

Annotation

The bachelor thesis, titled *Humor as a marketing tool and its impact on consumer behavior*, deals with the use of humor in marketing communication. The main objective of the thesis is to explore the effect of humor in marketing on brand perception and purchase intentions of consumers.

The thesis is divided into two parts – theoretical and practical. In the theoretical part, the consumer is being focused on firstly in order to understand principles of market behavior and factors that influences this behavior. Comprehending that is crucial in order to thoroughly understand the impacts of humor that are described in following parts of the thesis. The next part of the thesis deals with humor from a psychological point of view, it explains what humor is and describes some of the selected theories. The last chapter of the theoretical part connects humor and marketing, explains the principles, the effects, but also the advantages and the disadvantages that this practice deals with.

The practical part consists of research that aims to explore the effects and the impacts of humor in marketing on the perception of promoted brands and the purchase intentions of consumers. The results of the research suggest that humor has some positive effects on brand reception. Especially, consumers perceive the brand as more entertaining and innovative. The impact on the purchase intentions was not proven in the study.