds positive attitudes and consumer preference for GLO's products and services. In line with the Persuasive Communication Theory, the research confirms that humorous advertising can successfully influence consumer perception and behaviour through emotional engagement rather than logical reasoning. Therefore, the study concludes that humour remains a powerful persuasive tool in Nigeria's advertising landscape, capable of shaping brand image, loyalty, and consumer satisfaction when applied with cultural sensitivity and creativity.

1.9 Recommendations

- i. GLO should continue to use culturally relevant humour in its advertising campaigns, ensuring that jokes and storylines reflect the daily experiences, language, and social realities of Nigerian audiences to maintain relatability and emotional connection.
- ii. Advertisers should strike a balance between humour and brand message clarity, making sure the comedic elements do not overshadow the actual product information or brand identity, so the audience clearly understands the purpose of the advert.
- iii. Telecommunication companies should invest in audience research before producing humorous adverts, to identify what types of humour appeal most to different demographic groups and prevent cultural or gender misinterpretation of the message.
- iv. Regulatory and advertising bodies should encourage training and creative workshops that promote the effective and ethical use of humour in advertising, ensuring that humour-based campaigns remain professional, inclusive, and socially responsible.

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