

## **Studying the Relationship between Humorous Advertising and Consumer Purchasing Decision.**

“A Mediation Analysis of Brand Awareness”

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### **Abstract:**

Humorous advertising has become a famous and regularly used when interacting with the company's target customers, which helps in the formation of awareness and attention, and in improving attitudes towards the brands. The purpose of this paper is to study the relationship between humorous advertisements and consumer's purchasing decision through the mediation effect of brand awareness in the Egyptian market. In addition, this research provides a better understanding for humorous advertising and its effect on consumer purchasing decision in the Egyptian market which will affect the performance of marketing communication tools inside companies. This research is a quantitative research in its nature, so a self-administered survey was completed by an intercept sample of 400 respondents drawn frequently from hypermarkets customers in Cairo. This study was limited to two hypermarkets (Carrefour – Fathallah) customers. Future studies could comprise larger samples, different sectors and other product or service categories. The research results indicated that the structural equation model analyses for the conceptual model proved that all hypothesized were supported. Moreover, brand

recall and brand recognition are significant mediators between humorous advertising and customer's purchasing decision in the model. The research findings suggest that marketers should employ different humorous advertising strategies to create and increase brand awareness.

**Keywords:** Humorous Advertising, Brand awareness, Brand Recall, Brand Recognition, Consumer Purchasing Decision, Consumer Behavior.

### الملخص

أصبح استخدام الفكاهة في الإعلان منتشرًا خاصة عند توجيه الإعلان إلى العملاء المستهدفين للشركة ، مما يساعد في تكوين الوعي وجذب الانتباه ، وتحسين السلوك تجاه العلامات التجارية . ويهدف هذا البحث إلى دراسة العلاقة بين استخدام الفكاهة في الإعلان وقرار المستهلك الشرائي من خلال تأثير الوعي بالعلامة التجارية كمتغير وسيط . بالإضافة إلى ذلك ، يوفر هذا البحث فهماً أفضل للإعلان الفكاهي وتأثيره على قرار شراء المستهلك في السوق المصري والذي سيؤثر على أداء استراتيجيات و برامج الاتصال التسويقي داخل الشركات . و يعتبر هذا البحث بحث كمي بطبيعته ، لذلك تم تصميم استمارة استقصاء و عرضها على عينة اعتراضية مكونة من ٤٠٠ مستقصي منهم و الذين تم اختيارهم العملاء المترددين على محلات السوبر ماركت في القاهرة. اقتصرته هذه الدراسة على اثنين من عملاء هايبر ماركت (كارفور - فتح الله). يمكن أن تشمل الدراسات المستقبلية عينات أكبر وقطاعات مختلفة وفئات منتجات أو خدمات أخرى . أشارت نتائج البحث إلى اثبات جميع فروض البحث. مما يؤكد على ان الوعي بالعلامة التجارية وسيط مهم بين الإعلان الفكاهي وقرار الشراء الخاص بالعميل. كما تشير نتائج البحث إلى أنه يجب على المسوقين استخدام استراتيجيات إعلانية فكاهية مختلفة لخلق وزيادة الوعي بالعلامة التجارية.

**الكلمات الرئيسية :** الإعلان الفكاهي ، الوعي بالعلامة التجارية ، استدعاء العلامة التجارية ، التعرف على العلامة التجارية ، قرار الشراء للمستهلك ، سلوك المستهلك.

## 1. Introduction:

The main reason behind using different advertising appeals is to encourage consumers to buy products and services. Creating effective advertising message is a crucial target in planning the promotional strategy of any company. Humor is an important advertising appeal through which companies try to attract consumers' attention by sending consumers an interesting, entertaining, provocative, unexpected, sudden and memorable message (Koneska, Teofilovska and Dimitrieska, 2017).

Moreover, humor can be defined as "a universal experience that is catchy and enjoyable for customers, and it often triggers laughter" according to (Khuong and Duyen, 2016). Basically, humorous advertising aims to help consumers in their decision-purchasing process as it is a way to grab customer's attention and it might convince them to switch brands. Also, humorous advertising aids putting the audience in a good mood to pass on a message and gain their acceptance. Previous studies revealed that advertisements which include sense of humor tend to draw more attention and liking to the brand than normal advertisements. Humor makes customers focus and concentrate more on the brand and encourage them to know more about the brand (Palikhe, 2019). However, humor can cause negative side effects if it insults, is used in inappropriate manner or is too excessive. Previous studies showed that companies are successful if they use humor that is related to the products' nature and function (Koneska, Teofilovska and Dimitrieska, 2017). The purpose of this paper is to study the relationship between humorous advertisements and consumer's purchasing decision through the mediation effect of brand awareness in the Egyptian market. In addition, this research provides a better understanding for humorous advertising and its effect on consumer purchasing decision in the Egyptian market which will affect the performance of marketing communication tools inside companies.

## **2. Literature review:**

### **2.1 Humorous Advertising**

There are two main types of advertisings, cognitive and emotional. Humor in ads is categorized as an emotional appeal (El Tazy and Dinana, 2018). Humor can be explained as a very effective device in the media, specifically in TV advertisements (Domazet et al., 2017). Humorous advertising is a psychological response considered by the positive emotion of entertainment, the evaluation that something is funny, and makes the audience laugh (Eisend, 2017).

Previous researches, found that the main aim of humorous advertising is to attract and increase consumer's attention to the provided products or services, in addition to making advertisements more interesting for customers, attracting new consumers to the provided products or services, also increasing the memorability of the brand inside consumers' minds, expanding the business and the market share as well, positioning the brand and its products, and increasing the brand's product sales (Venkatesh and Senthilkumar, 2015; Palikhe, 2019)

Meanwhile, humorous advertising is divided into three main aspects, which are behavioral, cognitive, and emotional according to (Eisend, 2017). As they clarified that the behavioral aspect is the action of laughter, while the cognitive face occur when consumers evaluate or judge something funny, and the emotional aspect which is experiencing the positive feeling of amusement. Moreover, to express something as humorous at least one of these three aspects should be achieved. Also, one of the positive outcomes from exposing to humor is that it helps the individual handle the negative life events (El-Tazy and Dinana, 2018). In television advertising, humor is a common public method for companies to communicate with their consumers, at least one out of five television advertisements includes humorous appeals. Hence, many previous studies assured that humorous advertisements have a more positive impact on consumers (Akyuz, 2015).

Furthermore, there are three techniques of humorous advertising that are mostly applied in the Egyptian market according to the study of (El-Tazy and Dinana, 2018). 1. Arousal-safety (AS), 2. Humorous disparagement (HD), 3. Incongruity resolution (IR). The arousal-safety (AS) is the funny situation that happens after making sure that everything is safe and harmless. The humorous disparagement (HD) could be caused by the appeal to feel superior, additionally it is based on making fun of people in an effort to feel that you have kind of control over them and feel good about it. Incongruity resolution (IR), which is a reflection of strangeness and incongruity, and its resolution that it makes people laugh.

Humorous ads are considered a marketing tool that is used effectively to attract consumers. Since, humor appeal fills the customers with joy, makes them laugh, and build an emotional connection between the brand and the customer (Venkatesh and Senthilkumar, 2015).

Moreover, a well-prepared humor appeal in advertisements motivates customers plan to buy the product. Humor makes the advertisement accessible and pleasant for customers. Humorous ads can be combined with characters, situations, and comedians and many more (Palikhe, 2019).

The study of (Akyuz, 2015) clarified seven types of humor advertising, which are comparison, personification, exaggeration, pun, sarcasm, silliness, surprise. Furthermore, comparison is positioning two or more elements together to create a humorous situation. While, personification is the attribute of human characteristics to plants, animals, and objects. Meanwhile, exaggeration is overstressing and expanding something out of proportion. Also, pun is using different elements of language to produce new meanings, which effects humor. Moreover, sarcasm includes transparent ironic situations or responses. Silliness, which is defined as it ranges from making funny, silly faces to comical situations. Lastly, surprise which includes humor occurs from unexpected situations.

Humorous advertising is used by advertisers in Egypt, in order to relate the brands to the current culture, which accordingly will be shared and memorized by everyone. Humor advertisements in Egypt is not used just for fast moving customer's products, it is essentially used for some strong products (El-Tazy and Dinana, 2018). According to Previous studies, using humor in advertisements might be risky sometimes as a big amount of people might not be interested by the same exact idea. As for each unsuccessful attempt to humorous ads the company misses a chance to connect with customers, and it can offend the customers and push them away from purchasing the brand (Haider and Shakib, 2018).

## **2.2 Brand Awareness**

Creating and maintaining brand awareness is considered as one of the most main goals of marketing (Keller, 2013). Brand Awareness is directly associated to the strength of the brand node or trace in memory, which is measured by the consumers' ability to identify the brand under different conditions (Khuong, Hoa and Nguyen, 2016). Moreover, the study of (Khan, Jadoon and Tareen, 2016) stated that customers cannot buy any products unless brand awareness is created. As it is the prerequisite dimension of the knowledge system in customer mind that tell how potential a customer is to identify brand under different conditions, the extent and ease the brand name comes to the customers' mind.

Brand awareness is divided into two main dimensions brand recall (aided awareness) and brand recognition (top of the mind awareness). Also, brand awareness has two aspects brand depth and width, depth recommend how to make customer recall a brand and width express the result when the brand name come to the customers' mind during the purchasing situation (Keller, 2013)

Brand awareness is created through advertising like TVC, Radio, Social media etc. (Khan, Jadoon and Tareen, 2016), as the study of (Domazet, Đokić and Milovanov, 2017) pointed out that it

should be present for about two-thirds of the time, moreover the context of advertising influence on brand awareness is in some researches associated to consumers' or situational characteristics. Humorous advertising has become a famous and regularly used when interacting with the company's target customers, which helps in the formation of awareness and attention, and in improving attitudes towards the brands according to (Senthilkumar, and Venkatesh, 2017).

Furthermore, the Purchasing intention of customer depends upon brand awareness and loyalty, since the customer's intention to purchase anything depends upon how much awareness the customers have about that specific brand (Khan, Jadoon and Tareen, 2016).

In the same context, the study of (Waqar, 2020) aimed to explore the effect of humorous advertisement on the purchasing decision and the study results showed that 90% of the respondents said that their purchasing decision has been greatly affected when they were exposed to humorous advertisements. Moreover, the study of (El Tazy and Dinana, 2018) assured that using humour in ads has a positively effect on consumer attitude which might increase the probability of purchasing and that Humour in ads has a positive effect on word of mouth; as well as on the brand recall. Likewise, the study of (Senthilkumar and Venkatesh, 2017) clarified that there was an evaluation about the consumer purchasing decision process and its factors, and it considers about the concept and usage of humorous advertising for recognizing the effects on the consumer purchasing decision. The data were gathered between youths, and they noticed that added humor in advertising has great impact on encouraging the consumers to repurchase, while its will maintain or build an image for the brand and gain consumer's liking.

On the other side, the study of (Primanto and Dharmmesta , 2019) revealed that although a humorous advertisement has a significant impact on the attitude toward the advertisement and the word of mouth intention, the humorous advertisement has no significant

impact on the attitude toward the brand and the consumers' intent to purchase. Thus, the impact of a humorous advertisement was limited to only entertaining the consumers, and to encourage their word of mouth intention, not their purchase intention. From the previous, the researchers can conclude the following hypotheses.

### **2.3 Hypotheses**

The research hypotheses and variables designed for this research are based on the following assumptions:

**H1: There is a relationship between Humorous Advertising and Brand Awareness in terms of (Brand Recall and Brand Recognition).**

**H1a: There is a relationship between Humorous Advertising and Brand Recall**

**H1b: There is a relationship between Humorous Advertising and Brand Recognition**

**H2: There is a relationship between Brand Awareness in terms of (Brand Recall and Brand Recognition) and Purchasing Decision.**

**H2a: There is a relationship between Brand Recall and Purchasing Decision.**

**H2b: There is a relationship between Brand Recognition and Purchasing Decision.**

**H3: There is a relationship between Humorous Advertising and Purchasing Decision.**

**H4: There are significant differences in customers' purchase decision based on their demographics (Gender, Age, Educational Level and Nationality).**

### **2.4 Proposed Research Framework:**

on the basis of the hypotheses development, the proposed research framework can be constructed as follows:



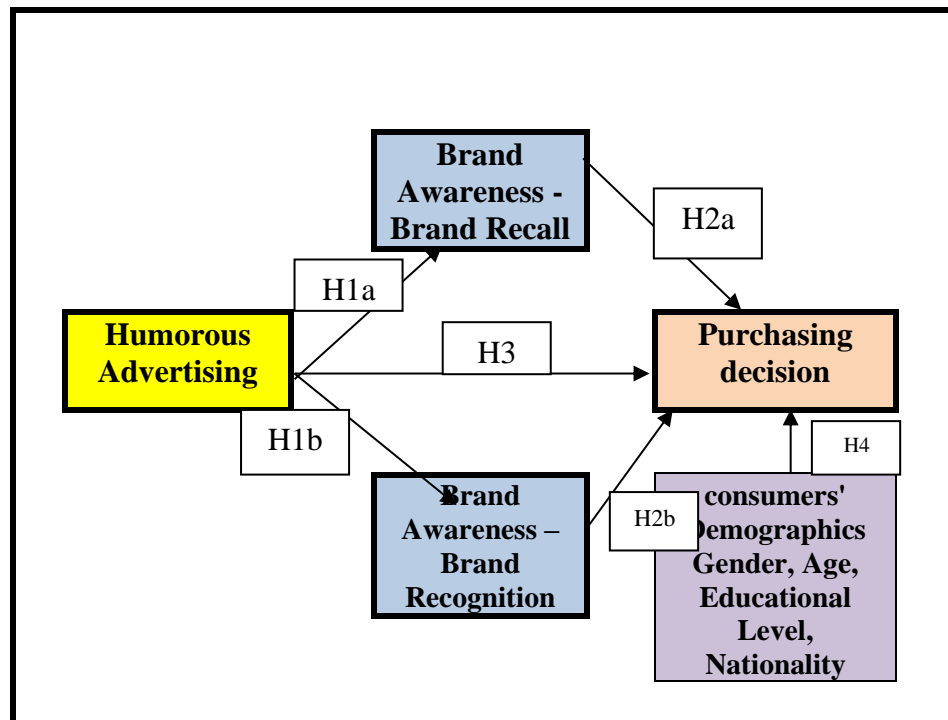


Figure 1: Proposed Research Framework

Source: Developed by the Researchers

### 3. Research Design:

This research is a quantitative research in its nature. Moreover, the study population is as follows:

All Hypermarket's customers who are able of making dependent decisions of purchasing aged between (20 – 55).

All Hypermarkets all over Egypt.

The sample is drawn from two main hypermarkets (Carrefour – Fathallah) as they are the largest hypermarkets in Cairo in terms of area, as well as they attract varied categories of the shoppers, according to (ITDA, 2018). The research sample is “intercept” sample drawn frequently from hypermarkets customers in Cairo since there is no specific framework for this community, the

researcher will draw a sample of 400 respondents with 95 % coefficient of confidence and 5 % error limits.

The researcher was inside the hypermarkets under study as an attempt to increase the representation of the study sample to the research population, taking into account that the respondent is a regular shopper at hypermarkets under study.

A questionnaire is developed in order to collect the current research primary data. The questionnaire consists of four sections, designed to identify the shoppers' views on humorous advertising. Additionally, this questionnaire will be divided into four main sections. The first section will be concentrating only on the independent variable, which is the "humorous advertising". The second section will be directed for measuring the mediating variable "consumers' brand awareness". The third section will be focusing on the dependent variable which is the "consumer purchasing decision". Lastly, the fourth section will be focusing on demographics. All sections except the demographic information used 5-points Likert-scale, from strongly disagree to strongly agree weighted from 1 to 5, to measure the respondents' agreement level towards the designed statements.

#### **4. Data Analysis**

SPSS is used to analysis data statistically. Researchers performed various tests on data such as reliability analysis, correlation and regression analysis.

##### **4.1 Descriptive Analysis of the Sample**

The total distributed questionnaires for the hypermarkets customers were 400 and only 384 were retrieved and valid for analysis with a completion rate of 96 %.

Table 1: Demographic Profile of Respondents

Variables	Categories	Frequency (N= 384)	Percent (%)
<b>Gender</b>	Male	140	7%
	Female	357	93%
<b>Age</b>	From 18 to 24	25	6.5%
	from 25 to 29	59	15.4 %
	30 or above	300	78.1%
<b>Educational Level</b>	Pre-University/Certificate	4	1.1%
	a university degree	302	78.6%
	postgraduate degree	78	20.3%
<b>Nationality</b>	Egyptian	342	89 %
	Non- Egyptian	42	11 %

In Table 1, the majority of participants are females, they represent (93%) of the sample, which indicates that most of the hypermarkets customers in Great Cairo are females. With regard to the age, the majority of respondents aged 30 years old or more, they represent (78.1%) of the sample, which indicates that the majority of respondents have a higher propensity to visit and buy from hypermarkets. Regarding the educational level, the majority of participants have university degree, which indicates that they are well educated and this can affect their purchasing decisions. In terms of nationality, the majority of respondents are Egyptian, they presents (89%) of the sample, which indicates that the majority of respondents have less cultural differences that can affect their perception of humorous advertisements. In summary, demographically, the study on hand found that the majority of respondents are well educated Egyptian females, aged 30 years old or more.

#### 4.2 Reliability Analysis

The reliability of each construct with its different number of statements can be measured by the Cronbach's alpha. In this model, 4 constructs are focused on.

Table 2: Reliability Test for Constructs

	<i>constructs</i>		<i>Cronbach's alpha</i>	<i>N of Items</i>
<b>1</b>	<b>Humorous Advertising</b>		0.957	12
<b>2</b>	<b>Brand awareness</b>			
	2-1	<b>Brand Recall</b>	0.932	4
	2-2	<b>Brand Recognition</b>	0.916	4
<b>3</b>	<b>Purchasing decision</b>		0.885	5

The Results of reliability analysis in the table indicated that the four constructs are having a high reliability coefficients are; Humorous Advertising, Brand Recognition, Brand Recall, and Purchasing decision with a reliability coefficient (0.957), (0.932), (0.916), and (0.885) respectively. It is clear that the surveys are reliable because the Cronbach's alpha and the internal consistency based on the corrected correlations are more than 0.5 (Hair et al, 2014).

#### 4.3 Correlation Analysis

To understand the correlation between variables, Pearson's correlation matrix was performed, which is useful to assess the relationship between multiple independent variables and one dependent variable

Table 3: the Pearson Correlations between Constructs

	<b>Humorous Advertisin g</b>	<b>Bran d Recall</b>	<b>Brand Recognit ion</b>	<b>Purchasi ng decision</b>
<b>Humorous Advertising</b>				
<b>Sig. (2-tailed)</b>				
<b>Brand Recall</b>	0.977**			
<b>Sig. (2-tailed)</b>	0.000			
<b>Brand Recognition</b>	0.959**	0.956**		
<b>Sig. (2-tailed)</b>	0.000	0.000		
<b>Purchasing decision</b>	0.947**	0.943**	0.951**	
<b>Sig. (2-tailed)</b>	0.000	0.000	0.000	

\*\*Correlation is significant at the 0.01 level (2-tailed).

In Table 3, all variables are positively correlated with each other, and there was a significant relationship between all constructs at 0.01 level in the model.

#### 4.4 Regression Analysis

##### 4.4.1 Testing the First Hypothesis H1

H1: There is a relationship between Humorous Advertising and brand awareness in terms of (Brand Recall and Brand Recognition).

Testing the validity of the first main hypothesis (H1) can be done through testing the validity of the two sub-hypotheses emanating from it, through using two simple regression models taking each of brand recall and brand recognition as a dependent variable in each model and humorous advertising as an independent variable.

##### 4.4.1.1 Testing the first Sub-Hypothesis (H1a)

H1a: There is a relationship between Humorous Advertising and Brand Recall

Table 4: Analysis of Variance between Humorous Advertising and Brand Recall

Source of variation	Sum of squares	D.f.	Mean sum of squares	F	Sig.
Regression	229.635	1	229.635	3699.095	0.000
Residual	23.714	382	.062		
Total	253.349	383			

In Table 4, the model shows that there is significant relationship between Humorous Advertising and Brand Recall. The significant level is .000. The positive values show that there is positive relationship. In addition, it is also confirmed through (F calculated = 3699.095) which is greater than (F tabulated = 3.867).

Table 5: Analysis of Simple Regression between Humorous Advertising and Brand Recall

Dependent Variable	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
Brand Recall	(Constant)	.048	.060		.794	.428
	Humorous Advertising	1.004	.016	.952	60.820	.000

In Table 5, the coefficient of the simple regression model of Humorous Advertising proves the significance of the coefficient of the resource. The significant level is .000. In addition, it is also confirmed through (T calculated =60.820) which is greater than (T tabulated = 1.967).

The coefficient of determination R-Sq equal 0.906, which means the effect of Humorous Advertising is 90.6 % in the variation of Brand Recall.

#### 4.4.1.2 Testing the second Sub-Hypothesis (H1b)

H1b: There is a relationship between Humorous Advertising and Brand Recognition

Table 6: Analysis of Variance between Humorous Advertising and Brand Recognition

Dependent Variable	Model	Sum of Squares	df	Mean Square	F	P-value
Brand Recognition	Regression	217.264	1	217.264	4181.171	0.000
	Residual	19.850	382	.052		
	Total	237.113	383			

In Table 6, the model shows that there is significant relationship between Humorous Advertising and Brand Recognition. The significant level is .000. The positive values show that there is positive relationship. In addition, it is also confirmed through (F calculated = 4181.171) which is greater than (F tabulated = 3.867).

Table 7: Analysis of Simple Regression between Humorous Advertising and Brand Recognition

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.193	.055		3.504	.001
Humorous Advertising	.976	.015	.957	64.662	.000

In Table 7, the coefficient of the simple regression model of Humorous Advertising proves the significance of the coefficient of the resource. The significant level is .000. In addition, it is also confirmed through (T calculated = 64.662) which is greater than (T tabulated = 1.967).

The coefficient of determination R-Sq equal 0.916, which means the effect of Humorous Advertising is 91.6 % in the variation of Brand Recognition.

#### 4.4.2 Testing the second Hypothesis H2

H2: There is a relationship between Brand Awareness in terms of (Brand Recall and Brand Recognition) and Purchasing Decision.

To test the validity of the second main hypothesis (H2), a multiple regression model was developed between purchasing decision as a dependent variable and brand awareness in terms of (brand recall and brand recognition) as independent variables.

Table 8: Analysis of Variance between Brand Awareness and Purchasing Decision

Dependent Variable	Model	Sum of Squares	df	Mean Square	F	P-value
Purchasing decision	Regression	230.110	2	115.055	3525.564	0.000 <sup>a</sup>
	Residual	12.434	381	.033		
	Total	242.544	383			

In Table 8, the model shows that there is significant relationship between brand awareness and purchasing decision. The significant level is .000. The positive values show that there is positive relationship. In addition, it is also confirmed through (F calculated = 3525.564) which is greater than (F tabulated = 3.021).

Table 9: Analysis of Multiple Regression between Brand Awareness and Purchasing Decision

Model	Unstandardized Coefficients		Standardized Coefficients	T	P-value
	B	Std. Error	Beta		
(Constant)	.084	.044		1.900	.058
Brand Recall	.401	.042	.409	9.463	.000
Brand Recognition	.580	.044	.573	13.254	.000

In Table 9, the coefficient of multiple regression model of purchasing decision and brand awareness (in terms of brand recall and brand recognition) proves the significance of the two coefficient regression model. The significant level is .000. In addition, it is also confirmed through (T calculated) range from (9.463, 13.254) which is greater than (T tabulated = 1.967).



The coefficient of determination R-Sq equal 0.949, which means the effect of brand awareness is 94.9 % in the variation of Purchasing decision.

To confirm the validity of second Main hypothesis (H2), the two sub-hypotheses emanating from it have been tested through using two simple regression models taking Purchasing decision as a dependent variable in each model and each of brand recall and brand recognition as an independent variable.

#### 4.4.2.1 Testing the First Sub-Hypothesis (H2a)

H2a: There is a relationship between Brand Recall And purchasing Decision.

Table 10: Analysis of Variance between Brand Recall and Purchasing Decision

Dependent Variable	Model	Sum of Squares	df	Mean Square	F	P-value
Purchasing decision	Regression	224.377	1	224.377	4718.026	0.000
	Residual	18.167	382	.048		
	Total	242.544	383			

In Table 10, the model shows that there is significant relationship between Brand Recall and Purchasing decision. The significant level is .000. The positive values show that there is positive relationship. In addition, it is also confirmed through (F calculated = 4718.026) which is greater than (F tabulated = 3.021).

Table 11: Analysis of Simple Regression between Brand Recall and Purchasing Decision

Model	Unstandardized Coefficients		Standardized Coefficients	T	P-value
	B	Std. Error	Beta		
(Constant)	.254	.051		4.994	.000
Brand Recall	.941	.014	.962	68.688	.000

In Table 11, the coefficient of the simple regression model of brand recall proves the significance of the coefficient of the resource. The significant level is .000. In addition, it is also confirmed through (T calculated = 68.688) which is greater than (T tabulated = 1.967).

The coefficient of determination R-Sq equal 0.925 that means the effect of brand recall is 92.5% in the variation of purchasing decision.

#### 4.4.2.2 Testing the Second Sub-Hypothesis (H2b)

H2b: There is a relationship between Brand Recognition and Purchasing Decision.

Table 12: Analysis of Variance between Brand Recognition and Purchasing Decision

Dependent Variable	Model	Sum of Squares	df	Mean Square	F	P-value
Purchasing decision	Regression	227.188	1	227.188	5651.477	0.000
	Residual	15.356	382	.040		
	Total	242.544	383			

In Table 12, the model shows that there is significant relationship between brand recognition and purchasing decision. The significant level is .000. The positive values show that there is positive relationship. In addition, it is also confirmed through (F calculated = 5651.477) which is greater than (F tabulated = 3.021).

Table 13: Analysis of Simple Regression between Brand Recognition and Purchasing Decision

Model	Unstandardized Coefficients		Standardized Coefficients	T	P-value
	B	Std. Error	Beta		
(Constant)	.071	.049		1.450	.148
Brand Recognition	.979	.013	.968	75.176	.000

In Table 13, the coefficient of the simple regression model of brand recognition proves the significance of the coefficient of the resource. The significant level is .000. In addition, it is also confirmed through (T calculated = 75.176) which is greater than (T tabulated = 1.967).

The coefficient of determination R-Sq equal 0.937 that means the effect of brand recognition is 93.7 % in the variation of purchasing decision.

#### 4.4.3 Testing the Third Hypothesis H3

H3: There is a relationship between relationship between Humorous Advertising and Purchasing Decision.

To test the validity of the third main hypothesis (H3), a simple regression model was developed between purchasing decision as a dependent variable and humorous advertising as independent variables.

Table 14: Analysis of Variance between Humorous Advertising and Purchasing Decision

Dependent Variable	Model	Sum of Squares	df	Mean Square	F	P-value
Purchasing decision	226.066	1	226.066	226.066	5240.78	0.000a
	16.478	382	.043	16.478	4	
	242.544	383		242.544		

In Table 14, the model shows that there is significant relationship between humorous advertising and purchasing decision. The significant level is .000. The positive values show that there is positive relationship. In addition, it is also confirmed through (F calculated = 5240.784) which is greater than (F tabulated = 3.021).

Table 15: Analysis of Simple Regression between Humorous Advertising and Purchasing Decision

Model	Unstandardized Coefficients		Standardized Coefficients	T	P-value
	B	Std. Error	Beta		
(Constant)	.116	.050		2.319	.021
Humorous Advertising	.996	.014	.965	72.393	.000

In Table 15, the coefficient of the simple regression model of humorous advertising proves the significance of the coefficient of the resource. The significant level is .000. In addition, it is also confirmed through (T calculated =72.393) which is greater than (T tabulated = 1.967).

The coefficient of determination R-Sq equal 0.932 that means the effect of the humorous advertising is 93.2 % in the variation of purchasing decision.

#### 4.4.4 Testing the Fourth Main Hypothesis H4

H4: There are significant differences in customers' purchase decision based on their demographics (Gender, Age, Educational Level, and nationality)

To test the validity of the fourth main hypothesis (H4), Mann-Whitney U Test and Kruskal Wallis One-Way Analysis of Variance Tests were used as non-parametric tests to compare differences between two independent groups. In this research, the Mann-Whitney U test was developed between the answers of the respondents regarding their purchase decision based on their gender and nationality.

Table 16: Results of Analysis of Mann-Whitney Test for Customers' Purchase Decision According to Gender

Variable	Gender		Mann-Whitney U	Wilcoxon W	Z	Sig*
	Male	Female				
	Mean Rank					
<i>Purchase Decision</i>	197.04	132.50	3199.500	3577.500	-2.921	0.003

From Table 16, the value of Sig ( $=0.000, 0.001$ )  $< 0.05$ , which means reject the null hypothesis ( $H_0$ : the two groups are equal), and accept the alternative hypothesis ( $H_1$ : the two groups are not equal), and the two groups are significantly different. Therefore, the hypothesis "There are significant differences in Customers' Purchase Decision based on Customers' gender" is supported.

Table 17: Results of Analysis of Mann-Whitney Test for Customers' Purchase Decision according to nationality

Variable	Nationality		Mann-Whitney U	Wilcoxon W	Z	Sig*
	Egyptian	Non-Egyptian				
	n	n				
	Mean Rank					
Customers purchase decision	87.84	141.45	1102	114143	-4.961	0.000

From Table 17, the value of Sig ( $=0.000$ )  $< 0.05$ , which means reject the null hypothesis ( $H_0$ : the two groups are equal), and accept the alternative hypothesis ( $H_1$ : the two groups are not equal), and the two groups are significantly different. Therefore, the hypothesis "There are significant differences in customers' purchase decision based on their nationality" is supported.

The Kruskal-Wallis H test (one-way ANOVA by ranks), an extension of the Mann-Whitney U test, is one of the nonparametric tests (equivalent to one-way analysis of variance) that are used to compare multiple independent samples. In the current study, The Kruskal-Wallis tests were used to assess the differences between the answers of the respondents regarding their purchase decision as a dependent variable based on their Age, and Educational Level (as independent variables).

Table 18: Results of Analysis of Kruskal-Wallis Test for Customers' Purchase according to Age

Variable	Age			(Chi-Square)	Df	Sig*
	From 18 to 24	from 25 to 29	30 or above			
	Mean Rank					
Customer's purchase decision	88.08	129.19	110.25	16.296	1	0.000

From Table 18, the value of Sig ( $=0.000$ )  $< 0.05$ , which means reject the null hypothesis ( $H_0$ : the groups are equal), and accept the alternative hypothesis ( $H_1$ : the groups are not equal), and the groups are significantly different. Therefore, the hypothesis "There are significant differences in customers' purchase decision according to their Age" is supported.

Table 19: Results of Analysis of Kruskal-Wallis Test for Customers' Purchase Decision according to Educational Level

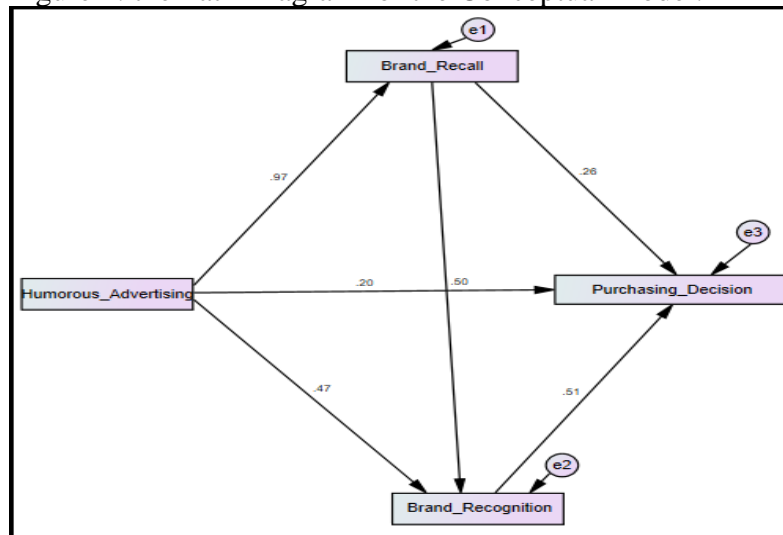
Variable	Educational Level			(Chi-Square)	df	Sig*
	Pre-University/Certificate	a university degree	postgraduate degree			
	Mean Rank					
Customer's purchase decision	88.39	131.41	119.3	16.674	1	0.000

From Table 19, the value of Sig ( $=0.000$ )  $< 0.05$ , which means reject the null hypothesis ( $H_0$ : the groups are equal), and accept the alternative hypothesis ( $H_1$ : the groups are not equal), and the groups are significantly different. Therefore, the hypothesis "There are significant differences between customers' purchase decision according to Educational Level" is supported.

#### 4.5 Structural Equation Model Analysis for the Conceptual Model

To test the research hypotheses and the structural model prescribes the role of brand awareness in the relationship between humorous advertising and consumer purchasing decision, and the interrelationships between constructs, the structural equation modeling (SEM) was conducted to determine whether the data fit the hypothesized model using the AMOS v22 program in this research. Confirming the structural relationship in a structural model can be done by using structural equation modeling (SEM), the possible relationship between constructs are dependence that portrayed by an arrow between exogenous and endogenous constructs, and the second one is correlation relationship that is drawn by double arrow between exogenous constructs. The properties of the research model are as follows: one construct, of which one was exogenous humorous advertising and three endogenous (brand recall, brand recognition, and purchasing decision).

Figure 2: the Path Diagram for the Conceptual Model.



In Figure 2, a hypothesis is supported if the parameter estimate is significant and has the predicted sign (e.g., positive effect).

Table 20: Results of Structural Model Assessment

H			Estimate	S.E.	C.R.	P	results
H1a	Brand Recall	<--- Humorous Advertising	1.061	.013	83.049	***	supported
H1b	Brand Awareness	<--- Humorous Advertising	.474	.062	7.651	***	supported
	Brand Awareness	<--- Brand Recall	.468	.057	8.227	***	
H2a	Purchasing Decision	<--- Brand Recall	.238	.062	3.835	***	supported
H2b	Purchasing Decision	<--- Brand Awareness	.495	.051	9.629	***	supported
H3	Purchasing Decision	<--- Humorous Advertising	.198	.067	2.956	.003	supported

From Table 20, moving on to the parameter estimates representing the research hypotheses, the result suggests that all signs of associations between the constructs are in congruence with the hypothesized relationship. This provides support for the validity of all constructs forming the model, which means all hypothesized relationships were supported.

#### 4.5.1 Mediation

The researchers relied on the SEM tool to produce an unbiased estimation of the mediating effect of latent variables (Koufteros, 2009). The potential indirect (mediating) effects in the model were judged based on their direction of effects, magnitude, and also their significance level. With reference to the research model, there are two possible full indirect effects (full mediation) between humorous advertising and purchasing decision:

a) Humorous Advertising → Brand Recall → Purchasing decision, where the relationship between humorous advertising and purchasing decision is possibly fully mediated by brand recall.

b) Humorous Advertising → Brand Recognition → Purchasing decision, where the relationship between humorous advertising and purchasing decision is possibly fully mediated by brand recognition.



Table 21: The Results of Direct, Indirect (Mediating), and Total Effects.

Relationship	Direct effect		Indirect effect (mediating)		Total effect	
	Value	P-value	Value	P-value	Value	P-value
Humorous Advertising → Purchasing decision	.168	.025	.321	.001	.470	.001

The results of the standardized indirect effects (two-tailed significance) indicate that the path Humorous Advertising → Purchasing decision, the indirect effect of humorous advertising on purchasing decision is 0.321, and the two-tailed significant (P-value= 0.001) is significant at the 95 % level of confidence, which means that there is a full mediation effect, where brand recall/ brand recognition mediates the relationship between humorous advertising and purchasing decision. So, the null hypothesis will be rejected that is "H0: there is no indirect path between humorous advertising and purchasing decision. The mediation effect through a single mediator, also brand recall and brand recognition together has a net mediated effect between humorous advertising and purchasing decision. In summary, brand recall and brand recognition are effective mediators.

## 5. Discussion and Conclusion

The results proved that there is a significant relationship between humorous advertising and consumer buying decision through the mediation effect of the brand awareness. It can very well be inferred that Humorous Advertising campaigns help in enhancing the brand awareness level with its both dimensions (brand recall and brand recognition).

Most of the respondents gave attention to the content of the advertising even if it is presented in different media types. However, the T.V and Radio ads were the mostly mentioned types of media. In general, this research outcome approves the conceptual framework which highlighted Humorous Advertising

as a critical element that significantly impacts consumer buying decision.

The structured model valid for use and has the following advantages, such as the reliability of all constructs of the model has a higher degree. In addition all variables are positively correlated with each other, and there was a significant and positive relationship between all constructs at the 0.01 level. Moreover, the model has high ability to predict and explain Brand awareness (in terms of brand recall and brand recognition) through humorous advertising, the customer's purchasing decision through brand awareness in terms of (brand recall and brand recognition), and customer's purchasing decision through humorous advertising. Further, humorous advertising and customer's purchasing decision. Customer's purchasing decision is affected by the demographics (gender, age, educational level, and nationality). Finally, structural equation model analyses for the conceptual model proved that all hypothesized were supported. Moreover, brand recall and brand recognition are significant mediators between humorous advertising and customer's purchasing decision in the model.

#### **6. Research Recommendations and Future Research**

The present research could be further improved with a bigger sample and another population to make the results more reliable. Likewise, the antecedents and factors affecting Humorous advertising campaigns may also be inspected by applying other measurement or scale rather than the used scales. In addition to, relying on the current research conceptual framework, a gathering examination about utilizing a few demographics, psychographics such as life style, culture might be fitting to discover more about factors that affect Humorous advertising campaigns success. Also, there might be a need to concentrate more on different sorts of brand awareness levels, brand attractiveness, skepticism and brand loyalty in order to expand them to sub-element in the current model. Future researches would be beneficial in exploring the concepts of brand trust, brand attractiveness, skepticism and brand loyalty in the era of Humorous advertising, and what is the influence if some significant antecedents of trust and loyalty are wasted or misconducted by the company that applies Humorous advertising campaign.

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