

**ANALYZE THE RELATIONSHIP BETWEEN HUMOR  
TYPES IN ADVERTISEMENTS AND PURCHASE  
INTENTION**

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**DOCTOR OF PHILOSOPHY**

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## DECLARATION

I, hereby declared that the presented work in the thesis entitled “**Analyze the relationship between humor types in advertisements and purchase intention**” in fulfilment of degree of **Doctor of Philosophy (Ph. D.)** is outcome of research work carried out by me under the supervision **Dr. Shamily Jaggi**, working as **Professor**, in the **Mittal School of Business** of Lovely Professional University, Punjab, India. In keeping with general practice of reporting scientific observations, due acknowledgements have been made whenever work described here has been based on findings of other investigator. This work has not been submitted in part or full to any other University or Institute for the award of any degree.

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## CERTIFICATE

This is to certify that the work reported in the Ph. D. thesis entitled “**Analyze the relationship between humor types in advertisements and purchase intention**” submitted in fulfillment of the requirement for the reward of degree of **Doctor of Philosophy (Ph.D.)** in the Mittal School of Business, is a research work carried out by **Simranjeet Kaur**, 41800391, is bonafide record of his/her original work carried out under my supervision and that no part of thesis has been submitted for any other degree, diploma or equivalent course.

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# ABSTRACT

Advertising is one of the most critical elements of marketing. It is bringing a product or service to the attention of potential and current customers. The use of humor in advertising, especially in the electronic media is very common. A well-used humor in an advertisement can produce very effective outcome. But poorly done humor can also turn into a disaster. It was observed that there are three basic humor processes namely arousal safety, incongruity-resolution and humor disparagement. These humor processes form the fundamental blueprint of almost all humor types. The combination of these humor processes results in different humor types. In this study, the effect of prominently used humor types, attitude towards the ad, attitude towards the brand and purchase intention are taken into consideration keeping in mind the mediating and the moderating variables. Various hypotheses were framed keeping in mind the relationship between the constructs. Present study is focused on four objectives. First objective is to study the effect of types of humor, attitude towards the advertisement and attitude towards the brand on purchase intention. Second objective is to examine the moderating role of brand familiarity and gender in the relationship among the constructs under study. Third is to study the mediating role of attitude towards the advertisement in the relationship between types of humor and attitude towards the brand. Fourth objective is to study the mediating role of attitude towards the brand in the relationship among the constructs under study.

Experimental research design was used where five different advertisements with five different types of humor were shown to respondents of Punjab. Each respondent was asked to fill his or her responses in the questionnaire for the corresponding advertisement. A scale for five humor types was developed and copywrite of the same is done. A sample of 400 respondents was collected who generally watch audio-visual ads using Snowball sampling technique.

Structural Equation Modeling was used to test the hypothesized relationships the constructs under study. Mediation of attitude towards the ad and attitude towards the brand was checked among the humor types and purchase intention. Moreover, moderating effect of brand familiarity and gender were also observed.

After the assessment of measurement model and structural model for each ad, analysis was done separately. It was concluded that the mediating effect of attitude towards the ad in the relation between humor type and attitude towards the brand was observed in all five humor types. On the other hand, mediation of attitude towards the brand in the relation between humor type and purchase intention was observed in resonant wit, resonant humor, satire and full comedy but not in comic wit. Another mediating effect of attitude towards the brand in the relation between attitude towards the ad and purchase intention was found in comic wit and satire only. Moderation of brand familiarity was observed in the relation between humor types and attitude towards the ad. It was revealed that the relationship between humor types and attitude towards the ad was moderated by gender as males and females showed different significance levels for the same relationship. Similarly, gender showed moderating effect in the relationship between humor types and attitude towards the brand.

Based on the results of the present study, some implications for the same were discussed. The study incorporated three major dimensions of advertising effectiveness i.e. cognitive, affective and conative. There can be other dimensions or variables which can be considered for accessing the advertising effectiveness. The researchers can extend the proposed framework for further research. The results of any of the five humor types – Comic wit, Resonant wit, Resonant humor, Satire and Full comedy can be taken into consideration to extend the study further with addition of some other dependent variables.

The study will help the marketers in bringing strategic insights on use of humor in their promotional plan. They will also be able to understand how humor type in ad campaign can be used to get better results. When it comes to marketing of a product, the main aim is to develop an intent of purchase among the audience. Among the 5 humor types used in this study, three humor types showed good results for purchase intention namely, Resonant humor, Satire and Full Comedy. Out of these humor types, Resonant humor had a positive effect on every relation. Thus, marketers can employ these three humor types in advertisements to get better results for their products.

The results of brand familiarity showed moderation only in the relationship between Humor type and Aad. Other than that, no moderating effect were observed on any other relationship. Thus, new brands should not get intimidated by existing brands. They should focus on marketing and employing better humor types in their ads to develop better attitude towards the brand and purchase intention among the consumers for their product as brand familiarity does not play major moderating role.

Gender plays a moderating role in developing attitude towards the ad and attitude towards the brand. Therefore, marketers of gender specific product should employ such humor types which would work best for their target audience in order to achieve optimum results for their product.

Every research has its own limitations. Similarly, in the present research some limitations were faced. In this study the moderating effect of brand familiarity and gender were considered. For future studies, other variables can be considered to observe their moderating effect such as product/service type, culture, etc. This study was performed in Punjab region, but the results might vary if any other region of India is considered due to regional cultures and nuances which can be a consideration for future studies. This study had to be conducted online due to Covid-19 pandemic. Future researchers can conduct this study in offline mode on larger sample size more effectively and with lesser limitation on resources. For this study, only audio-visual ads were considered. Future studies can be done on other modes of advertisements such as print ads or radio ads. Moreover, no specific brand was considered for this study. Therefore, future studies can focus on particular brands to perform a similar study.

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To conduct research is a cumbersome process and cannot be accomplished without the assistance and guidance of respective individuals. It requires consistency and determination to work on research for a long period of time. Efforts go into evading distractions and coping with mundane day to day tasks simultaneously. But the nucleus of research lies in the direction provided by our guides and experts. Without their guidance it feels like getting lost in the woods. Therefore, I would like to thank all the people who were involved in this journey with me.

Starting from the beginning, I would like to express my gratitude to Dr. Dheeraj Nim (Professor & Dean Student Welfare, Oriental University, Indore), who was my first supervisor. It was he who helped me in choosing my thesis topic and basically paved the way for my research. He was always the first person who came into my mind whenever I was cornered by difficult situations and was in dire need of help. I would like to commend his patience that he has always shown for my incessant doubts and queries. Despite of being away and his arduous schedule, he never shied away from helping. Along with him, I would like to thank my present guide, Dr. Shamily Jaggi (Professor, Lovely Professional University), who has been a constant pillar of support. Even after joining this journey in later stage, she was determined to help me in every way possible. She always devoted her time in understanding and solving my problems. She motivated me in the tough times whenever I needed a push and always guided me in the right direction. She was always the source of necessary information which was pivotal for my research. More than a guide, she has been a friend who supported me through thick and thin.

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## Table of Contents

<b>CHAPTER 1 OVERVIEW .....</b>	<b>1</b>
<b>1.1 INTRODUCTION.....</b>	<b>2</b>
<b>1.2 HUMOR.....</b>	<b>2</b>
<b>1.3 HUMOR ADVERTISING.....</b>	<b>3</b>
<b>1.4 TRENDS OF HUMOR IN ADVERTISEMENTS .....</b>	<b>4</b>
<b>1.5 HUMOR TYPES AND PROCESSES.....</b>	<b>8</b>
<b>CHAPTER 2 REVIEW OF LITERATURE .....</b>	<b>11</b>
<b>2.1 INTRODUCTION.....</b>	<b>12</b>
<b>2.2 LITERATURE REVIEW .....</b>	<b>12</b>
<b>2.2.1 REVIEW BASED ON TYPES OF HUMOR PROCESSES.....</b>	<b>21</b>
<b>2.2.2 REVIEW BASED ON HUMOR TYPES .....</b>	<b>24</b>
<b>2.3 RESEARCH GAP .....</b>	<b>27</b>
<b>CHAPTER 3 CONCEPTUAL FRAMEWORK AND RESEARCH METHODOLOGY .....</b>	<b>29</b>
<b>3.1 INTRODUCTION.....</b>	<b>30</b>
<b>3.2 CONCEPTUAL FRAMEWORK.....</b>	<b>30</b>
<b>3.3 OBJECTIVES OF THE STUDY.....</b>	<b>33</b>
<b>3.4 HYPOTHESES DEVELOPMENT .....</b>	<b>33</b>
<b>3.4.1 HUMOR TYPES AND ATTITUDE TOWARDS THE ADS .....</b>	<b>33</b>
<b>3.4.2 HUMOR TYPES AND ATTITUDE TOWARDS THE BRAND.....</b>	<b>34</b>
<b>3.4.3 ATTITUDE TOWARDS THE AD AND ATTITUDE TOWARDS THE BRAND.....</b>	<b>34</b>
<b>3.4.4 ATTITUDE TOWARDS THE BRAND AND PURCHASE INTENTION.....</b>	<b>35</b>
<b>3.4.5 MEDIATING ROLE OF ATTITUDE TOWARDS THE AD.....</b>	<b>35</b>
<b>3.4.6 MEDIATING ROLE OF ATTITUDE TOWARDS THE BRAND .....</b>	<b>36</b>
<b>3.4.7 MODERATING ROLE OF BRAND FAMILIARITY .....</b>	<b>37</b>
<b>3.4.8 MODERATING ROLE OF GENDER.....</b>	<b>38</b>
<b>3.5 RESEARCH METHODOLOGY .....</b>	<b>39</b>
<b>3.5.1 RESEARCH DESIGN .....</b>	<b>39</b>
<b>3.5.2 SAMPLING DESIGN.....</b>	<b>40</b>
<b>3.5.3 RESEARCH INSTRUMENTS .....</b>	<b>44</b>
<b>3.5.4 DATA ANALYSIS TOOLS .....</b>	<b>55</b>
<b>CHAPTER 4 DATA ANALYSIS AND INTERPRETATION .....</b>	<b>56</b>

<b>4.1 INTRODUCTION</b> .....	57
<b>4.2 STATISTICAL DESCRIPTION</b> .....	57
<b>4.2.1 DEMOGRAPHIC VARIABLES</b> .....	57
<b>4.2.2 DEMOGRAPHIC DISTRIBUTION</b> .....	59
<b>4.3 PARTIAL LEAST SQUARES STRUCTURAL EQUATION MODELING (PLS-SEM)</b> .....	59
<b>4.3.1 HUMOR TYPE 1 - COMIC WIT</b> .....	60
<b>4.3.2 HUMOR TYPE 2 - RESONANT WIT</b> .....	84
<b>4.3.3 HUMOR TYPE 3 - RESONANT HUMOR</b> .....	102
<b>4.3.4 HUMOR TYPE 4 - SATIRE</b> .....	119
<b>4.3.5 HUMOR TYPE 5 - FULL COMEDY</b> .....	136
<b>4.3.6 MODERATION</b> .....	152
<b>4.3.7 MULTI-GROUP ANALYSIS</b> .....	158
<b>CHAPTER 5_ CONCLUSION, IMPLICATIONS &amp; LIMITATIONS</b> .....	<b>170</b>
<b>5.1 INTRODUCTION</b> .....	171
<b>5.2 FINDINGS</b> .....	171
<b>5.3 CONCLUSION</b> .....	176
<b>5.4 IMPLICATIONS</b> .....	178
<b>5.5 LIMITATIONS AND SCOPE FOR FUTURE RESEARCH</b> .....	179
<b>BIBLIOGRAPHY</b> .....	<b>181</b>
<b>ANNEXURES</b> .....	<b>204</b>
<b>List of Publications/Copyrights</b> .....	<b>214</b>
<b>List of Conferences attended and Papers presented</b> .....	<b>214</b>
<b>List of Workshops/Trainings/FDPs attended</b> .....	<b>215</b>

## **List of Tables**

Table 3.1 Minimum Values of CVR and CVRt for One Tailed Test, $p = 0.05$ .....	50
Table 3.2 Tentative Final items according to Humor Processes .....	50
Table 3.3 Reliability Statistics .....	53
Table 4.1 Profile of Demographic .....	58
Table 4.2 Demographic Distribution .....	59
Table 4.3 Assessment Standards for Measurement Model .....	61
Table 4.4 Final Items and Outer Loadings for the constructs of model for Comic Wit .....	62
Table 4.5 Internal Consistency Reliability for constructs of model for Comic Wit .....	64
Table 4.6 Deleted Items from Comic Wit.....	65
Table 4.7 Convergent Validity for constructs of model for Comic Wit .....	66
Table 4.8 Discriminant Validity for constructs of model for Comic Wit .....	66
Table 4.9 Cross Loadings for the constructs of model for Comic Wit .....	67
Table 4.10 HTMT for constructs of model for Comic Wit.....	68
Table 4.11 Accepted Standard Values for Structural Model .....	70
Table 4.12 Path Estimation values for relationships of model for Comic Wit .....	71
Table 4.13 Coefficient of Determination values ( $R^2$ ) for Comic Wit.....	72
Table 4.14 Predictive Relevance value ( $Q^2$ ) for Comic Wit.....	73
Table 4.15 Framed Hypotheses for Comic Wit .....	74
Table 4.16 Results of Hypotheses testing for Comic Wit.....	75
Table 4.17 Summary of Results of Hypotheses Testing for Comic Wit Using Structural Model .....	77
Table 4.18 Bootstrapping results of Indirect and Direct effect for Comic wit (H5a) .....	80
Table 4.19 Bootstrapping results of Indirect and Direct effect for Comic wit (H6a) .....	81
Table 4.20 Bootstrapping results of Indirect and Direct effect for Comic wit (H7) .....	83
Table 4.21 Summary of Mediation Results for Comic Wit .....	84

Table 4.22 Final Items and Outer Loadings for the constructs of model for Resonant Wit ....	85
Table 4.23 Internal Consistency Reliability for constructs of model for Resonant Wit .....	86
Table 4.24 Deleted Items from Resonant Wit.....	86
Table 4.25 Convergent Validity for constructs of model for Resonant Wit .....	87
Table 4.26 Discriminant Validity for constructs of model for Resonant Wit .....	88
Table 4.27 Cross Loadings for the constructs of model for Resonant Wit .....	88
Table 4.28 HTMT for constructs of model for Resonant Wit.....	90
Table 4.29 Path Estimation values for relationships of model for Resonant Wit .....	91
Table 4.30 Coefficient of Determination values ( $R^2$ ) for Resonant Wit.....	92
Table 4.31 Predictive Relevance value ( $Q^2$ ) for Resonant Wit .....	92
Table 4.32 Framed Hypotheses for Resonant Wit .....	93
Table 4.33 Results of Hypotheses testing for Resonant Wit.....	94
Table 4.34 Summary of Results of Hypotheses Testing for Resonant Wit Using Structural Model .....	95
Table 4.35 Bootstrapping results of Indirect and Direct effect for Resonant Wit (H5b) .....	97
Table 4.36 Bootstrapping results of Indirect and Direct effect for Resonant Wit (H6b) .....	99
Table 4.37 Bootstrapping results of Indirect and Direct effect for Resonant Wit (H7) .....	100
Table 4.38 Summary of Mediation Results for Resonant Wit .....	101
Table 4.39 Final Items and Outer Loadings for the constructs of model for Resonant Humor .....	102
Table 4.40 Internal Consistency Reliability for constructs of model for Resonant Humor ...	103
Table 4.41 Deleted Items from Resonant Humor .....	104
Table 4.42 Convergent Validity for constructs of model for Resonant Humor .....	105
Table 4.43 Discriminant Validity for constructs of model for Resonant Humor.....	105
Table 4.44 Cross Loadings for the constructs of model for Resonant Humor.....	106
Table 4.45 HTMT for constructs of model for Resonant Humor .....	107

Table 4.46 Path Estimation values for relationships of model for Resonant Humor .....	108
Table 4.47 Coefficient of Determination values ( $R^2$ ) for Resonant Humor.....	109
Table 4.48 Predictive Relevance value ( $Q^2$ ) for Resonant Humor .....	109
Table 4.49 Framed Hypotheses for Resonant Humor.....	110
Table 4.50 Results of Hypotheses testing for Resonant Humor .....	111
Table 4.51 Summary of Results of Hypotheses Testing for Resonant Humor Using Structural Model.....	112
Table 4.52 Bootstrapping results of Indirect and Direct effect for Resonant Humor (H5c)..	114
Table 4.53 Bootstrapping results of Indirect and Direct effect for Resonant Humor (H6c)..	116
Table 4.54 Bootstrapping results of Indirect and Direct effect for Resonant Humor (H7)....	117
Table 4.55 Summary of Mediation Results for Resonant Humor.....	118
Table 4.56 Final Items and Outer Loadings for the constructs of model for Satire.....	119
Table 4.57 Internal Consistency Reliability for constructs of model for Satire.....	120
Table 4.58 Deleted Items from Satire .....	121
Table 4.59 Convergent Validity for constructs of model for Satire.....	121
Table 4.60 Discriminant Validity for constructs of model for Satire .....	122
Table 4.61 Cross Loadings for the constructs of model for Satire.....	123
Table 4.62 HTMT for constructs of model for Comic Wit.....	124
Table 4.63 Path Estimation values for relationships of model for Satire.....	125
Table 4.64 Coefficient of Determination values ( $R^2$ ) for Satire.....	126
Table 4.65 Predictive Relevance value ( $Q^2$ ) for Satire .....	126
Table 4.66 Framed Hypotheses for Satire.....	127
Table 4.67 Results of Hypotheses testing for Satire .....	128
Table 4.68 Summary of Results of Hypotheses Testing for Satire Using Structural Model .	129
Table 4.69 Bootstrapping results of Indirect and Direct effect for Satire (H5d) .....	131
Table 4.70 Bootstrapping results of Indirect and Direct effect for Satire (H6d) .....	133

Table 4.71 Bootstrapping results of Indirect and Direct effect for Satire (H7) .....	134
Table 4.72 Summary of Mediation Results for Satire .....	135
Table 4.73 Final Items and Outer Loadings for the constructs of model for Full Comedy ...	136
Table 4.74 Internal Consistency Reliability for constructs of model for Full Comedy .....	137
Table 4.75 Deleted Items from Full Comedy .....	138
Table 4.76 Convergent Validity for constructs of model for Full Comedy .....	139
Table 4.77 Discriminant Validity for constructs of model for Full Comedy .....	139
Table 4.78 Cross Loadings for the constructs of model for Full Comedy .....	140
Table 4.79 HTMT for constructs of model for Full Comedy .....	141
Table 4.80 Path Estimation values for relationships of model for Full Comedy .....	142
Table 4.81 Coefficient of Determination values ( $R^2$ ) for Full Comedy .....	143
Table 4.82 Predictive Relevance value ( $Q^2$ ) for Full Comedy .....	143
Table 4.83 Framed Hypotheses for Full Comedy .....	144
Table 4.84 Results of Hypotheses testing for Full Comedy .....	145
Table 4.85 Summary of Results of Hypotheses Testing for Full Comedy Using Structural Model .....	146
Table 4.86 Bootstrapping results of Indirect and Direct effect for Full Comedy (H5e) .....	148
Table 4.87 Bootstrapping results of Indirect and Direct effect for Full Comedy (H6e) .....	149
Table 4.88 Bootstrapping results of Indirect and Direct effect for Full Comedy (H7) .....	151
Table 4.89 Summary of Mediation Results for Full Comedy .....	152
Table 4.90 Moderation Results for H8 .....	154
Table 4.91 Moderation Results for H9 .....	155
Table 4.92 Moderation Results for H10 .....	156
Table 4.93 Moderation Results for H11 .....	158
Table 4.94 Summary of Results for Hypothesis testing (Moderation of Brand Familiarity) ..	158
Table 4.95 Multigroup Analysis Results for H12 (Males) .....	164

Table 4.96 Multigroup Analysis Results for H12 (Females) .....	165
Table 4.97 MGA Moderation Results for Males and Females (H12).....	165
Table 4.98 Multigroup Analysis Results for H13 (Males).....	167
Table 4.99 Multigroup Analysis Results for H13 (Females) .....	168
Table 4.100 MGA Moderation Results for Males and Females (H13).....	168
Table 4.101 Summary of Results for Hypothesis testing (MGA for Gender) .....	169

## List of Figures

Figure 3.1 Proposed Model of Study .....	32
Figure 3.2 Determination of Sample Size .....	42
Figure 4.1 Process of Structural Equation Modeling .....	60
Figure 4.2 Structural Model for Comic Wit.....	69
Figure 4.3 Statistical Significance of Path Coefficients for Comic Wit .....	75
Figure 4.4 Mediation procedure.....	78
Figure 4.5 A Mediation Analysis for H5a.....	79
Figure 4.6 A Mediation Analysis for H6a.....	81
Figure 4.7 A Mediation Analysis for H7 .....	82
Figure 4.8 Structural Model for Resonant Wit .....	90
Figure 4.9 Statistical Significance of Path Coefficients for Resonant Wit .....	93
Figure 4.10 A Mediation Analysis for H5b .....	96
Figure 4.11 A Mediation Analysis for H6b .....	98
Figure 4.12 A Mediation Analysis for H7 in Resonant Wit .....	100
Figure 4.13 Structural Model for Resonant Humor .....	107
Figure 4.14 Statistical Significance of Path Coefficients for Resonant Humor.....	110
Figure 4.15 A Mediation Analysis for H5c.....	113
Figure 4.16 A Mediation Analysis for H6c.....	115
Figure 4.17 A Mediation Analysis for H7 in Resonant Humor .....	117
Figure 4.18 Structural Model for Satire .....	124
Figure 4.19 Statistical Significance of Path Coefficients for Satire.....	127
Figure 4.20 A Mediation Analysis for H5d .....	130
Figure 4.21 A Mediation Analysis for H6d .....	132
Figure 4.22 A Mediation Analysis for H7 in Satire .....	134



Figure 4.23 Structural Model for Full Comedy .....	141
Figure 4.24 Statistical Significance of Path Coefficients for Full Comedy .....	144
Figure 4.25 A Mediation Analysis for H5e.....	147
Figure 4.26 A Mediation Analysis for H6e.....	149
Figure 4.27 A Mediation Analysis for H7 in Full Comedy .....	150
Figure 4.28 Moderation Analysis for H8 .....	154
Figure 4.29 Moderation Analysis for H9 .....	155
Figure 4.30 Moderation Analysis for H10 .....	156
Figure 4.31 Moderation Analysis for H11 .....	157
Figure 4.32 Procedural Steps of MICOM.....	161
Figure 4.33 Process of Mutligroup Analysis .....	162
Figure 4.34 Mutligroup Analysis for H12 (Males) .....	163
Figure 4.35 Mutligroup Analysis for H12 (Females) .....	164
Figure 4.36 Mutligroup Analysis for H13 (Males) .....	166
Figure 4.37 Mutligroup Analysis for H13 (Females) .....	167

### **List of Abbreviations**

ad/Ad	Advertisement
Aad	Attitude towards the ad
Ab	Attitude towards the brand
AVE	Average Variance Extracted
BF	Brand Familiarity
HTMT	Heterotrait-Monotrait Ratio
MGA	Multi-Group Analysis
PI	Purchase Intention
PLS	Partial Least Square
Q <sup>2</sup>	Predictive Relevance
R <sup>2</sup>	R-square

# **CHAPTER 1**

## **OVERVIEW**

## **1.1 INTRODUCTION**

In this day and age, Advertising is playing a vital role as marketers use different ads to differentiate various products in the marketplace. Meaningful and unique advertising messages are being used to increase the effectiveness of advertising a product.

In simple words, the meaning of advertising is to draw attention of somebody to something, or to inform or notify somebody about something (Dyer, 2008). Advertising is one of the most critical essentials of marketing. It is bringing a service or a product to the attention of the potential customers. Advertisement is a communicate made for the customers to make them aware of the product and is paid for by those who intend to sell that product, so advertising plan made for one product may differ completely for other product. Nowadays, advertising has engulfed every possible media platform. It involves television, internet, radio, newspapers, magazines, journal, events, press, posters, hoardings etc.

Other than changing emotions, subliminal message is also given by advertisements (Kotwal et al., 2008). The direct interest of the advertiser is not only to provide information through his advertisement, but to sell more products. Therefore, the seller of the product or brand says anything in the advertising message, although it may have some constraints (Nelson, 1974). Televisions have more impact of advertisements on audience as compared to radio or print media (Kotwal et al., 2008).

## **1.2 HUMOR**

Sternthal & Craig (1973) explained humor as whatever that is funny, or is planned to be funny. Some authors consider that humor is not the stimulus itself but is a cognitive reaction to the stimuli (McGraw & Warren, 2010). Some preceding researches suggest that laughter, perceived funniness and amusement are the ideal behavior related, cognitive as well as emotional reactions (Warren & McGraw, 2015). Kellaris & Cline (2007) consider humor as basic social communication element and is used abundantly all over the world in advertising. Different forms can be taken up by humor like a mental condition related with delight and laugh (reaction to a gag); a stimuli that prompts delight and laugh (the gag); a difference in leaning towards

laughing or amusing others (disposition of performing or enjoying a gag); and the deed of generating something humorous (e.g., telling a joke) (Warren et al., 2018).

Advertisers nowadays not only use conventional media like television, radio and print but social media platforms and internet as well. Because there arises need for reconsidering and exploring some novel techniques of communication which may enable today's advertisers and marketers to influence their aimed audience more effectively (Veloutsou & Delgado-Ballester, 2018). This swing from conventional platforms of media to non-conventional platforms has prompted marketers and advertisers to uncover and use new methods of touching and affecting their aimed customers (Orús et al., 2019). On these online media, sellers are able to feature their product's information precisely on the product's picture itself for advertising (Rahman et al., 2020).

### **1.3 HUMOR ADVERTISING**

“The use of humor in advertising, especially in the electronic media is very common” (Stern, 1996). Humor more often than not attracts all individuals because every person wants to have a good laugh. Consequently, humor has proven to be a great tool for brands and companies to make people like their product. In a study by Nigli & Thomas (2022), a content analysis on various humor techniques used in TV commercials was done. Around 25 commercials concluded that the widely used technique of humor was Puns or Terms of phrases for marketing different categories of products. But at the same time, it is crucial to consider the type of audience the advertisement is aimed at. Because a commercial which might be loved by one person can leave a frown on another person's forehead. If the focused audience covers a larger demographic, then the effect of the humor will appeal broadly. Conversely, if there is a restricted audience that is being targeted the humor will be more niche. Humor advertising works more adequately with the products for which the buyers put less thought before buying.

Januz (1977) have observed that a well-used humor in an advertisement can produce very effective outcome. But poorly done humor can also turn into a disaster. There is limited knowledge available about the relation of humor usage as well as its

communication effects, irrespective of the fact that advertisers use it extensively (Markiewicz, 1974; Sternthal & Craig, 1973).

#### **1.4 TRENDS OF HUMOR IN ADVERTISEMENTS**

The practice of using humor in advertisements was obscure in early 1800s. Shallow humor such as “Gag cartoons” combined with slogans, outrageous claims, limericks a “flippant style of copy” (Presbrey, 2000), ethnic and racial caricatures (Beard, 2005) can be found in media like trade-card advertisement and newspaper in mid- to late 1800s.

Broad popularity and prevalent humor usage in advertisements by advertisers and audience solidifies its contemporary appeal. The practice of using humor in U.S television is estimated to reach from 11 % - 24 % (Weinberger & Spotts, 1989; Alden et al., 1993; Speck, 1991) to the maximum of 50 % (Speck, 1987). In this section we attempt to discuss how the professional thought regarding humor in advertising and its use for branded consumer goods has evolved.

**1900s – 1910s:** Majority of the advertising in starting of the past century inclined towards imparting information (Beard, 2005). The popular notion during this era was negative about humor in advertising. The reason for the negative opinion of the majority of writers during this period seems clear, when put in context of professional thought. The perpetual criticism put forth was that humor could easily become offensive, vulgar and was in poor taste.

These type of critiques were frequently conveyed as indications against “flippancy”. Another widespread belief about humor was that it is undignified. Cautious statement given by an advertiser was, “It’s all right to be a clown if you’re connected with a circus” (Beard, 2005).

Most of the mainstream writers had a suggestion that negative attitude towards humor was a result of negative attitude towards novelty and cleverness in general (Beard, 2005). A general belief among the advertisers was that humor and novelty might divert the people who read the actual message shown in the advertisements, which was the reason they rejected novelty.

Humor in the form of limericks, such as in 1902, the insertion of Force cereal, created by Minnie Maude Hanff, was one of the very few deliberate humorous ads during this period used in mainstream by advertisers (Fox, 1984). Writers also indicated the reason why they started favoring less serious and lighter tone ads, which was due to the influence of popular entertainment media. One writer suggested, “Less dignity and more of the sort of jazz that enlivens the story pages of the magazine might not be amiss in the advertising pages”. Another writer observed, “It’s all right if your ads make people smile—provided also that they make them purchase from you” (Beard, 2005).

**1920s – 1940s:** Advertising changed significantly during 1920s as it became more consumer focused and personal (Marchand, 1985) which was due to the reason that advertisers considered the nature of humor as non-rational along with instinctive (Curti, 1967). “Tabloid audience” reacted to “sensationalized, unsophisticated, and frivolous entertainment” (Fox, 1984). Thus, the practice of using these kinds of strategies is constant with the “visibility school,” that suggest “the main task in advertising is to get the public’s attention—through humor, bizarre visuals, anything that will grab”. By 1922 humor in advertisements became sufficiently frequent which is justified by an independent humorist’s effort to ask for customers with a separate advertisement in *Printers’ Ink* (Beard, 2005).

Literature from this period gives us an idea that advertisers considered humor as universally applicable and started using it in various selling situations. Many other instances where humor is used by advertisers for trade audiences is described in an article from 1923. “That there is humor in business relations and in advertising arguments appears to be borne out by any number of interesting business paper campaigns of late” (Beard, 2005). As described by other authors about the increase of humor use, some emergent principles were defined by this author. For example, warning for cracking jokes on the spectators.

Two main developments were described by 1930 consumer campaign. (a) For the first time, the notion was mentioned that advertisements may carefully amuse the audience

with no sales. (b) It was revealed and acknowledged that directly selling the products might not be the only goal for advertisers.

Two other noticeable transitions during this period associated with more entertaining sell and positive attitude towards humor were: First, the evolving faith that humorous ads appeal to customer was confirmed by some advertisers. Second, with the significant effect of entertainment media more writers believed in support of humorous and a lot of amusing advertisements (Beard, 2005). Comic strips and cartoons were also used during this period for advertisements relating to the end user but also in trade and business-to-business advertisements. In a study by Ahirwar (2022), amusing advertisements might get confusing to the audience sometimes as it becomes difficult for them to make purchase decisions on the basis of these ads.

**1950s – 1960s:** This was a period of creative revolution. MacManus student and agency founder, focused on the “inherent drama” related to the product and its services and frequently used humor and “critters” (Fox, 1984). In 1960s Volkswagen’s advertising, which was produced by William Bernbach, perpetually used humor. Humorous ads for brands, like Chun King (chow mein) and Contadina (tomato ketchup brand), were produced during this period by Stan Freberg. Other examples of humorous ads made during this period were, Howard Gossage’s (advertising innovator) “light-hearted copy” for Eagle shirts and Rover cars, and humorous ads made by Mary Wells for Barniff Airlines and Alka-Seltzer (Beard, 2005).

Many writers during this period asserted that main target of advertising is to be entertaining and interesting other than to sell the product, as this was the period of adaptation of television in greater use. Furthermore, other contributing data reveals that the use of tactical humor was continued by advertisers. Ed Zern (Humorous book author and copywriter) wrote and designed an advertising for Nash vehicle which has been applauded of its “a light approach that mixes humor with selling points that get across all of Nash’s important advantages for outdoor sportsmen” (Beard, 2005). But an author explaining humor business-to-business drive observed that relevance of humor is very important: “a fresh approach with the light touch can work wonders for



sales, if it can be identified with what you're selling" (Beard, 2005). Advertisers had grown adequately comfortable with humorous tactics on television and were willing to mould their rules by 1958, as suggested by writings and events.

**1970s – 1980s:** The creative revolution came to a halt by 1970s. Advertisements during 1970 looped reverse to previously used hard-selling in 1950s, this was partly due to the changing viewpoints of audience and economic recession (Beard, 2005).

Increase in dependency on image advertising and emotional appeals show indications of one more innovative revolt in 1980s (Sivulka, 2011). This was a period when fewest writings were found on topic of humor. "Avoid humor. You can entertain a million people and not sell one of them" was the eighteenth rule in John Caples' (influential copywriter) "Rules for Advertising". Besides that, there were generally positive statements by other writers about humor and links the belief with humor that it humanizes the sponsor and advertising as well. Freberg, one of the most prolific writers of the period gave the concept in the following way: "If a company does a funny spot, it's obviously not taking itself too seriously, right? It must have a good product or else it couldn't afford to kid around. That's the theory" (Beard, 2005).

Riney (an American advertising executive and founder of Hal Riney & Partners, an advertising agency) often depended on humor for soft sell, although it was usually wry and aided to induce a mood primarily. Writers in prior periods recognised that the media of entertainment influenced advertising approaches and their use of humor (Beard, 2005).

**1990s – POST-9/11:** During 1990s, the main concern was shown by the advertisers regarding the effectiveness of advertisements which caused the continuation of the dispute among soft sell and hard sell. Debate of 1990 has been defined as conflict between the ones in favour of making "an emotional bond between consumers and brands that goes beyond product attributes" and those who believe that direct selling should be done through advertising "by giving consumers just the facts" (Beard, 2005).

Humor was a common subject of discussion in the professional environment of soft sell, hard sell and a combination of both. Humor was stated to be suitable for almost

any selling condition and was related with soft sell by the advertisers. Comedy is a type of universal language. It is basically engaging people towards the brand they are watching on the television. Likewise, it was commonly stated that humorous ads can draw the interest of the consumers and result in a joyful and constructive mood. For example, “Make people laugh and they like you. If people like you, they pay attention, and attention is what advertisers are paying for” (Beard, 2005).

During this period, the theme which continued was that the adaptation for the use of humor should be done by the advertisers to altering societal issues. The features of advertising humor were related to the entertainment media by the writers of the early periods (Beard, 2005).

Finally, concerns related to efficient usage of humor and its relation with the appropriate aim of advertisements was stated by the promoters in the ending era of 20th century. As quoted by Freberg, in Beard (2005) “Just to keep people from zapping you is not reason enough to do something that is totally irrelevant to what you’re selling”.

## **1.5 HUMOR TYPES AND PROCESSES**

There are mainly two dimensions of humor. First being some specific fundamental processes, which corresponds to its basic dimension. This dimension includes building blocks that are responsible to produce humor. The second dimension corresponds to the several combinations of the fundamental processes, which is referred as combinational dimension.

The literature reviewed implies three fundamental processes of humor which are incongruity-resolution, arousal-safety and disparagement humor. These three processes produce several humor types in different combinations. Speck (1991) put forth five different humor types: satire, comic wit, sentimental humor, full comedy and sentimental comedy. These humors are generated by combinations of the above-mentioned humor processes. Beard & Tarpenning (2004) suggested additional two humor types which were resonant wit and resonant humor. These were also the result of the humor processes and their blend.

There are some other humor types that are also employed in commercials. One straightforward category is Clownish humor as it includes chase and strong leg and arm movement. Another type requiring more from cognition but still simple is Surprise which includes abrupt variations in concepts as well as pictures. Misunderstanding is also a non-complex humor type but it is based humor generated off of a victim as this type shows laughing at the victim, disappointment or ignorance. Parody on the other hand is a category of humor type which is not that simple. In order to understand this humor audience needs to possess the knowledge of specific styles of media as well as genres which are being made fun of.

Slapstick, satire and irony are also sometimes used in advertisements. Slapstick is a physical unfriendly kind of humor but often possesses some delight that is malicious. Satire and irony require cognitive efforts to understand. Irony is often worked with some puns as well as sarcasm. Satire often includes poking fun towards a famous person or some well-known situation. Martin et al. (2003) also mentioned some humor types which were self-enhancing humor, aggressive humor, affiliative humor and self-defeating humor.

Affiliative humor is related with those who like to entertain others through witty jokes and enjoy a laugh with people. It relates to being an extrovert and is associated in a positive way with psychological wellness, joyfulness, socially active and self-esteem. People with high sense of affiliative jokes are more approachable socially, happy, stable with emotions and empathetic. Individuals who use this genre of humor even employ little bit of humor including self-depreciation (Martin et al., 2003).

Self-enhancing humor relates to people who try to maintain a happy viewpoint for life. They use humor to cope up and regulate their emotions. Individuals with high sense of self-enhancing humor can participate in humor even in the moment of being detached from other individuals. It is associated in a positive way with joyfulness, being optimistic, psychological wellness and being satisfied with social backing (Martin et al., 2003).

Aggressive is a kind of disparagement humor which is employed to disparage groups or individuals. Although it is being used in advertising, this humor can backlash

(Martin et al., 2003). It can be shown in a humor form by creating a unlikeable character who has to be the antagonist so that the protagonist can win. In advertising, the protagonist can be some person or a product.

Self-defeating humor is associated with individuals who create humor by disparaging themselves. It includes a character who lets itself to be made fun of, does not have high self-esteem and psychological wellness.

Thus, the immense use of humor in advertising over the years makes it imperative to research on which humor type works better. Several humor types have been employed in advertising but only few are consistently used. This study focuses on types of humor predominantly used in audio-visual ads and their effects on attitude towards the ad, attitude towards the brand and purchase intention.

**CHAPTER 2**  
**REVIEW OF LITERATURE**

## **2.1 INTRODUCTION**

Literature includes previously published studies, books, newspaper articles or any other work related to the study. No study can get finalised or finished without it. With the help of review of literature research gaps can be identified, hypotheses of the research can be framed and repetition of the work can be evaded. The approach and way of the study can be decided with the support of literature. In this chapter previously published studies related to our topic and discussed briefly and it also functions as a foundation to our present research.

## **2.2 LITERATURE REVIEW**

Humor is one of the most commonly used tools to engage the audience considering the present advertising scenario. Advertisers heavily rely on humor to provide the information about the product as well as luring the audience into liking it. Humor is predominantly used as a device for persuasion. Although, this has not happened overnight, rather extensive research has been done and many aspects of humor have been scrutinized. Those television advertisements are considered the best that makes one smile (Woltman Elpers et al., 2004). The marketers were of the belief that introduction of humor in the ads tends to be really influential (Madden & Weinberger, 1984). Since the introduction of humor in advertising, many researches have been performed in different countries considering several variables to study its effectiveness (for example Kelly & Solomon, 1975; Duncan, 1979; Duncan & Nelson, 1985; Madden & Weinberger, 1982; Speck, 1991; Weinberger & Campbell, 1991; Weinberger & Gulas, 1992; Zhang, 1996; Perry et al., 1997; Krishnan & Chakravarti, 2003; Chung & Zhao, 2003; Woltman Elpers et al., 2004; Beard, 2005; Hansen et al., 2009; Laroche et al., 2011; Chung & Zhao, 2011; Sabri, 2012; Cruthirds et al., 2012; Upadhyaya, 2015; Koneska et al., 2017; Kewlani et al., 2022).

Referring several studies, three major processes have been classified namely arousal-safety, humor disparagement and incongruity resolution. Further various researches have been conducted considering these processes (Ruch et al., 1990; Alden et al., 1993; Spotts et al., 1997; Alden et al., 2000; Flaherty et al., 2004; Shabbir & Thwaites, 2007; Galloway, 2009; Strick et al., 2013; Khandeparkar, 2017). These

humor process led to different type of humor which includes satire, resonant humor, full comedy, comic wit, resonant wit, sentimental humor, puns, sentimental comedy, slapstick etc. and various researchers have studied their effect on audience (Speck, 1991; Buijzen & Valkenburg, 2004; Beard, 2008; Hatzithomas et al., 2011; Chan, 2011; Hoffmann et al., 2014; Spielmann, 2014; Schwarz et al., 2015).

Several researches have been performed on humor advertisements using different types of medias such as television, radio and magazine/print ads. The type and amount of humor used in advertisements depends on the product category. Studies reveal that humor gives better results and is more appropriate for low involvement products as compared to high involvement products (Koneska et al., 2017; Chung & Zhao, 2003; Weinberger & Campbell, 1991; Spotts et al., 1997; Chan, 2011). It was witnessed by Eisend (2022), that humor, if appropriately used can increase the impact of two-sided information in advertisements because of the surprising positive effect. At the same time, if there is distraction due to the negative effect, it can reduce the effect for high involvement consumers also.

Conversely, Laroche et al. (2011) conducted a comparative study between the U.S.A, France and China and concluded that in the USA humor is used more frequently for high involvement products where as it is used more for low involvement products in China and France. This justifies the statement that cultural differences are crucial and should be taken into account while using humorous advertisements across borders (Cruthirds et al., 2012; Hoffmann et al., 2014). Therefore, several researches have been done which concentrate on cultural differences in various countries (Alden et al., 1993; Nevo et al., 2001; Laroche et al., 2011; Hatzithomas et al., 2011; Cruthirds et al., 2012; Hoffmann et al., 2014). In addition, the differences in culture play a major role in relation to advertisement medium preference. Kavoura et al. (2020) discussed that advertising on radio was enjoyed more by people of Turkey, on the other hand, people of Greece liked advertising on magazines more.

In a cross-cultural study between Germany, Korea, USA and Thailand, it was found that commercials made using Incongruity-resolution principles may produce humor in multiple cultures. Ads in countries inclined to collectivism consist more situations

which are group-oriented as compared to countries favouring individualism (Alden et al., 1993). Hoffmann et al. (2014) also conducted a study between Germany and Spain using print ads and found that individualistic cultures (Germany) use incongruity-resolution process (comic wit) more in ads as compared to collectivistic cultures (Spain). Also, masculine cultures such as Germany rely more on advertisements that involve arousal-safety process (sentimental comedy) as compared to feminine cultures (Spain). In addition, the study also revealed that collectivistic and feminine culture like Spain like sentimental humor involving arousal-safety process than in masculine and individualistic cultures (Germany). Moreover, it was observed that Sentimental humor is preferred more in Spain than non-humorous ads. On the other hand, Sentimental comedy is preferred more in Germany than non-humorous ads.

Srivastava (2021) found out that due to augmented and long-lasting effect of the product on consumer's mind because of humor in the ad, it is preferred more by maximum respondents. Also, recalling a brand is higher for humorous and emotional advertisements. But in eastern culture emotional advertisements work better for purchase intention than in western culture. In another study an experiment was performed where Munsch (2021) involved people of two age groups i.e., people of age 21 years or below as of 2018 (Generation Z) and people of age 22-37 years as of 2018 (Millennials). It was noted that behaviour of these age groups is significantly impacted by humor as an emotion. It was declared by majority of respondents that ads that are more likely to draw their attention and get retained in their memory are humorous ads.

Another study by Hatzithomas et al. (2011) on different cultures viz UK and Greece, revealed that different types of humor are used in both countries. In UK, sentimental and disparaging humor is preferred whereas in Greece, cognitive humor is found more appealing as the Greek audience avoids uncertainty and prefer credible information. Cruthirds et al. (2012) concluded that in comparison to Mexico affiliative humor, self-defeating humor and aggressive humor are more often utilised in US. On the other hand, In Mexico self-enhancing humor is more relied upon and is used frequently in TV ads in comparison to US. Gregory et al. (2019) also compared



the advertising practices in USA and China. It was observed that in both the cultures Incongruity-resolution is used frequently. Rate of recurrence of aggressive humor is high in USA which is individualistic in culture than collectivist cultures (China). But audience of China displayed higher perception for both non-aggressive and aggressive form of humor. Conversely more perception for humor of non-aggressive form was displayed by USA. Aggressive humor is practiced more in ads in USA but non-aggressive is the humor the audience responds more positive towards, in USA. In the same way, humor of non-aggressive form is employed more in China but the audience is more positively responsive towards aggressive humor. Thus, study confirmed that, at individual level, high collective customers perceive more humor from non-aggressive humor while high individual customers perceive more humor aggressive humor.

In another study Wang et al. (2019) focused on the attitude of US and Chinese audience towards the humorous ads. It was observed that the audience of USA opted more for advertisements which featured Chinese brands as compared to US brands. On the other hand, Chinese audience was neutral for advertisements of China and USA. Moreover, advertisements using self-enhancing tactics were received with more preference by audience of USA than affiliative tactics while the Chinese audience did not vary much. Nguyen et al. (2020) also researched on attitudes of consumers as well as their purchase intention for humorous ads. They noticed a positive outcome of humor on both likeability towards the ad and the brand. Furthermore, only via attitude towards the brand and likeability towards the ad, consumers exhibit better purchase intention for humorous ads. Beside humor, purchase intention as well as consumer trust level are also affected positively by ads on social media (Matin et al., 2020).

In a study conducted by Oikarinen & Sinisalo (2017) the effect on attitude of job seeker was observed when humor was employed in ad of job recruitment. Candidates showed positive attitude towards an advertisement campaign which an architect firm ran. This resulted in the increase of architect firm's awareness because of this humorous ad campaign. Due to the humor present in ads major group of the applicants was eager to submit application for the job.

In every country, humor is used in advertisements. The content shown in the online ads should be truthful and reliable as it will lead to positive impact on the buying behavior of the consumer. If the content is found to be risky of purchase, then the purchase intention will be discouraged (Qureshi & Gopal, 2023). In a content analysis conducted by Kelly & Solomon (1975), they examined 2056 commercials aired in Provo, Utah. Questionnaires were designed keeping in mind the different contents to be considered. Results indicate that humor can be used as an effective communication tool and 15% of all advertisements on television are using humor nowadays. Another study revealed that up to 20% of the television commercials and quite a good number of the radio contain the portion of humor. Any failed attempt can produce irritation among the consumers as this study revealed humor effect on attention to the ad, liking the ad, liking the product and irritation (Duncan & Nelson, 1985).

Upadhyaya (2015) studied the reasons behind the use of humor and various factors were investigated behind achieving effectual humorous advertisements on television. The study revealed that because of their belief that communication goals were better achieved, ad practitioners used humorous tv ads. Persuasion and information when used effectively with humorous tv ads shows positive relationship and affects a person's buying intention as well (Kewlani et al., 2022). Weinberger & Campbell (1991) also executed a quantitative analysis for examining the usage and influence of humor in advertisements through radio and revealed that radio and television used 35.2 % and 22.2% humorous ads respectively.

Several studies were conducted on brand familiarity (Machleit & Wilson, 1988; Phelps & Hoy, 1996; Campbell & Keller, 2003; Woltman Elpers et al., 2004; Chung & Zhao, 2011; Bui et al., 2015) and memory processes (Spotts et al., 1997; Krishnan & Chakravarti, 2003; Hansen et al., 2009; Sabri, 2012). Woltman Elpers et al. (2004) studied the effect of humorous and non-humorous ads on ad attitude, surprise, ad familiarity and brand familiarity. The outcomes reveal that positive impact of humor was observed on surprise, provided that the sequence of surprise to humor in ad should be a result of constant progression so that humorous reaction is produced. Also, humorous ads show positive effect on ad attitude than non-humorous ads but ad familiarity and brand familiarity are affected the same by both types of ads. Familiar

and unfamiliar brands are affected differently by humorous advertisements (Chung & Zhao, 2011). Unfamiliar brands were affected positively by humor in comparison to familiar brands. Both prior brand attitude and brand familiarity mediated the effect of humorous ads on familiar brands (Chung & Zhao, 2011). Warren et al. (2019) suggested that brand attitude showed more dependency on emotional reactions which were negative and displayed less dependency on advertisement's funniness. The decrease or increase in feelings of negative behaviour resulted in positive or negative brand attitude regardless of humor perception.

Hatzithomas et al. (2021) noticed that there was a discrete mediation effect by perceived superiority and inferiority between humor and ads of disparagement. Consumers driven by motivation of high-superiority sense more humor and improved brand attitude when they identify themselves as the person acting as victimizer in disparaging ad. In contrast, consumers driven by motivation of inferiority sense humor in less and display reduced positive brand attitude when their identification occurs with the person acting as victimized. Consumers with feelings of neither inferiority nor superiority and perceiving high humorousness as well as positive brand attitude are Gelotophiles. Kasilingam & Ajitha (2022) conducted a study on storytelling ads to understand the effect of drama and humor used in ads on brand attitudes. It was concluded that dramatic storytelling ads have less contribution towards brand attitude when compared to storytelling ads having humor.

Humor shows significant effect on memory processes such as recall, attention, brand claim memory. Hansen et al. (2009) observed that due to humorousness of ad, memory was improved for ad but got distorted for products. Positive effect was observed on memory for humor-related information whereas negative effect was observed on memory for humor-unrelated information. Thus, recall for ad was improved whereas recall for product was impaired due to humor (Hansen et al., 2009). Also, brands using non-humorous advertisements were more available in memory as compared to brands using humorous ads (Hansen et al., 2009). There was no effect of humor on unconscious familiarity but memory was reduced due to processes of conscious memory. This implies that conscious memory of consumers is distracted by humor but unconsciously they remember the brand names (Hansen et al., 2009). To

facilitate brand claims memory, humor in ad is not needed to be relevant as it attracts processing resources (Krishnan & Chakravarti, 2003). But relevance effects recognition of humor and claims, which implies that separate rehearsal is received by each (Krishnan & Chakravarti, 2003). Weinberger & Gulas (1992) suggest that humor appeals attention without harming comprehension. But for persuasion, humorous advertisements hold not advantage over non-humorous advertisements. They also observed that there is no effect on enhancement of credibility due to humor but humor does have a positive effect on enhancement of liking. Also, according to this study related humor is superior to unrelated humor. When it comes to high involvement products, Kamran & Siddiqui (2019) confirmed that there exists a positive relation between different emotional appeals (like humor, excitement, love and happiness) and consumer buying behaviour especially in case of home appliance brands. In a study by Nadube & Isenah (2023), similar results were concluded among the relationship between different emotional appeals and advertising effectiveness. It is the emotional appeal which motivates a person's psychology through the appealing contents with an intent to influence the desires and interests of the consumer. Madden & Weinberger (1982) also investigated to determine if the increase in attention level is the result of humor in advertisement and also, if the potential increase in attention is moderated by viewers confounds. Their findings suggest that the humorous advertisements have a tendency to perform better than the magazine ad norms and the effect of these are moderated by racial audience composition differences and by gender.

Eisend et al. (2014) indicated in their study that stereotyping of men and women depend on humor in advertising. Particularly, humorous advertisements commonly indulge in traditional stereotypes of male. Conversely, non-humorous advertisements generally comprise of traditional stereotypes of female. Attitude of consumers get a boost by humor because of stereotypes, mostly when there is a usage of non-traditional stereotyping. Furthermore, women get influenced more by stereotyped advertisements containing humor in comparison to men. Upon usage of traditional stereotyping, gender portrayals are gauged positively by women and reliably in humorous advertisements in comparison to non-humorous ones. Some observations witnessed on stereotyping by Qureshi and Gupta (2023) in their study was that no to

little impact of female stereotyping content in the ad was observed on the buying behavior of the consumer. But as we turn towards technology, Kavoura et al. (2020) discovered that both Greek and Turkish men have more of their attention towards online media advertisements. Grougiou et al. (2018) highlighted the ethicality of humor in advertising taking into account the gender differences. Non-humorous and non-disparaging were the ones which were ethically sound. On the other hand, ads which were minimally ethical comprised disparaging advertisements. Relation among ad attitude and ad disparagement were mediated by ad's perceived ethicality. Perceived ethicality of the ad and attitude towards the ad acted as mediating variables for the relationship of ads disparaging females and attitude towards the brand. Also, it was suggested that ads disparaging females should be evaded as they are risky and can backfire (Grougiou et al., 2018).

Thota & Villarreal (2020) considered ad parodies as hijacked advertising. The recognition of hijacked ad by audience moderates impact of offensiveness and impact of humor disparagement on variables that are dependent. This impacts attitude towards the brand negatively as well as boosts the audience's intention to spread negative word of mouth. This moderation is only caused by dimension of offensiveness, not humor disparagement. Moreover, attitude towards the brand acted as mediating variable when recognition of hijacking of ad and offensiveness impacts intentions towards word of mouth of negative behaviour.

Ivanov et al., (2019) illustrated gender playing the moderating role for humor effectiveness in advertising. The study demonstrated that response to ad is a function of both humor type and gender. Spontaneous humor was received more positively by women in comparison to canned humor. On the contrary, no influence regarding the type of humor was seen on men, regardless of type they displayed positive attitude only. In a study by Maric (2022), stereotypical and emotional appeals were used to target the females and the most frequently used advertising appeal to target males was rational appeal. Moreover, the types of products to be advertised were also gender specifically aimed. Yoon & Lee (2019) observed similar results in which reactions of both women and men were contradictory to one another upon watching humorous commercials subsequent to arousals to high vs low level primes. After watching ad

containing humor, felt arousal's role as a fundamental mechanism was discovered by mediation analysis which was moderated. According to Freeman et al., (2022), Ad effectiveness for men is improved with the increase in use of violent and sexual humor in ads. On the other hand, negative ad attitude and brand attitude was observed in women.

Tabooness of advertisements was another variable considered by Sabri (2012) and examined its effect on attention and recall of the audience. The findings suggested that ideal taboo-arousal level can obtain highest recall and attention from audience. Also, perceived tabooness get degraded by humor when it comes to objectively high-taboo advertisements. Pettigrew et al. (2020) performed an analysis of the frequently used themes by Australia in alcohol commercials. It was discovered that to promote alcohol like taboo subject, humor was used commonly. No unanimously accepted approach regarding humor is satisfactory. But using Evolutionary psychology, consumer's final intentions can be described (Eisend, 2018). Warren et al. (2018) reviewed some literature to understand goals of consumers. The study investigated the effect of humorousness on consumer's social, utilitarian and hedonic goals. The common effects of humorousness assist every goal by enhancing emotions that are positive and makes it enjoyable. But, the appreciation of humor is subject to goals of consumer and comedy type. Brown et al. (2010) suggested that humor when used with comedy of higher violence gives rise to liking the ad, more involvement with the ad and retention of brand related knowledge but the brand attitude remains unchanged. An important role is played by violence relatedness and its applicability with the product's brand in ad effectiveness while using high intensity-severe consequence comedic violence.

Perry et al. (1997) examined whether television programs can be made more enjoyable using elevated levels of humor in commercials. More precisely, to recognize if it is possible for humorous commercials to have an effect on program liking. Use of commercials having high humor enhances the enjoyment level of that humorous play. The audience may not be aware of the reality that their excitement level indicates that these ads has increased their preference for the show (Perry et al. 1997). But in order to obtain the desired results of a particular humorous ad, the

advertisers must be familiar with the variables that are mediating and impact the response of the audience. The advertisers understanding of the cognitive process which dictates the consumer's response to the displayed stimulus to them (Duncan, 1979).

### **2.2.1 REVIEW BASED ON TYPES OF HUMOR PROCESSES**

Different humor processes have been examined by researchers, the combination of which resulted in different humor types. According to the literature, there are three basic humor processes that have been identified, which are: incongruity resolution, arousal safety and humor disparagement. It was observed that out of these three-humor procedure, incongruity resolution was employed more frequently in the commercials (Spotts et al., 1997). In a study conducted for incongruity resolution humor and nonsense humor by Ruch et al. (1990), it was revealed that the funniness aligned with incongruity resolution rises with age and the funniness linked with nonsense humor declines as the age of a person increases. The study also suggested that with the progression of age the proportion of aversiveness reduces for both humor types. The main element of an ad containing humor is the incongruous part (Alden et al., 1993). Humor in various cultures may be produced by using those commercials which are made using the principles of incongruity resolution. Group oriented situations are witnessed in those countries in which commercials are inclined towards collectivism as compared to countries favouring individualism (Alden et al., 1993).

Incongruity resolution has higher probability of producing humorous outcomes as compared to incongruity alone (Flaherty et al., 2004). Moreover, Flaherty et al. (2004) in their study stated that there is no substantial effect of incongruity on attitude towards the brand and attitude towards the ad when compared with incongruity-resolution. The only significant effect of incongruity-resolution is that it enhances the possibility of perception of humor among audience. The results also suggest that by merely making an attempt at humor does not cement positive benefits. To impact brand attitude and ad attitude positively, the effort made must be recognized as humorous. Moreover, if humor fails to produce a humorous effect it may influence attitude towards product negatively. Attention is attracted by inherent incongruous

nature of humorous commercials. But if humor within ad is considered, attention is pulled selectively upon which brand advertised is dependant, which further causes reduced explicit memory of brand (Strick et al., 2013). Moreover, positive brand connection is boosted due to humor which leads to production of emotion which is positive. Schwarz et al. (2015) examined the effects of various humor types, considering various humor processes involved on both men and women. The study reveals that the main reason behind the differences is the weightage given by males to ads having disparagement humor and by females to ads having arousal safety. Furthermore, no variation was noticed in the response of the audience when ad having incongruity resolution was shown to them.

Another inference made by Galloway (2009) suggests that the audience that seek higher sensation, because of low arousal level, have a tendency of enjoying high arousal advertisements. Also, this kind of audience does not show more liking towards incongruity-resolution humor when compared with non-humorous ads with same level of arousal. On the other hand, audience with higher base arousal level seek lower sensation as they prefer reduced level of induced arousal. This reduced arousal is provided by the incongruity induced by incongruity-resolution humor. Therefore, low sensation seeking audience are inclined to enjoy ads that contain incongruity-resolution more as compared to non-humorous advertisements which contain similar arousal level as that of humorous ads. Surprise is another factor that has significant effect on incongruity-resolution humor. Alden et al. (2000) studied how surprise, incongruity and positive moderators effected the perceived humor in television ads. In the presence of playfulness, higher levels of surprise were found to play the main role in eliciting humorous evaluation, easy incongruity resolution and warm ad content.

Another humor process is arousal-safety, Khandeparkar (2017) performed research to examine the influence of the three aspects of media context (break type, program type and pod position) on incongruity resolution type and arousal safety type advertisements. The findings suggest that when compared with advertisement having arousal safety, the negative mood has higher impact on incongruity resolution ad when compared to the positive one. On comparing sudden breaks and smooth breaks in the advertisements having incongruity resolution, the results suggest that sudden



breaks have greater negative effect. Both humor types i.e., arousal safety and incongruity resolution showed greater effectiveness when put down in programs of positive mood and smooth breaks. Shabbir & Thwaites (2007) performed a study on all the three humor processes and how their combinations work. The results of this study stated that humor is more relied upon to mask the false claims in the commercials. Moreover, from all the ads carrying false claims, 70% of these were masked using humor. Thus, the authors suggest that manipulation of the viewers is done with the use of humor through involvement of their opinion about deceptive claims. In addition, it was ascertained that which type of humor was used to mask particular kind of deceptive claim. It was found that to mask vague claims, incongruity resolution was employed, whereas to mask omission claims, disparaging humor was used and to mask false claims, arousal safety was used.

Another study on all three processes was conducted by Spotts et al. (1997) in which the effect of different humor mechanisms (arousal-safety, disparagement and incongruity resolution) on different product type (white goods, blue goods, yellow goods and red goods) was considered to observe ad effectiveness. The results of this study suggests that for yellow goods and upto some extent for white goods as well, held attention, initial attention and aided brand attention is increased by humor. But for red and blue goods, negative effect was noticed. Therefore, it is adequate to have high usage of humor for yellow goods and low for red goods. White goods are high involvement products, so higher product information is required along with humor to sell them. Conversely, yellow goods are low involvement products, therefore lower product information along with humor can produce desired results. For blue and red goods, use of humor is not encouraged as red goods connects with the personality of a consumer and are products of high involvement.

#### **2.2.1.1 BASIC HUMOR PROCESSES**

According to the literature reviewed, there are basically three humor processes that define all humor types in different combinations. Speck (1991) gave these three humor processes which are Arousal-Safety, Incongruity-resolution and Humor disparagement.

## **HUMOR PROCESSES**

- Arousal-safety
- Incongruity-resolution
- Humor Disparagement

**Arousal-safety** responses mostly include an outflow of sentiments for the people whom we observe as warm, cute, familiar or friendly. In totality, arousal-safety encompasses a concerned connect with somebody who hardly escapes trouble but these problems can be quite lame. In fact, stronger recognition may be encouraged by their day-to-day quality (Speck, 1991).

According to the theory of **incongruity-resolution**, special type of problem-solving, textual understanding and processing of information is joke-processing. In repetitive process, tests are conducted by the joke perceivers on various experimental, semantic and logical operators and a comparison is made on the subsequent altered schema to the unsuitable result. The joke perceiver “gets” the joke when the correlation is achieved (Speck, 1991).

**Humor disparagement** comprises of triple relationship (joke-hearer, joke-teller, and victim). Whether the victim is present or not, he is attacked by the joke teller. Joke-hearer is then told to overlook the criticism, bribe is served as humor, and the laugh of the hearer is a sign of his/her involvement (Speck, 1991).

### **2.2.2 REVIEW BASED ON HUMOR TYPES**

According to the literature reviewed, different humor types have been examined by various researchers. Speck (1991) and Beard & Tarpenning (2004) gave various types of humor prominently used in advertisements and conducted studies on them. Speck (1991) analyzed the communication effects of humor using a new framework he suggested. Satire, comic wit, full comedy, sentimental comedy and sentimental humor were the five humor types considered. Using various composition of distinct message types and distinct types of humor a humorous message taxonomy was established. Conceptual, experimental and managerial framework was given by this taxonomy which was further used to compare different television ads that contained humor with message types used in researches done before. Beard & Tarpenning (2004), extending

the work of Speck (1991), gave a similar structure of humor types but replaced sentimental humor and sentimental comedy with resonant wit and resonant humor. Due to the cultural difference, resonant wit is considered offensive in New Zealand. It was noted that audience found 86% of the ads offensive as they complained about it. These ads were comprised of resonant wit as its humor type (Beard, 2008). So, there is a definite relation between audience offence and resonant wit humor. It was noticed that the audience gets offended by the inherent theme of the commercial rather than the use of intentional humor. Therefore, the major reason behind the audience getting offended is entirely because of the theme (Beard, 2008). Another study on cultural difference was carried out by Hoffmann et al. (2014), where content analysis of humor was done in cross-cultural advertising by testing the effectiveness of Spanish and German print advertisements. In masculine cultures (Germany), the ads that are mostly used contain arousal-safety (sentimental humor) whereas talking about individualistic cultural, the ads that are mostly relied upon contain incongruity-resolution process (comic wit). Arousal-safety process which is involved in sentimental humor is more liked in feminine and collectivistic cultures (Spain) (Hoffmann et al., 2014).

Schwarz et al. (2015) examined the effects of various kinds of humor on both men and women and the results revealed that both women and men favoured comic wit over sentimental comedy and satire. On the other hand, women favoured sentimental comedy than men whereas satire is responded more confidently by males than females. Research conducted in UK and Greece also show difference in humor types preferred due to cultural diversity (Hatzithomas et al., 2011). In UK, as the audience seek enjoyment, the types of humor used in the commercials are full comedy and sentimental humor which are both disparaging as well as sentimental. On the other hand, cognitive type of humor appeals are preferred in Greek advertisements and to avoid the uncertainty, these ads emphasize on providing authentic information to the audience of Greek (Hatzithomas et al., 2011).

Some researchers have classified humor types in different manner (Chan, 2011; Buijzen & Valkenburg, 2004). Chan (2011) examined how humor was used in television advertising in Hong Kong. Different aspects were studied which involved

humor devices (Satire, pun, exaggeration, jokes, comics etc.). The results of this study revealed that the two commonly used devices of humor are ludicrous and exaggeration/understatement, whereas satire and irony were less likely to be used because of their offensive nature. Buijzen & Valkenburg (2004) on the other hand considered seven humor categories, for a study on children, adolescents and adults which were: surprise, satire, slapstick humor, irony, clownish humor, parody and misunderstanding. Slapstick and clownish humor were the two humor types used in the commercials of children. The moderately used types of humor were parody and satire. Talking about the adolescents, the least used type of humor was Clownish humor whereas slapstick, surprise and satire were the persistently used humor type. Surprise, irony and slapstick were perpetually used humor categories while clownish humor and parody were least used for general audience.

#### **2.2.2.1 PROMINENTLY USED HUMOR TYPES**

According to different combination of humor processes mentioned in the above section, different humor types are produced. Some of these humor types may be produced by single process while others may include a combination of two or three processes (Speck, 1991; Beard & tarpennig, 2004). According to the literature reviewed, prominently used Humor types are given below:

**Comic wit** only involves the process of incongruity-resolution (Beard, 2008; Speck, 1991). Incongruent elements are included in this humor type which are not expected by the recipient, generating incongruity. The receiver or audience has to go through a process of problem-solving to understand and resolve the incongruity, resulting in resolution (Shultz, 1972; Suls, 1972). There are different techniques which are used to provide incongruity-resolution such as ironic juxtaposition, perceptual displacement, visual puns and overstatement (Speck, 1991).

**Satire** is a humor type which is a blend of two humor processes, namely humor disparagement and incongruity resolution (Beard & Tarpennig, 2004; Beard, 2008; Speck, 1991; Schwarz et al., 2015) and is used to expose vice or folly (Kelly & Solomon, 1975). Humorous disparagement is evoked by an ad model which presents socially inadmissible behavior or bad appearance. This makes the recipient feel above

of superior and enhances him-/herself due to the ad model. The ad is portrayed in an ironic and playful manner. Therefore, the audience experience a spiteful joy (LaFave, 1972).

**Resonant wit** again involves two humor processes which are incongruity-resolution and arousal-safety (Beard, 2008; Beard & Tarpinning, 2004). Resonant wit is obtained by combination of arousal-safety humor and something incongruous (e.g., understatement, a pun or exaggeration), it can be negatively aggressive or positively warm.

**Resonant humor** is the result of only one humor process which is arousal-safety (Beard & Tarpinning, 2004; Beard, 2008). If we consider arousal-safety, it involves the induction of a feeling of uncertainty for oneself or another or anxiety which becomes the stimulus for arousal which is released giving a safe judgement producing a impression of comfort, relief or protection (Beard, 2008). It is due to arousal-safety process that people laugh following near-traffic accidents, on roller coasters, and in haunted houses.

**Full comedy** is made by blend of all the three humor mechanisms: arousal-safety, humorous disparagement and incongruity-resolution (Beard, 2008; Speck, 1991; Beard & Tarpinning, 2004). Full comedy consists aggression as well as negative affect with positive sentiment. Therefore, full comedy is a rich, socially, cognitively and affectively intricate type of humor.

## **2.3 RESEARCH GAP**

1. Researches conducted in the past are related to humor in advertising and its relation with Attitude towards the ads, Attitude towards the brand and Purchase Intention. Some of the noteworthy contributions are Chung & Zhao, 2003; Chung & Zhao, 2011; Chattopadhyay & Basu, 1990; Gelb & Pickett, 1983; Shimp, 1981; Mackenzie et al., 1986. Other areas where researches have been conducted are on humor types, its uses in advertising and humor processes involved in it (Speck, 1991; Beard & Tarpinning, 2004; Beard, 2008; Hoffmann et al., 2014; Schwarz et al., 2015). But on the basis of our observation and review of literature, researches

which describes the relation between the types of humor and Aad, Ab and PI were not found (Hameed et al., 2018).

2. Considering the literature reviewed, limited researches have been conducted regarding the use of humor type in Indian advertising (Rustogi et al., 1996; Mamidi, 2018).
3. There are various studies which explain the moderating role of brand familiarity (Chattopadhyay & Basu, 1990; Machleit & Wilson, 1988; Phelps & Hoy, 1996) and gender (Lammers, 1991; Swani et al., 2013; Lau & Phau, 2009; Eisend et al., 2014) in relationship between ad exposure and Aad, Ab and PI. Chung & Zhao (2011) suggested to study the moderating role of brand familiarity between Aad and ab. Considering the researches reviewed, the studies where moderating role of brand familiarity and gender with types of humor has not been found.

**CHAPTER 3**  
**CONCEPTUAL FRAMEWORK AND**  
**RESEARCH METHODOLOGY**

### **3.1 INTRODUCTION**

One of the major workings of research is Research Methodology and, the methodology adopted for research in this study is demonstrated in this chapter. According to Bell & Bryman (2007), a research plan is described as a method which is used to attain the results of the desired relationships among various variables with the help of some scientific methods and numerical evaluations. It acts as the nexus of the study and augments the meaning to the study findings. It includes discussion about the tools as well as techniques which are used for the purpose of collection of data, data analysis and its interpretation.

This chapter is divided into following sections:

- Conceptual Framework
- Objectives
- Development of Research Hypotheses
- Research Methodology

### **3.2 CONCEPTUAL FRAMEWORK**

The model that explains consumer's decision making on whether to purchase or not to purchase a service or a product influenced by an advertisement is referred to as the hierarchy-of-effects theory. The model of hierarchy denotes the progressive steps from learning to decision-making for a product due to advertising by consumer. The use of hierarchy-of-effects model is to build a systemized sequence for objectives of advertised message relating to a certain product, with an ultimate goal making the sale by building upon each sequential objective. Awareness, knowledge, liking, preference, conviction and purchase are the main objectives of a campaign in that order of delivery.

#### **Hierarchy-of-Effects Theory Stages**

The hierarchy-of-effects model by Lavidge & Steiner (1961) comprises of three stages, which are explained below: (Strick et al., 2013)

- **Cognitive stage:** When the consumer gets the information about the service or product and process the information given in some manner, that stage is Cognitive stage i.e. awareness and knowledge stage. Brand information should be provided



by the advertisers in this stage in a way that it can be useful and easily comprehended so that the customer is compelled to learn more and connect with the product.

- **Affective stage:** When the consumer builds emotions and feelings for a brand, that stage is Affective stage i.e., liking and preference stage. Therefore, in this stage the advertiser should leave technical abilities or positive attributes of the product, rather they should focus more on attracting consumer's lifestyle, values, self-esteem or emotions.
- **Conative stage:** This stage concentrates on actions. In this stage the advertiser tries to oblige the possible customer to make the purchase by acting on the knowledge they have been provided and the emotional connect that they have built with the brand. The uncertainties of a service or a product might get converted into action in this stage. Advertisers, in this stage should try to persuade the possible customers into thinking that they need a service or product by providing them a test sample of the product. A level of trust must also be built by the advertisers by concentrating on popularity usefulness and quality of the service or product.

The core aim of this marketing communication tool is to persuade the buyers to go through the six steps that ultimately may lead to the purchase of the product. It is not essential that customers have to experience all six steps, but the ultimate aim remains the same i.e., buy. The six phases are:

- |               |   |                 |
|---------------|---|-----------------|
| 1. Awareness  | } | Cognitive Stage |
| 2. Knowledge  |   |                 |
| 3. Liking     | } | Affective Stage |
| 4. Preference |   |                 |
| 5. Conviction | } | Conative Stage  |
| 6. Purchase   |   |                 |

Chung & Zhao (2011) studied the position of familiarity towards the brand in relationships among humor, attitude towards the ad, brand attitude and purchase intention. The study was conducted for both familiar and unfamiliar brands. Mitchell & Olson (1981) studied the effect of attributes of a product on brand attitude and purchase intention. The study also discussed the mediating role of attitude towards the ad for attitude towards the brand. Machleit & Wilson (1988) studied the effect of attitude towards the ad and emotional feelings on attitude towards the brand. Study suggested that brand familiarity moderates the relation between attitude towards the ad and brand attitude. Also, the impact of emotional feelings and attitude towards the ad on brand attitude was explained using direct-affect-transfer hypothesis.

Bearing in mind these researches and Hierarchy-of-effect theory, we propose the model for this study illustrated in Figure 3.1.

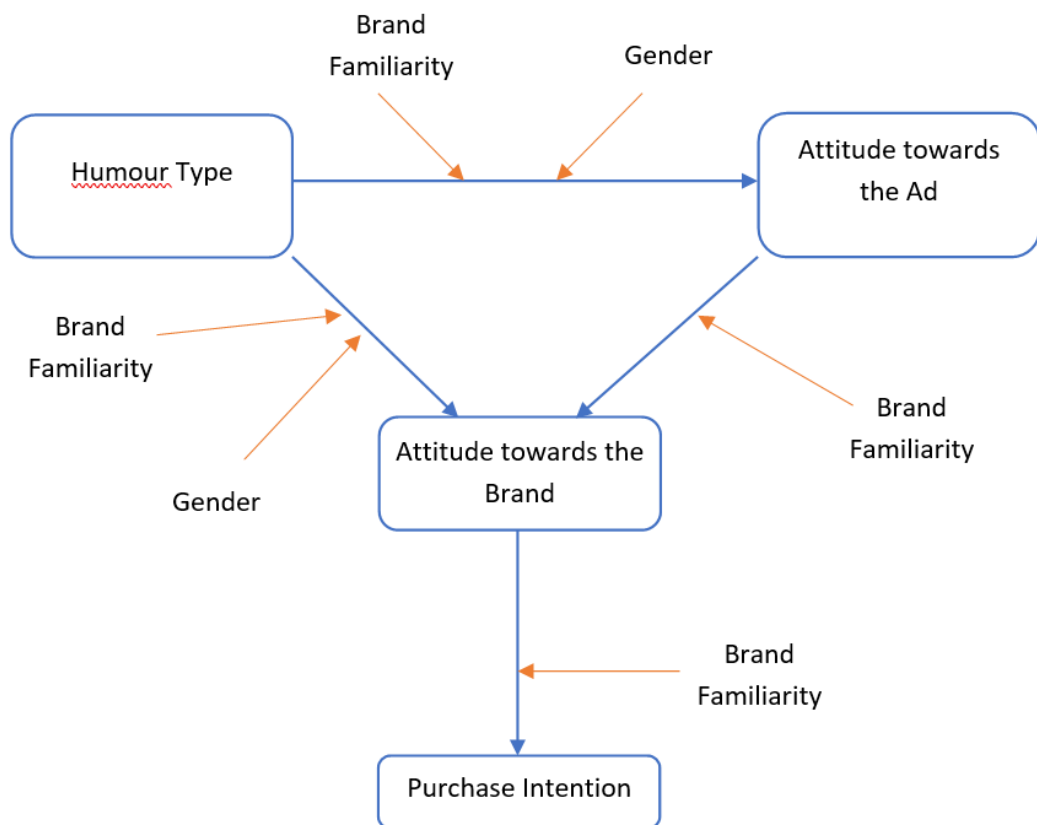


Figure 3.1 Proposed Model of Study

### **3.3 OBJECTIVES OF THE STUDY**

On the basis of the conceptualised model, the following objectives are framed:

1. To study the effect of types of humor, attitude towards the advertisement and attitude towards the brand on purchase intention.
2. To examine the moderating role of brand familiarity and gender in the relationship among the constructs under study.
3. To study the mediating role of attitude towards the advertisement in the relationship between types of humor and attitude towards the brand.
4. To study the mediating role of attitude towards the brand in the relationship among the constructs under study.

### **3.4 HYPOTHESES DEVELOPMENT**

Hypothesis is referred to an unproven assumption of a possible outcome for the research done on the sample chosen from the said population (Lavrakas, 2008). Hypothesis development is done on the basis of extensive literature review. To achieve the objectives of this study, following hypothesis were framed:

#### **3.4.1 HUMOR TYPES AND ATTITUDE TOWARDS THE ADS**

Considerable research has been done on the impact of perceived humor on attitude towards the ads (Chung & Zhao, 2011). Humorous ads elicit significant outcome on attitude towards the ads as compared to non humorous ads (Chung & Zhao, 2011). Several other researchers opine the same for the relation among humor and attitude towards the ad (Flaherty et al., 2004; Woltman Elpers et al., 2004; Chattopadhaya & Basu, 1990; Chung & Zhao, 2003; Gelb & Pickett, 1983; Holbrook & Batra, 1987; Zhang, 1996; Belch & Belch, 1984; Mitchell & Olson, 1981). This makes our first hypothesis as given below:

**H1: Different types of Humor used in advertisements have significant effect on the attitude towards the ads.**

**H1a: Comic wit in ads have significant effect on attitude towards the ads.**

**H1b: Resonant wit in ads have significant effect on attitude towards the ads.**

**H1c: Resonant Humor in ads have significant effect on attitude towards the ads.**

**H1d: Satire in ads have significant effect on attitude towards the ads.**

**H1e: Full Comedy in ads have significant effect on attitude towards the ads.**

### **3.4.2 HUMOR TYPES AND ATTITUDE TOWARDS THE BRAND**

Various researches have been done in which the effect of humor used in an ad on attitude towards the brand is examined. Chattopadhyay & Basu (1990) in their research suggested that there is a positive effect of humorous ads on attitude towards the brand. Several other researchers hold the same opinion for the relationship of humor and brand attitude (Zhang, 1996; Flaherty et al., 2004; Gelb & Pickett, 1983). Therefore, our second hypothesis is:

**H2: Different types of Humor used in advertisements have significant effect on the attitude towards the brand.**

**H2a: Comic wit in ads have significant effect on attitude towards the brand.**

**H2b: Resonant wit in ads have significant effect on attitude towards the brand.**

**H2c: Resonant Humor in ads have significant effect on attitude towards the brand.**

**H2d: Satire in ads have significant effect on attitude towards the brand.**

**H2e: Full Comedy in ads have significant effect on attitude towards the brand.**

### **3.4.3 ATTITUDE TOWARDS THE AD AND ATTITUDE TOWARDS THE BRAND**

There is a certain positive relation among attitude towards the ad and attitude towards the brand. For brands that are unfamiliar to consumers, the dependency of consumers to form some kind of brand attitude increases more on attitude towards the ad (Campbell & Keller, 2003). Also if consumers feel positively towards the ad they will associate those positive feelings with the brand. Similar results have been found in various other researches (Chung & Zhao, 2011; Zhang, 1996; Shimp, 1981; Mitchel & Olson, 1981; MacKenzie et al., 1986). So, our next hypothesis is:

**H3: Attitude towards the ad will have direct significant effect on attitude towards the brand.**

#### **3.4.4 ATTITUDE TOWARDS THE BRAND AND PURCHASE INTENTION**

According to Laroche et al. (1996), if consumer is familiar with the brand, it influences brand attitude which further causes a positive sway towards the intention to purchase. In other words, with positive attitude towards the brand, positive influence on purchase intention develops. Relatable findings were addressed by other researchers (Lolowang et al., 2023; Chung & Zhao, 2011; Mitchel & Olson, 1981; Phelps & Hoy, 1996; Batra & Ray, 1986). Therefore, the framed hypothesis is:

**H4: Attitude towards the brand will have direct significant effect on purchase intention.**

#### **3.4.5 MEDIATING ROLE OF ATTITUDE TOWARDS THE AD**

The ads should be clear and understandable as the intensity of humor being used in the ad strictly depends on it (Woltman Elpers et al., 2004; Cline & Kellaris, 1999). The mediating role of attitude towards the ad has been observed between the relationship of humor effect and brand attitude (Zhang, 1996). In the prior studies related to humor in advertising the sample consisted of mainly the students and their reaction towards attitude towards the ad was really stronger and appreciable. Individual's attitude towards the advertised brand is influenced by their attitude towards the ad. Thus, causing mediation of attitude formation towards brand (Mitchel & Olson, 1981). Similar suggestions have been provided by various other researchers in their respective studies (Chung & Zhao, 2011; Batra & Ray, 1986; Park & Young 1986; Spotts et al, 1997). Therefore, our next hypothesis formed is as follows:

**H5: Attitude towards the ad mediates the relationship between the types of humor and attitude towards the brand.**

**H5a: Attitude towards the ad mediates the relationship between Comic wit and attitude towards the brand.**

**H5b: Attitude towards the ad mediates the relationship between Resonant wit and attitude towards the brand.**

**H5c: Attitude towards the ad mediates the relationship between Resonant humor and attitude towards the brand.**

**H5d: Attitude towards the ad mediates the relationship between Satire and attitude towards the brand.**

**H5e: Attitude towards the ad mediates the relationship between Full comedy and attitude towards the brand.**

### **3.4.6 MEDIATING ROLE OF ATTITUDE TOWARDS THE BRAND**

A number of researches have been conducted to analyse the relation among ad attitude, brand attitude and purchase intention. Chattopadhyay & Basu (1990) suggested that when exposed to humorous ads, consumers with positive prior brand evaluation tend to have positive purchase intention whereas when exposed to non-humorous ads, there is a constructive effect of prior brand evaluation on purchase intention. Lolowang et al., (2023) concluded that significant and positive effect of online ads was observed on purchase intention through the brand attitude. Furthermore, in a study by Hameed et al. (2020), mediating role of ad attitude and brand attitude was collectively observed in relation between perceived humor and purchase intention.

It has been demonstrated in the previous studies that ad attitude as well as brand belief precede attitude towards the brand. The understanding of this connection is important to know the functioning of humor in commercials. Gelb & Pickett (1983) observed that both attitude towards the brand and attitude towards the ad are affected by the humor in advertisements. Therefore, attitude towards the brand can get effected by attitude towards the ad by process of affect transfer (MacKenzie & Lutz, 1989; Stuart et al., 1987). On the basis of this discussion, the hypothesis postulated is:

**H6: Attitude towards the brand mediates the relationship between the types of humor and purchase intention.**

**H6a: Attitude towards the brand mediates the relationship between Comic wit and purchase intention.**

**H6b: Attitude towards the brand mediates the relationship between Resonant wit and purchase intention.**

**H6c: Attitude towards the brand mediates the relationship between Resonant humor and purchase intention.**

**H6d: Attitude towards the brand mediates the relationship between Satire and purchase intention.**

**H6e: Attitude towards the brand mediates the relationship between Full comedy and purchase intention.**

Attitude towards the brands plays a mediating role in a relation among ad attitude and purchase intention (Hameed et al., 2018; Wahid & Ahmed, 2011; Machleit & Wilson, 1988). Mackenzie et al. (1986) gave a dual mediation model, which shows mediation of brand attitude among attitude towards the ad and purchase intention. Batra & Ray (1986) suggested that ad attitude affects the intention to purchase only through attitude towards the brand. Phelps & Hoy (1996); Mackenzie & Lutz (1989) and Chung & Zhao (2011) also show similar results. So, our hypothesis is:

**H7: Attitude towards the brand mediates the relationship between the attitude towards the ad and purchase intention.**

### **3.4.7 MODERATING ROLE OF BRAND FAMILIARITY**

Positive prior brand evaluation causes positive effect of humorous commercial on attitude towards the ad. Conversely, if prior brand evaluation is negative, the impact of humor in a commercial on Aad was observed to be negative (Chattopadhyay & Basu, 1990). Chung & Zhao (2011); Campbell & Keller (2003) and Sallam (2011) suggested similar results, in which the brand familiarity was checked for its moderating effect in the relationship among exposure to the ad and attitude towards the ad. Therefore, the next hypothesis becomes:

**H8: Brand familiarity moderates the relationship between the types of humor and attitude towards the ad.**

Chattopadhyay & Basu (1990) in their research suggested that if brand familiarity is positive for the advertised brand, it causes positive effect of humorous ad on brand attitude. On the contrary, if the brand familiarity is negative, humorous ad elicits

negative impact on brand attitude. Machleit & Wilson (1988) also in their study explain the moderation of brand familiarity on attitude towards the brand. This forms our next hypothesis:

**H9: Brand familiarity moderates the relationship between the types of humor and attitude towards the brand.**

After commercial exposure, brand familiarity acts as a moderator in the relation between ad attitude and brand attitude (Phelps & Hoy, 1996; Machleit & Wilson, 1988). Chattopadhyay & Basu (1990) in their study also illustrate that brand attitude is influenced significantly by interaction of prior brand evaluation and humorous Ad. Phelps & Hoy (1996) observed that there was a significant impact of ad attitude for familiar brands on brand attitude. Campbell & Keller (2003) also noted moderation of brand familiarity between the variables under study i.e. ad attitude and brand attitude. Hence, the hypothesis is:

**H10: Brand familiarity moderates the relationship between the attitude towards the ad and attitude towards the brand.**

Positive brand familiarity produces positive purchase intent when exposed to humorous ad (Chattopadhyay & Basu, 1990). Also brand familiarity has a moderating impact on brand attitude (Machleit & Wilson, 1988). Bui et al. (2015) in their study suggested that brand familiarity also has a moderating effect on purchase intention for healthy brands. For less credible brands, positive brand familiarity elicits positive purchase intention and vice-versa. This makes us arrive to our next hypothesis:

**H11: Brand familiarity moderates the relationship between attitude towards the brand and purchase intention.**

### **3.4.8 MODERATING ROLE OF GENDER**

According to Buijzen & Valkenburg (2004), gender plays a moderating role when it comes to humor preferences in advertisements. Lammers (1991) suggested that in comparison to low self monitoring men, high self monitoring men showed more positive attitude towards the humorous Ad. On the other hand, on comparing with low self monitoring women, high self monitoring women showed more negative attitude towards the humorous Ad. This justifies the moderating role of gender between



humor and attitude towards the ads containing humor. Swani et al. (2013) in their research found that men perceive violent humor ads as more humorous than women. Similar result was observed by Eisend et al. (2014); Ivanov et al. (2019). Therefore, the hypothesis is:

**H12: Gender moderates the relationship between types of humor and attitude towards the ad.**

Swani et al. (2013) studied the effect of violent humor on both men and women and observed their ad attitude and brand attitude. Study revealed that poor response was received from women whereas more positive response was observed from men. Lau & Phau (2009) in their study suggested that females in comparison to males have the ability to create strong brand image fit and brand personality fit. This justifies the moderating role of gender in the relation between humor and brand attitude. A study by Ivanov et al. (2019) also mentions that for women spontaneous humor ads have significant increase in their brand attitude as compared to men.

**H13: Gender moderates the relationship between types of humor and attitude towards the brand.**

### **3.5 RESEARCH METHODOLOGY**

Research Methodology is a tool to attain the objectives for this study. The outline of study is a plan that basically guides in collection of data and data analysis. It gives explanation about the kind of information to be obtained, origin of the information collected and process used for the collection (Kinnear & Taylor, 1996). The description of research methodology adopted to furnish the main aim of this study is given below:

#### **3.5.1 RESEARCH DESIGN**

According to Churchill & Iacobucci (2006), “a research design is a blueprint that is followed to complete the study and it ensures that the study is relevant to the problem and will use the economical procedure”.

In our study, Experimental research design was used where five different advertisements with five different types of humor were shown to the respondents. Each individual was supposed to watch the ad first and then answer the questions. To

make sure that the respondents fill the questionnaire after watching the whole ad, a tagline of that particular ad was asked. In our study, the type of humor used in ad 1 was Comic wit which involves the process of incongruity resolution in it (Beard, 2008; Speck, 1991). Ad 2 had Resonant wit which has two humor processes involved, incongruity-resolution and arousal-safety. The type of humor in ad 3 is Resonant humor which the result of only one humor process which is arousal-safety (Beard & Tarpenning, 2004; Beard, 2008). The fourth type of ad used in this study has Satire in it which is a blend of two humor processes, namely humor disparagement and incongruity resolution (Beard & Tarpenning, 2004; Beard, 2008; Speck, 1991; Schwarz et al., 2015). Ad 5 shown to the respondents has Full comedy in it which is a further blend of all the three humor mechanisms: arousal-safety, humorous disparagement and incongruity-resolution (Beard, 2008; Speck, 1991; Beard & Tarpenning, 2004). Each respondent was asked to watch a single advertisement and fill his or her responses in the questionnaire for the corresponding advertisement. Efforts were made to maintain the uniform structure of the participants.

Various authors have employed experimental research design in their studies on advertising such as Eisend et al. (2014), Chung & Zhao (2011), Duncan & Nelson (1985), Gelb & Pickett (1983) etc.

### **3.5.2 SAMPLING DESIGN**

To ascertain the results of any primary study, the main and the foremost part is to decide the population to be targeted. To get responses from the decided population is always not possible. Each and every unit of the population can't be contacted and studied within a short time period. Therefore, to cover the population, a part of it is considered from the whole population which represents the uniformity of population under the study. The part of population considered for the study is known as "sample". Before considering any unit of the population, objectives for the study, its population, sample unit etc. needs to be kept in mind. Sampling design is actually a blueprint which covers all the procedures, techniques used to obtain the sample from the population. It helps the researcher to have a clear view on how the sample needs to be chosen for the study.

- i) **Population:** The number of people on whom research is conducted and from which a sample is taken is known as population. In this study, population considered is from Punjab (India). Three different regions of Punjab i.e. Malwa, Majha and Doaba are taken into consideration for this study.
- ii) **Sampling unit:** Sample unit is chosen before selecting a sample from a population. It can be from any social unit (for example: family, school, friends etc.) or based on any geographical unit (for example: district, city, town, village etc.) (Kothari, 2004). Sampling unit for this study consists of a person who generally watch audio-visual advertisements and is aware about the same. Sampling unit was taken from the cities of Punjab.
- iii) **Sample size:** It means the total number of responses to be collected for a particular study. Sample size should always be optimal. For this study, sample size taken was 400. It has been addressed by Hair et al. (2014) that in the studies of management sample size between 200-300 is adequate. It was also confirmed by Oke et al. (2012) where it was observed that a sample size should lie between 200 and 400 if to be used in SEM. Furthermore, Hoelter (1983), Shah & Goldstein (2006), Bagozzi (2010) and Kline (2015) revealed that 200 as sample is sufficient for its usage in structural equation modeling. Similarly, Yuan et al. (2011) proposed that sample size for SEM should be between 300-400. In a study by Chin & Newsted (1999), PLS-SEM worked well with small sample sizes. Using Snowball sampling method, a sample size of 347 was taken for its analysis in SEM (Sharma, 2016). A sample size of 453 was considered by Christino et al. (2020) through snowball sampling and analysis was performed using SEM. Similarly, Picon et al., (2014) also employed snowball sampling method for analysis of data in SEM.

According to the rule of 10 times given by Barclay et al., (1995) the size of the sample should be equal to the greater values out of

- For a single construct measurement with maximum formative indicators, number of indicators multiplied by 10, or

- For one construct in a structural model with maximum structural paths pointed at it, the number of structural paths multiplied by 10

In simple words, according to this rule the smallest size of the sample required should be the product of 10 and greatest number of arrows in the direction of a latent variable in the model of PLS (Hair et al., 2014). Therefore, according to this method, we had a reflective model and PI was the latent variable with maximum arrows i.e., 4, pointing at it. Hence, 40 was the minimum sample size required.

The calculation of required sample size was carried out using Sample size calculator (Figure 3.2), a product of Creative Research Systems. This calculator is used so as to decide the number of people which are required for the interview to obtain the results reflecting the aimed population with required accuracy. It comes out to be 384 by taking the confidence level 95%, confidence interval 5% and population of Punjab to be 27,743,338 (As per 2011 census).

**Determine Sample Size**

Confidence Level:  95%  99%

Confidence Interval:

Population:

Sample size needed:

Figure 3.2 Determination of Sample Size  
 Source: [www.surveysystem.com/sscalc.htm](http://www.surveysystem.com/sscalc.htm)

Sample size for this study was determined to be 384 using sample size calculator. But to distribute the sample size equally among the required responses for 5 ads, it was considered as 400. Around 568 people were approached for data collection, out of which 114 were for ad1, 113 for ad2,

109 for ad3, 117 for ad4 and for ad5 it was 115. Only 428 agreed to fill the questionnaire, out of which 86 agreed for ad1, 83 for ad2, 87 for ad3, 87 for ad4 and 85 for ad5. Number of responses collected were 412, out of which 83 were for ad1, 81 for ad2, 83 for ad3, 83 for ad4 and 82 for ad5. Some of the responses were rejected on the basis of wrong tagline. Overall, sample of 400 was collected for five humor types used in different ads. This sample size justified the 10 times rule also as the calculated sample size for our study was 400 which is greater than the minimum sample size required (40).

- iv) **Sampling technique:** It is a method/technique which helps in obtaining the desired sample from the population. Basic two parts of techniques for sampling are – Probability techniques and non-probability techniques. In our study, Snowball sampling technique is used to collect responses from the respondents. It is a non-probability sampling technique. Snowball technique was chosen as the area considered for this study was quite vast and it was a laborious task to contact the people who watch television ads without any reference (Etikan et al., 2016; Parker et al., 2019). There have been various studies conducted which had an experimental research design and used snowball sampling method to collect the data from their respondents (Smink, 2013; Kapkova, 2016; Giveh, 2018; Lahiri et al., 2017; Selamu & Singhe, 2018).

Many people watch audio-visual ads, but it is quite tedious to locate them. So, to cover the desired sample, snowball sampling technique was used. The responses were collected online through emails/contact numbers. Several acquaintances were requested to refer us the respondents. Further respondents were communicated using these referrals. This technique has been used by several researchers in the past such as Baber (2021), Jain (2014), Moraes et al., (2017), Martins (2017) etc. Even though the technique of probability sampling gives results efficiently for findings to be generalized, it was not a feasible method for our study (Leary, 2004; Yu & Cooper, 1983). Some more researches which used snowball sampling for superior results were Christino et al. (2020), Sharma (2016), Picon et al., (2014).

- v) **Sampling Distribution:** It refers to the total number of respondents considered from each city of the area where research is taking place. Sample of 400 is taken from three different regions of Punjab which are Malwa, Majha and Doaba. Ads considered for this study were five and the sample size considered was 400. People of age 18 years and above who watch TV ads were considered for data collection.

### **3.5.3 RESEARCH INSTRUMENTS**

Following a thorough review of the available literature, a questionnaire for this research was prepared. Initially, strong understanding of the scope of all constructs was developed. To provide margin for the omission and inclusion of things, an in-depth review of humor in advertising, ad attitude, brand attitude, purchase intention, brand familiarity, cultural effects and gender effects was done. On the basis of it, a questionnaire was prepared.

#### **3.5.3.1 Questionnaire**

A questionnaire was prepared online using Google Forms which was forwarded to the respondents by the researcher and they were asked to further forward it to their known respondents so as to cover broader population. The respondents were made aware of the purpose as well as their privacy in order to avoid doubt and confusion among the respondents as well as to enhance the rate of response. There is natural advantage when it comes to online surveys as compared to paper-based study (Tan & Teo, 2000). This is because of their rapidness, no geographical obstruction as well as low-cost (Hsu & Lu, 2004). Online surveys are backed and conducted by several authors like Baber (2021); Raman (2017); Martins (2017); Christodoulides & Michaelidou (2010); Chang et. al. (2009); Flavian et. al. (2006) etc. Moreover, online surveys are pleasant, interesting and important than traditional surveys (Edmonson, 1997). Also, because of the enforcement of lockdown due to spread of COVID-19 it was not possible to collect data physically in cohorts. Therefore, online survey was the most suitable data collection method for this study. To ensure that the respondents have filled the questionnaire after watching the whole ad, tagline of the ad was asked from the respondents. This questionnaire contains the following sections:

- **General Information**

This section encompassed the information about the demographics of the respondents. Items included in this section were associated to name, education, age, profession, gender, city, email id/contact number.

- **Screening Question**

A question was added asking about the tagline of the ad to ensure that the respondent has watched the whole ad before answering the rest of the questions.

- **Types of humor**

After extensive review of literature, it was concluded that, there are several research articles that address humor, different humor processes and their effect on audience responses. It was also inferred that these humor processes and their combinations add up to different humor types (Speck, 1991). Previous studies present five major humor types that are most popular and are used in advertisements majority of the time (Beard, 2008; Beard & Tarpenning, 2004). Scale to measure these humor types was not developed. Therefore, in this study, we developed a scale to measure 5 types of humor and the process of scale development is explained below:

### **Scale Development for 5 Types of Humor**

#### **Phase 1: Content Analysis and Item generation**

Content analysis is nothing but a stage of information-processing which involves transformation of content of communication into a form of data that can be easily compared and summarized, by applying categorization rules in a systematic and objective way (Prasad, 2008). According to Budd et al. (1967) it is a systematic method to analyze the content of message and its handling. Content analysis is a method of research which gives objective and systematic ways to compose effective inferences from written, verbal or visual data so as to quantify and explain a particular process or incident (Harwood & Garry, 2003). It is related to context, intentions, meanings and consequences. The major aim of content analysis is to augment the quality of inferences extracted from results by connecting the categories to the environment or context which was the reason to produce that data. It is never appropriate and adequate to not consider contextual environment in which the data

was produced while explaining the phrases, sentences or words that occurred. Although inferences do not count as the fundamental part of the data, but are derived by researchers or readers of the research.

As it is common for any research method, the main goal of content analysis is providing information and grasp of the process under the study (Prasad, 2008).

Therefore, in this study content analysis of several ads was done. 10 ads were chosen on the basis of different types of humor used in those ads, selecting two ads for each humor type considered. These ads were shown to 15 experts in order to generate items for the development of scale to measure type of humor. These experts included lecturers, homemakers, school teachers, professors, research associates, industrialists and doctors. The responses of the experts were taken using a questionnaire. R-software was used to generate first set of items using these responses. This set also contained the items obtained from literature reviewed.

Following are the experts contacted for content analysis:

- Balpreet Kaur – Teacher, Cambridge International School, Phagwara (Punjab)
- Dr. Roktim Sarmah – Assistant Professor, Mittal School of Business, Lovely Professional University, Phagwara (Punjab)
- Ms. Meenakshi Duggal – Assistant Professor, Apeejay College of Fine Arts, Jalandhar (Punjab)
- Prabhjot Kaur – Homemaker, Patiala (Punjab) {Ph.D in English}
- Dr. Rahul Sharma – Associate Professor, Mittal School of Business, Lovely Professional University, Phagwara (Punjab)
- Dr. Syed Tabrez Hassan – Associate Professor, Mittal School of Business, Lovely Professional University, Phagwara (Punjab)
- Paramjit Kaur – Homemaker, Panchkula (Haryana) {Retired English Teacher}
- Baljinder Singh – Assistant Manager, Gripwell Tools Industries, Jalandhar (Punjab)
- Ranjana Singh – Dentist, Sarao Dental Clinic, Maqsudan, Jalandhar
- Saloni Kakkar – Research Associate, CSIR- Institute of Microbial Technology, Chandigarh



- Karamjit Singh – Assistant Professor, Arya-Institute of Management and Technology, Phagwara (Punjab)
- Atinderpal Singh – Vice President, International Business, Kartar Agro Industries Pvt. Ltd, Bhadson (Nabha-Patiala)
- Beant Kaur Billing – Research Associate, CSIR- Institute of Microbial Technology, Chandigarh
- Sanjeev Kumar– Assistant Professor, Sant Baba Bhag Singh University (Punjab)
- Vaishani – Assistant Professor, Arya-Institute of Management and Technology, Phagwara (Punjab)

After collecting the responses from the panel members, a total of 67 items were generated from Phase 1.

### **Phase 2: Classification**

Further, these 67 items were presented to second panel of 5 experts using a questionnaire which mentioned all the items as well as three statements explaining the three humor processes. Each panel member was asked to categorize each item under the heads explaining the three humor processes (Category 1, Category 2, Category 3). If according to their understanding, any of the listed items did not belong to any of the categories, it was supposed to be marked under “No Category” column. Experts contacted for this phase were professors, lecturers, as expertise on the humor process was required in this phase. After taking the responses from all the 5 experts online, items commonly suggested by each expert were considered for the next phase.

Following is the list of experts contacted:

- Dr. Rahul Jaitly – Assistant Professor, Mittal School of Business, Lovely Professional University, Phagwara (Punjab)
- Rajesh Dorbala – Assistant Professor, Mittal School of Business, Lovely Professional University, Phagwara (Punjab)
- Dr. Rajan Dhir – Professor, Khalsa College Lyallpur Institute of Management & Technology, Jalandhar (Punjab)
- Dr. Mohd. Farhan – Assistant Professor, Mittal School of Business, Lovely Professional University, Phagwara (Punjab)

- Dr. Sheetal – Assistant professor, Mittal School of Business, Lovely Professional University, Phagwara (Punjab)

### **Phase 3: Content validity**

- **Conceptual Consistency**
- **Initial Item Reduction**

Content validation is a process that focuses on providing the assurance that a tool or instrument, such as scale, questionnaire etc., is able to measure the content area which it is anticipated to measure (Frank-Stromberg & Olsen, 1997). Content validity demonstrates that the items of a test represent every item in the area of interest (Anastasi, 1976). The constructs of the tool should all indicate the aimed content of the tool (Wilson et al., 2012). To perform content validation, content validity ratio (CVR) is calculated and the worked out CVR value should be greater than the decided threshold value. Content validity ratio is a test which is performed to compute a value for a particular item which confirms whether the item is essential for the questionnaire or not (Lawshe, 1975; Ayre and Scally, 2014).

It is always crucial that a scale or questionnaire should qualify the content validity test. Otherwise, conclusions drawn from tools with unacceptable content validation will be questionable even if other indicators of validity are acceptable (Haynes et al., 1995).

To determine the content validity, a questionnaire was prepared online explaining the three humor processes and with a list of items obtained from the second phase. Responses for this questionnaire were collected from 15 panel members and the list for the same is given below:

- Himanshu Sagar – MBA (Student), Mittal School of Business, Lovely Professional University, Phagwara (Punjab)
- Aman Kumar - Talent Manager, Startist Management, Mumbai
- Sulaiman Sarwar - Business development officer in Logenix International, Gurugram
- Kapil Chauhan – MBA (Student), Mittal School of Business, Lovely Professional University, Phagwara (Punjab)

- Gourav Bareja - Assistant Professor, Maharaja Agrasen PG college, Jagadhri, Yamuna Nagar, Haryana
- Preeti Chopra – Research Scholar, Mittal School of Business, Lovely Professional University, Phagwara (Punjab)
- Amit Kakkar – Assistant Professor, Mittal School of Business, Lovely Professional University, Phagwara (Punjab)
- Harmandeep Kaur – Student, Apeejay Institute of Management & Engineering Technical Campus, Jalandhar (Punjab)
- Priya – Assistant Professor, Arya-Institute of Management and Technology, Phagwara (Punjab)
- Shailee Thakur – Assistant Professor, Chandigarh Business School of Administration (CBSA), Chandigarh
- Kumari Puja Singh – MBA (Student), Mittal School of Business, Lovely Professional University, Phagwara (Punjab)
- Daljeet Kaur – Assistant Professor, GNA University, Phagwara (Punjab)
- Dr Preeti Mehra – Assistant Professor, Mittal School of Business, Lovely Professional University, Phagwara (Punjab)
- Lekh Raj – MBA (Student), Mittal School of Business, Lovely Professional University, Phagwara (Punjab)
- Dr. Harvinder Singh – Professor, Mittal School of Business, Lovely Professional University, Phagwara (Punjab)

The members marked each item as “Not representing”, “Minimally representing”, “Moderately representing” and “Strongly representing” as they saw fit according to the processes explained. Items marked as “Moderately representing” and “Strongly representing” were considered as essential items.

Content Validity Ratio for each item was computed with the use of following formula;

$$CVR = \frac{\left(N_e - \frac{N}{2}\right)}{\frac{N}{2}}$$

where,  $N_e$  = Number of panelists specifying an item as essential,

N = Total number of panelists,

CVR score value, for confirming the constructs, is worked out using Lawshe (1975) formula. The minimum values of CVR for one tailed test is given in Table 3.1 below.

Table 3.1 Minimum Values of CVR and CVR<sub>t</sub> for One Tailed Test, p = 0.05

No. of panelists	Minimum Value
5	0.99
6	0.99
7	0.99
8	0.75
9	0.78
10	0.62
11	0.59
12	0.56
13	0.54
14	0.51
15	0.49
20	0.42
25	0.37
30	0.33
35	0.31
40	0.29

(Source: Lawshe, 1975)

For finalizing construct, the scores of CVR value are calculated as per (Lawshe, 1975) formula. The items having CVR value less than 0.49 were discarded and items with CVR value greater than 0.49 were considered for the next phase which are given in Table 3.2. After the initial item reduction 20 items were finalized.

Table 3.2 Tentative Final items according to Humor Processes

Arousal-safety		Incongruity resolution		Humour disparagement	
Humour	0.73	Funny	0.86	Insult	0.6
Security	0.86	Perpetual contrast	0.73	Sarcastic	0.73
Safety	1	Surprise	0.73	Body shaming	0.6

Sense of bonding	0.6	Anti-climactic	0.6	Attacking	0.73
Friendly	0.73	Surprising Punchline	0.86	Ridiculed	0.73
Familiar	0.6	Dramatic	0.73		
Heart warming	0.6	Unexpected	0.73		
		Joke	0.86		

(Source: Author's Calculation)

#### **Phase 4: Questionnaire administration (Pilot study – of all scales)**

- i. Framing the questions
- ii. Determining type of scale for items
- iii. Deciding the sample size for Pilot testing

##### **i. Framing the questions**

A total of 13 questions were framed for the questionnaire. These questions included demographic questions (7), one question for humor type- which included 20 items, one question for attitude towards the ad- which included 4 items, one question for brand familiarity- which included 4 items, one question for attitude towards the brand- which included 4 items and one question for purchase intention- which included 3 items. In addition to this, a question to complete the tagline of the ad was added to the questionnaire for each ad. This was done to perform a check that the respondents watched the complete ad before filling the responses. This ensured the authenticity of the responses.

##### **ii. Finalizing type of scale for items**

In our questionnaire Staple scale and Sematic differential scales were used. Staple scale was used for collecting the responses on Humor type. Responses for Aad, Ab, BF and PI were collected using Semantic differential scales.

##### **iii. Sample size for Pilot study**

For pilot study the minimum sample size taken was 10 percent of the total sample size of this study. Therefore, according to this criterion the minimum required sample size was 40 ( $10\% \times 400$ ) and 8 for each humor type ( $40 \div 5$ ). For this study, we considered a sample size of 75 ( $>40$ ) respondents. It was further divided according to five humor types i.e., 15 ( $>8$ ) for each. This method to work out

minimum sample size has been employed in various researches such as Badil et al. (2017); Jepkemboi et al. (2018); Gayathiry & Poorna (2020).

The items generated from this phase were then used to develop the scale for measuring different humor types. A self-administered questionnaire was framed. The recording of the variables in this study closely resembles the content analysis methodology used by Dominick and Greenberg (1970) cited by Kelly & Solomon (1975); Holbrook & Batra (1987) and Eisend et al. (2014).

The types of scales to be used to measure each variable in the questionnaire were decided. Stapel Scale (Single anchored) and Semantic Differential Scale (double anchored) were used to collect the responses.

#### **Phase 5: Reliability test**

- Internal consistency assessment
- **Internal Consistency Assessment:** The degree of inter correlation of items is measured by Internal consistency assessment. In this, reliability of the instrument is checked and estimated by using Cronbach's alpha. It basically refers to the consistency of the results of the variables under study (Hair et al., 2009; O'Leary-Kelly and Vokurka, 1998) i.e., when similar results are obtained consistently even after the scale goes through several measurements.

Moreover, it is an important factor that needs to be tested in the process of scale development (Hinkin, 1995) and it is an essential prerequisite condition to check validity (Nunnally, 1978). Cronbach's alpha must be equal to or greater than 0.7 (Hair et al., 2009, Fornell & Larcker, 1981). To check the reliability of questionnaire, Cronbach's alpha test was used on the data which was collected during Pilot study. From the responses collected of the respondents, values of alpha coefficient were above 0.7 for all the variables and are stated in the Table 3.3 below. High reliability of the instrument is there if the value of Cronbach's alpha is near to one.

Table 3.3 Reliability Statistics

<b>Based on Sample Size of 75</b>	
<b>Constructs</b>	<b>Cronbach's Alpha</b>
Types of Humor	0.759
Brand Familiarity	0.914
Attitude towards the Ad	0.893
Attitude towards the Brand	0.879
Purchase Intention	0.826
<b>Based on Sample Size of 15</b>	
Type 1	0.794
Type 2	0.830
Type 3	0.828
Type 4	0.769
Type 5	0.853

*(Source: Author's Calculations)*

On the basis of results of reliability statistics, a scale was developed to measure five different humor types i.e., Comic wit, Resonant wit, Resonant humor, Satire and Full Comedy on a Stapel scale. Stapel scale was developed by Jan Stapel in 1950. This scale is unipolar in which the item is placed in center with numerical values on both sides which are even in total. In this study, range of +3 to -3 comprises of six numerical values in total. The item is placed in the center with the range of +3 on one end and -3 on the other. It measures how near or far away from the item the perception of the stimulus is. Moreover, Menezes & Elbert (1979) indicated that the results obtained from Stapel scale and Semantic differential scale are mainly the same. Semantic Differential scale, developed and introduced by Charles Egerton Osgood (Ploder & Eder, 2015), was used to measure Attitude towards the ad, Attitude

towards the brand, Purchase intention and Brand familiarity for our study. This comprises of a set of bipolar adjectives and the respondents mark their responses on a seven-point scale. This is an interval scale (Sekaran, 2003) and various studies have considered semantic differential scale as most reliable when information on emotional attitude of people is required (MacKenzie et al., 1986; Machleit & Wilson, 1988; Chung & Zhao, 2011).

- **Attitude Towards the Ad**

For measuring Attitude towards the ad, 7-point semantic differential scale was adopted from Mitchell & Olson (1981) with reliability of 0.87. This scale was used in various studies and is proved to be reliable (MacKenzie et al., 1986; Machleit & Wilson, 1988; MacKenzie & Lutz, 1989; Chung & Zhao, 2011). Different anchors included in the scale used in these studies were: unfavourable/favourable, like/dislike, uninteresting/interesting, and unappealing/appealing.

- **Attitude Towards the Brand**

Scale to measure Attitude towards the Brand was adopted from Mitchell & Olson (1981). All the responses were taken using a 7-point semantic differential scale. This scale has been further used by Biehal et al., (1992) in this study with value of 0.93 for cronbach's alpha. Several other studies have used the scale on attitude towards the brand as well which included: like very much/dislike very much, unenjoyable/enjoyable, useless/useful, important/unimportant, not beneficial/beneficial, worthless/valuable, not fond of/fond of (Chung & Zhao, 2011; Zhang, 1996; Biehal et al., 1992; Machleit & Wilson, 1988).

- **Purchase Intention**

Purchase intentions was measured using 7-point semantic-differential scale in which three items - probable/improbable, likely/unlikely and certain/uncertain were considered. Similar scales to measure purchase intention has been used by Zhang (1996) with proven reliability ( $\alpha$ ) value of 0.95. Several other studies have also used this scale with some modifications according to their own study (Chung & Zhao, 2011; Machleit & Wilson, 1988). Further, MacKenzie et al. (1986) and Lutz et al.



(1983) have used similar scales to measure purchase intention with alpha values ranging from 0.92 to 0.98.

- **Brand Familiarity**

To analyze the types of humor and familiarity influence, brand familiarity was measured using a single item, 7-point semantic differential scale with alpha value of 0.89 adopted from Zinkhan & Zinkhan, (1985) anchored with familiar/ unfamiliar, usual/ unusual, well known/ not well known and seen before/ not seen before. Similar scales for brand familiarity were used with some modifications by Chattopadhyay & Basu, (1990) and Machleit et al. (1993).

### **3.5.3.2 Administration of the Instrument**

After satisfying the criteria of reliability and validity for the questionnaire, the final questionnaire was then sent to the respondents using e-mail, WhatsApp messenger, etc. The researcher initially shared the questionnaire to her known respondents who fulfilled the criteria and further responses were collected through their referrals. The questionnaire was sent to respondents residing in major cities of Punjab with the intent to cover larger populace. The collection was continued until the desired number of responses were collected.

### **3.5.4 DATA ANALYSIS TOOLS**

In the first phase of analysis, various advertisements are identified where types of humor was used. The content analysis of the ads was done to develop scales to measure various types of humor in ads.

In the second phase, Structural Equation Modeling is done to test the conceptual model. SEM is a technique which is used to test the hypothesized relation between the constructs (Hoe, 2008; Hair et al., 2021). Path analysis was done to access the direct effect, the mediating effect and the moderating effect related to various constructs in the model.

**CHAPTER 4**  
**DATA ANALYSIS AND**  
**INTERPRETATION**

## **4.1 INTRODUCTION**

In this chapter, the results of all the objectives, its analysis and interpretation are focused upon. After the collection of final responses, the analysis of data was performed using suitable statistical tests. For this, statistical tools such as IBM Statistical Package for the Social Sciences (SPSS 26) and SmartPLS 3 and SmartPLS 4 were used as two different softwares. PLS-SEM is widely used software in marketing studies (Albers, 2009; Hair et al. 2014; Jasrai & Narula, 2019). The collected data was examined properly while performing the analysis, as it is essential for the acceptance or rejection of proposed hypotheses. The purpose behind conducting data analysis was to check whether the objectives of the study are achieved or not. Therefore, suitable statistical techniques were used to support the framed hypotheses. This chapter deals with validity of model and testing hypotheses using mediation and moderation.

## **4.2 STATISTICAL DESCRIPTION**

From the onset of data, analysis focuses on the respondents' descriptive statistics. The fundamental information about the individuals who gave response is illustrated in this segment. The aim of doing so is to demonstrate concise data of the respondents which were targeted for the study. The utilization of frequency distribution analysis is done in accordance with the profile of the demographic which includes occupation, distribution of age, income, education etc. Furthermore, for easy comprehension as well as better visualization the findings of this section are illustrated in table form. The profile of demographic for this study is given below:

### **4.2.1 DEMOGRAPHIC VARIABLES**

Age, education and gender were the demographic variables which were taken into consideration for this study. Questions with multiple choices were designed in the questionnaire to obtain the basic background data of the respondents. Following is the profile of demographic mentioned in Table 4.1 on the basis of age and education.

Table 4.1 Profile of Demographic

Profile	Categories	Frequency (400*)						Percentage
		Ad1	Ad2	Ad3	Ad4	Ad5	T	
Age	18-25 Years	16	9	13	23	15	76	19%
	26-35 Years	30	39	38	31	37	175	<b>43.75%</b>
	36-45 Years	28	20	20	15	17	100	25%
	46-55 Years	5	9	6	6	9	35	8.75%
	56 Years & above	1	3	3	5	2	14	3.5%
Education	Under graduate	3	3	2	15	3	26	6.5%
	Graduate	40	33	42	28	33	176	44%
	Post Graduate & Higher	37	44	36	37	44	198	<b>49.5%</b>

\*Total Sample Size

(T = Total)

*(Source: Author's Calculations)*

The table above clearly highlights the profile of the respondents on the basis of age as well as education. According to the data collected, majority of the respondents lie in the age group of 26-35 years (43.75%) followed by 36-45 years (25%). Nearly 50% of the respondents fell in the category of post graduate and higher, 44% of the respondents were graduates and only 6.5% were undergraduates.

## 4.2.2 DEMOGRAPHIC DISTRIBUTION

Table 4.2 below shows the distribution of demographic according to their cities from which the data was collected. As the table depicts, responses were received from almost all the major cities of Punjab, thus covering broader area. Malwa, Majha and Doaba were the three regions of Punjab from which the data was received and the cities included were – Ludhiana, Patiala, Bathinda, Mohali, Amritsar, Gurdaspur, Tarn Taran, Pathankot, Jalandhar, Hoshiarpur, Kapurthala, Nawanshahr.

Table 4.2 Demographic Distribution

MALWA		MAJHA		DOABA	
City	Sample	City	Sample	City	Sample
Ludhiana	77	Amritsar	51	Jalandhar	54
Patiala	41	Gurdaspur	19	Hoshiarpur	21
Bathinda	9	Tarn Taran	1	Kapurthala	60
Mohali	41	Pathankot	16	Nawanshahr	10

## 4.3 PARTIAL LEAST SQUARES STRUCTURAL EQUATION MODELING (PLS-SEM)

For our study, Structural Equation Modeling was used to evaluate the data collected. The relationship of independent variables and dependent variables is determined using SEM technique (Gefen et al., 2000; Hair et al., 2021). For further analysis and interpretation of results, SmartPLS 3.0 software based on Partial Least Square (PLS) technique was utilised. The main aim of Structural Equation Modeling is to elucidate the relation among different constructs of the conceptual framework (Hair et al., 2021; Hoe, 2008). Under SEM, two models used for evaluating the data are

1. Measurement Model
2. Structural Model.

Outer model, also known as the measurement model, enables the researcher to determine the relation that exists between the construct and the items related to it.

Structural model, also known as inner model, illustrates how endogenous variable is related to exogenous (Hair et al., 2014)

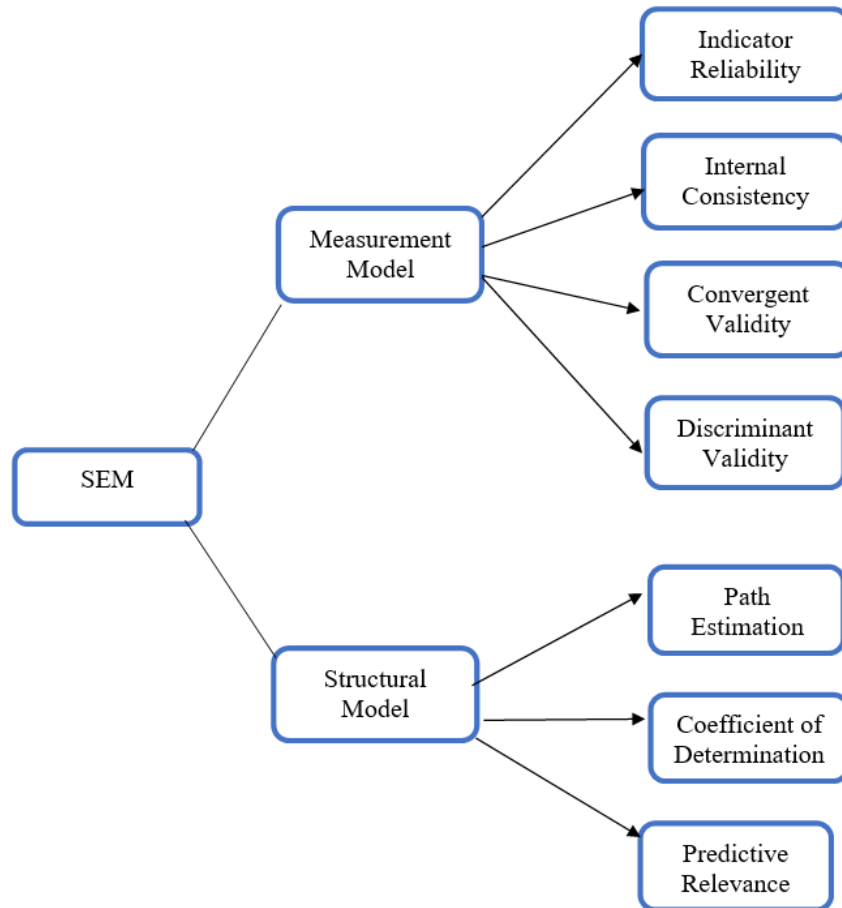


Figure 4.1 Process of Structural Equation Modeling

A total of five humor types were analysed using structural equation modelling. Following are the results of each humor type with measurement model analysis, structural model analysis and path analysis.

### 4.3.1 HUMOR TYPE 1 - COMIC WIT

#### 4.3.1.1 Measurement Model

With the help of measurement model, it is convenient to define the indicator variables and latent variables correlation (Chin & Newsted, 1999). The metrics which are of utmost importance when it comes to measurement model are convergent validity, indicator reliability, discriminant validity and internal consistency reliability.

Table 4.3 Assessment Standards for Measurement Model

Assessment	Criterion	Note	References
Indicator reliability	Outer loading for each item	Should be > 0.70	Hair et al. (2014)
Convergent validity	Outer loading for each item	Should be > 0.70	Hair et al. (2014)
	Average variance extracted (AVE)	Should be > 0.50	Hair et al. (2014) Urbach and Ahlemann (2010)
Discriminant validity	Square-root of AVE	should be > correlation values of other constructs	Hair et al. (2014)
Internal Consistency Reliability	Cronbach's alpha	Should be > 0.70	Hair et al. (2014), Nunnally and Bernstein (1994), Urbach and Ahlemann (2010)
	Composite reliability	Should be more than 0.70	Fornell and Larcker (1981) Nunnally and Bernstein (1994) Hair et al. (2014)

(Source: Author's Compilation)

a) **Indicator Reliability:** While doing a survey, the most important step is to get true values for reliability and validity of different constructs covered in a study. Reliability confirms the accuracy and consistency of the scale (Jr & Black William, 2006). It was observed by McDaniel & Gates (2013) that to check the reliability, there are various ways like Cronbach's coefficient, split-half and test- retest. In case of

measurement models which are reflective, it is essential to determine the relation between the variables and its indicators (Hair et al. 2016). To examine the indicator reliability, values of outer loadings are checked. The desired value for outer loading is 0.7 or above (Hair et al., 2009). In present study, the outer loadings for the constructs Comic wit, Attitude towards the ad, Attitude towards the brand and Purchase Intention are more than 0.7 as mentioned in the Table 4.4 below. Although the values of items Funny, Safety and Security for the construct “Comic Wit” were found below 0.7, the value for AVE (0.504) was satisfactory. Moreover, upon deleting these items the value of AVE remained unaffected. Therefore, these items were not omitted.

Table 4.4 Final Items and Outer Loadings for the constructs of model for Comic Wit

<b>Construct</b>	<b>Items</b>	<b>Outer Loadings</b>
Comic Wit	Dramatic	0.738
	Funny	0.664
	Humor	0.719
	Safety	0.658
	Security	0.651
	Surprise	0.808
	Surprising Punchline	0.708
	Unexpected	0.720
Attitude towards the ad (Aad)	Aad1	0.872
	Aad2	0.932
	Aad3	0.866
	Aad4	0.910



Attitude towards the brand (Ab)	Ab1	0.896
	Ab2	0.914
	Ab3	0.875
	Ab4	0.852
Purchase Intention (PI)	PI1	0.963
	PI2	0.976
	PI3	0.979

*(Source: Author's Calculations)*

b) **Internal Consistency Reliability:** To proceed with analysis and further enhancement of the study, it was revealed by Osman et al., (2012) that for every variable, evaluation of reliability and validity is a necessity. In this study, Composite Reliability as well as Cronbach's alpha have been employed to measure internal consistency. Hair et al. (2016) highlights that the mainly used criterion to measure internal consistency is Cronbach's alpha as it illustrates the estimation of internal reliability. It is considered as well-implemented and the utmost suitable way to ensure the reliability of various constructs in a study (Tabachnick & Fidell, 2007). In contrary to this, Hair et al. (2016) was also of the view that to confirm internal consistency, it is preferred to use composite reliability as it is technically sound and more suitable method. The value for Cronbach's alpha and Composite reliability must be greater than 0.7 and more than 0.6 respectively. (Hair et al., 2014; Cronbach, 1951; Fornell & Larcker, 1981; Henseler et al., 2009; Rahman et al., 2013; Yahaya et al., 2019). In the Table 4.5 given below, each and every construct's internal consistency was measured through Composite reliability and Cronbach's Alpha. The values of these two were  $> 0.7$  for every construct, that means internal consistency and reliability was achieved.

Table 4.5 Internal Consistency Reliability for constructs of model for Comic Wit

<b>Constructs</b>	<b>Composite Reliability</b>	<b>Cronbach's Alpha</b>
Comic Wit	0.890	0.859
Attitude towards the ad	0.942	0.917
Attitude towards the brand	0.935	0.908
Purchase Intention	0.981	0.973

(Source: Author's Calculations)

c) **Convergent Validity:** It assists in understanding the extent of correlation between responses through various methods of same construct (Peter, 1981). By employing diverse indicators, convergent validity assesses the degree of correlation that exists amongst measures (Hair et al., 2016). This is the most pivotal third step in a measurement model to get relevant results (Yahaya et al., 2019). Assessment of convergent validity is done with the help of confirmatory factor analysis to test model fit of various variables in the study. To examine convergent validity, factor loadings can be used. When the values of factor loadings are 0.5 or above, it is accepted and if it is 0.7 or more, it is considered good which means there is a convergence of factors at some point. Average Variance Extracted (AVE) is another method stated by Fornell & Larcker (1981), which is referred as the variance depicted by the variable in connection to the variance because of measurement error. The value of AVE is actually the overall mean of all the squared loadings of each construct's indicators and is equal to the communality of each construct. It should be 0.5 or more (Hair et. al., 2014; Yahaya et. al., 2019), which means that the variable is able to describe above 50% of the variance of its indicator.

$$\text{Convergent Validity (AVE)} = \frac{\text{Sum of Standardized loading Square}}{\text{Number of items in the construct}}$$

It specifies that the variance of indicator variable is half/partially or more than half described by consequent latent variable. If the value of AVE for a particular construct is less than 0.50, it is considered for deletion as it connotes that majority of the

variance isn't described by the construct of indicator variable (Henseler et al., 2009). SmartPLS software is used to calculate AVE. Loading values of single indicator has to be squared and then calculation of mean value is done. Prediction of convergent validity is done with the help of AVE (Carlson & Herdman, 2012). Some items from the construct were omitted to obtain the value of AVE above 0.5. Starting with the item corresponding to least outer loading value, items were deleted in an ascending order until the value of AVE reached 0.5. Moreover, the value of reliability can also be a depiction of convergent validity. If the value of cronbach's alpha is  $\geq 0.7$ , it indicates that convergent validity is attained.

Table 4.6 illustrates the items that were deleted to attain convergent validity of comic wit.

Table 4.6 Deleted Items from Comic Wit

<b>S.No.</b>	<b>Items deleted from Comic Wit (Humor Type 1)</b>
1.	Ridiculed
2.	Body Shaming
3.	Attacking
4.	Familiar
5.	Insult
6.	Friendly
7.	Sense of Bonding
8.	Heart Warming
9.	Sarcastic
10.	Anti-Climactic
11.	Perpetual Contrast
12.	Joke

Table 4.7 highlights the values of AVE for different constructs under study after deleting the items mentioned above in Table 4.5 It was observed that AVE value for all the constructs was above 0.5, thus satisfying the condition for convergent validity.

Table 4.7 Convergent Validity for constructs of model for Comic Wit

<b>Variables</b>	<b>AVE</b>
Comic Wit	0.504
Attitude towards the ad	0.802
Attitude towards the brand	0.783
Purchase Intention	0.946

(Source: Author's Calculations)

d) **Discriminant Validity:** Discriminant validity depicts the level of difference between two distinct constructs (Hair et al., 2016). It indicates that the two constructs are exclusive and dissimilar to one another. According to Awang et al. (2015), constructs of a measurement model should not consist unneeded items. Therefore, items that are considered unnecessary must be removed afore measurement model is run. Hence, the discriminant validity for the measurement model involved in this study was calculated using SmartPLS and its values are given in the Table 4.8 below. As illustrated in the table, the bold values represent the square root of values of AVE. In order for a model to pass a discriminant validity test, the bold diagonal values must be larger than value of correlation with other constructs in their respective column as well as row (Fornell & Larcker, 1981). As this condition was fulfilled, the discriminant validity corresponding to the variables was achieved.

Table 4.8 Discriminant Validity for constructs of model for Comic Wit

	<b>Attitude towards the ad</b>	<b>Attitude towards the brand</b>	<b>Comic Wit</b>	<b>Purchase Intention</b>
<b>Attitude towards the ad</b>	<b>0.895</b>			
<b>Attitude towards the brand</b>	0.539	<b>0.885</b>		
<b>Comic Wit</b>	-0.657	-0.373	<b>0.710</b>	
<b>Purchase Intention</b>	-0.207	0.135	0.300	<b>0.973</b>

(Source: Author's Calculations)

According to Vinzi et al. (2010) it is also possible to examine discriminant validity with the help of cross loadings. To attain discriminant validity the cross loading of a construct with itself must be more than the cross loadings of that particular construct with any other construct. It can be observed in Table 4.9 that all measures have higher cross loadings with themselves as compared to other measures. Therefore, discriminant validity was achieved.

Table 4.9 Cross Loadings for the constructs of model for Comic Wit

	<b>Aad</b>	<b>Ab</b>	<b>Comic Wit</b>	<b>PI</b>
<b>Aad1</b>	<b>0.872</b>	0.445	-0.681	-0.253
<b>Aad2</b>	<b>0.932</b>	0.460	-0.609	-0.142
<b>Aad3</b>	<b>0.866</b>	0.472	-0.562	-0.280
<b>Aad4</b>	<b>0.910</b>	0.558	-0.490	-0.061
<b>Ab1</b>	0.476	<b>0.896</b>	-0.262	0.166
<b>Ab2</b>	0.554	<b>0.914</b>	-0.416	0.110
<b>Ab3</b>	0.511	<b>0.875</b>	-0.385	-0.001
<b>Ab4</b>	0.326	<b>0.852</b>	-0.224	0.232
<b>Dramatic</b>	-0.472	-0.217	<b>0.738</b>	0.320
<b>Funny</b>	-0.286	-0.019	<b>0.664</b>	0.501
<b>Humor</b>	-0.557	-0.363	<b>0.719</b>	0.152
<b>PI1</b>	-0.206	0.084	0.285	<b>0.963</b>
<b>PI2</b>	-0.222	0.119	0.326	<b>0.976</b>
<b>PI3</b>	-0.185	0.164	0.272	<b>0.979</b>
<b>Safety</b>	-0.483	-0.307	<b>0.658</b>	0.143
<b>Security</b>	-0.369	-0.267	<b>0.651</b>	0.072
<b>Surprise</b>	-0.500	-0.318	<b>0.808</b>	0.233
<b>Surprising Punchline</b>	-0.472	-0.248	<b>0.708</b>	0.154
<b>Unexpected</b>	-0.477	-0.228	<b>0.720</b>	0.286

(Source: Author's Calculations)

Although both Fornell-Larcker method and cross-loading values are utilised to assess discriminant validity of a model, Hair et al. (2017) suggested that outcomes of these methods are not as reliable. Thus, HTMT technique (i.e., Heterotrait-Monotrait Ratio), was applied for confirming discriminant validity as its results are more reliable. The threshold value for HTMT method is 0.85 (Henseler et al., 2015). Therefore, values lower than 0.85 are considered to have achieved discriminant validity. It can be observed in Table 4.10 below that all the pair values are below 0.85, which means they satisfy the criteria of HTMT.

Table 4.10 HTMT for constructs of model for Comic Wit

	Aad	Ab	Comic Wit	PI
Aad				
Ab	0.579			
Comic Wit	0.713	0.397		
PI	0.22	0.159	0.36	

(Source: Author's Calculations)

#### 4.3.1.2 Structural Model

After the verification of reliability along with validity, the model is further examined for the direct relation that exists between dependent and independent variables (Chin, 1998). This research involved two steps to achieve the objectives of our study. In the first step, we estimated and validated the Measurement Model (outer model) (Hair et al., 2014). The second step is to access the results of the Structural model (Yahaya et al., 2019). While developing a structural model (also known as inner model), there are two issues which needs to be taken into consideration: i) that the constructs should be in proper sequence and ii) the relation between the constructs (Hair et al., 2017). Model shown below in Figure 4.2 depicts the structural model and it also illustrates the values of path estimates.

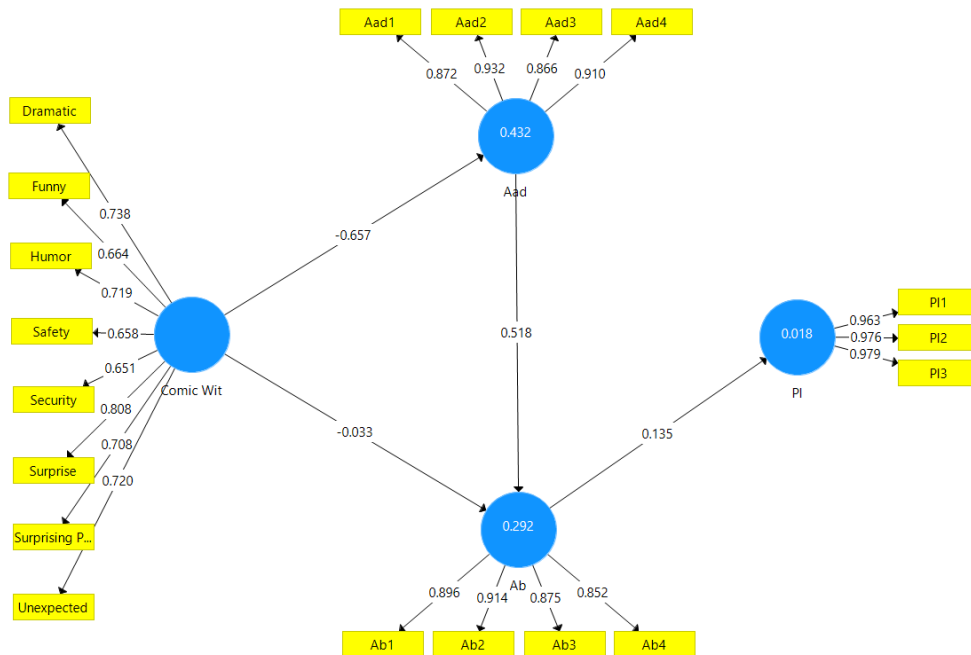


Figure 4.2 Structural Model for Comic Wit  
(Source: Author's Calculations)

### Assessment of Structural Path Modelling

The data for analysis was gathered from general population of Punjab which covered three main regions - Majha, Malwa and Doaba. A total of thirteen hypotheses were framed as well as tested. To check the significance of data, t-statistics values are calculated and observed. The t-values shall be more than 1.96 at 5% level of significance to verify substantial association among constructs (Tenehaus et. al., 2005; Yahaya et. al., 2019; Jasrai and Narula, 2019). First four hypotheses focused on finding out the direct effect without mediation. As a result, it was concluded that out of four, two hypotheses have a t-value of 9.601 and 3.530 which is greater than the threshold value i.e. 1.96. Thus, both these hypotheses are supported. In contrary to this, the value of t-statistics for other two hypotheses were 0.206 and 1.245 which is below 1.96. As a result, these two hypotheses were unsupported.

Comic Wit in ads has a good effect on ad attitude. Ad attitude elicits a direct positive effect on attitude towards the brand.

In structural model, values of path estimation ( $\beta$ ), predictive relevance ( $q$  square), coefficient of determination ( $R$  square) and goodness of fit are examined. The acceptable values for these are illustrated in the Table 4.11.

Table 4.11 Accepted Standard Values for Structural Model

<b>Criterion</b>	<b>Explanation</b>	<b>Acceptable Value</b>
<b>R<sup>2</sup> (Coefficient of Determination)</b>	It is the amount of variance explained by the endogenous construct (Yahaya et al., 2019).	Its value lies between 0 and 1. If the value approaches 0 it is considered as weak and as the value approaches 1 it is considered as strong (Chin, 1998).
<b>Path Estimation (<math>\beta</math>)</b>	Determines the correlation between exogenous and endogenous variables.	Value of $t \geq 1.96$ $p < 0.05$ (Jr & Black William 2006).
<b>Q<sup>2</sup> (Predictive Relevance)</b>	Value that indicates predictive relevance (Fidell & Tabachnick, 2003)	The impact of value 0.35 or more is large, 0.15 or more is mediocre and 0.02 or more is (Chin, 1998).

(Source: Author's Calculations)

#### a) Path Estimation ( $\beta$ )

Regression coefficient defines the hypothesized relation of each variable with another of the given model. It depicts whether the relationship between two variables is positive or negative. It is processed through bootstrapping in SmartPLS. The importance of path coefficient is defined by value of  $t$  statistics. If the value of  $t$  statistics is greater than 1.96, it deems the corresponding relationship significant and the value of path coefficient for the same relationship becomes significant as well (Hair et al., 2017). As shown in the Table 4.12 below, path coefficient for every relation of the given model is illustrated with their  $t$  statistics values. The relationship between Comic Wit and Aad is most significant with  $t$ -statistics value as 9.601 and path coefficient as -0.657. The minus sign here indicates that Comic wit has a



negative effect on Aad. It is followed by the relationship between Aad and Ab with t statistics value as 3.530 and path coefficient value as 0.518. Here the positive value for path coefficient indicates that Aad effects Ab positively. The relation between Ab and PI is not significant with t statistics as 1.245 and path coefficient as 0.135. The least significant relationship is between Comic wit and Ab with t statistics as 0.206 and path coefficient as -0.033.

Table 4.12 Path Estimation values for relationships of model for Comic Wit

<b>Path relation</b>	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>	<b>Result</b>
<b>Comic Wit -&gt; Aad</b>	-0.657	-0.668	0.068	9.601	0.000	Sig
<b>Comic Wit -&gt; Ab</b>	-0.033	-0.032	0.160	0.206	0.837	Not Sig
<b>Aad -&gt; Ab</b>	0.518	0.519	0.147	3.530	0.000	Sig
<b>Ab -&gt; PI</b>	0.135	0.148	0.108	1.245	0.213	Not Sig

(Source: Author's Calculations)

#### **b) Coefficient of Determination ( $R^2$ )**

According to Yahaya et al. (2019); Chin (1998), the determination coefficient is used as a scale which represents the combined effects of independent variable on dependent variable. In other words, the coefficient signifies the percent of variance in dependent constructs which is explained by all independent constructs which are related to it.  $R^2$  values of 0.19 was considered weak, 0.33 as moderate and 0.67 as substantial power (Henseler et al., 2009; Chin, 1998; Tenenhaus et al., 2005). For Comic wit as shown in Table 4.13, the value of coefficient of determination ( $R^2$ ) for attitude towards the ad is 0.432 (substantial), which explains that 43.2% of the variance is described by the independent construct i.e., comic wit. Similarly, the value 0.292 (weak) is for attitude towards the brand and 0.018 (weak) is for purchase intention. The weak value for attitude towards the brand signifies that its variance is

not adequately explained by comic wit. The reason for it are the other factors that affect attitude towards the brand such as credibility, information about the product, social image, pleasure etc. (Manomayankul, 2012). Similarly, the weak value for purchase intention signifies that its variance is not adequately explained by comic wit. The reason for it are the other factors that affect purchase intention such as perception about usefulness, awareness of the customer, perception about risk, perception about value etc. (Sagheb et al., 2020).

Table 4.13 Coefficient of Determination values ( $R^2$ ) for Comic Wit

	R Square
Aad	0.432
Ab	0.292
PI	0.018

*(Source: Author's Calculations)*

**c) Predictive Relevance ( $Q^2$ )**

After evaluating values of  $R^2$  to determine predictive precision, values of  $Q^2$  (Geisser, 1974; Stone, 1974) should also be assessed by researcher. This value indicates the relevance of prediction of model. Data which was not utilized in estimation of the model is predicted with accuracy when relevance in prediction is exhibited by the model. When it comes to structural model, if the values of  $Q^2$  for a certain dependent latent construct which is reflective is greater than zero, it indicates predictive relevance of the model for that variable. Procedure of blindfolding is used to obtain the values of  $Q^2$  for a certain distance of omission D. In this technique, sample is used again and again. Every dth point of data is omitted in the indicators of dependent variable and the rest of data points are then used for the estimation of parameters (Chin, 1998; Tenenhaus et al., 2005; Henseler et al., 2009). The points of data which are omitted are taken as values which are missing and are taken into consideration accordingly when using PLS algorithm. Prediction of data points which were deleted is then done using the results of estimation. For an input to measure  $Q^2$ , variation between predicted points of data and eliminated points of data is used.

In blindfolding, repetitive iterations are done until every point of data has been eliminated and the re-estimation of model has been done. More often than not this method is used for reflective endogenous variables and single-item endogenous variables. Threshold values for  $Q^2$  suggested by Chin (1998) are: 0.35, 0.15 and 0.02 which depicts high, medium and low affect respectively. For Comic wit, values of  $Q^2$  for Aad, Ab and PI were 0.352 (high), 0.193 (medium) and 0.008 (low) respectively as shown in Table 4.14 below, which means Aad has high impact corresponding to predictive relevance whereas Ab and PI show medium and low impact respectively.

Table 4.14 Predictive Relevance value ( $Q^2$ ) for Comic Wit

<b>Endogeneous Latent Construct</b>	<b>Predictive Relevance (<math>Q^2</math>)</b>
<b>Aad</b>	0.352
<b>Ab</b>	0.193
<b>PI</b>	0.008

*(Source: Author's Calculations)*

### **Bootstrap Simulation**

To examine the significance of coefficients under observation, PLS-SEM employs nonparametric bootstrapping technique (Hair et al., 2017). In this technique, samples in huge number are taken from the primary sample while replacing them. This replacement denotes that every single time when observation is taken from original population sample randomly, it is put back in the sample before extracting another observation. In this way there are always same components contained in the population where the observations are extracted from. Thus, in any sample for bootstrapping an observation may get picked more than just one time or might not get picked even once. Every sample for bootstrapping contains observations of the same amount as contained in the primary sample. The quantity of samples for bootstrapping should always be high. If not, it should be at least same as the quantity of legal observations present in a set of data. 5000 samples for bootstrapping are always recommended as a regulation (Yahaya et. al., 2019). After running this test in SmartPLS, values of t statistics are obtained which represents the significance of the

relationship. In this a bootstrap distribution is formed based on which standard deviation as well as standard error values can be determined for the coefficient which is being estimated. This distribution can be considered as a sound approximation of the distribution of coefficient being estimated among population and standard deviation can represent standard error. The value of t statistics obtained from this technique should be greater than 1.96 at 5% level of significance for it to be gauged as significant (Tenehaus et. al., 2005; Yahaya et. al., 2019). For 1% level of significance the threshold value becomes 2.57 and for 10% level of significance it is taken as 1.65.

#### 4.3.1.3 Hypotheses Testing

After getting satisfactory results in structural model testing, hypothesis testing process was initiated. Bootstrapping technique was used to test all hypotheses. Every framed hypothesis was checked for its t-statistics value, p value and path coefficient ( $\beta$ ). Threshold values at 5% level of significance which governed the criteria of accepting the hypotheses were  $t > 1.96$  along with  $p < 0.05$ . The values of path-coefficients depict the explanation and strength of the relation among dependent and independent variables. Table 4.15 below highlights the relationships and their corresponding framed hypotheses for the model of Comic wit.

Table 4.15 Framed Hypotheses for Comic Wit

Relation	Hypotheses	
Comic Wit -> Aad	H1a	Comic wit in ads have significant effect on attitude towards the ads.
Comic Wit -> Ab	H2a	Comic wit in ads have significant effect on attitude towards the brand.
Aad -> Ab	H3	Attitude towards the ad will have direct significant effect on attitude towards the brand.
Ab -> PI	H4	Attitude towards the brand will have direct significant effect on purchase intention.

Following are the outcomes of hypotheses using bootstrapping technique.

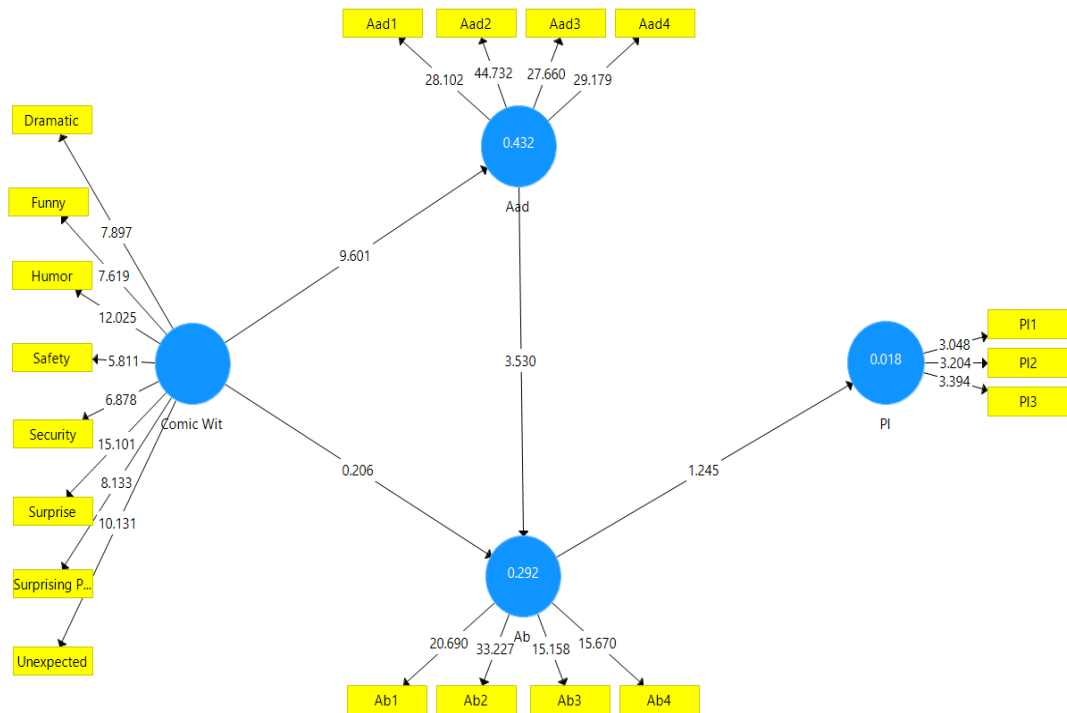


Figure 4.3 Statistical Significance of Path Coefficients for Comic Wit  
 (Source: Author's Calculations)

Table 4.16 Results of Hypotheses testing for Comic Wit

Path relation	Original Sample	T Statistics	P Values	Result
Comic Wit -> Aad	-0.657	9.601	0.000	Sig
Comic Wit -> Ab	-0.033	0.206	0.837	Insig
Aad -> Ab	0.518	3.530	0.000	Sig
Ab -> PI	0.135	1.245	0.213	Insig

\*Significant if t-statistic > than 1.96

(Source: Author's Calculations)

**H1: Different types of Humor used in advertisements have significant effect on the attitude towards the ads.**

**H1a: Comic wit in ads have significant effect on attitude towards the ads.**

The above stated hypothesis i.e., H1a is accepted or rejected on the basis of t-statistics along with p-value (accepted at 5% level of significance) as discussed in Table 4.16. The t-value of Comic wit-> Aad is 9.601 which is more than 1.96 and p-value is 0.000 which is less than 0.05. Therefore, H1a is accepted and concludes that Comic wit in ads have a significant negative effect on ad attitude.

**H2: Different types of Humor used in advertisements have significant effect on the attitude towards the brand.**

**H2a: Comic wit in ads have significant effect on attitude towards the brand.**

Above stated hypothesis i.e. H2a is accepted or rejected on the basis of t-statistics along with p-value (accepted at 5% level of significance). The t-value of Comic wit-> Ab is 0.206 which is less than 1.96 and p-value is 0.837 which is more than 0.05. Therefore, H2a is rejected and concludes that Comic wit in ads have a non-significant effect on brand attitude.

**H3: Attitude towards the ad will have direct significant effect on attitude towards the brand.**

Above stated hypothesis i.e. H3 is accepted or rejected on the basis of t-statistics along with p-value (accepted at 5% level of significance). The t-value of Aad-> Ab is 3.530 which is more than 1.96 and p-value is 0.000 which is not more than 0.05. Thus, H3 is accepted and concludes that attitude towards the ads have a significant positive effect on ad attitude.

**H4: Attitude towards the brand will have direct significant effect on purchase intention.**

The above stated hypothesis i.e. H4 is accepted or rejected on the basis of t-statistics along with p-value (accepted at 5% level of significance). The t-value of Ab-> PI is 1.245 which is less than 1.96 and p-value is 0.213 which is more than 0.05. Therefore, H4 is rejected and concludes that brand attitude has an insignificant effect on purchase intention.

Table 4.17 Summary of Results of Hypotheses Testing for Comic Wit Using Structural Model

<b>Hypotheses</b>		<b>Empirical Conclusions</b>
<b>Comic Wit -&gt; Aad</b>	<b>H1a</b>	<b>Accept</b>
<b>Comic Wit -&gt; Ab</b>	<b>H2a</b>	<b>Reject</b>
<b>Aad -&gt; Ab</b>	<b>H3</b>	<b>Accept</b>
<b>Ab -&gt; PI</b>	<b>H4</b>	<b>Reject</b>

*(Source: Author's Calculations)*

#### **4.3.1.4 Mediation Analysis**

Mediating effect takes place with the intervention of a third or new variable in between the relation of two other variables or constructs. Here, direct and indirect effects in a path model are taken into consideration. Direct effect is the relation that exists between the two variables which are linked together with an arrow whereas indirect effect deals with at least two arrows where a third variable intervenes the relation involving a dependent and an independent variable. Hence, indirect effect is nothing but an order of several direct effects which are connected with several arrows making it a composite path. This effect connected by multiple arrows is referred as mediating effect. Thus, the role to explain the accurate relation among the exogenous and endogenous variables falls on the mediator (nitz, 2016). The focus in any study during mediation analysis is usually to explain and understand the flow of the process (Henseler et al., 2016, Iacobucci et al., 2007). Moreover, another role of mediation analysis could be associated to prediction (Shmueli et al., 2016).

In present study, Mediation analysis was executed using bootstrapping. Procedure followed for this process is depicted in Figure 4.4 below. Models were curtailed according to the hypothesis under analysis and mediation of Aad as well as Ab was analysed for different relationships. Both indirect and direct effects were observed for their significance and the results were reported in a tabular form as following.

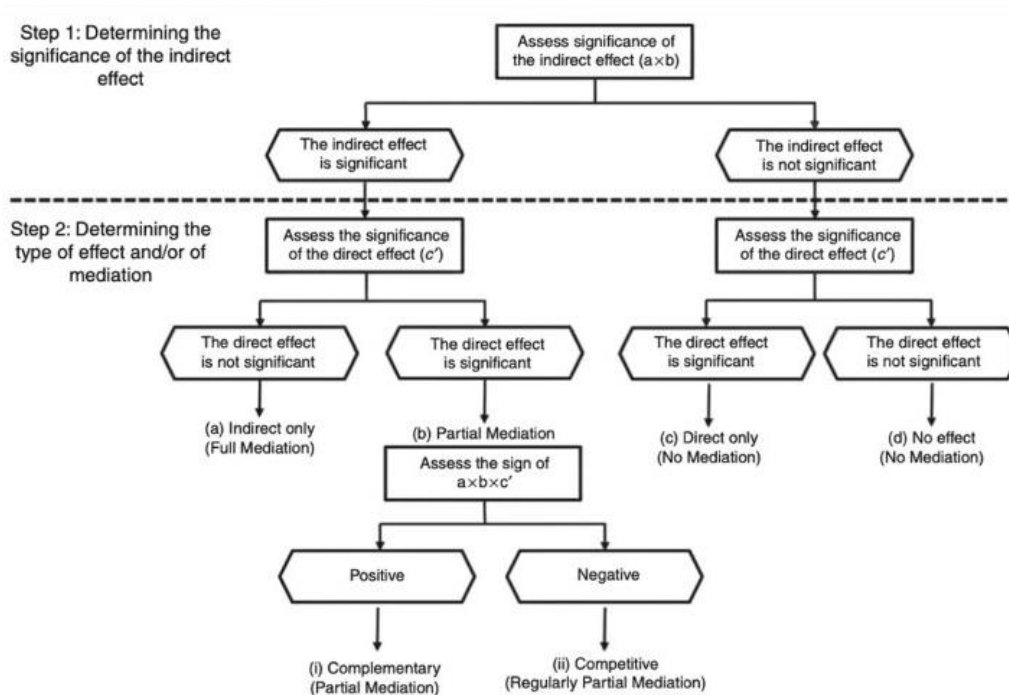


Figure 4.4 Mediation procedure

(Source: Nitzl et al., 2016)

**H5: Attitude towards the ad mediates the relationship between the types of humor and attitude towards the brand.**

**H5a: Attitude towards the ad mediates the relationship between Comic wit and attitude towards the brand.**

To check the mediating role of ad attitude between Comic wit and attitude towards the brand, model was curtailed and only these three variables were considered for further analysis. Bootstrapping technique was performed on the model given below in Figure 4.5. Indirect effect of Comic wit on attitude towards the brand through attitude towards the ad was checked for its significance in the results obtained from bootstrapping.



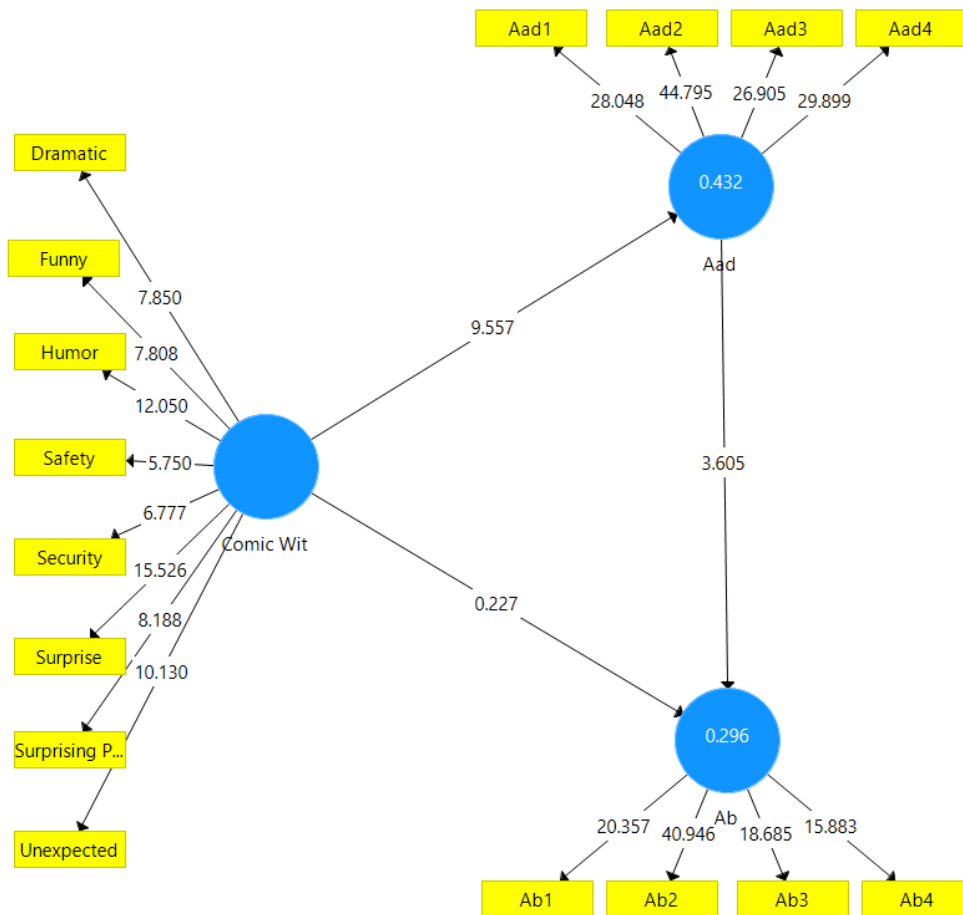


Figure 4.5 A Mediation Analysis for H5a

(Source: Author's Calculations)

As shown in Table 4.18 below, the indirect effect from Comic wit to Aad and Aad to Ab was significant. T-statistic value for Comic wit to Aad was 9.557 with  $p = 0.00$  and for Aad to Ab t-statistic value was 3.605 with  $p = 0.00$ . On the other hand, the direct effect of Comic wit on Ab, as shown in Table 4.18 came out to be non-significant with t-statistics = 0.227 and  $p = 0.82$ . Therefore, according to the procedure mentioned in Figure 4.4 Aad fully mediates the relationship between Comic wit and Ab as the direct effect between Aad Comic wit and Ab is non-significant. Thus, these results support H5a hypothesis that ad attitude mediates the relation between Comic wit and brand attitude. Therefore, H5a is accepted.

Table 4.18 Bootstrapping results of Indirect and Direct effect for Comic wit (H5a)

<b>Indirect Effect</b>						
<b>Indirect Effect</b>	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>	<b>Results</b>
<b>Aad -&gt; Ab</b>	0.52	0.523	0.144	3.605	0	Sig
<b>Comic Wit -&gt; Aad</b>	-0.657	-0.669	0.069	9.557	0	Sig
<b>Direct Effect</b>						
<b>Direct Effect</b>	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>	<b>Results</b>
<b>Comic Wit -&gt; Ab</b>	-0.035	-0.034	0.154	0.227	0.82	Not Sig

(Source: Author's Calculations)

**H6: Attitude towards the brand mediates the relationship between the types of humor and purchase intention.**

**H6a: Attitude towards the brand mediates the relationship between Comic wit and purchase intention.**

To check the mediating role of brand attitude between Comic wit and purchase intention, model was curtailed and only these three variables were considered for further analysis. Bootstrapping technique was performed on the model given below in Figure 4.6.

Indirect effect of Comic wit on purchase intention through attitude towards the brand was checked for its significance in the results obtained from bootstrapping.

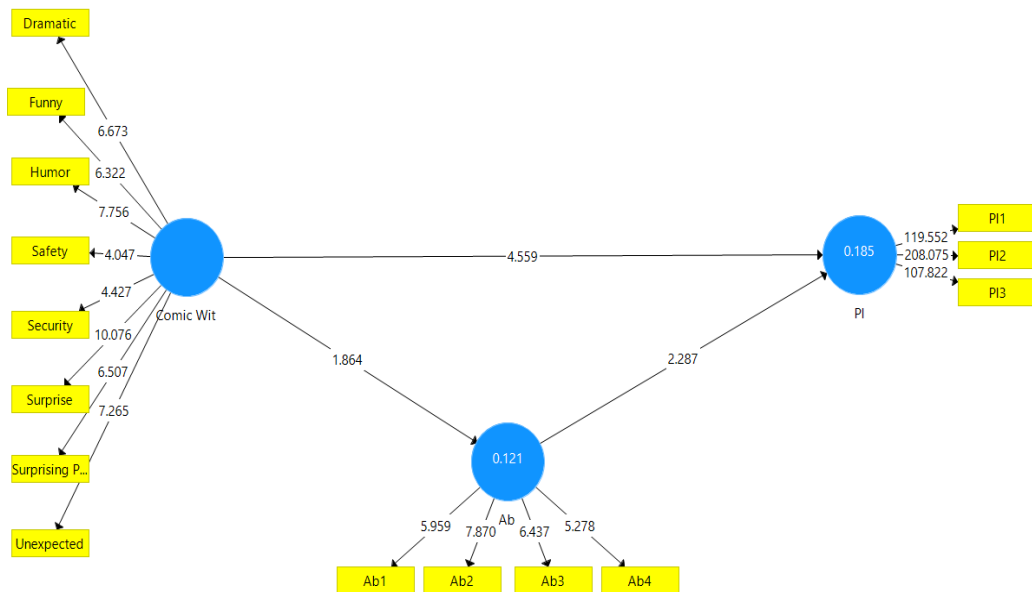


Figure 4.6 A Mediation Analysis for H6a

(Source: Author's Calculations)

As shown in Table 4.19 below, t-statistics value for Comic wit to Ab was 1.864 with  $p = 0.062$  which is non-significant whereas it was significant for Ab to PI as its t-statistic value was 2.287 with  $p = 0.022$ . Although out of the two, one relation was significant, the overall indirect effect was non-significant. On the other hand, the direct effect of Comic wit on PI, as shown in Table 4.19 came out to be significant with t-statistics = 4.559 and  $p = 0.000$ . Hence, there is no mediation of Ab between Comic wit and PI as its direct effect was significant and indirect effect was insignificant.

Table 4.19 Bootstrapping results of Indirect and Direct effect for Comic wit (H6a)

Indirect Effect						
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Results
Ab -> PI	0.276	0.285	0.121	2.287	0.022	Sig
Comic Wit -> Ab	-0.347	-0.36	0.186	1.864	0.062	Not sig

Direct Effect						
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Results
Comic Wit -> PI	0.44	0.451	0.096	4.559	0	Sig

(Source: Author's Calculations)

Thus, according to the results, hypothesis H6a is not supported as there is no mediation of brand attitude in the relation between Comic wit and purchase intention. Therefore, H6a is rejected.

**H7: Attitude towards the brand mediates the relationship between the attitude towards the ad and purchase intention.**

To check the mediation of brand attitude between attitude towards the ad and purchase intention, model was curtailed and only these three variables were considered for further analysis. Bootstrapping technique was performed on the model given below in Figure 4.7.

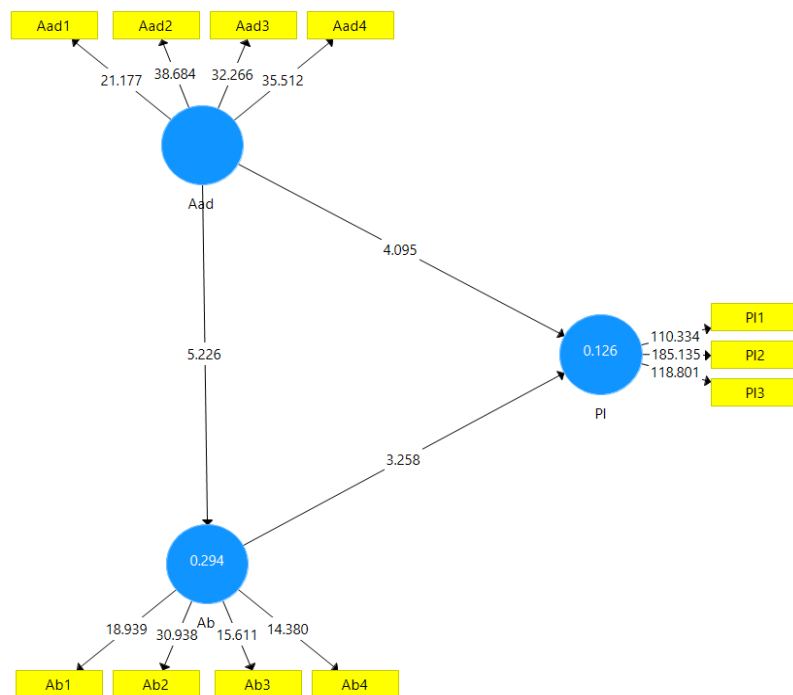


Figure 4.7 A Mediation Analysis for H7

(Source: Author's Calculations)

Indirect effect of ad attitude on purchase intention through brand attitude was checked for its significance in the results obtained from bootstrapping. As shown in Table 4.20 below, the indirect effect from Aad to Ab and Ab to PI was significant. T-statistic value for Aad to Ab was 5.226 with  $p = 0.00$  and for Ab to PI t-statistic value was 3.258 with  $p = 0.001$ . On the other hand, the direct effect of Aad on PI, as shown in Table 4.20 came out to be significant with t-statistics = 4.095 and  $p = 0.00$ . Therefore, Ab partially mediates the relation involving Aad and PI as direct effect between Aad and PI is significant. To assess the sign of partial mediation, product of path coefficients of direct and indirect effect ( $0.542 \times 0.341 \times -0.393$ ) was calculated and the result came out to be negative. This indicates that it is Competitive Partial Mediation as illustrated in Figure 4.4 above.

Table 4.20 Bootstrapping results of Indirect and Direct effect for Comic wit (H7)

<b>Indirect Effect</b>						
	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>	<b>Results</b>
<b>Aad -&gt; Ab</b>	0.542	0.541	0.104	5.226	0	Sig
<b>Ab -&gt; PI</b>	0.341	0.352	0.105	3.258	0.001	Sig
<b>Direct Effect</b>						
	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>	<b>Results</b>
<b>Aad -&gt; PI</b>	-0.393	-0.401	0.096	4.095	0	Sig

(Source: Author's Calculations)

Therefore, results are in agreement with H7 hypothesis that brand attitude mediates the relationship between the ad attitude and purchase intention. Therefore, H7 is accepted.

The combined outcomes of hypotheses tested above are summarized in Table 4.21 below.

Table 4.21 Summary of Mediation Results for Comic Wit

<b>Hypotheses</b>		<b>Mediation</b>	<b>Empirical Conclusions</b>
<b>H5</b>	Attitude towards the ad mediates the relationship between the types of humor and attitude towards the brand.	<b>Full Mediation</b>	<b>Supported</b>
	H5a: Attitude towards the ad mediates the relationship between Comic wit and attitude towards the brand.		
<b>H6</b>	Attitude towards the brand mediates the relationship between the types of humor and purchase intention.	<b>No Mediation</b>	<b>Not Supported</b>
	H6a: Attitude towards the brand mediates the relationship between Comic wit and purchase intention.		
<b>H7</b>	Attitude towards the brand mediates the relationship between the attitude towards the ad and purchase intention.	<b>Partial Mediation</b>	<b>Supported</b>

### 4.3.2 HUMOR TYPE 2 - RESONANT WIT

#### 4.3.2.1 Measurement Model

- a) **Indicator Reliability:** To examine the indicator reliability, values of outer loadings are checked. The desired value for outer loading is 0.7 or above (Hair et al., 2009). In present study, the outer loadings for the constructs Resonant wit, Attitude towards the ad, Attitude towards the brand and Purchase Intention are more than 0.7 as mentioned in the Table 4.22 below. Although the values of items Familiar, Security for the construct “Resonant Wit” were

found below 0.7, the value for AVE (0.504) was satisfactory. Moreover, upon deleting these items the value of AVE remained unaffected. Therefore, these items were not omitted.

Table 4.22 Final Items and Outer Loadings for the constructs of model for Resonant Wit

<b>Construct</b>	<b>Items</b>	<b>Outer Loadings</b>
Resonant Wit	Familiar	0.670
	Friendly	0.716
	Heart Warming	0.799
	Security	0.517
	Sense of Bonding	0.776
	Surprise	0.734
	Surprising Punchline	0.727
	Unexpected	0.706
Attitude towards the ad (Aad)	Aad1	0.863
	Aad2	0.890
	Aad3	0.878
	Aad4	0.854
Attitude towards the brand (Ab)	Ab1	0.861
	Ab2	0.861
	Ab3	0.901
	Ab4	0.858
Purchase Intention (PI)	PI1	0.971
	PI2	0.960
	PI3	0.787

(Source: Author's Calculations)

b) **Internal Consistency Reliability:** According to Fornell & Larcker (1981), Composite reliability must be  $\geq 0.7$  to assess internal consistency. In the same way, Cronbach's alpha must be more than or equal to the standard value of 0.7 (Cronbach, 1951). In the Table 4.23 given below, each variables internal consistency for Resonant Wit model was measured through Cronbach's Alpha and Composite reliability. The values were  $> 0.7$  for every construct, which means internal consistency and reliability was achieved.

Table 4.23 Internal Consistency Reliability for constructs of model for Resonant Wit

Constructs	Composite Reliability	Cronbach's Alpha
Resonant Wit	0.889	0.857
Attitude towards the ad	0.927	0.895
Attitude towards the brand	0.926	0.894
Purchase Intention	0.935	0.897

(Source: Author's Calculations)

c) **Convergent Validity:** To examine convergent validity, factor loadings can be used. When the values of factor loadings are 0.5 or above, it is accepted and if it is 0.7 or more, it is considered good which means there is a convergence of factors at some point. The value of AVE should be 0.5 or more, which means that the variable is able to describe above 50% of the variance of its indicator. SmartPLS software was used to calculate AVE. Prediction of convergent validity was done with the help of AVE (Carlson & Herdman, 2012). Some items from the construct were omitted to obtain the value of AVE above 0.5.

Table 4.24 illustrates the items that were deleted to attain convergent validity of resonant wit.

Table 4.24 Deleted Items from Resonant Wit

S.No.	Items deleted from Resonant Wit (Humor Type 2)
1.	Joke
2.	Humor
3.	Body Shaming



4.	Funny
5.	Perpetual Contrast
6.	Anti-Climactic
7.	Ridiculed
8.	Dramatic
9.	Sarcastic
10.	Attacking
11.	Safety
12.	Insult

Table 4.25 below highlights the values of AVE for different constructs under study after deleting the items mentioned above in Table 4.24. It was observed that AVE value for all the constructs was above 0.5, thus satisfying the condition for convergent validity.

Table 4.25 Convergent Validity for constructs of model for Resonant Wit

Variables	AVE
Resonant Wit	0.504
Attitude towards the ad	0.760
Attitude towards the brand	0.757
Purchase Intention	0.828

(Source: Author's Calculations)

**d) Discriminant Validity:** Discriminant validity for the measurement model of Resonant Wit involved in this study was calculated using SmartPLS and its values are given in the Table 4.26 below. As illustrated in the table, the bold values represent the square root of values of AVE. In order for a model to pass a discriminant validity test, the bold diagonal values must be more than the values of correlation with other constructs in their respective column and row (Fornell & Larcker, 1981). As this condition was fulfilled, the discriminant validity for every variable was achieved.

Table 4.26 Discriminant Validity for constructs of model for Resonant Wit

	<b>Attitude towards the ad</b>	<b>Attitude towards the brand</b>	<b>Purchase Intention</b>	<b>Resonant Wit</b>
<b>Attitude towards the ad</b>	<b>0.872</b>			
<b>Attitude towards the brand</b>	0.394	<b>0.870</b>		
<b>Purchase Intention</b>	0.004	0.186	<b>0.910</b>	
<b>Resonant Wit</b>	0.519	0.415	-0.422	<b>0.710</b>

(Source: Author's Calculations)

To attain discriminant validity the cross loading of a construct with itself must be more than the cross loadings of that particular construct with any other construct. It can be observed in Table 4.27 that all measures have higher cross loadings with themselves as compared to other measures. Therefore, discriminant validity was achieved.

Table 4.27 Cross Loadings for the constructs of model for Resonant Wit

	<b>Aad</b>	<b>Ab</b>	<b>PI</b>	<b>Resonant Wit</b>
<b>Aad1</b>	<b>0.863</b>	0.347	0.044	0.462
<b>Aad2</b>	<b>0.89</b>	0.278	0.007	0.443
<b>Aad3</b>	<b>0.878</b>	0.372	-0.054	0.472
<b>Aad4</b>	<b>0.854</b>	0.37	0.02	0.427

<b>Ab1</b>	0.281	<b>0.861</b>	0.151	0.322
<b>Ab2</b>	0.38	<b>0.861</b>	0.096	0.41
<b>Ab3</b>	0.267	<b>0.901</b>	0.214	0.298
<b>Ab4</b>	0.412	<b>0.858</b>	0.189	0.391
<b>Familiar</b>	0.343	0.279	-0.23	<b>0.67</b>
<b>Friendly</b>	0.216	0.375	-0.461	<b>0.716</b>
<b>Heart Warming</b>	0.377	0.363	-0.45	<b>0.799</b>
<b>PI1</b>	-0.034	0.21	<b>0.971</b>	-0.41
<b>PI2</b>	0.073	0.169	<b>0.96</b>	-0.347
<b>PI3</b>	-0.035	0.103	<b>0.787</b>	-0.429
<b>Security</b>	0.407	0.14	-0.281	<b>0.517</b>
<b>Sense of Bonding</b>	0.277	0.332	-0.562	<b>0.776</b>
<b>Surprise</b>	0.387	0.325	-0.14	<b>0.734</b>
<b>Surprising Punchline</b>	0.322	0.317	-0.208	<b>0.727</b>
<b>Unexpected</b>	0.547	0.221	-0.132	<b>0.706</b>

*(Source: Author's Calculations)*

HTMT method (i.e., Heterotrait-Monotrait Ratio), was applied to confirm the discriminant validity as its results are more reliable. It can be observed in Table 4.28 below that all the pair values are below 0.85, which means they satisfy the criteria of HTMT.

Table 4.28 HTMT for constructs of model for Resonant Wit

	Aad	Ab	PI	Resonant Wit
Aad				
Ab	0.428			
PI	0.067	0.198		
Resonant Wit	0.58	0.468	0.511	

(Source: Author's Calculations)

#### 4.3.2.2 Structural Model

After the verification of reliability as well as validity for measurement model, the model was further examined for the direct relation that exists between dependent and independent variables (Chin, 1998). The model shown below in Figure 4.8 depicts the structural model and it also illustrates the values of path estimates.

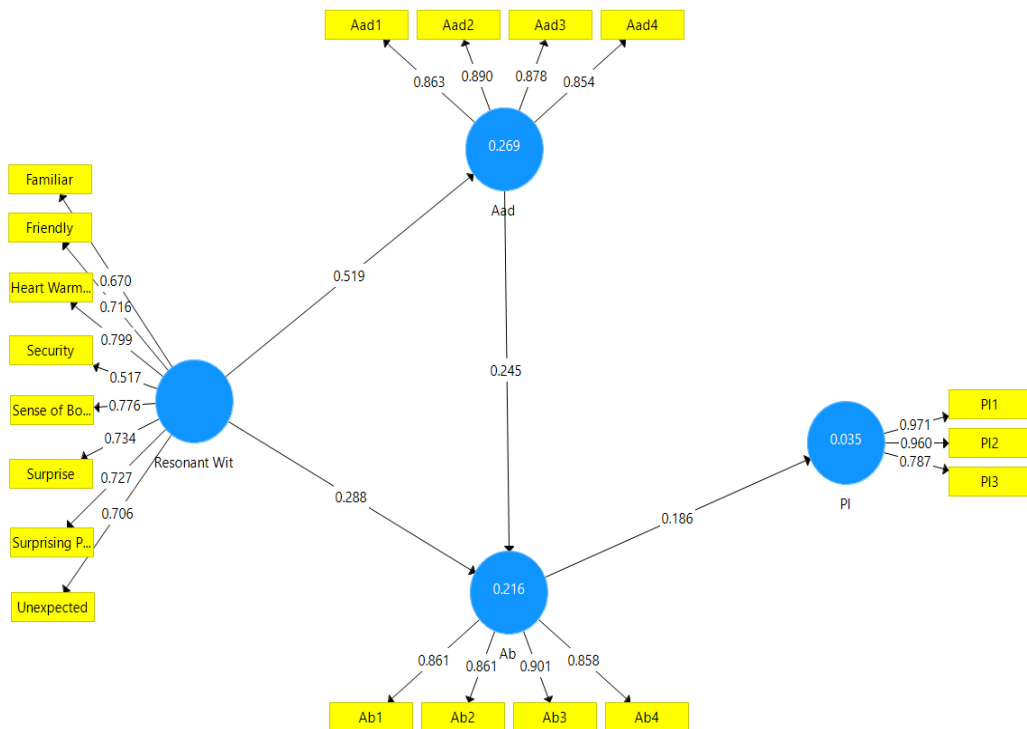


Figure 4.8 Structural Model for Resonant Wit

(Source: Author's Calculations)

**a) Path Estimation ( $\beta$ )**

As shown in the Table 4.29 below, path coefficient values for every relation of the given model are illustrated with their t statistics values. The relationship between Resonant Wit and Aad is most significant with t-statistics value as 5.715 and path coefficient as 0.519. It is followed by the relationship between Resonant wit and Ab with t statistics value as 2.316 and path coefficient value as 0.288. The least significant relationship is between Ab and PI with t statistics as 1.581 and path coefficient as 0.186. It can also be observed that all the path coefficients are positive which implies that no relationship was negative.

Table 4.29 Path Estimation values for relationships of model for Resonant Wit

<b>Path relation</b>	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>	<b>Result</b>
<b>Resonant Wit -&gt; Aad</b>	0.519	0.527	0.091	5.715	0.029	Sig
<b>Resonant Wit -&gt; Ab</b>	0.288	0.312	0.124	2.316	0.019	Sig
<b>Aad -&gt; Ab</b>	0.245	0.236	0.116	2.103	0	Sig
<b>Ab -&gt; PI</b>	0.186	0.198	0.118	1.581	0.132	Not Sig

*(Source: Author's Calculations)*

**b) Coefficient of Determination ( $R^2$ )**

$R^2$  values of 0.19 was considered weak, 0.33 as moderate and 0.67 as substantial power (Chin, 1998; Tenenhaus et al., 2005). For resonant wit as shown in Table 4.30 below, coefficient of determination ( $R^2$ ) for attitude towards the ad is 0.269 (weak), which explains that 26.9% of the model is described by the independent

construct i.e. resonant wit. Similarly, the value 0.216 (weak) is for attitude towards the brand and 0.035 (weak) is for purchase intention.

Table 4.30 Coefficient of Determination values ( $R^2$ ) for Resonant Wit

	R Square
Aad	0.269
Ab	0.216
PI	0.035

(Source: Author's Calculations)

#### c) Predictive Relevance ( $Q^2$ )

Threshold values for  $Q^2$  suggested by Chin (1998) are: 0.35, 0.15 and 0.02 which depicts high, medium and low affect respectively. For resonant wit, values of  $Q^2$  for Aad, Ab and PI were 0.188 (medium), 0.142 (low) and 0.022 (low) respectively as shown in Table 4.31 below, which means Aad has medium impact corresponding to predictive relevance whereas Ab and PI show low impact.

Table 4.31 Predictive Relevance value ( $Q^2$ ) for Resonant Wit

Endogeneous Latent Construct	Predictive Relevance ( $Q^2$ )
Aad	0.188
Ab	0.142
PI	0.022

(Source: Author's Calculations)

#### 4.3.2.3 Hypotheses Testing

After getting satisfactory results in structural model testing for Resonant wit, hypothesis testing process was initiated. Bootstrapping technique was used to test all hypotheses. Every framed hypothesis was checked for its t-statistics value, p value and path coefficient ( $\beta$ ). Threshold values at 5% level of significance which governed the criteria of accepting the hypotheses were  $t > 1.96$  along with  $p < 0.05$ . Path-

coefficient values depict the explanation and strength of the relation among independent and dependent variables. Table 4.32 below shows the relationships and their corresponding framed hypotheses for the model of Resonant wit.

Table 4.32 Framed Hypotheses for Resonant Wit

Relation	Hypotheses	
Resonant Wit -> Aad	H1b	Resonant wit in ads have significant effect on attitude towards the ads.
Resonant Wit -> Ab	H2b	Resonant wit in ads have significant effect on attitude towards the brand.
Aad -> Ab	H3	Attitude towards the ad will have direct significant effect on attitude towards the brand.
Ab -> PI	H4	Attitude towards the brand will have direct significant effect on purchase intention.

Following are the outcomes of hypotheses using bootstrapping technique.

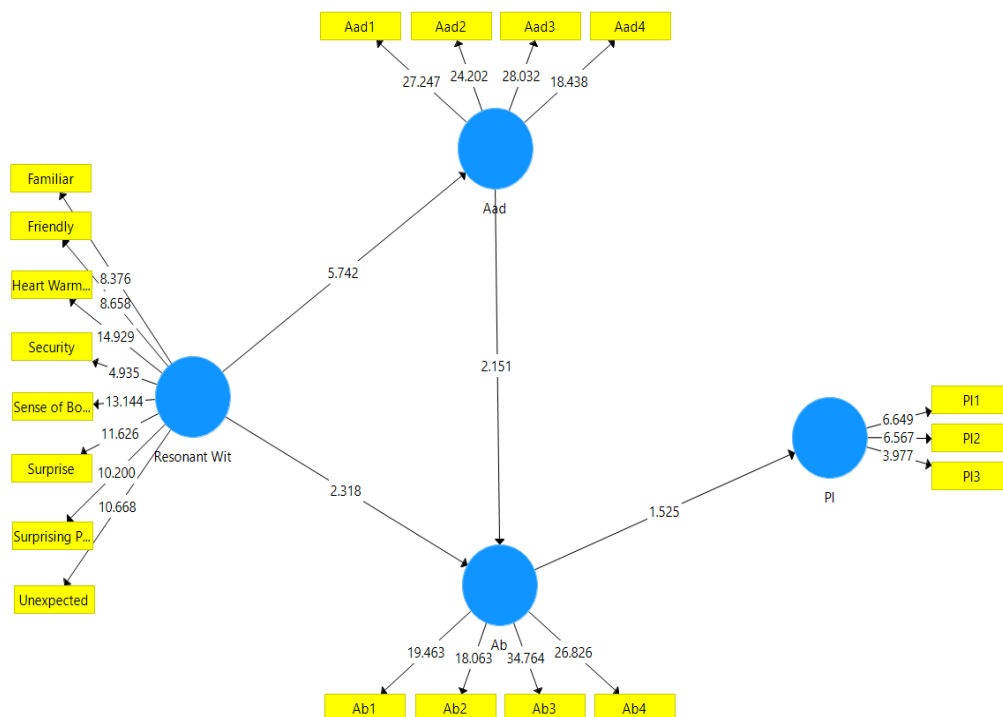


Figure 4.9 Statistical Significance of Path Coefficients for Resonant Wit

(Source: Author's Calculations)

Table 4.33 Results of Hypotheses testing for Resonant Wit

Path relation	Original Sample (O)	T Statistics ( O/STDEV )	P Values	Result
Resonant Wit -> Aad	0.519	5.742	0.000	Sig
Resonant Wit -> Ab	0.288	2.318	0.020	Sig
Aad -> Ab	0.245	2.151	0.031	Sig
Ab -> PI	0.186	1.525	0.127	Insig

\* Significant if t-statistic > than 1.96

(Source: Author's Calculations)

**H1: Different types of Humor used in advertisements have significant effect on the attitude towards the ads.**

**H1b: Resonant Wit in ads have significant effect on attitude towards the ads.**

Above stated hypothesis i.e. H1b is accepted or rejected on the basis of t-statistics along with p-value (accepted at 5% level of significance) as discussed in the Table 4.33. The t-value of Resonant wit-> Aad is 5.742 which is more than 1.96 and the p-value is 0.000 which is lesser than 0.05. Therefore, H1b is accepted and concludes that Resonant wit in ads have a positive effect on ad attitude.

**H2: Different types of Humor used in advertisements have significant effect on the attitude towards the brand.**

**H2b: Resonant Wit in ads have significant effect on attitude towards the brand.**

Above stated hypothesis i.e. H2b is accepted or rejected on the basis of t-statistics along with p-value (accepted at 5% level of significance). The t-value of Resonant wit-> Ab is 2.318 which is more than 1.96 and p-value is 0.020 which is lesser than 0.05. Therefore, H2b is accepted and concludes that Resonant wit in ads have a significant and positive effect on brand attitude.



**H3: Attitude towards the ad will have direct significant effect on attitude towards the brand.**

Above stated hypothesis i.e. H3 is accepted or rejected on the basis of t-statistics along with p-value (accepted at 5% level of significance). The t-value of Aad-> Ab is 2.151 which is more than 1.96 and p-value is 0.031 which is lesser than 0.05. Therefore, H3 is accepted and concludes that attitude towards the ads have a significant and positive effect on brand attitude.

**H4: Attitude towards the brand will have direct significant effect on purchase intention.**

Above stated hypothesis i.e. H4 is accepted or rejected on the basis of t-statistics along with p-value (accepted at 5% level of significance). The t-value of Ab-> PI is 1.525 which is less than 1.96 and p-value is 0.127 which is more than 0.05. Therefore, H4 is rejected and concludes that brand attitude has an insignificant effect on purchase intention.

Table 4.34 Summary of Results of Hypotheses Testing for Resonant Wit Using Structural Model

Hypotheses		Empirical Conclusions
Resonant Wit -> Aad	H1b	Accept
Resonant Wit -> Ab	H2b	Accept
Aad -> Ab	H3	Accept
Ab -> PI	H4	Reject

*(Source: Author's Calculations)*

#### 4.3.2.4 Mediation Analysis

In this study Mediation analysis was performed using bootstrapping. Models were curtailed according to the hypothesis under analysis and mediation of Aad as well as Ab was analysed for different relationships. Both indirect and direct effects were

observed for their significance and the results were reported in a tabular form as illustrated below.

**H5: Attitude towards the ad mediates the relationship between the types of humor and attitude towards the brand.**

**H5b: Attitude towards the ad mediates the relationship between Resonant wit and attitude towards the brand.**

To check the mediating role of ad attitude between Resonant wit and attitude towards the brand, model was curtailed and only these three variables were considered for further analysis. Bootstrapping technique was performed on the model given below in Figure 4.10.

Indirect effect of Resonant wit on attitude towards the brand through attitude towards the ad was checked for its significance in the results obtained from bootstrapping.

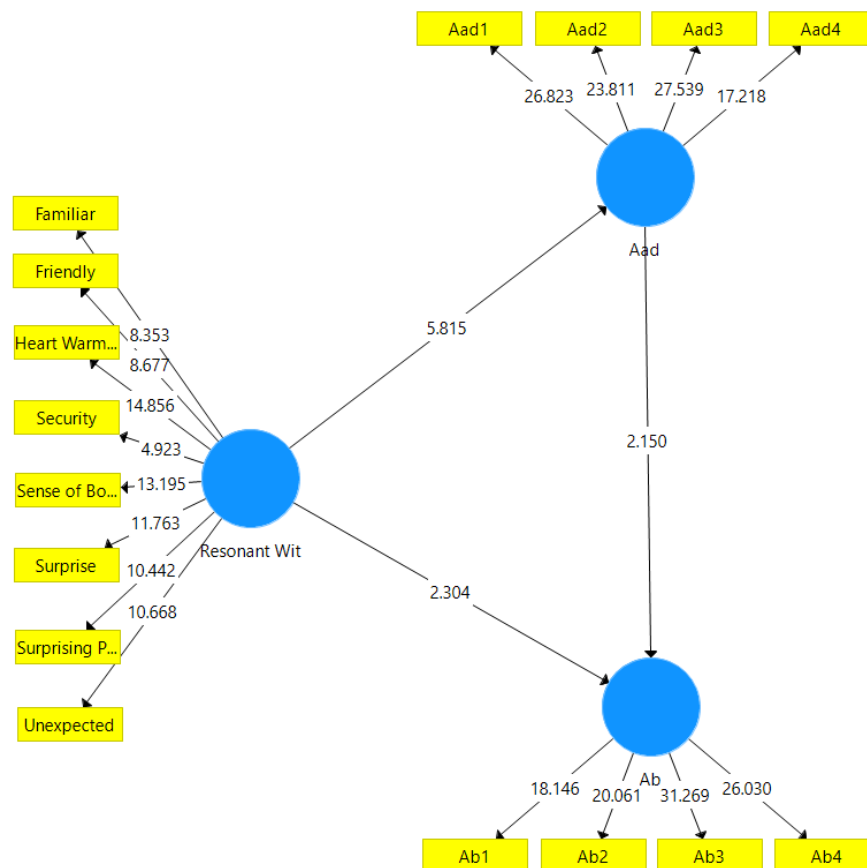


Figure 4.10 A Mediation Analysis for H5b

(Source: Author's Calculations)

As shown in Table 4.35 below, the indirect effect from Resonant wit to Aad and Aad to Ab was significant. T-statistic value for Resonant wit to Aad was 5.815 with  $p = 0.00$  and for Aad to Ab t-statistic value was 2.150 with  $p = 0.032$ . Moreover, the direct effect of Resonant wit on Ab, as shown in Table 4.35, came out to be significant with t-statistics = 2.304 and  $p = 0.02$ . Therefore, according to the procedure mentioned in Figure 4.4, Aad partially mediated the relationship between Resonant wit and Ab as the direct effect between Resonant wit and Ab is also significant. To assess the sign of partial mediation, product of path coefficients of direct and indirect effect ( $0.247 \times 0.518 \times 0.29$ ) was calculated and the result came out to be positive. This indicates that it is Complimentary Partial Mediation.

Table 4.35 Bootstrapping results of Indirect and Direct effect for Resonant Wit (H5b)

<b>Indirect Effects</b>						
	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>	<b>Results</b>
<b>Aad -&gt; Ab</b>	0.247	0.24	0.115	2.150	0.032	Sig
<b>Resonant Wit -&gt; Aad</b>	0.518	0.527	0.089	5.815	0	Sig
<b>Direct Effects</b>						
	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>	<b>Results</b>
<b>Resonant Wit -&gt; Ab</b>	0.29	0.315	0.125	2.304	0.02	Sig

(Source: Author's Calculations)

**H6: Attitude towards the brand mediates the relationship between the types of humor and purchase intention.**

**H6b: Attitude towards the brand mediates the relationship between Resonant wit and purchase intention.**

To check the mediating role of brand attitude between Resonant wit and purchase intention, model was curtailed and only these three variables were considered for further analysis. Bootstrapping technique was performed on the model given below in Figure 4.11.

Indirect effect of Resonant wit on purchase intention through attitude towards the brand was checked for its significance in the results obtained from bootstrapping.

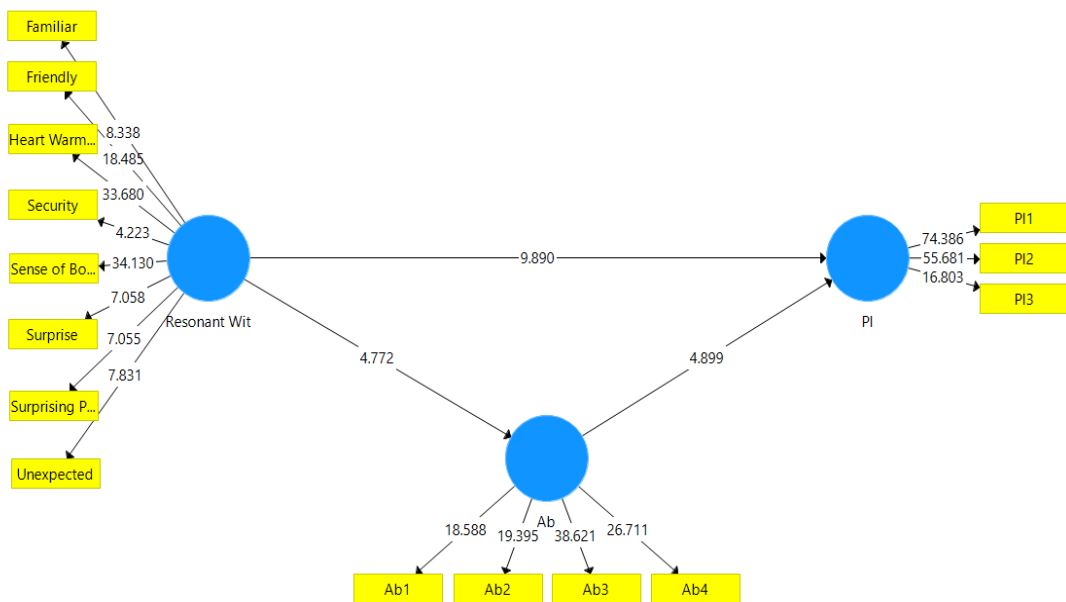


Figure 4.11 A Mediation Analysis for H6b

*(Source: Author's Calculations)*

As shown in Table 4.36 below, t-statistics value for Resonant wit to Ab was 4.772 with  $p = 0.00$  which is significant and it was also significant for Ab to PI as its t-statistic value was 4.899 with  $p = 0.00$ . As both the relationships were significant, the overall indirect effect was significant. Moreover, the direct effect of Resonant wit on

PI, as shown in Table 4.36, came out to be significant with t-statistics = 9.89 and p = 0.000. Hence, there is partial mediation of Ab between Resonant wit and PI as both of its direct as well as indirect effects are significant. To assess the sign of partial mediation, product of path coefficients of direct and indirect effect ( $0.471 \times 0.423 \times -0.696$ ) was calculated and the result came out to be negative. This indicates that it is Competitive Partial Mediation.

Table 4.36 Bootstrapping results of Indirect and Direct effect for Resonant Wit (H6b)

<b>Indirect Effect</b>						
	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ((O/STDEV))</b>	<b>P Values</b>	<b>Results</b>
<b>Ab -&gt; PI</b>	0.471	0.487	0.096	4.899	0	Sig
<b>Resonant Wit -&gt; Ab</b>	0.423	0.436	0.089	4.772	0	Sig
<b>Direct Effect</b>						
	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ((O/STDEV))</b>	<b>P Values</b>	<b>Results</b>
<b>Resonant Wit -&gt; PI</b>	-0.696	-0.714	0.07	9.89	0	Sig

(Source: Author's Calculations)

These results support H6b hypothesis that brand attitude plays a mediating role between the relation between Resonant wit and Purchase Intention. Therefore, H6b is accepted.

**H7: Attitude towards the brand mediates the relationship between the attitude towards the ad and purchase intention.**

To check the mediating role of brand attitude between attitude towards the ad and purchase intention, model was curtailed and only these three variables were considered for further analysis. Bootstrapping technique was performed on the model given below in Figure 4.12.

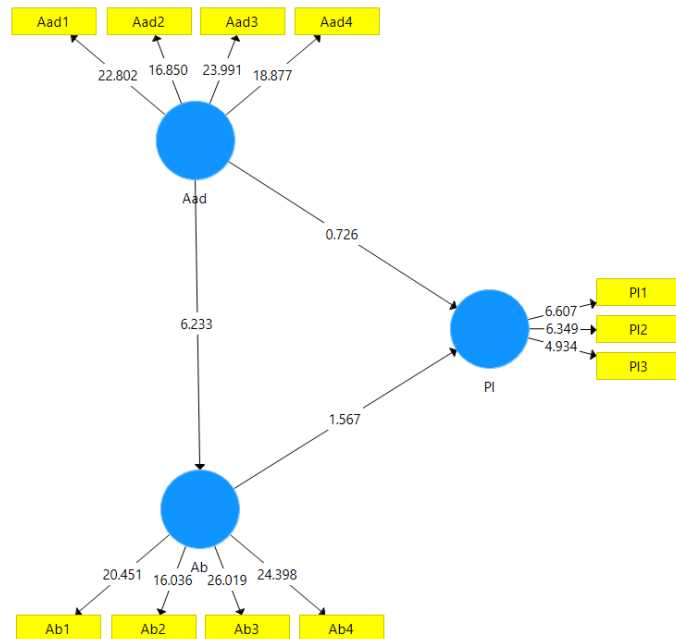


Figure 4.12 A Mediation Analysis for H7 in Resonant Wit

(Source: Author's Calculations)

Indirect effect of ad attitude on purchase intention through brand attitude was checked for its significance in the results obtained from bootstrapping. As shown in Table 4.37 below, the effect from Aad to Ab was significant but Ab to PI was not significant. Hence, the overall indirect effect was not significant. T-statistic value for Aad to Ab was 6.233 with  $p = 0.00$  and for Ab to PI t-statistic value was 1.567 with  $p = 0.117$ . The direct effect of Aad on PI, as shown in Table 4.37, came out to be not significant as well with t-statistics = 0.726 and  $p = 0.468$ .

Table 4.37 Bootstrapping results of Indirect and Direct effect for Resonant Wit (H7)

Indirect Effect						
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Results
<b>Aad -&gt; Ab</b>	0.398	0.414	0.064	6.233	0	Sig
<b>Ab -&gt; PI</b>	0.224	0.237	0.143	1.567	0.117	Not Sig

<b>Direct Effect</b>						
	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ((O/STDEV))</b>	<b>P Values</b>	<b>Results</b>
<b>Aad -&gt; PI</b>	-0.093	-0.101	0.127	0.726	0.468	Not Sig

*(Source: Author's Calculations)*

According to the results, hypothesis H7 is not supported i.e. Ab does not mediate the relationship between Aad and PI as both direct and indirect effects between Aad and PI are not significant. Therefore, H7 is rejected.

The outcomes of hypotheses tested above are summed up in Table 4.38 below.

Table 4.38 Summary of Mediation Results for Resonant Wit

<b>Hypotheses</b>		<b>Mediation</b>	<b>Empirical Conclusions</b>
<b>H5</b>	Attitude towards the ad mediates the relationship between the types of humor and attitude towards the brand.	<b>Partial Mediation</b>	<b>Supported</b>
	H5b: Attitude towards the ad mediates the relationship between Resonant wit and attitude towards the brand.		
<b>H6</b>	Attitude towards the brand mediates the relationship between the types of humor and purchase intention.	<b>Partial Mediation</b>	<b>Supported</b>
	H6b: Attitude towards the brand mediates the relationship between Resonant wit and purchase intention.		
<b>H7</b>	Attitude towards the brand mediates the relationship between the attitude towards the ad and purchase intention.	<b>No Mediation</b>	<b>Not Supported</b>

### 4.3.3 HUMOR TYPE 3 - RESONANT HUMOR

#### 4.3.3.1 Measurement Model

a) **Indicator Reliability:** To examine the indicator reliability, values of outer loadings are checked. The desired value for outer loading is 0.7 or above (Hair et al., 2009). In this study, the outer loadings for the constructs Resonant humor, Attitude towards the ad, Attitude towards the brand and Purchase Intention are more than 0.7 as mentioned in the Table 4.39 below. Although the value of item Friendly for the construct “Resonant Humor” was found below 0.7, the value for AVE (0.531) was satisfactory. Moreover, upon deleting these items the value of AVE remained unaffected. Therefore, these items were not omitted.

Table 4.39 Final Items and Outer Loadings for the constructs of model for Resonant Humor

<b>Construct</b>	<b>Items</b>	<b>Outer Loadings</b>
Resonant Humor	Friendly	<b>0.575</b>
	Humor	0.743
	Safety	0.737
	Security	0.793
	Sense of Bonding	0.775
Attitude towards the ad (Aad)	Aad1	0.832
	Aad2	0.776
	Aad4	0.779
Attitude towards the brand (Ab)	Ab1	0.881
	Ab2	0.862
	Ab3	0.747
	Ab4	0.902



Purchase Intention (PI)	PI1	0.967
	PI2	0.961
	PI3	0.863

(Source: Author's Calculations)

- b) **Internal Consistency Reliability:** According to Fornell & Larcker (1981), Composite reliability should be  $\geq 0.7$  to assess internal consistency. In the same way, Cronbach's alpha must be greater than or equal to the standard value of 0.7 (Cronbach, 1951). In the Table 4.40 given below, the internal consistency of each construct for Resonant humor model was measured through Composite reliability and Cronbach's Alpha. These values were more than 0.7 for every construct, which means reliability and internal consistency was achieved.

Table 4.40 Internal Consistency Reliability for constructs of model for Resonant Humor

Constructs	Composite Reliability	Cronbach's Alpha
Resonant Humor	0.848	0.795
Attitude towards the ad	0.838	0.712
Attitude towards the brand	0.912	0.872
Purchase Intention	0.952	0.924

(Source: Author's Calculations)

- c) **Convergent Validity:** To examine convergent validity, factor loadings can be used. When the values of factor loadings are 0.5 or above, it is accepted and if it is 0.7 or more, it is considered good which means there is a convergence of factors at some point. The value of AVE should be 0.5 or more, which means that the variable is able to describe above 50% of the variance of its indicator. SmartPLS software was used to calculate AVE. Prediction of convergent validity was done with the help of AVE (Carlson & Herdman, 2012). Some items from the construct were omitted to obtain the value of AVE above 0.5.

Table 4.41 illustrates the items that were deleted to attain convergent validity of resonant humor.

Table 4.41 Deleted Items from Resonant Humor

<b>S.No.</b>	<b>Items deleted from Resonant Humor (Humor Type 3)</b>
1.	Unexpected
2.	Heart Warming
3.	Anti-Climactic
4.	Familiar
5.	Dramatic
6.	Surprising Punchline
7.	Funny
8.	Surprise
9.	Body Shaming
10.	Sarcastic
11.	Perpetual Contrast
12.	Insult
13.	Joke
14.	Ridiculed
15.	Attacking
<b>Items deleted from Attitude towards the ad (Aad)</b>	
16.	Aad3

Table 4.42 highlights the values of AVE for different constructs under study after deleting the items mentioned above in Table 4.41. It was observed that AVE value for all the constructs was above 0.5, thus satisfying the condition for convergent validity.

Table 4.42 Convergent Validity for constructs of model for Resonant Humor

<b>Variables</b>	<b>AVE</b>
Resonant Humor	0.531
Attitude towards the ad	0.634
Attitude towards the brand	0.723
Purchase Intention	0.868

(Source: Author's Calculations)

d) **Discriminant Validity:** Discriminant validity for the measurement model of Resonant humor involved in this study was calculated using SmartPLS and its values are given in the Table 4.43 below. As illustrated in the table, the bold values represent the square root of values of AVE. In order for a model to pass a discriminant validity test, the bold diagonal values must be more than the values of correlation with other constructs in their respective column as well as row (Fornell & Larcker, 1981). As this condition was fulfilled, the discriminant validity of each variable was achieved.

Table 4.43 Discriminant Validity for constructs of model for Resonant Humor

	<b>Attitude towards the ad</b>	<b>Attitude towards the brand</b>	<b>Purchase Intention</b>	<b>Resonant Humor</b>
<b>Attitude towards the ad</b>	<b>0.796</b>			
<b>Attitude towards the brand</b>	0.749	<b>0.850</b>		
<b>Purchase Intention</b>	0.318	0.252	<b>0.932</b>	
<b>Resonant Humor</b>	0.441	0.517	-0.039	<b>0.729</b>

(Source: Author's Calculations)

To attain discriminant validity the cross loading of a construct with itself must be more than the cross loadings of that particular construct with any other construct. It can be observed in Table 4.44 that all measures have higher cross loadings with themselves as compared to other measures. Therefore, discriminant validity was achieved.

Table 4.44 Cross Loadings for the constructs of model for Resonant Humor

	<b>Aad</b>	<b>Ab</b>	<b>PI</b>	<b>Resonant humor</b>
<b>AAd1</b>	0.832	0.615	0.341	0.435
<b>AAd2</b>	0.776	0.52	0.196	0.277
<b>AAd4</b>	0.779	0.641	0.209	0.324
<b>Ab1</b>	0.673	0.881	0.293	0.456
<b>Ab2</b>	0.712	0.862	0.254	0.398
<b>Ab3</b>	0.496	0.747	-0.037	0.439
<b>Ab4</b>	0.637	0.902	0.271	0.48
<b>Friendly</b>	0.07	0.113	0.12	0.575
<b>Humor</b>	0.29	0.33	-0.22	0.743
<b>PI1</b>	0.328	0.284	0.967	-0.063
<b>PI2</b>	0.309	0.222	0.961	-0.035
<b>PI3</b>	0.239	0.178	0.863	0.003
<b>Safety</b>	0.342	0.447	0.304	0.737
<b>Security</b>	0.412	0.492	-0.272	0.793
<b>Sense of Bonding</b>	0.32	0.309	0.046	0.775

*(Source: Author's Calculations)*

HTMT method (i.e., Heterotrait-Monotrait Ratio), was applied to confirm the discriminant validity as its results are more reliable. It can be observed in Table

4.45 below that all the pair values are below 0.85, which means they satisfy the criteria of HTMT.

Table 4.45 HTMT for constructs of model for Resonant Humor

	Aad	Ab	PI	Resonant Humor
Aad				
Ab	0.934			
PI	0.379	0.277		
Resonant Humor	0.511	0.553	0.309	

(Source: Author's Calculations)

#### 4.3.3.2 Structural Model

After the verification of reliability as well as validity for measurement model, the model is further examined for the direct relation that exists between dependent and independent variables (Chin, 1998). The model shown below in Figure 4.13 depicts the structural model and it also illustrates the values of path estimates.

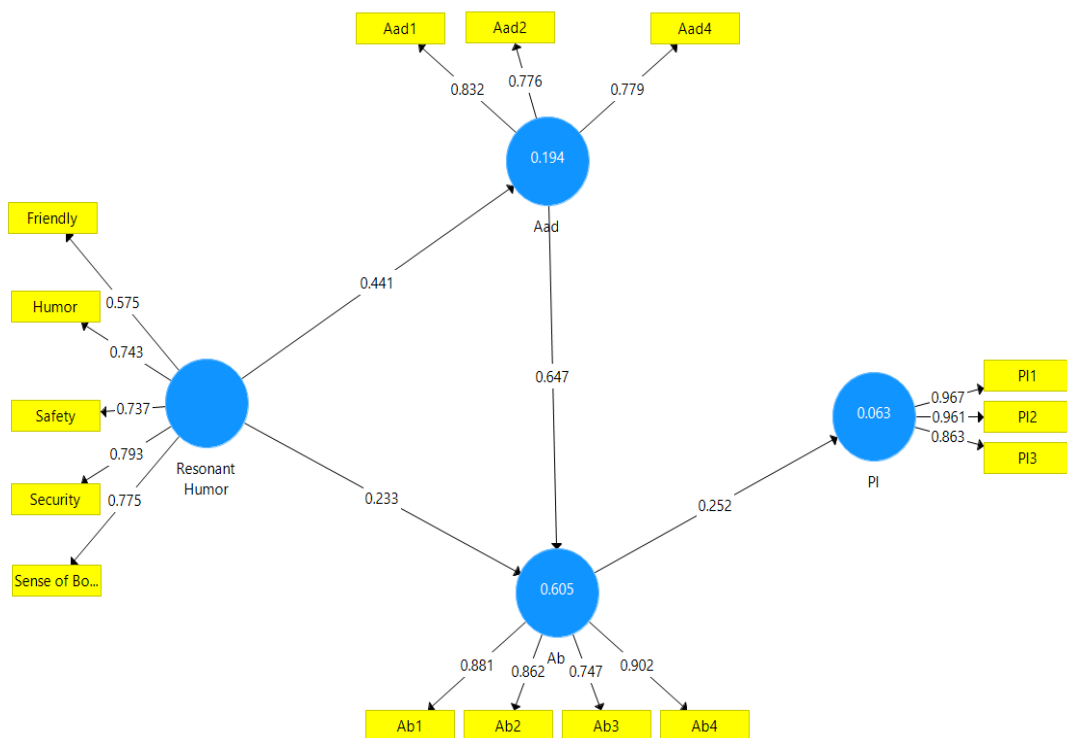


Figure 4.13 Structural Model for Resonant Humor

(Source: Author's Calculations)

**a) Path Estimation ( $\beta$ )**

As shown in the Table 4.46 below, path coefficient values for every relation of the given model are illustrated with their t statistics values. The relationship between Aad and Ab is most significant with t-statistics value as 7.789 and path coefficient as 0.647. It is followed by the relationship between Resonant humor and Aad with t statistics value as 5.629 and path coefficient value as 0.441. The least significant relationship is between Ab and PI with t statistics as 2.619 and path coefficient as 0.252. It can also be observed that all the path coefficients are positive which implies that no relationship was negative.

Table 4.46 Path Estimation values for relationships of model for Resonant Humor

<b>Path relation</b>	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>Results</b>
<b>Resonant humor -&gt; Aad</b>	0.441	0.465	0.078	5.629	Sig
<b>Resonant humor -&gt; Ab</b>	0.233	0.235	0.078	2.988	Sig
<b>Aad -&gt; Ab</b>	0.647	0.645	0.083	7.789	Sig
<b>Ab -&gt; PI</b>	0.252	0.264	0.096	2.619	Sig

*(Source: Author's Calculations)*

**b) Coefficient of Determination ( $R^2$ )**

$R^2$  values of 0.19 was considered weak, 0.33 as moderate and 0.67 as substantial power (Chin, 1998; Tenenhaus et al., 2005). For resonant humor as shown in Table 4.47 below, the value of coefficient of determination ( $R^2$ ) for attitude towards the ad is 0.194 (moderate), which explains that 19.4% of the model is described by the independent construct i.e., resonant humor. Similarly, the value 0.605 (moderate) is for attitude towards the brand and 0.063 (weak) is for purchase intention.

Table 4.47 Coefficient of Determination values ( $R^2$ ) for Resonant Humor

	<b>R Square</b>
Aad	0.194
Ab	0.605
PI	0.063

(Source: Author's Calculations)

**c) Predictive Relevance ( $Q^2$ )**

Threshold values for  $Q^2$  suggested by Chin (1998) are: 0.35, 0.15 and 0.02 which depicts high, medium and low affect respectively. For resonant humor, values of  $Q^2$  for Aad, Ab and PI were 0.112 (low), 0.417 (high) and 0.047 respectively as shown in Table 4.48 below, which means Aad and PI has low impact corresponding to predictive relevance whereas Ab show high impact respectively.

Table 4.48 Predictive Relevance value ( $Q^2$ ) for Resonant Humor

<b>Endogeneous Latent Construct</b>	<b>Predictive Relevance (<math>Q^2</math>)</b>
<b>Aad</b>	0.112
<b>Ab</b>	0.417
<b>PI</b>	0.047

(Source: Author's Calculations)

**4.3.3.3 Hypotheses Testing**

After getting satisfactory results in structural model testing for Resonant humor, hypothesis testing process was initiated. Bootstrapping technique was used to test all hypotheses. Every framed hypothesis was checked for its t-statistics value, p value and path coefficient ( $\beta$ ). Threshold values at 5% level of significance which governed the criteria of accepting the hypotheses were  $t > 1.96$  along with  $p < 0.05$ . Path-coefficients values depict the explanation and strength of the relations among independent and dependent constructs. Table 4.49 below highlights the relationships and their corresponding framed hypotheses for the model of Resonant humor.

Table 4.49 Framed Hypotheses for Resonant Humor

Relation	Hypotheses	
Resonant humor -> Aad	H1c	Resonant humor in ads have significant effect on attitude towards the ads.
Resonant humor -> Ab	H2c	Resonant humor in ads have significant effect on attitude towards the brand.
Aad -> Ab	H3	Attitude towards the ad will have direct significant effect on attitude towards the brand.
Ab -> PI	H4	Attitude towards the brand will have direct significant effect on purchase intention.

Following are the outcomes of hypotheses using bootstrapping technique.

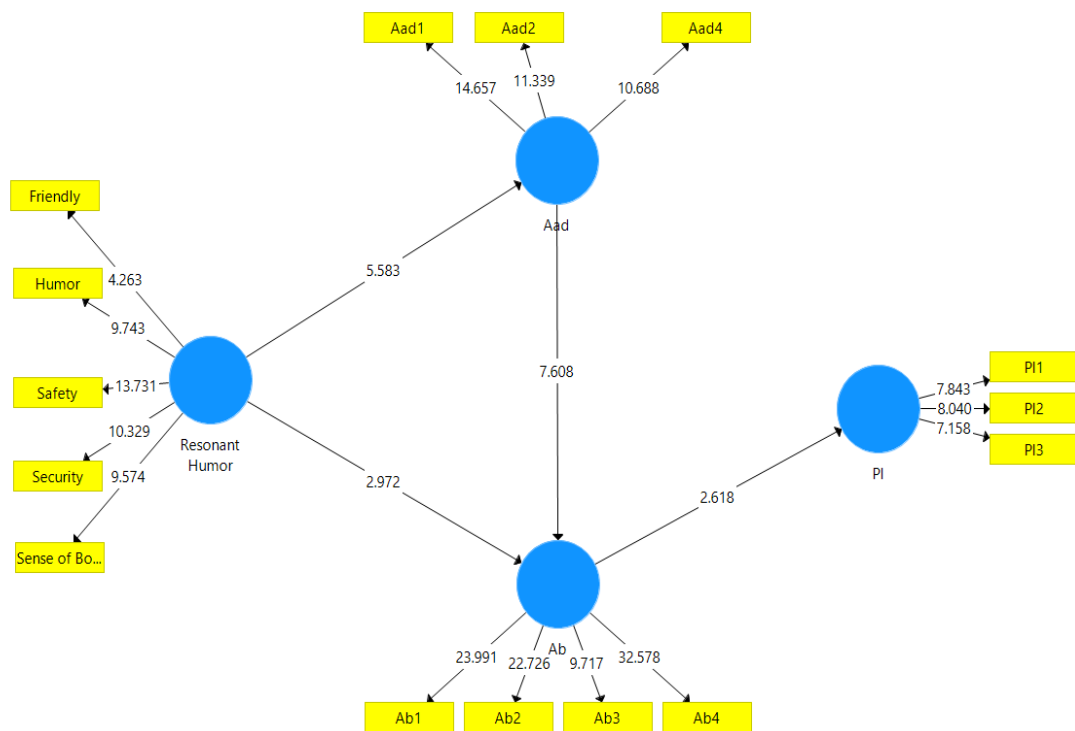


Figure 4.14 Statistical Significance of Path Coefficients for Resonant Humor  
(Source: Author's Calculations)



Table 4.50 Results of Hypotheses testing for Resonant Humor

Path relation	Original Sample (O)	T Statistics ( O/STDEV )	P Values	Results
Resonant humor -> Aad	0.441	5.583	0.000	Sig
Resonant humor -> Ab	0.233	2.972	0.003	Sig
Aad -> Ab	0.647	7.608	0.000	Sig
Ab -> PI	0.252	2.618	0.009	Sig

\* Significant if t-statistic > than 1.96

(Source: Author's Calculations)

**H1: Different types of Humor used in advertisements have positive effect on the attitude towards the ads.**

**H1c: Resonant Humor in ads have significant effect on attitude towards the ads.**

Above stated hypothesis i.e. H1c is accepted or rejected on the basis of t-statistics along with p-value (accepted at 5% level of significance) as discussed in the Table 4.50. The t-value of Resonant humor-> Aad is 5.583 which is more than 1.96 and p-value is 0.000 which is less than 0.05. Therefore, H1c is accepted and concludes that Resonant humor in ads have a significant and positive effect on ad attitude.

**H2: Different types of Humor used in advertisements have positive effect on the attitude towards the brand.**

**H2c: Resonant Humor in ads have positive effect on attitude towards the brand.**

Above stated hypothesis i.e. H2c is accepted or rejected on the basis of t-statistics along with p-value (accepted at 5% level of significance). The t-value of Resonant humor-> Ab is 2.972 which is more than 1.96 and p-value is 0.003 which is less than 0.05. Therefore, H2c is accepted and concludes that Resonant humor in ads have a significant and positive effect on brand attitude.

**H3: Attitude towards the ad will have direct significant effect on attitude towards the brand.**

Above stated hypothesis i.e. H3 is accepted or rejected on the basis of t-statistics and p-value (accepted at 5% level of significance). The t-value of Aad-> Ab is 7.608 which is more than 1.96 and p-value is 0.000 which is not more than 0.05. Thus, H3 is accepted and concludes that attitude towards the ads have a significant and positive effect on brand attitude.

**H4: Attitude towards the brand will have direct positive effect on purchase intention.**

Above stated hypothesis i.e. H4 is accepted or rejected on the basis of t-statistics along with p-value (accepted at 5% level of significance). The t-value of Ab-> PI is 2.618 which is more than 1.96 and p-value is 0.009 which is less than 0.05. Therefore, H4 is accepted and concludes that brand attitude has a significant and positive effect on purchase intention.

Table 4.51 Summary of Results of Hypotheses Testing for Resonant Humor Using Structural Model

Hypotheses		Empirical Conclusions
Resonant Humor -> Aad	H1c	Accept
Resonant Humor -> Ab	H2c	Accept
Aad -> Ab	H3	Accept
Ab -> PI	H4	Accept

*(Source: Author's Calculations)*

**4.3.3.4 Mediation Analysis**

In this study Mediation analysis was performed using bootstrapping. Models were curtailed according to the hypothesis under analysis and mediation of Aad as well as Ab was analysed for different relationships. Both indirect and direct effects were observed for their significance and the results were reported in a tabular form as illustrated below.

**H5: Attitude towards the ad mediates the relationship between the types of humor and attitude towards the brand.**

**H5c: Attitude towards the ad mediates the relationship between Resonant humor and attitude towards the brand.**

To check the mediating role of ad attitude between Resonant humor and brand attitude, model was curtailed and only these three variables were considered for further analysis. Bootstrapping technique was performed on the model given below in Figure 4.15.

Indirect effect of Resonant humor on brand attitude through ad attitude was checked for its significance in the results obtained from bootstrapping.

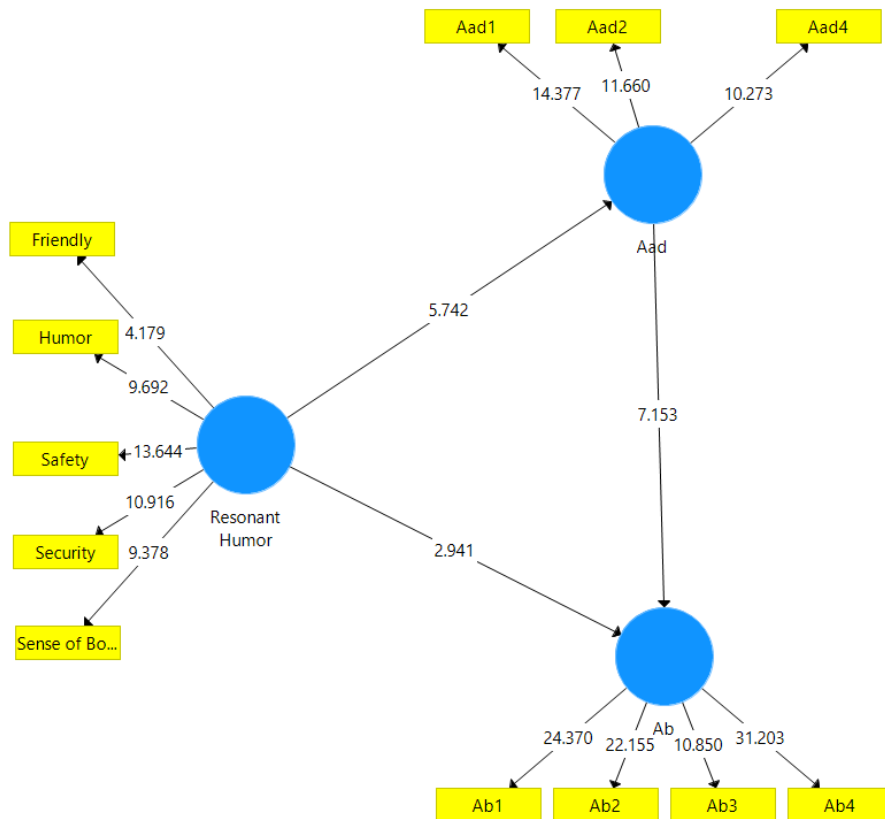


Figure 4.15 A Mediation Analysis for H5c

(Source: Author's Calculations)

As shown in Table 4.52 below, the indirect effect from Resonant humor to Aad and Aad to Ab was significant. T-statistic value for Resonant humor to Aad was 5.742 with  $p = 0.00$  and for Aad to Ab t-statistic value was 7.153 with  $p = 0.00$ . Moreover,

the direct effect of Resonant humor on Ab, as shown in Table 4.52, came out to be significant with t-statistics = 2.941 and p = 0.003. Therefore, according to the procedure mentioned in Figure 4.4, Aad partially mediated the relationship involving Resonant humor and Ab as the direct effect between Resonant humor and Ab is also significant. To assess the sign of partial mediation, product of path coefficients of direct and indirect effect ( $0.643 \times 0.441 \times 0.235$ ) was calculated and the result came out to be positive. This indicates that it is Complimentary Partial Mediation.

Table 4.52 Bootstrapping results of Indirect and Direct effect for Resonant Humor (H5c)

<b>Indirect effect</b>						
	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>	<b>Results</b>
<b>Aad -&gt; Ab</b>	0.643	0.644	0.09	7.153	0	Sig
<b>Resonant Humor -&gt; Aad</b>	0.441	0.462	0.077	5.742	0	Sig
<b>Direct effect</b>						
	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>	<b>Results</b>
<b>Resonant Humor -&gt; Ab</b>	0.235	0.234	0.08	2.941	0.003	Sig

(Source: Author's Calculations)

These results support H5c hypothesis that attitude towards the ad plays a mediating role in the relation between Resonant humor and brand attitude. Thus, H5c is accepted.

**H6: Attitude towards the brand mediates the relationship between the types of humor and purchase intention.**

**H6c: Attitude towards the brand mediates the relationship between Resonant humor and purchase intention.**

To check the mediating role of brand attitude between Resonant humor and purchase intention, model was curtailed and only these three variables were considered for further analysis. Bootstrapping technique was performed on the model given below in Figure 4.16.

Indirect effect of Resonant humor on purchase intention through attitude towards the brand was checked for its significance in the results obtained from bootstrapping.

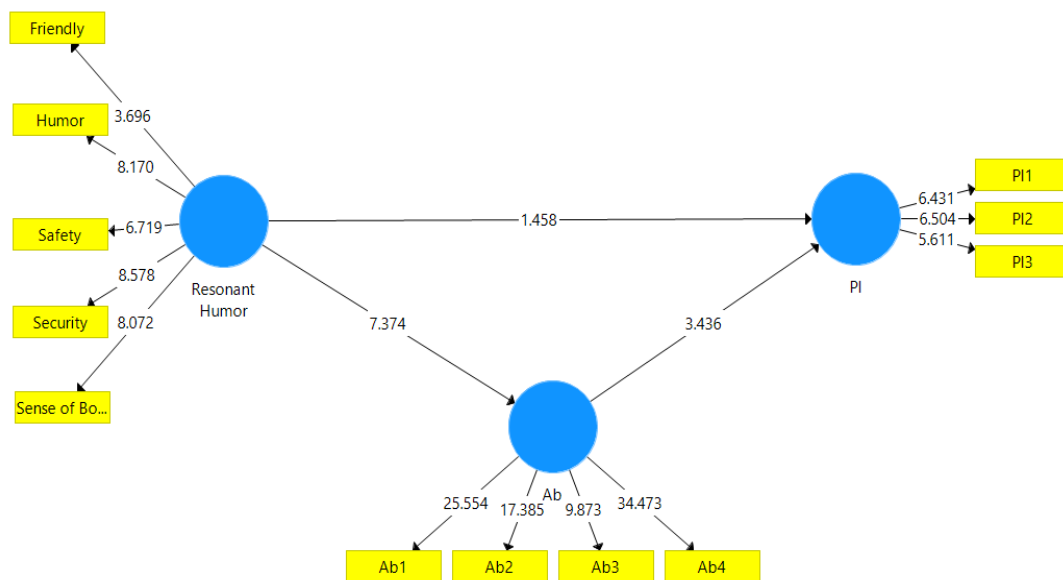


Figure 4.16 A Mediation Analysis for H6c  
(Source: Author's Calculations)

As shown in Table 4.53 below, t-statistics value for Resonant humor to Ab was 7.374 with  $p = 0.00$  which is significant and it was also significant for Ab to PI as its t-statistic value was 3.436 with  $p = 0.001$ . As both the relationships were significant, the overall indirect effect was significant. On the other hand, the direct effect of

Resonant humor on PI, as shown in Table 4.53, came out to be non-significant with t-statistics = 1.458 and p = 0.145.

Table 4.53 Bootstrapping results of Indirect and Direct effect for Resonant Humor (H6c)

<b>Indirect effect</b>						
	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>	<b>Results</b>
<b>Ab -&gt; PI</b>	0.382	0.388	0.111	3.436	0.001	Sig
<b>Resonant Humor -&gt; Ab</b>	0.523	0.544	0.071	7.374	0	Sig
<b>Direct effect</b>						
	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>	<b>Results</b>
<b>Resonant Humor -&gt; PI</b>	-0.253	-0.249	0.173	1.458	0.145	Not Sig

(Source: Author's Calculations)

Hence, there is Full mediation of Ab between Resonant humor and PI as its direct effect is insignificant and indirect effect is significant. Therefore, H6c is accepted.

**H7: Attitude towards the brand mediates the relationship between the attitude towards the ad and purchase intention.**

To check the mediating role of brand attitude between attitude towards the ad and purchase intention, model was curtailed and only these three variables were considered for further analysis. Bootstrapping technique was performed on the model given below in Figure 4.17.

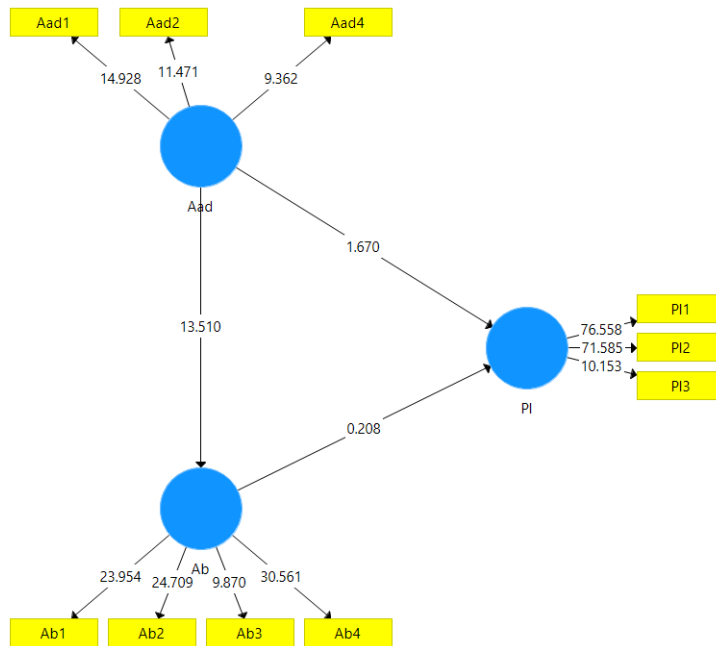


Figure 4.17 A Mediation Analysis for H7 in Resonant Humor

(Source: Author's Calculations)

Indirect effect of ad attitude on purchase intention through brand attitude was checked for its significance in the results obtained from bootstrapping. As shown in Table 4.54 below, the effect from Aad to Ab was significant but Ab to PI was not significant. Hence, the overall indirect effect was not significant. T-statistic value for Aad to Ab was 13.51 with  $p = 0.00$  and for Ab to PI t-statistic value was 0.208 with  $p = 0.835$ . The direct effect of Aad on PI, as shown in Table 4.54, came out to be not significant as well with t-statistics = 1.67 and  $p = 0.096$ .

Table 4.54 Bootstrapping results of Indirect and Direct effect for Resonant Humor

(H7)

Indirect Effect						
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Results
<b>Aad -&gt; Ab</b>	0.751	0.752	0.056	13.51	0	Sig
<b>Ab -&gt; PI</b>	0.034	0.057	0.164	0.208	0.835	Not Sig

<b>Direct Effect</b>						
	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>	<b>Results</b>
<b>Aad -&gt; PI</b>	0.291	0.271	0.174	1.67	0.096	Not Sig

(Source: Author's Calculations)

According to the results, hypothesis H7 is not supported i.e. Ab does not mediate the relationship between Aad and PI as both direct and indirect effects between Aad and PI are not significant. Therefore, H7 is rejected.

The results of hypotheses tested above are summed up in Table 4.55 below.

Table 4.55 Summary of Mediation Results for Resonant Humor

<b>Hypotheses</b>		<b>Mediation</b>	<b>Empirical Conclusions</b>
<b>H5</b>	Attitude towards the ad mediates the relationship between the types of humor and attitude towards the brand.	<b>Partial Mediation</b>	<b>Supported</b>
	H5c: Attitude towards the ad mediates the relationship between Resonant humor and attitude towards the brand.		
<b>H6</b>	Attitude towards the brand mediates the relationship between the types of humor and purchase intention.	<b>Full Mediation</b>	<b>Supported</b>
	H6c: Attitude towards the brand mediates the relationship between Resonant humor and purchase intention.		
<b>H7</b>	Attitude towards the brand mediates the relationship between the attitude towards the ad and purchase intention.	<b>No Mediation</b>	<b>Not Supported</b>



### 4.3.4 HUMOR TYPE 4 - SATIRE

#### 4.3.4.1 Measurement Model

- a) **Indicator Reliability:** To examine the indicator reliability, values of outer loadings are checked. The desired value for outer loading is 0.7 or above (Hair et al., 2009). In present study, the outer loadings for the constructs Satire, Attitude towards the ad, Attitude towards the brand and Purchase Intention are more than 0.7 as mentioned in the Table 4.56 below. Although the values of items Funny, Surprise and Surprising Punchline for the construct “Satire” were found below 0.7, the value for AVE (0.514) was satisfactory. Moreover, upon deleting these items the value of AVE remained unaffected. Therefore, these items were not omitted.

Table 4.56 Final Items and Outer Loadings for the constructs of model for Satire

Construct	Items	Outer Loadings
Satire	Body Shaming	0.716
	Dramatic	0.757
	Funny	0.601
	Insult	0.802
	Ridiculed	0.844
	Surprise	0.649
	Surprising Punchline	0.605
	Unexpected	0.724
Attitude towards the ad (Aad)	Aad1	0.945
	Aad2	0.960
	Aad4	0.928
Attitude towards the brand (Ab)	Ab1	0.887
	Ab2	0.934
	Ab3	0.916

	Ab4	0.923
Purchase Intention (PI)	PI1	0.929
	PI2	0.938
	PI3	0.875

(Source: Author's Calculations)

- b) **Internal Consistency Reliability:** According to Fornell & Larcker (1981), Composite reliability should be  $\geq 0.7$  to attain internal consistency. In the same way, Cronbach's alpha must be more than or equal to the standard value of 0.7 (Cronbach, 1951). In the Table 4.57 given below, the internal consistency of every variable for Satire model was measured through Composite reliability and Cronbach's Alpha. These values were  $> 0.7$  for every construct, which means reliability and internal consistency is achieved.

Table 4.57 Internal Consistency Reliability for constructs of model for Satire

Constructs	Composite Reliability	Cronbach's Alpha
Satire	0.893	0.864
Attitude towards the ad	0.961	0.939
Attitude towards the brand	0.954	0.936
Purchase Intention	0.939	0.902

(Source: Author's Calculations)

- c) **Convergent Validity:** To examine convergent validity, factor loadings can be used. When the values of factor loadings are 0.5 or above, it is accepted and if it is 0.7 or more, it is considered good which means there is a convergence of factors at some point. The value of AVE should be 0.5 or more, which means that the variable is able to describe above 50% of the variance of its indicator. SmartPLS software was used to calculate AVE. Prediction of convergent validity was done with the help of AVE (Carlson & Herdman, 2012). Some items from the construct were omitted to obtain the value of AVE above 0.5.

Table 4.58 illustrates the items that were deleted to attain convergent validity of satire.

Table 4.58 Deleted Items from Satire

S.No.	Items deleted from Satire (Humor Type 4)
1.	Heart Warming
2.	Friendly
3.	Familiar
4.	Attacking
5.	Sense of Bonding
6.	Sarcastic
7.	Humor
8.	Joke
9.	Perpetual Contrast
10.	Security
11.	Safety
12.	Anti-Climactic
<b>Items deleted from Attitude towards the ad (Aad)</b>	
13.	Aad3

Table 4.59 highlights the values of AVE for different constructs under study after deleting the items mentioned above in Table 4.58. It was observed that AVE value for all the constructs was above 0.5, thus satisfying the condition for convergent validity.

Table 4.59 Convergent Validity for constructs of model for Satire

Variables	AVE
Satire	0.514
Attitude towards the ad	0.892
Attitude towards the brand	0.838
Purchase Intention	0.836

(Source: Author's Calculations)

d) **Discriminant Validity:** Discriminant validity for the measurement model of Satire involved in this study was calculated using SmartPLS and its values are given in the Table 4.60 below. As illustrated in the table, the bold values represent the square root of values of AVE. In order for a model to pass a discriminant validity test, the bold diagonal values must be more than the values of correlation with other constructs in their respective column as well as row (Fornell & Larcker, 1981). As this condition was fulfilled, the discriminant validity for every variable was achieved.

Table 4.60 Discriminant Validity for constructs of model for Satire

	<b>Attitude towards the ad</b>	<b>Attitude towards the brand</b>	<b>Purchase Intention</b>	<b>Satire</b>
<b>Attitude towards the ad</b>	<b>0.944</b>			
<b>Attitude towards the brand</b>	0.542	<b>0.915</b>		
<b>Purchase Intention</b>	0.295	0.729	<b>0.915</b>	
<b>Satire</b>	-0.366	0.335	-0.442	<b>0.717</b>

*(Source: Author's Calculations)*

To attain discriminant validity the cross loading of a construct with itself must be more than the cross loadings of that particular construct with any other construct. It can be observed in Table 4.61 that all measures have higher cross loadings with themselves as compared to other measures. Therefore, discriminant validity was achieved.

Table 4.61 Cross Loadings for the constructs of model for Satire

	<b>Aad</b>	<b>Ab</b>	<b>PI</b>	<b>Satire</b>
<b>Aad1</b>	<b>0.945</b>	0.51	0.275	-0.352
<b>Aad2</b>	<b>0.96</b>	0.52	0.288	-0.369
<b>Aad4</b>	<b>0.928</b>	0.505	0.271	-0.313
<b>Ab1</b>	0.409	<b>0.887</b>	0.678	-0.213
<b>Ab2</b>	0.502	<b>0.934</b>	0.635	-0.298
<b>Ab3</b>	0.546	<b>0.916</b>	0.705	-0.414
<b>Ab4</b>	0.518	<b>0.923</b>	0.65	-0.286
<b>Body Shaming</b>	-0.22	-0.334	-0.524	<b>0.716</b>
<b>Dramatic</b>	-0.23	-0.212	-0.374	<b>0.757</b>
<b>Funny</b>	-0.338	-0.257	-0.157	<b>0.601</b>
<b>Insult</b>	-0.162	-0.215	-0.462	<b>0.802</b>
<b>PI1</b>	0.326	0.678	<b>0.929</b>	-0.353
<b>PI2</b>	0.245	0.676	<b>0.938</b>	-0.466
<b>PI3</b>	0.236	0.646	<b>0.875</b>	-0.394
<b>Ridiculed</b>	-0.276	-0.206	-0.411	<b>0.844</b>
<b>Surprise</b>	-0.315	-0.19	-0.137	<b>0.649</b>
<b>Surprising Punchline</b>	-0.297	-0.247	-0.191	<b>0.605</b>
<b>Unexpected</b>	-0.103	-0.166	-0.294	<b>0.724</b>

(Source: Author's Calculations)

HTMT method (i.e., Heterotrait-Monotrait Ratio), was applied for confirming discriminant validity as its results are more reliable. It can be observed in Table 4.62 below that all the pair values are below 0.85, which means they satisfy the criteria of HTMT.

Table 4.62 HTMT for constructs of model for Comic Wit

	Aad	Ab	PI	Satire
Aad				
Ab	0.575			
PI	0.319	0.793		
Satire	0.376	0.35	0.505	

(Source: Author's Calculations)

#### 4.3.4.2 Structural Model

After the verification of reliability along with validity, the model is further examined for the direct relation that exists between dependent and independent variables (Chin, 1998). The model shown below in Figure 4.18 depicts the structural model and it also illustrates the values of path estimates.

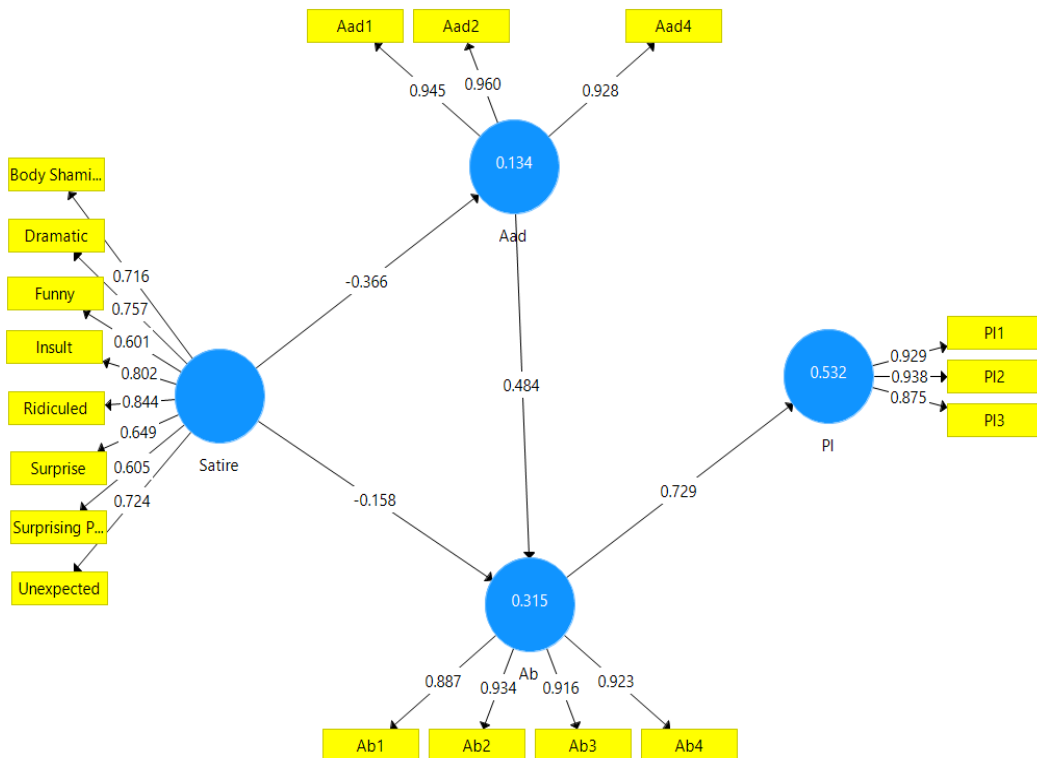


Figure 4.18 Structural Model for Satire

(Source: Author's Calculations)

**a) Path Estimation ( $\beta$ )**

As shown in the Table 4.63 below, path coefficient values for every relation of the given model are illustrated with their t statistics values. The relationship between Ab and PI is most significant with t-statistics value as 14.367 and path coefficient as 0.729. It is followed by the relationship between Aad and Ab with t statistics value as 5.217 and path coefficient value as 0.484. The least significant relationship is between Satire and Ab with t statistics as 1.918 and path coefficient as -0.158. Here values of path coefficient for the relationship of Satire->Aad and Satire->Ab have minus sign which indicates that Satire has a negative effect on both Aad and Ab.

Table 4.63 Path Estimation values for relationships of model for Satire

Path relation	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Result
Satire -> Aad	-0.366	-0.395	0.097	3.779	0	Sig
Satire -> Ab	-0.158	-0.169	0.082	1.918	0.055	Not Sig
Aad -> Ab	0.484	0.474	0.093	5.217	0	Sig
Ab -> PI	0.729	0.731	0.051	14.367	0	Sig

(Source: Author's Calculations)

**b) Coefficient of Determination ( $R^2$ )**

$R^2$  values of 0.19 was considered weak, 0.33 as moderate and 0.67 as substantial power (Chin, 1998; Tenenhaus et al., 2005). For satire as shown in Table 4.64, coefficient of determination ( $R^2$ ) for attitude towards the ad is 0.134 (weak), which explains that 13.4% of the model is described by the independent construct i.e. satire. Similarly, the value 0.315 (moderate) is for attitude towards the brand and 0.532 (moderate) is for purchase intention.

Table 4.64 Coefficient of Determination values (R<sup>2</sup>) for Satire

	<b>R Square</b>
Aad	0.134
Ab	0.315
PI	0.532

*(Source: Author's Calculations)*

### c) Predictive Relevance (Q<sup>2</sup>)

Threshold values for Q<sup>2</sup> suggested by Chin (1998) are: 0.35, 0.15 and 0.02 which depicts high, medium and low affect respectively. For satire, values of Q<sup>2</sup> for Aad, Ab and PI were 0.105 (low), 0.240 (medium) and 0.438 (high) respectively as shown in Table 4.65 below, which means Aad has low impact corresponding to predictive relevance whereas Ab and PI show medium impact and high impact respectively.

Table 4.65 Predictive Relevance value (Q<sup>2</sup>) for Satire

<b>Endogeneous Latent Construct</b>	<b>Predictive Relevance (Q<sup>2</sup>)</b>
<b>Aad</b>	0.105
<b>Ab</b>	0.240
<b>PI</b>	0.438

*(Source: Author's Calculations)*

### 4.3.4.3 Hypotheses Testing

After getting satisfactory results in structural model testing, hypothesis testing process was initiated. Bootstrapping technique was used to test all hypotheses. Every framed hypothesis was checked for its t-statistics value, p value and path coefficient ( $\beta$ ). Threshold values at 5% level of significance which governed the criteria of accepting the hypotheses were  $t > 1.96$  along with  $p < 0.05$ . Path-coefficients depict the explanation and strength of the relations among independent and dependent constructs. Table 4.66 below highlights the relationships and their corresponding framed hypotheses for the model of Satire.



Table 4.66 Framed Hypotheses for Satire

Relation	Hypotheses	
Satire -> Aad	H1d	Satire in ads have significant effect on attitude towards the ads.
Satire -> Ab	H2d	Satire in ads have significant effect on attitude towards the brand.
Aad -> Ab	H3	Attitude towards the ad will have direct significant effect on attitude towards the brand.
Ab -> PI	H4	Attitude towards the brand will have direct significant effect on purchase intention.

Following are the outcomes of hypotheses using bootstrapping technique.

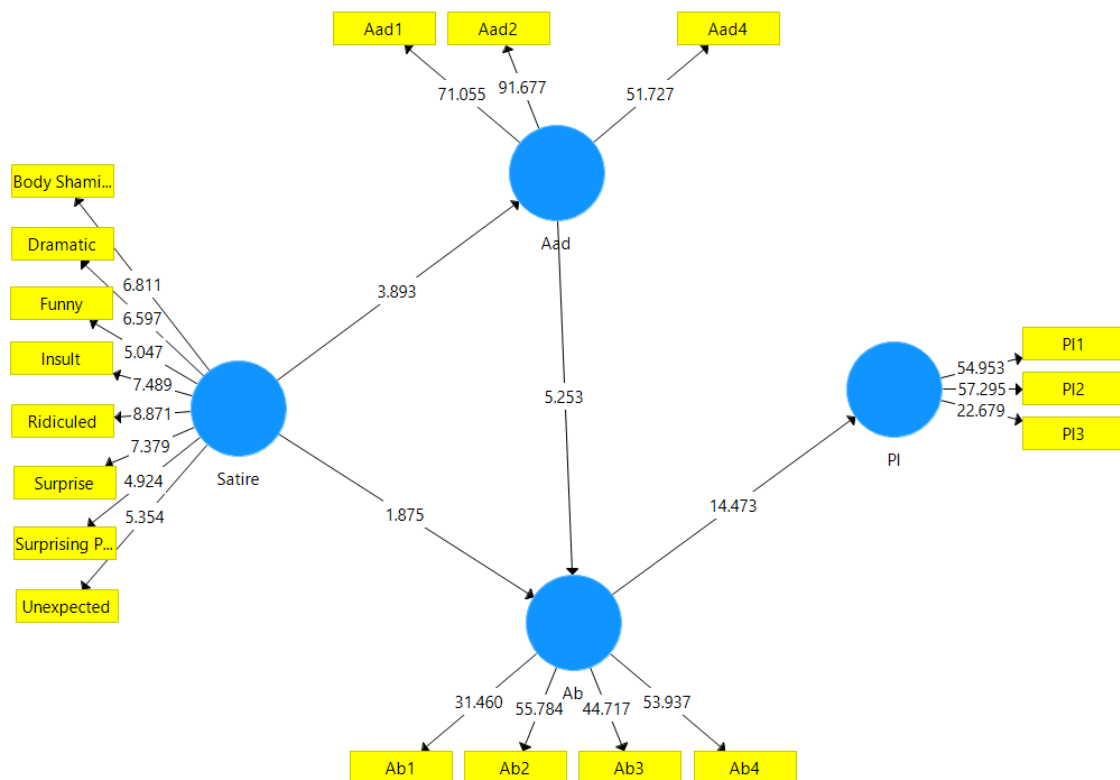


Figure 4.19 Statistical Significance of Path Coefficients for Satire  
(Source: Author's Calculations)

Table 4.67 Results of Hypotheses testing for Satire

Path relation	Original Sample (O)	T Statistics ( O/STDEV )	P Values	Result
Satire -> Aad	-0.366	3.893	0.000	Sig
Satire -> Ab	-0.158	1.875	0.061	Not Sig
Aad -> Ab	0.484	5.253	0.000	Sig
Ab -> PI	0.729	14.473	0.000	Sig

\* Significant if t-statistic > than 1.96

(Source: Author's Calculations)

**H1: Different types of Humor used in advertisements have significant effect on the attitude towards the ads.**

**H1d: Satire in ads have significant effect on attitude towards the ads.**

Above stated hypothesis i.e. H1d is accepted or rejected on the basis of t-statistics along with p-value (accepted at 5% level of significance) as discussed in the Table 4.67. The t-value of Satire-> Aad is 3.893 which is more than 1.96 and p-value is 0.000 which is lesser than 0.05. Therefore, H1b is accepted and concludes that Satire in ads have a significant effect on attitude towards the ads. But path coefficient for this relationship came out to be negative (-0.366) which depicts that Satire has a negative effect on Aad.

**H2: Different types of Humor used in advertisements have significant effect on the attitude towards the brand.**

**H2d: Satire in ads have significant effect on attitude towards the brand.**

Above stated hypothesis i.e. H2d is accepted or rejected on the basis of t-statistics along with p-value (accepted at 5% level of significance). The t-value of Satire-> Ab is 1.875 which is less than 1.96 and p-value is 0.061 which is more than 0.05. Therefore, H2d is rejected and concludes that Satire in ads does not have a significant effect on brand attitude.

**H3: Attitude towards the ad will have direct significant effect on attitude towards the brand.**

Above stated hypothesis i.e. H3 is accepted or rejected on the basis of t-statistics along with p-value (accepted at 5% level of significance). The t-value of Aad-> Ab is 5.253 which is more than 1.96 and p-value is 0.000 which is not more than 0.05. Thus, H3 is accepted and concludes that attitude towards the ads have a significant and positive effect on brand attitude.

**H4: Attitude towards the brand will have direct positive effect on purchase intention.**

Above stated hypothesis i.e. H4 is accepted or rejected on the basis of t-statistics along with p-value (accepted at 5% level of significance). The t-value of Ab-> PI is 14.473 which is more than 1.96 and p-value is 0.000 which is more than 0.05. Therefore, H4 is rejected and concludes that brand attitude have a significant and positive effect on purchase intention.

Table 4.68 Summary of Results of Hypotheses Testing for Satire Using Structural Model

Hypotheses		Empirical Conclusions
Satire -> Aad	H1a	Supported
Satire -> Ab	H2a	Not Supported
Aad -> Ab	H3	Supported
Ab -> PI	H4	Supported

(Source: Author's Calculations)

#### 4.3.4.4 Mediation Analysis

In this study, Mediation analysis was performed using bootstrapping. Models were curtailed according to the hypothesis under analysis and mediation of Aad as well as Ab was analysed for different relationships. Both indirect and direct effects were observed for their significance and the results were reported in a tabular form as illustrated below.

**H5: Attitude towards the ad mediates the relationship between the types of humor and attitude towards the brand.**

**H5d: Attitude towards the ad mediates the relationship between Satire and attitude towards the brand.**

To check the mediating role of ad attitude between Satire and brand attitude, model was curtailed and only these three variables were considered for further analysis. Bootstrapping technique was performed on the model given below in Figure 4.20. Indirect effect of Satire on brand attitude through attitude towards the ad was checked for its significance in the results obtained from bootstrapping.

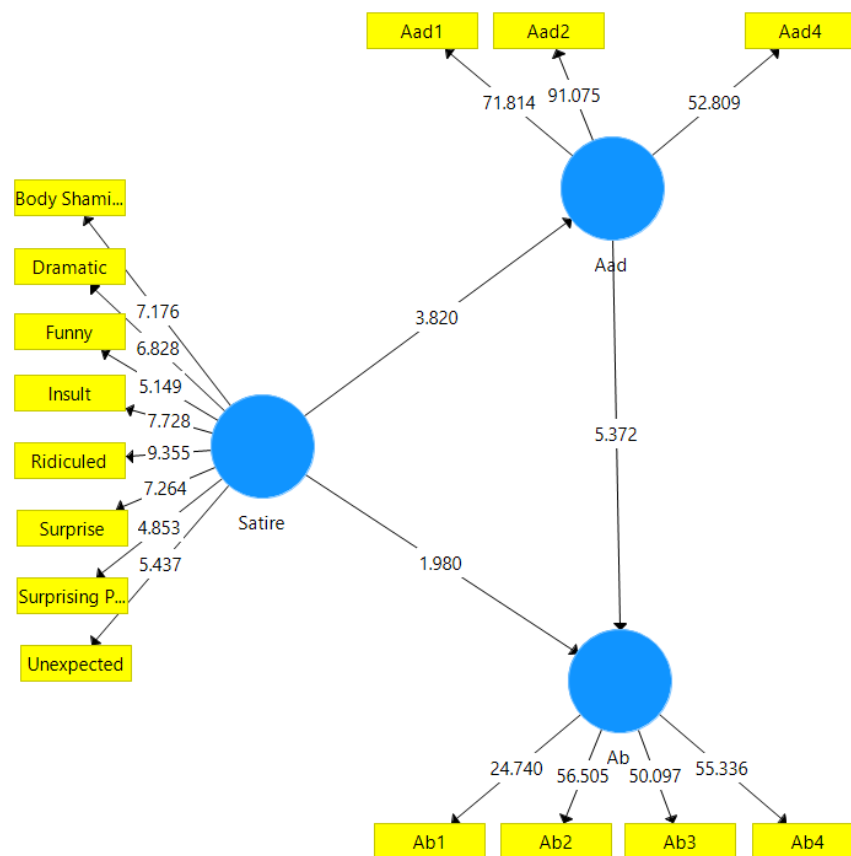


Figure 4.20 A Mediation Analysis for H5d  
(Source: Author's Calculations)

As shown in Table 4.69 below, the indirect effect from Satire to Aad and Aad to Ab was significant. T-statistic value for Satire to Aad was 3.82 with  $p = 0.000$  and for Aad to Ab t-statistic value was 5.372 with  $p = 0.000$ . Moreover, the direct effect of Satire on Ab, as shown in Table 4.69, came out to be significant as well with t-statistics = 1.98 and  $p = 0.048$ . Therefore, according to the procedure mentioned in

Figure 4.4, Aad partially mediated the relationship between Satire and Ab as the direct effect between Satire and Ab is also significant. To assess the sign of partial mediation, product of path coefficients of direct and indirect effect ( $0.486 \times -0.366 \times -0.161$ ) was calculated and the result came out to be positive. This indicates that it is Complimentary Partial Mediation.

Table 4.69 Bootstrapping results of Indirect and Direct effect for Satire (H5d)

<b>Indirect Effect</b>						
	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>	<b>Results</b>
<b>Aad -&gt; Ab</b>	0.486	0.478	0.091	5.372	0	Sig
<b>Satire -&gt; Aad</b>	-0.366	-0.394	0.096	3.82	0	Sig
<b>Direct Effect</b>						
	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>	<b>Results</b>
<b>Satire -&gt; Ab</b>	-0.161	-0.172	0.081	1.98	0.048	Sig

(Source: Author's Calculations)

$a*b*c' = 0.028638036$  (Positive) where  $a = 0.486$ ,  $b = -0.366$  and  $c' = -0.161$

Since the value is positive, it's Complimentary Partial Mediation

These results support H5d hypothesis that attitude towards the ad plays a mediating role in the relation between Satire and brand attitude. Thus, H5d is accepted.

**H6: Attitude towards the brand mediates the relationship between the types of humor and purchase intention.**

**H6d: Attitude towards the brand mediates the relationship between Satire and purchase intention.**

To check the mediating role of brand attitude between Satire and purchase intention, model was curtailed and only these three variables were considered for further analysis. Bootstrapping technique was performed on the model given below in Figure 4.21.

Indirect effect of Satire on purchase intention through brand attitude was checked for its significance in the results obtained from bootstrapping.

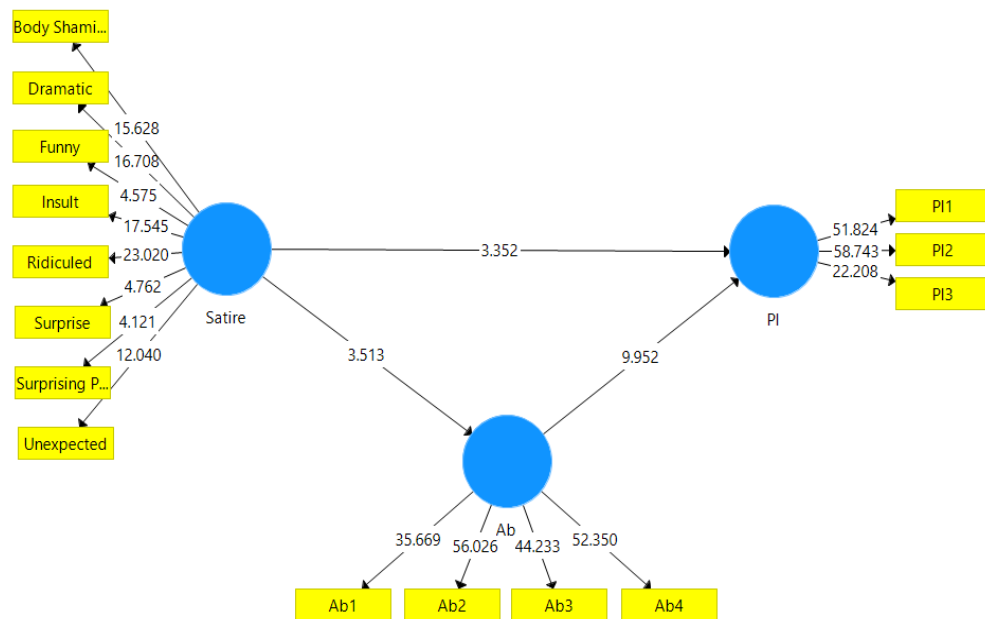


Figure 4.21 A Mediation Analysis for H6d

(Source: Author's Calculations)

As shown in Table 4.70 below, t-statistics value for Satire to Ab was 3.513 with  $p = 0.00$  which is significant and it was also significant for Ab to PI as its t-statistic value was 9.952 with  $p = 0.00$ . As both the relationships were significant, the overall indirect effect was significant. Moreover, the direct effect of Satire on PI, as shown in Table 4.70, came out to be significant with t-statistics = 3.352 and  $p = 0.001$ . Hence, there is partial mediation of Ab between Satire and PI as both of its direct as well as indirect effects are significant. To assess the sign of partial mediation, product of path coefficients of direct and indirect effect ( $0.64 \times -0.317 \times -0.283$ ) was calculated and the result came out to be positive. This indicates that it is Complementary Partial Mediation.

Table 4.70 Bootstrapping results of Indirect and Direct effect for Satire (H6d)

<b>Indirect Effect</b>						
	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>	<b>Results</b>
<b>Ab -&gt; PI</b>	0.64	0.635	0.064	9.952	0	Sig
<b>Satire -&gt; Ab</b>	-0.317	-0.339	0.09	3.513	0	Sig
<b>Direct Effect</b>						
	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>	<b>Results</b>
<b>Satire -&gt; PI</b>	-0.283	-0.293	0.085	3.352	0.001	Sig

(Source: Author's Calculations)

$a*b*c' = 0.05741504$  (Positive) where  $a = 0.64$ ,  $b = -0.317$  and  $c' = -0.283$

Since the value is positive, it's Complementary Partial Mediation

These results support H6d hypothesis that brand attitude plays a mediating role in the relation between Satire and Purchase Intention. Therefore, H6d is accepted.

**H7: Attitude towards the brand mediates the relationship between the attitude towards the ad and purchase intention.**

To check the mediating role of brand attitude between attitude towards the ad and purchase intention, model was curtailed and only these three variables were considered for further analysis. Bootstrapping technique was performed on the model given below in Figure 4.22.

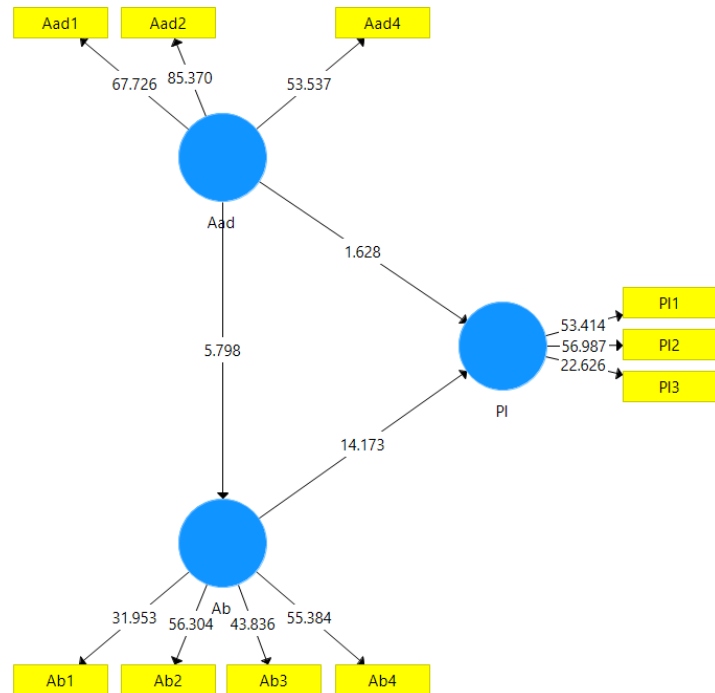


Figure 4.22 A Mediation Analysis for H7 in Satire  
 (Source: Author's Calculations)

Indirect effect of ad attitude on purchase intention through brand attitude was checked for its significance in the results obtained from bootstrapping. As shown in Table 4.71 below, the indirect effect from Aad to Ab and Ab to PI was significant. T-statistic value for Aad to Ab was 5.798 with  $p = 0.00$  and for Ab to PI t-statistic value was 14.173 with  $p = 0.00$ . The direct effect of Aad on PI, as shown in Table 4.71, came out to be not significant as well with t-statistics = 1.628 and  $p = 0.104$ .

Table 4.71 Bootstrapping results of Indirect and Direct effect for Satire (H7)

Indirect Effect						
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Results
Aad -> Ab	0.542	0.541	0.093	5.798	0	Sig
Ab -> PI	0.806	0.809	0.057	14.173	0	Sig



<b>Direct Effect</b>						
	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>	<b>Results</b>
<b>Aad -&gt; PI</b>	-0.143	-0.146	0.088	1.628	0.104	Not Sig

(Source: Author's Calculations)

Hence, there is Full mediation of Ab between Aad and PI as its direct effect is insignificant and indirect effect is significant. Therefore, H7 is accepted.

The outcomes of hypotheses tested above are summed up in Table 4.72 below.

Table 4.72 Summary of Mediation Results for Satire

<b>Hypotheses</b>		<b>Mediation</b>	<b>Empirical Conclusions</b>
<b>H5</b>	Attitude towards the ad mediates the relationship between the types of humor and attitude towards the brand.	<b>Partial Mediation</b>	<b>Supported</b>
	H5d: Attitude towards the ad mediates the relationship between Satire and attitude towards the brand.		
<b>H6</b>	Attitude towards the brand mediates the relationship between the types of humor and purchase intention.	<b>Partial Mediation</b>	<b>Supported</b>
	H6d: Attitude towards the brand mediates the relationship between Satire and purchase intention.		
<b>H7</b>	Attitude towards the brand mediates the relationship between the attitude towards the ad and purchase intention.	<b>Full Mediation</b>	<b>Supported</b>

### 4.3.5 HUMOR TYPE 5 - FULL COMEDY

#### 4.3.5.1 Measurement Model

- a) **Indicator Reliability:** To examine the indicator reliability, values of outer loadings are checked. The desired value for outer loading is 0.7 or above (Hair et al., 2009). In our study, the outer loadings for the constructs Full comedy, Attitude towards the ad, Attitude towards the brand and Purchase Intention are more than 0.7 as mentioned in the Table 4.73 below. Although the values of items Dramatic and Familiar for the construct “Full comedy” were found below 0.7, the value for AVE (0.521) was satisfactory. Moreover, upon deleting these items the value of AVE remained unaffected. Therefore, these items were not omitted.

Table 4.73 Final Items and Outer Loadings for the constructs of model for Full Comedy

Construct	Items	Outer Loadings
Full Comedy	Dramatic	0.590
	Familiar	0.524
	Funny	0.815
	Insult	0.787
	Sarcastic	0.835
Attitude towards the ad (Aad)	Aad1	0.935
	Aad2	0.938
	Aad3	0.805
	Aad4	0.856
Attitude towards the brand (Ab)	Ab1	0.936
	Ab2	0.917
	Ab3	0.917

	Ab4	0.932
Purchase Intention (PI)	PI1	0.943
	PI2	0.949
	PI3	0.826

(Source: Author's Calculations)

- b) **Internal Consistency Reliability:** According to Fornell & Larcker (1981) Composite reliability should be  $\geq 0.7$  to assess internal consistency. In the same way, the value for Cronbach's alpha must be greater than or equal to the standard value of 0.7 (Cronbach, 1951). In the Table 4.74 given below, the internal consistency of each construct for Full comedy model was measured through Composite reliability and Cronbach's Alpha. These values were more than 0.7 for every construct, which means reliability and internal consistency is achieved.

Table 4.74 Internal Consistency Reliability for constructs of model for Full Comedy

Constructs	Composite Reliability	Cronbach's Alpha
Full Comedy	0.840	0.764
Attitude towards the ad	0.935	0.907
Attitude towards the brand	0.960	0.944
Purchase Intention	0.933	0.893

(Source: Author's Calculations)

- c) **Convergent Validity:** To examine convergent validity, factor loadings can be used. When the values of factor loadings are 0.5 or above, it is accepted and if it is 0.7 or more, it is considered good which means there is a convergence of factors at some point. The value of AVE should be 0.5 or more, which means that the variable is able to describe above 50% of the variance of its indicator. SmartPLS software was used to calculate AVE. Prediction of convergent

validity was done with the help of AVE (Carlson & Herdman, 2012). Some items from the construct were omitted to obtain the value of AVE above 0.5.

Table 4.75 illustrates the items that were deleted to attain convergent validity of full comedy.

Table 4.75 Deleted Items from Full Comedy

<b>S.No.</b>	<b>Items deleted from Full Comedy (Humor Type 5)</b>
1.	Body Shaming
2.	Friendly
3.	Ridiculed
4.	Attacking
5.	Sense of Bonding
6.	Surprising Punchline
7.	Anti-Climactic
8.	Unexpected
9.	Joke
10.	Security
11.	Heart Warming
12.	Perpetual Contrast
13.	Humor
14.	Surprise
15.	Safety

Table 4.76 highlights the values of AVE for different constructs under study after deleting the items mentioned above in Table 4.75. It was observed that AVE value for all the constructs was above 0.5, thus satisfying the condition for convergent validity.

Table 4.76 Convergent Validity for constructs of model for Full Comedy

<b>Variables</b>	<b>AVE</b>
Full Comedy	0.521
Attitude towards the ad	0.784
Attitude towards the brand	0.857
Purchase Intention	0.824

(Source: Author's Calculations)

- d) **Discriminant Validity:** Discriminant validity for the measurement model of Full comedy involved in this study was calculated using SmartPLS and its values are given in the Table 4.77 below. As illustrated in the table, the bold values represent the square root of values of AVE. In order for a model to pass a discriminant validity test, the bold diagonal values must be more than the values of correlation with other constructs in their respective column as well as row (Fornell & Larcker, 1981). As this condition was fulfilled, the discriminant validity of every variable was achieved.

Table 4.77 Discriminant Validity for constructs of model for Full Comedy

	<b>Attitude towards the ad</b>	<b>Attitude towards the brand</b>	<b>Full Comedy</b>	<b>Purchase Intention</b>
<b>Attitude towards the ad</b>	<b>0.885</b>			
<b>Attitude towards the brand</b>	0.663	<b>0.926</b>		
<b>Full Comedy</b>	-0.552	-0.474	<b>0.722</b>	
<b>Purchase Intention</b>	0.192	0.286	-0.165	<b>0.908</b>

(Source: Author's Calculations)

To attain discriminant validity the cross loading of a construct with itself must be more than the cross loadings of that particular construct with any other construct. It can be observed in Table 4.78 that all measures have higher cross loadings with themselves as compared to other measures. Therefore, discriminant validity was achieved.

Table 4.78 Cross Loadings for the constructs of model for Full Comedy

	<b>Aad</b>	<b>Ab</b>	<b>Full Comedy</b>	<b>PI</b>
<b>AAd1</b>	<b>0.935</b>	0.607	-0.503	0.231
<b>AAd2</b>	<b>0.938</b>	0.658	-0.594	0.283
<b>AAd3</b>	<b>0.805</b>	0.526	-0.444	-0.02
<b>AAd4</b>	<b>0.856</b>	0.544	-0.388	0.148
<b>Ab1</b>	0.663	<b>0.936</b>	-0.464	0.278
<b>Ab2</b>	0.558	<b>0.917</b>	-0.412	0.294
<b>Ab3</b>	0.613	<b>0.917</b>	-0.416	0.289
<b>Ab4</b>	0.614	<b>0.932</b>	-0.459	0.196
<b>Dramatic</b>	-0.317	-0.269	<b>0.59</b>	0.018
<b>Familiar</b>	-0.184	-0.313	<b>0.524</b>	-0.241
<b>Funny</b>	-0.504	-0.388	<b>0.815</b>	-0.078
<b>Insult</b>	-0.274	-0.219	<b>0.787</b>	-0.097
<b>PI1</b>	0.236	0.311	-0.17	<b>0.943</b>
<b>PI2</b>	0.185	0.247	-0.172	<b>0.949</b>
<b>PI3</b>	0.072	0.203	-0.095	<b>0.826</b>
<b>Sarcastic</b>	-0.55	-0.445	<b>0.835</b>	-0.197

*(Source: Author's Calculations)*

HTMT method (i.e., Heterotrait-Monotrait Ratio), was applied to confirm the discriminant validity as its results are more reliable. It can be observed in Table

4.79 below that all the pair values are below 0.85, which means they satisfy the criteria of HTMT.

Table 4.79 HTMT for constructs of model for Full Comedy

	Aad	Ab	Full Comedy	PI
Aad				
Ab	0.712			
Full Comedy	0.604	0.535		
PI	0.209	0.304	0.227	

(Source: Author's Calculations)

#### 4.3.5.2 Structural Model

After the verification of reliability along with validity, the model is further examined for the direct relation that exists between dependent and independent variables (Chin, 1998). The model shown below in Figure 4.23 depicts the structural model and it also illustrates the values of path estimates.

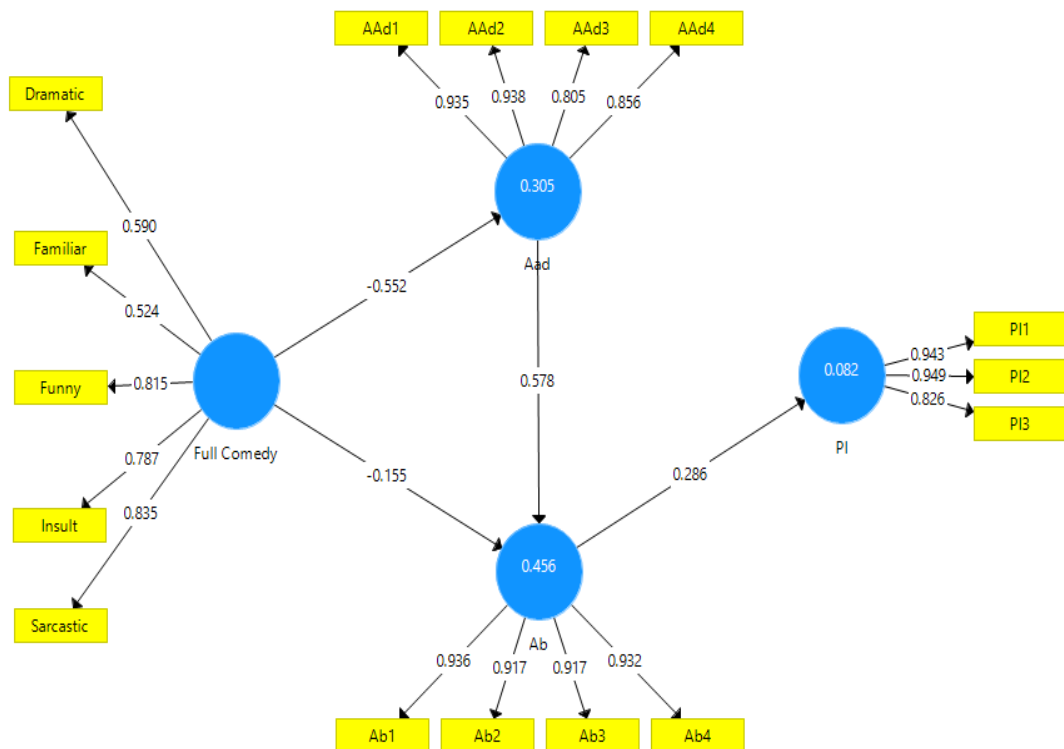


Figure 4.23 Structural Model for Full Comedy

(Source: Author's Calculations)

### a) Path Estimation ( $\beta$ )

As shown in the Table 4.80 below, path coefficient values for every relation of the given model are illustrated with their t statistics values. The relationship between Full Comedy and Aad is most significant with t-statistics value as 8.768 and path coefficient as -0.552. It is followed by the relationship between Aad and Ab with t statistics value as 6.804 and path coefficient value as 0.578. The least significant relationship is between Full Comedy and Ab with t statistics as 1.531 and path coefficient as -0.155. Here values of path coefficient for the relationship of Full Comedy->Aad and Full Comedy->Ab have minus sign which indicates that Full Comedy has a negative effect on both Aad and Ab.

Table 4.80 Path Estimation values for relationships of model for Full Comedy

Path relation	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P values	Results
Full Comedy -> Aad	-0.552	-0.571	0.066	8.768	0.000	Sig
Full Comedy -> Ab	-0.155	-0.155	0.102	1.531	0.007	Not Sig
Aad -> Ab	0.578	0.579	0.086	6.804	0.000	Sig
Ab -> PI	0.286	0.287	0.105	2.767	0.126	Sig

(Source: Author's Calculations)

### b) Coefficient of Determination ( $R^2$ )

$R^2$  values of 0.19 was considered weak, 0.33 as moderate and 0.67 as substantial power (Chin, 1998; Tenenhaus et al., 2005). For full comedy as shown in Table 4.81, the value of coefficient of determination ( $R^2$ ) for attitude towards the ad is 0.305 (weak), which explains that 30.5% of the model is described by the independent construct i.e. full comedy. Similarly, the value 0.456 (moderate) is for attitude towards the brand and 0.082 (substantial) is for purchase intention.



Table 4.81 Coefficient of Determination values ( $R^2$ ) for Full Comedy

	<b>R Square</b>
Aad	0.305
Ab	0.456
PI	0.082

(Source: Author's Calculations)

**c) Predictive Relevance ( $Q^2$ )**

Threshold values for  $Q^2$  suggested by Chin (1998) are: 0.35, 0.15 and 0.02 which depicts high, medium and low affect respectively. For full comedy, values of  $Q^2$  for Aad, Ab and PI were 0.226 (medium), 0.379 (high) and 0.063 (low) respectively as shown in Table 4.82 below, which means Aad has medium impact corresponding to predictive relevance whereas Ab shows high impact and PI shows low impact.

Table 4.82 Predictive Relevance value ( $Q^2$ ) for Full Comedy

<b>Endogeneous Latent Construct</b>	<b>Predictive Relevance (<math>Q^2</math>)</b>
<b>Aad</b>	0.226
<b>Ab</b>	0.379
<b>PI</b>	0.063

(Source: Author's Calculations)

**4.3.5.3 Hypotheses Testing**

After getting satisfactory results in structural model testing, hypothesis testing process was initiated. Bootstrapping technique was used to test all hypotheses. Every framed hypothesis was checked for its t-statistics value, p value and path coefficient ( $\beta$ ). Threshold values at 5% level of significance which governed the criteria of accepting the hypotheses were  $t > 1.96$  along with  $p < 0.05$ . Path-coefficients depict the

explanation and strength of the relation among dependent and independent constructs. Table 4.83 below highlights the relationships and their corresponding framed hypotheses for the model of Full comedy.

Table 4.83 Framed Hypotheses for Full Comedy

Relation	Hypotheses	
Full comedy -> Aad	H1e	Full comedy in ads have significant effect on attitude towards the ads.
Full comedy -> Ab	H2e	Full comedy in ads have significant effect on attitude towards the brand.
Aad -> Ab	H3	Attitude towards the ad will have direct significant effect on attitude towards the brand.
Ab -> PI	H4	Attitude towards the brand will have direct significant effect on purchase intention.

Following are the outcomes of hypotheses using bootstrapping technique.

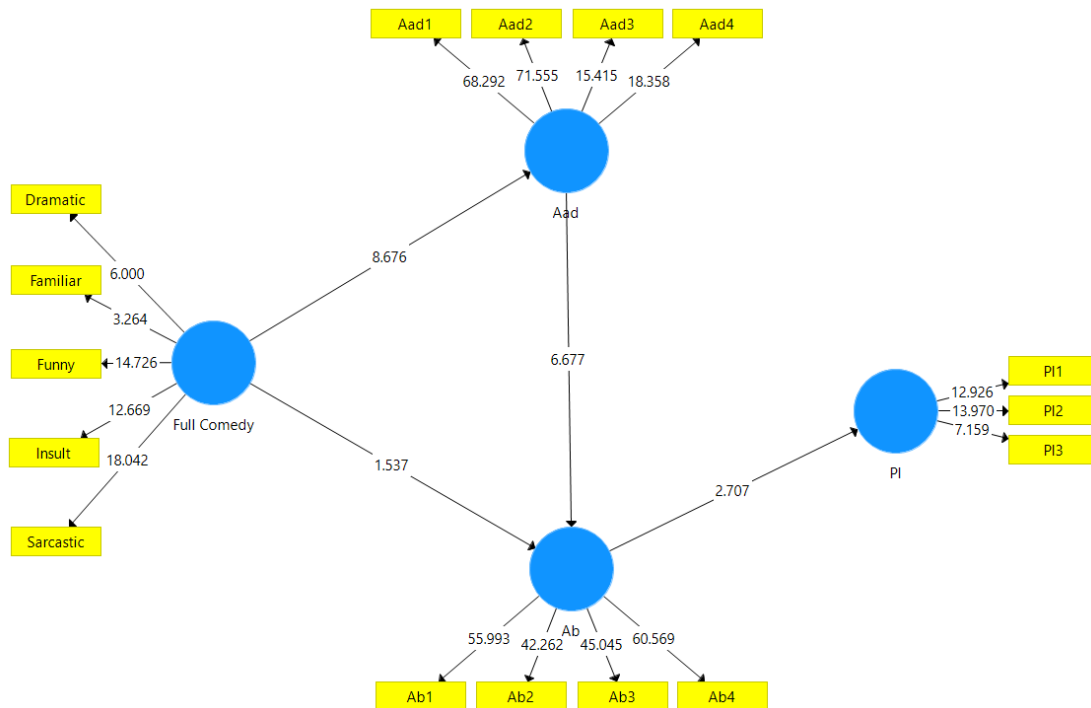


Figure 4.24 Statistical Significance of Path Coefficients for Full Comedy  
(Source: Author's Calculations)

Table 4.84 Results of Hypotheses testing for Full Comedy

Path relation	Original Sample (O)	T Statistics ( O/STDEV )	P Values	Results
Full Comedy -> Aad	-0.552	8.676	0.000	Sig
Full Comedy -> Ab	-0.155	1.537	0.124	Not Sig
Aad -> Ab	0.578	6.677	0.000	Sig
Ab -> PI	0.286	2.707	0.007	Sig

\* Significant if t-statistic > than 1.96

(Source: Author's Calculations)

**H1: Different types of Humor used in advertisements have significant effect on the attitude towards the ads.**

**H1e: Full Comedy in ads have significant effect on attitude towards the ads.**

Above stated hypothesis i.e. H1e is accepted or rejected on the basis of t-statistics along with p-value (accepted at 5% level of significance) as discussed in the Table 4.84. The t-value of Full comedy-> Aad is 8.676 which is more than 1.96 and p-value is 0.000 which is lesser than 0.05. Therefore, H1e is accepted and concludes that Full comedy in ads have a significant effect on ad attitude.

**H2: Different types of Humor used in advertisements have significant effect on the attitude towards the brand.**

**H2e: Full Comedy in ads have significant effect on attitude towards the brand.**

Above stated hypothesis i.e. H2e is accepted or rejected on the basis of t-statistics along with p-value (accepted at 5% level of significance). The t-value of Ful comedy-> Ab is 1.537 which is less than 1.96 and p-value is 0.124 which is more than 0.05. Therefore, H2e is rejected and concludes that Full comedy in ads does not have a significant effect on brand attitude.

**H3: Attitude towards the ad will have direct positive effect on attitude towards the brand.**

Above stated hypothesis i.e. H3 is accepted or rejected on the basis of t-statistics along with p-value (accepted at 5% level of significance). The t-value of Aad-> Ab is

6.677 which is more than 1.96 and p-value is 0.000 which is not more than 0.05. Thus, H3 is accepted and concludes that attitude towards the ads have a significant and positive effect on brand attitude.

**H4: Attitude towards the brand will have direct positive effect on purchase intention.**

Above stated hypothesis i.e. H4 is accepted or rejected on the basis of t-statistics along with p-value (accepted at 5% level of significance). The t-value of Ab-> PI is 2.707 which is more than 1.96 and p-value is 0.007 which is lesser than 0.05. Therefore, H4 is accepted and concludes that brand attitude has a significant and positive effect on purchase intention.

Table 4.85 Summary of Results of Hypotheses Testing for Full Comedy Using Structural Model

Hypotheses		Empirical Conclusions
Full Comedy -> Aad	H1a	Supported
Full Comedy -> Ab	H2a	Not Supported
Aad -> Ab	H3	Supported
Ab -> PI	H4	Supported

(Source: Author's Calculations)

#### 4.3.5.4 Mediation Analysis

In this study Mediation analysis was performed using bootstrapping. Models were curtailed according to the hypothesis under analysis and mediation of Aad as well as Ab was analysed for different relationships. Both indirect and direct effects were observed for their significance and the results were reported in a tabular form as illustrated below.

**H5: Attitude towards the ad mediates the relationship between the types of humor and attitude towards the brand.**

**H5e: Attitude towards the ad mediates the relationship between Full comedy and attitude towards the brand.**

To check the mediating role of ad attitude between Full comedy and attitude towards the brand, model was curtailed and only these three variables were considered for further analysis. Bootstrapping technique was performed on the model given below in Figure 4.25.

Indirect effect of Full comedy on brand attitude through ad attitude was checked for its significance in the results obtained from bootstrapping.

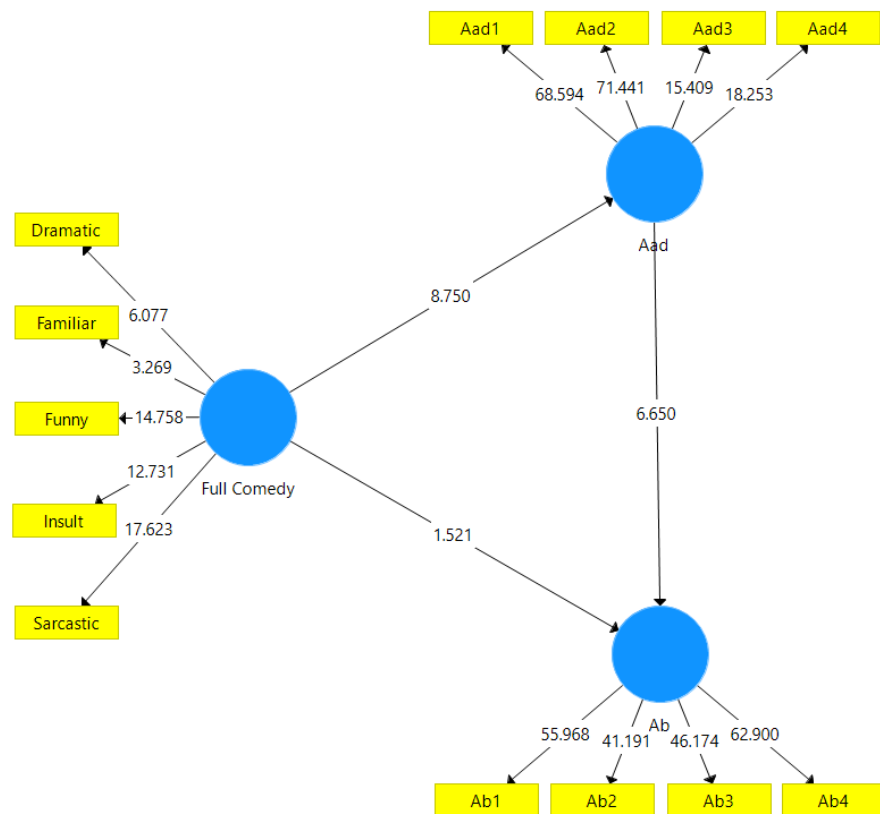


Figure 4.25 A Mediation Analysis for H5e

(Source: Author's Calculations)

As shown in Table 4.86 below, the indirect effect from Full comedy to Aad and Aad to Ab was significant. T-statistic value for Full comedy to Aad was 8.75 with  $p = 0.00$  and for Aad to Ab t-statistic value was 6.65 with  $p = 0.00$ . On the other hand, the direct effect of Full comedy on Ab, as shown in Table 4.86, came out to be not significant with t-statistics = 1.521 and  $p = 0.128$ . Therefore, according to the

procedure mentioned in Figure 4.4, Aad fully mediated the relationship between Full comedy and Ab as the direct effect between Full comedy and Ab is not significant.

Table 4.86 Bootstrapping results of Indirect and Direct effect for Full Comedy (H5e)

<b>Indirect Effect</b>						
	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>	<b>Results</b>
<b>Aad -&gt; Ab</b>	0.578	0.578	0.087	6.65	0	Sig
<b>Full Comedy - &gt; Aad</b>	-0.552	-0.569	0.063	8.75	0	Sig
<b>Direct Effect</b>						
	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>	<b>Results</b>
<b>Full Comedy - &gt; Ab</b>	-0.155	-0.159	0.102	1.521	0.128	Not Sig

(Source: Author's Calculations)

Thus, these results support H5 hypothesis that attitude towards the ad plays a mediating role in the relation between Full comedy and brand attitude. Thus, H5e is accepted.

**H6: Attitude towards the brand mediates the relationship between the types of humor and purchase intention.**

**H6e: Attitude towards the brand mediates the relationship between Full comedy and purchase intention.**

To check the mediating role of brand attitude between Full comedy and purchase intention, model was curtailed and only these three variables were considered for further analysis. Bootstrapping technique was performed on the model given below in Figure 4.26.

Indirect effect of Full comedy on purchase intention through attitude towards the brand was checked for its significance in the results obtained from bootstrapping.

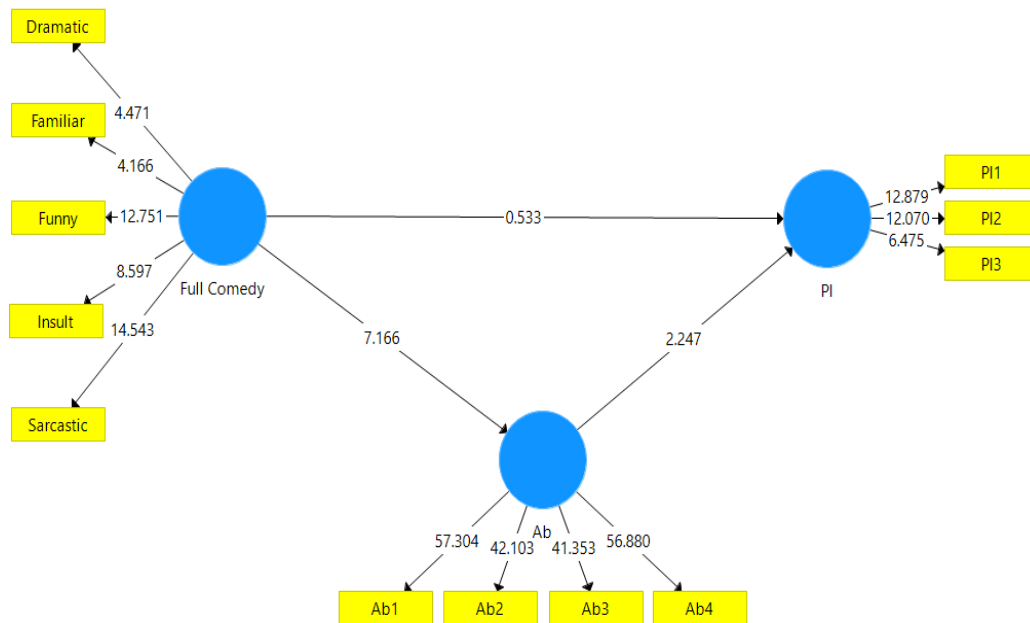


Figure 4.26 A Mediation Analysis for H6e

(Source: Author's Calculations)

As shown in Table 4.87 below, t-statistics value for Full comedy to Ab was 7.166 with  $p = 0.00$  which is significant and it was also significant for Ab to PI as its t-statistic value was 2.247 with  $p = 0.025$ . As both the relationships were significant, the overall indirect effect was significant. On the other hand, the direct effect of Full comedy on PI, as shown in Table 4.87, came out to be not significant with t-statistics = 0.533 and  $p = 0.594$ .

Table 4.87 Bootstrapping results of Indirect and Direct effect for Full Comedy (H6e)

Indirect Effect						
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values	Results
Ab -> PI	0.255	0.253	0.113	2.247	0.025	Sig
Full Comedy -> Ab	-0.479	-0.499	0.067	7.166	0	Sig

Direct Effect						
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV)	P Values	Results
Full Comedy -> PI	-0.065	-0.072	0.123	0.533	0.594	Not Sig

(Source: Author's Calculations)

Hence, there is full mediation of Ab between Full comedy and PI as the direct is insignificant and indirect effect is significant. Therefore, H6e is accepted.

**H7: Attitude towards the brand mediates the relationship between the attitude towards the ad and purchase intention.**

To check the mediating role of brand attitude between attitude towards the ad and purchase intention, model was curtailed and only these three variables were considered for further analysis. Bootstrapping technique was performed on the model given below in Figure 4.27.

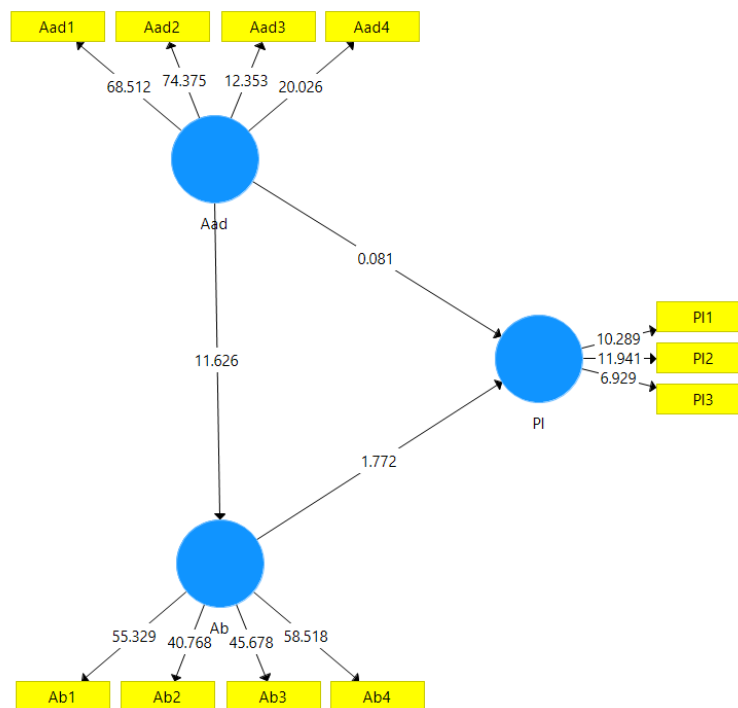


Figure 4.27 A Mediation Analysis for H7 in Full Comedy

(Source: Author's Calculations)



Indirect effect of ad attitude on purchase intention through brand attitude was checked for its significance in the results obtained from bootstrapping. As shown in Table 4.88 below, the effect from Aad to Ab was significant but Ab to PI was not significant. Hence, the overall indirect effect was not significant. T-statistic value for Aad to Ab was 11.626 with  $p = 0.00$  and for Ab to PI t-statistic value was 1.772 with  $p = 0.076$ . The direct effect of Aad on PI, as shown in Table 4.88, came out to be not significant as well with t-statistics = 0.081 and  $p = 0.935$ .

Table 4.88 Bootstrapping results of Indirect and Direct effect for Full Comedy (H7)

<b>Indirect Effect</b>						
	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>	<b>Results</b>
<b>Aad -&gt; Ab</b>	0.663	0.669	0.057	11.626	0	Sig
<b>Ab -&gt; PI</b>	0.278	0.271	0.157	1.772	0.076	Not Sig
<b>Direct Effect</b>						
	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>	<b>Results</b>
<b>Aad -&gt; PI</b>	0.013	0.023	0.163	0.081	0.935	Not Sig

*(Source: Author's Calculations)*

According to the results, hypothesis H7 is not supported i.e. Ab does not mediate the relationship between Aad and PI as both direct and indirect effects between Aad and PI are not significant. Therefore, H7 is rejected.

The outcomes of hypotheses tested above are summed up in Table 4.89 below.

Table 4.89 Summary of Mediation Results for Full Comedy

<b>Hypotheses</b>		<b>Mediation</b>	<b>Empirical Conclusions</b>
<b>H5</b>	Attitude towards the ad mediates the relationship between the types of humor and attitude towards the brand.	<b>Full Mediation</b>	<b>Supported</b>
	H5e: Attitude towards the ad mediates the relationship between Full comedy and attitude towards the brand.		
<b>H6</b>	Attitude towards the brand mediates the relationship between the types of humor and purchase intention.	<b>Full Mediation</b>	<b>Supported</b>
	H6e: Attitude towards the brand mediates the relationship between Full comedy and purchase intention.		
<b>H7</b>	Attitude towards the brand mediates the relationship between the attitude towards the ad and purchase intention.	<b>No Mediation</b>	<b>Not Supported</b>

#### 4.3.6 MODERATION

Moderator is generally termed as the third variable which alters the relation existing between a dependent and an independent variable. The moderating variable may support or modify the direction of the relation that exists between the two variables. The phenomenon in which the relation between two variables is not uniform but it depends upon the moderating variable is known as moderation.

The moderating effect of a variable can be tested on a single relationship i.e., a relation existing between 2 specific variables or it can be tested on the model as a whole depending upon the hypothesis framed.

The investigation of moderation makes important judgements about the state of existence of a relation between endogenous and exogenous (Frazier et al., 2004). The process of moderation basically examines the context of the relationship which

remains among two variables and describes the alterations that occur upon introduction of another variable (Hair et al., 2009). This process explains the effect of the added variable on the existing correlations with respect to relationship's strength as well as direction (Farooq & Vij, 2017). The effect of moderation can be assessed for both weak correlations and strong correlations but typically it is assessed for relationship which is surprisingly found weak in nature (Kim et al., 2001). Literature from the past years is considered and the moderating relation is hypothesized and tested accordingly.

#### **4.3.6.1 Moderation of Brand Familiarity**

There have been many studies performed on brand familiarity (Machleit & Wilson, 1988; Phelps & Hoy, 1996; Campbell & Keller, 2003; Woltman Elpers et al., 2004; Chung & Zhao, 2011; Bui et al., 2015). Furthermore, brand familiarity has been termed as a moderator in several researches (Chattopadhyay & Basu, 1990; Machleit & Wilson, 1988; Phelps & Hoy, 1996). This study deals with the moderating role played by brand familiarity in relationships among Humor type, Aad, Ab and PI.

To check the moderation of Brand Familiarity, combined data of all 5 humor types was considered. Data file for 400 responses was prepared and imported into SmartPLS 4 software. Moderation of brand familiarity on all relationships was analysed one by one where the hypothesized model was framed by inserting brand familiarity variable between each relationship one at a time. Results for hypothesis testing of moderating effect on all 4 relationships are discussed below:

**H8: Brand familiarity moderates the relationship between the types of humor and attitude towards the ad.**

The above mentioned hypothesis H8 for moderation was analysed using bootstrapping technique in SmartPLS 4 software. The decision regarding acceptance or rejection of hypothesis was taken on the basis of t-value and p-value (accepted level of significance as 5%). The Figure 4.28 below depicts the examined model in the software with p-values of every relationship for moderation. It clearly depicts all the constructs with their specific items as well as the relationship which was tested for the moderating effect of brand familiarity i.e., BF x Humor Types -> Aad.

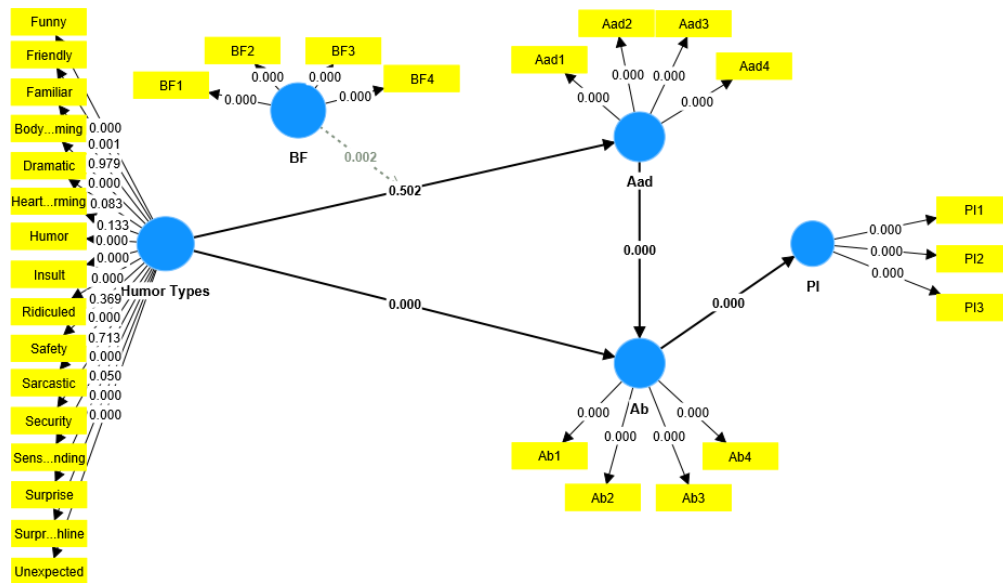


Figure 4.28 Moderation Analysis for H8  
(Source: Author's Calculations)

The outcomes, as illustrated in Table 4.90, show that the relationship BF x Humor Types  $\rightarrow$  Aad has t statistics 3.094 ( $> 1.96$ ) along with p value 0.002 ( $< 0.05$ ) which is significant. This depicts that brand familiarity plays a moderating role in the relationship among types of humor and attitude towards the ad. Hence, hypothesis H8 is accepted.

Table 4.90 Moderation Results for H8

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
<b>BF x Humor Types <math>\rightarrow</math> Aad</b>	-0.336	-0.315	0.109	3.094	0.002

(Source: Author's Calculations)

**H9: Brand familiarity moderates the relationship between the types of humor and attitude towards the brand.**

To check the significance, above mentioned hypothesis H9 for moderation was analysed using bootstrapping technique in SmartPLS 4 software. Figure 4.29 below depicts the examined model in the software with p-values of every relationship for

moderation. It clearly depicts all the constructs with their specific items as well as the relationship which was tested for the moderating effect of brand familiarity i.e., BF x Humor Types -> Ab.

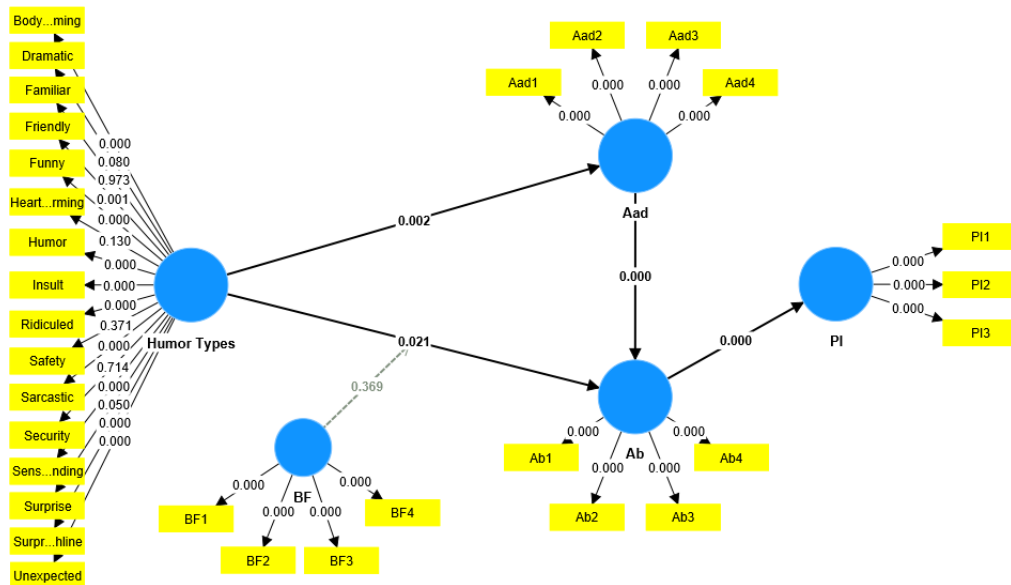


Figure 4.29 Moderation Analysis for H9

(Source: Author's Calculations)

The results, as illustrated in Table 4.91, shows that the relationship BF x Humor Types -> Ab has t statistics 0.898 (<1.96) along with p value 0.369 (>0.05). This depicts that brand familiarity doesn't play a moderating role in the relations among types of humor and attitude towards the brand. Hence, hypothesis H9 is insignificant and rejected.

Table 4.91 Moderation Results for H9

	<b>Original sample (O)</b>	<b>Sample mean (M)</b>	<b>Standard deviation (STDEV)</b>	<b>T statistics ( O/STDEV )</b>	<b>P values</b>
<b>BF x Humor Types -&gt; Ab</b>	-0.033	-0.03	0.037	0.898	0.369

(Source: Author's Calculations)

**H10: Brand familiarity moderates the relationship between the attitude towards the ad and attitude towards the brand.**

To check the significance, above mentioned hypothesis H10 for moderation was analysed using bootstrapping technique in SmartPLS 4 software. Figure 4.30 below depicts the examined model in the software with p-values of every relationship for moderation. It clearly depicts all the constructs with their specific items as well as the relationship which was tested for the moderating effect of brand familiarity i.e., BF x Aad -> Ab.

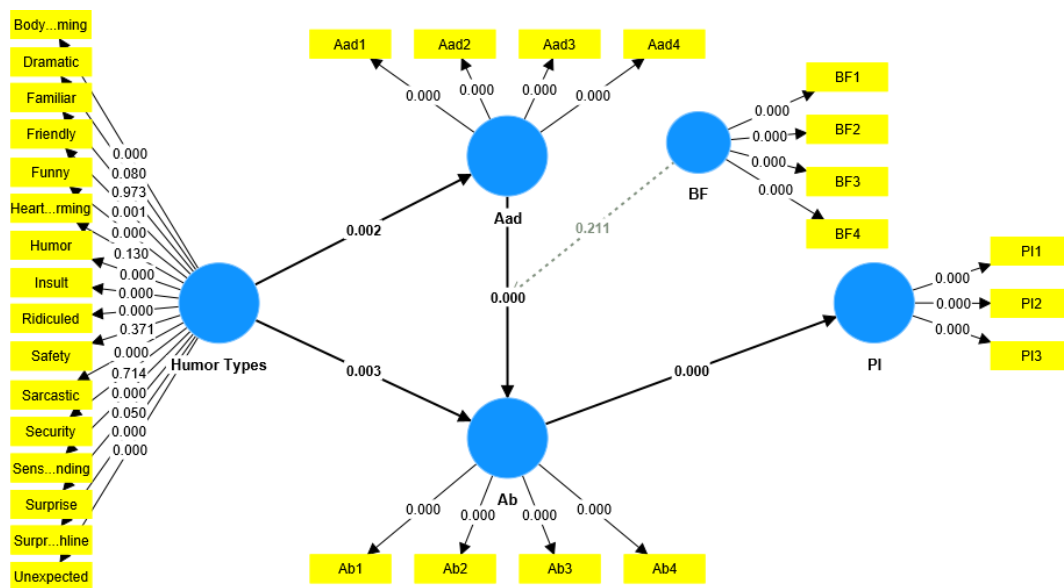


Figure 4.30 Moderation Analysis for H10

(Source: Author's Calculations)

The results, as illustrated in Table 4.92, shows that the relationship BF x Aad -> Ab has t-statistics 1.251 (<1.96) along with p value 0.211 (>0.05). This depicts that brand familiarity doesn't have moderating effect in the relation involving ad attitude and brand attitude. Hence, hypothesis H10 is insignificant and rejected.

Table 4.92 Moderation Results for H10

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV)	P values
<b>BF x Aad -&gt; Ab</b>	0.053	0.053	0.042	1.251	0.211

(Source: Author's Calculations)

**H11: Brand familiarity moderates the relationship between attitude towards the brand and purchase intention.**

To check the significance, above mentioned hypothesis H11 for moderation was analysed using bootstrapping technique in SmartPLS 4 software. Figure 4.31 below depicts the examined model in the software with p-values of every relationship for moderation. It clearly depicts all the constructs with their specific items as well as the relationship which was tested for the moderating effect of brand familiarity i.e., BF x Ab -> PI.

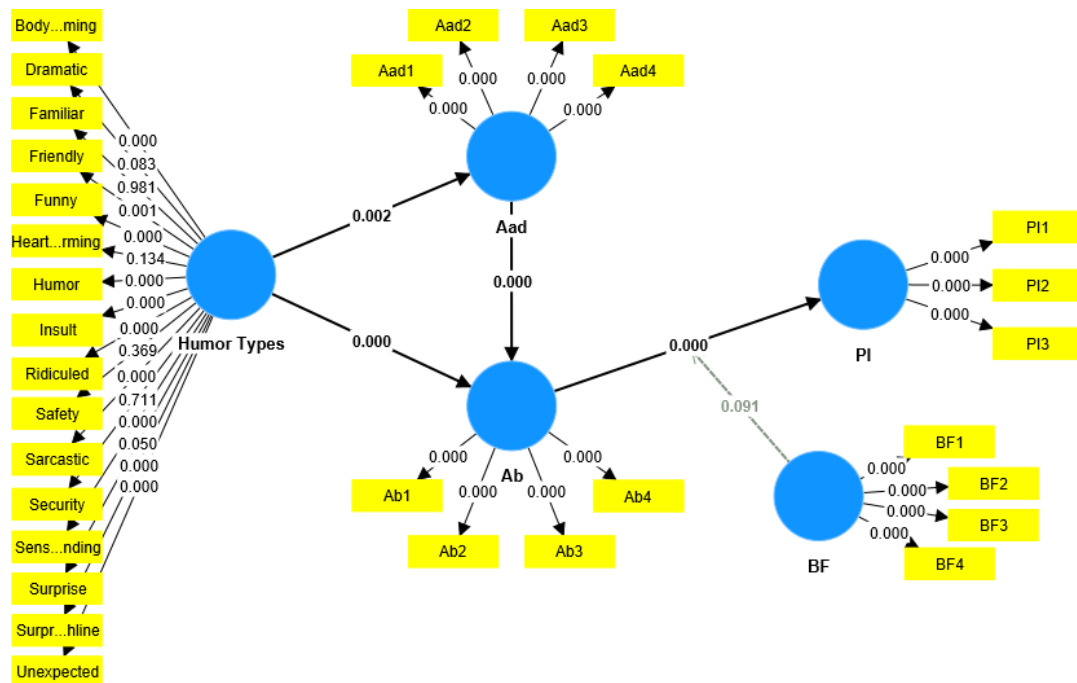


Figure 4.31 Moderation Analysis for H11

(Source: Author's Calculations)

The results, as illustrated in Table 4.93, shows that the relationship BF x Ab -> PI has t-statistics 1.692 (<1.96) along with p value 0.091 (>0.05). This depicts that brand familiarity doesn't play a moderating role in the relation between brand attitude and purchase intention. Hence, hypothesis H11 is insignificant and rejected.

Table 4.93 Moderation Results for H11

	<b>Original sample (O)</b>	<b>Sample mean (M)</b>	<b>Standard deviation (STDEV)</b>	<b>T statistics ( O/STDEV )</b>	<b>P values</b>
<b>BF x Ab -&gt; PI</b>	-0.085	-0.09	0.05	1.692	0.091

(Source: Author's Calculations)

All the results for moderation of above-mentioned hypotheses are summed up below in Table 4.94.

Table 4.94 Summary of Results for Hypothesis testing (Moderation of Brand Familiarity)

<b>Hypotheses</b>		<b>Empirical Conclusions</b>
<b>H8</b>	Brand familiarity moderates the relationship between the types of humor and attitude towards the ad.	<b>Supported</b>
<b>H9</b>	Brand familiarity moderates the relationship between the types of humor and attitude towards the brand.	<b>Not Supported</b>
<b>H10</b>	Brand familiarity moderates the relationship between the attitude towards the ad and attitude towards the brand.	<b>Not Supported</b>
<b>H11</b>	Brand familiarity moderates the relationship between attitude towards the brand and purchase intention.	<b>Not Supported</b>

#### 4.3.7 MULTI-GROUP ANALYSIS

Multi-group analysis (MGA), also known as between-group analysis, is a technique which is used to assess pre-established groups of data in order to verify the presence of differences that are noteworthy throughout group-specific estimates of parameters (Hair et al., 2017). This method allows the researchers to assess the dissimilarities among several groups in two same models in case of known groups. The technique of PLSPM allows us to detect whether differences in multigroup are present or not.

Multigroup analysis in PLS Path Modeling is among the most effective methods to examine moderation in several relationships (Hair et al., 2017). In simple moderation



sole structural relationship is examined where there is interaction of product of two independent variables (out of which one is moderator) and dependent variable. On the other hand, Multigroup analysis examines the effect of moderator on not only a single relationship but all relationships included in the model. Thus, providing with a more complete assessment (Hair et al., 2017). Therefore, examining multigroup analysis in PLS software significantly augments the researcher's capability to determine important distinctions in several relationships through results that are group specific.

#### **4.3.7.1 Steps of Multigroup Analysis in SmartPLS**

##### **1. Preparation of Data**

While performing MGA one among other vital features is adequate statistical power when the sample of data is split in sub groups. This means that while working with MGA it is very important that the subgroups possess enough power to identify effect of moderation (Becker et al., 2013).

To satisfy this condition the simple way is to make sure that there is a sample size which is large enough for both the groups. Moreover, even if the prerequisite of large sample is satisfied, the statistical power is decreased by the samples of unequal sizes in subgroups which are moderator based. This setback becomes the reason for underestimation of effects of moderation (Hair et al., 2017). Therefore, equal sample sizes for subgroups must be selected in order to maximize the variance of sample (Aguinis et al., 2017).

##### **2. Data group generation for Multigroup Analysis**

Following the preparation of data is the step to make groups through selection of categorical variable which is of interest to the researcher from the set of data. Here literature as well as observation play a significant role when groups of data are generated (Cheah et al., 2020). For example, if the literature suggests that both females and males are affected by humor distinctively, then gender should be set as moderator by the researcher to assess all the relationships. There is also advanced multigroup analysis where researcher is able to perform a comparison between even more than single categorical variable by employing distinguished combinations of these variables. Thus, creating groups of several results (Cheah et al., 2020).

### 3. Measurement Invariance Test

After the generation of groups, the researcher can examine measurement invariance using Smart-PLS. This test is performed to make sure that the measurement models identify processes with same features when associated with different conditions (Henseler et al., 2016). Rather than originating from the actual differences among the relationships, the variability in path coefficients among latent variables can originate from the fact that respondents may assign several meanings to the process under observation. This is the reason that it should be performed as a basic step before multigroup analysis so that the researchers are sure that the differences in groups are not due to different matter or/and different meanings assign to the variables among the group.

In order to protect the validity of the results, a method was fostered by Henseler et al. (2016) known as Measurement Invariance of Composite Models (MICOM). In this method three steps are performed which are as follows:

- I. Configural Invariance
- II. Compositional Invariance
- III. Equal Variances or/and Equal Means

If Step I and Step II are satisfied then partial measurement invariance is established and researchers get the green light to perform MGA for path coefficient comparison. Moreover, If after Step I and Step II, Step III is established then full measurement invariance is confirmed. Step III indicates that composites show similar variances as well as means among the groups. After this data can be pooled and there is no need of MGA rendering. But if after passing Step I and Step II, only one of the requirements of Step III is fulfilled then researchers can at least establish partial measurement invariance and advance to MGA.

The steps of MICOM are explained in Figure 4.32 given below.

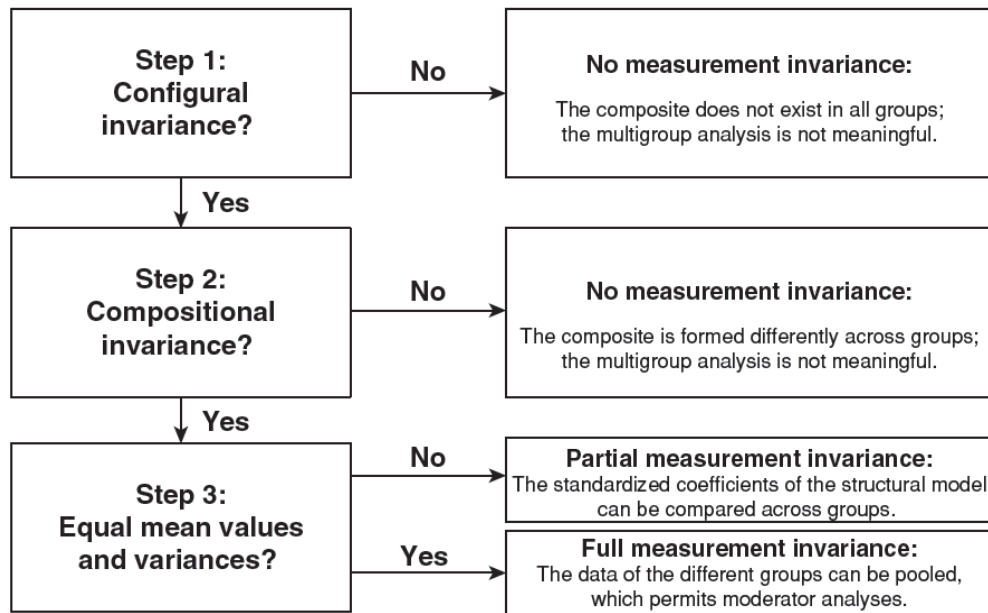


Figure 4.32 Procedural Steps of MICOM

(Source: Hair et al., 2017)

#### 4. Test to compare Multigroups

After the establishment of either full measurement invariance or partial measurement invariance with the help of MICOM, examining of difference in groups can be commenced (Cheah et al., 2020).

To examine these differences SmartPLS has five different methods on the basis of bootstrapping (Cheah et al., 2020) which are:

- a. Henseler's PLS-MGA based on bootstrap
- b. Parametric test
- c. Welch-Satterthwait Test
- d. Permutation test
- e. Omnibus Test

The whole process of Multigroup Analysis is depicted in Figure 4.33 below.

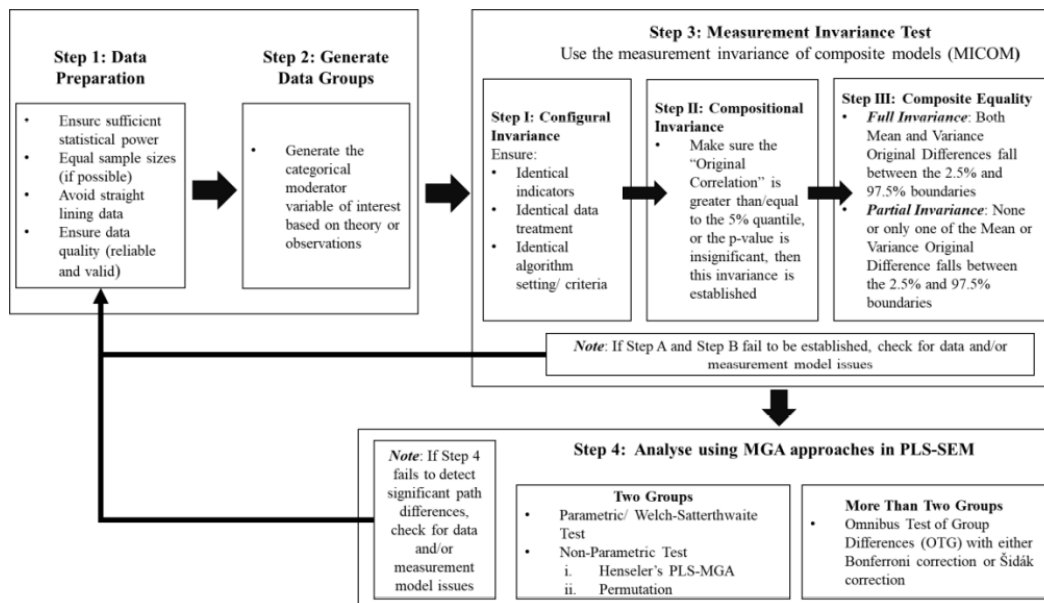


Figure 4.33 Process of Mutligroup Analysis

(Source: Cheah *et al.*, 2020)

#### 4.3.7.2 Moderation of Gender

The differences in gender when it comes to marketing as well as management has been a subject of interest in research arena for a long time. The effect of gender has been researched in various contexts of marketing and management such as environment at work (Babin & Boles, 1998; Yavas *et al.*, 2008), stress of role (Karatepe *et al.*, 2006), perceptions towards ethics (Ergeneli & Arikan, 2002), humor in advertising (Ivanov *et al.*, 2019; Yoon & Lee, 2019) etc.

In this study the moderating effect of gender was checked on various relations of the model to check whether gender difference affects humor types used in the ads and will lead to purchase intension or not. The technique of MGA was used for this process as it enables us to examine the distinctions between two exactly same models for different cohorts giving the response. It is a common technique used in various researches to examine the effect of gender.

**H12: Gender moderates the relationship between types of humor and attitude towards the ad.**

To check the significance, above mentioned hypothesis H12 for moderation was analysed using Multigroup Analysis technique in SmartPLS 4 software. Figure 4.34 below depicts the examined model using MGA for Males in the software with path coefficient values of every relationship for moderation. It clearly depicts all the constructs with their specific items as well as the relationships which were tested for the moderating effect of gender.

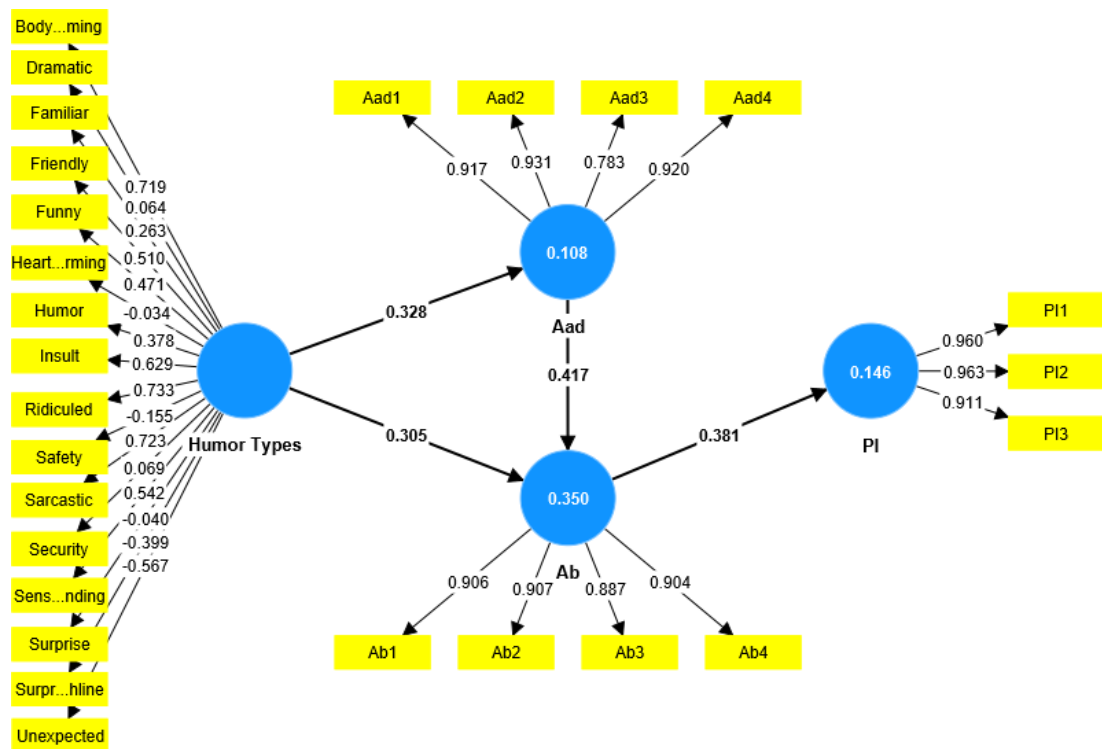


Figure 4.34 Mutligroup Analysis for H12 (Males)

(Source: Author's Calculations)

The following Table 4.95 illustrates the results of MGA for Males. It can be observed that all relationships are significant. The relationsip under analysis here was between humor types and Aad. As shown below, t value for this relation is 2.84 (>1.96) along with p value of 0.005 (<0.05). Hence, the relationship is positive and significant.

Table 4.95 Multigroup Analysis Results for H12 (Males)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
Aad -> Ab	0.417	0.408	0.072	5.777	0
Ab -> PI	0.381	0.384	0.061	6.222	0
<b>Humor Types -&gt; Aad</b>	<b>0.328</b>	<b>0.349</b>	<b>0.116</b>	<b>2.84</b>	<b>0.005</b>
Humor Types -> Ab	0.305	0.305	0.102	2.998	0.003

(Source: Author's Calculations)

Figure 3.5 below depicts the examined model using MGA for Females in the software with path coefficient values of every relationship for moderation. It clearly depicts all the constructs with their specific items as well as the relationships which were tested for the moderating effect of gender.

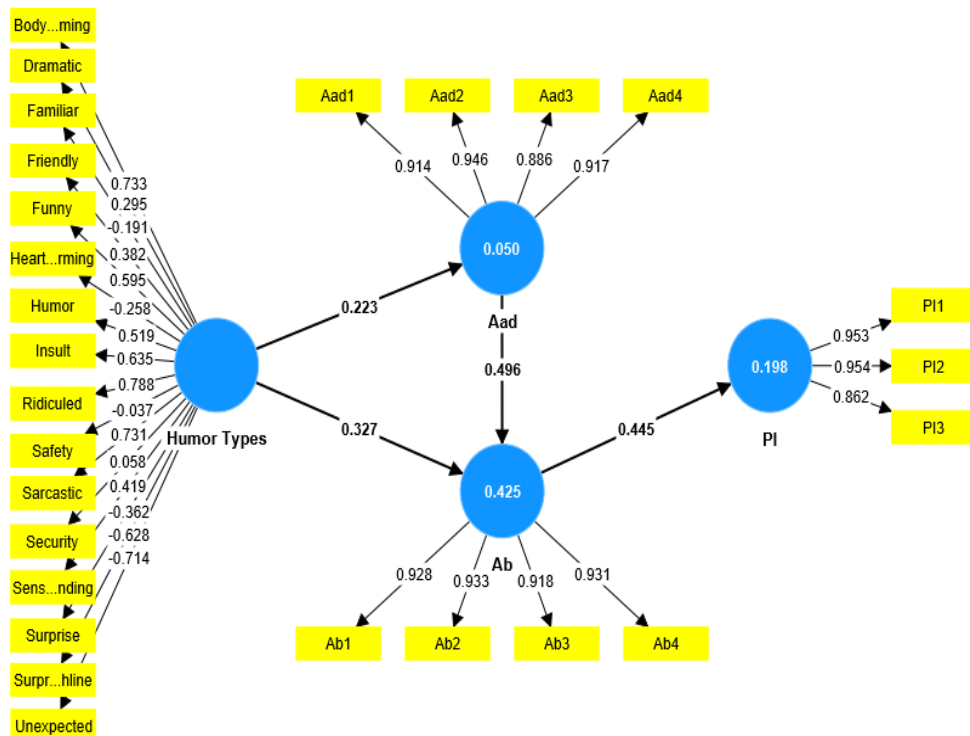


Figure 4.35 Mutligroup Analysis for H12 (Females)

(Source: Author's Calculations)

The following Table 4.96 illustrates the results of MGA for Females. It can be observed that all relationships are not significant. The relationship under analysis here was between humor types and Aad. As shown below, t value for this relation is 1.117 (<1.96) along with p value of 0.264 (>0.05). Hence, the relationship is insignificant.

Table 4.96 Multigroup Analysis Results for H12 (Females)

	<b>Original sample (O)</b>	<b>Sample mean (M)</b>	<b>Standard deviation (STDEV)</b>	<b>T statistics ( O/STDEV )</b>	<b>P values</b>
Aad -> Ab	0.496	0.484	0.061	8.148	0
Ab -> PI	0.445	0.446	0.06	7.464	0
<b>Humor Types -&gt; Aad</b>	<b>0.223</b>	<b>0.173</b>	<b>0.199</b>	<b>1.117</b>	<b>0.264</b>
Humor Types -> Ab	0.327	0.252	0.233	1.403	0.161

(Source: Author's Calculations)

It can be clearly observed in Table 4.97 below that the relationship between humor types and Aad was moderated by gender as males and females showed different significance levels for the same relationship. Males showed better response towards the ad containing humor as compared to females. Males response was both positive and significant but females did not respond significantly to ads containing humor.

Table 4.97 MGA Moderation Results for Males and Females (H12)

	<b>Original (Female)</b>	<b>p value (Female)</b>	<b>Original (Male)</b>	<b>p value (Male)</b>	<b>Invariant</b>
Aad -> Ab	0.496	0.000	0.417	0.000	Yes
Ab -> PI	0.445	0.000	0.381	0.000	Yes
<b>Humor Types -&gt; Aad</b>	<b>0.223</b>	<b>0.264</b>	<b>0.328</b>	<b>0.005</b>	<b>No</b>
Humor Types -> Ab	0.327	0.161	0.305	0.003	No

(Source: Author's Calculations)

**H13: Gender moderates the relationship between types of humor and attitude towards the brand.**

To check the significance, above mentioned hypothesis H13 for moderation was analysed using Multigroup Analysis technique in SmartPLS 4 software. Figure 4.36 below depicts the examined model using MGA for Males in the software with path coefficient values of every relationship for moderation. It clearly depicts all the constructs with their specific items as well as the relationships which were tested for the moderating effect of gender.

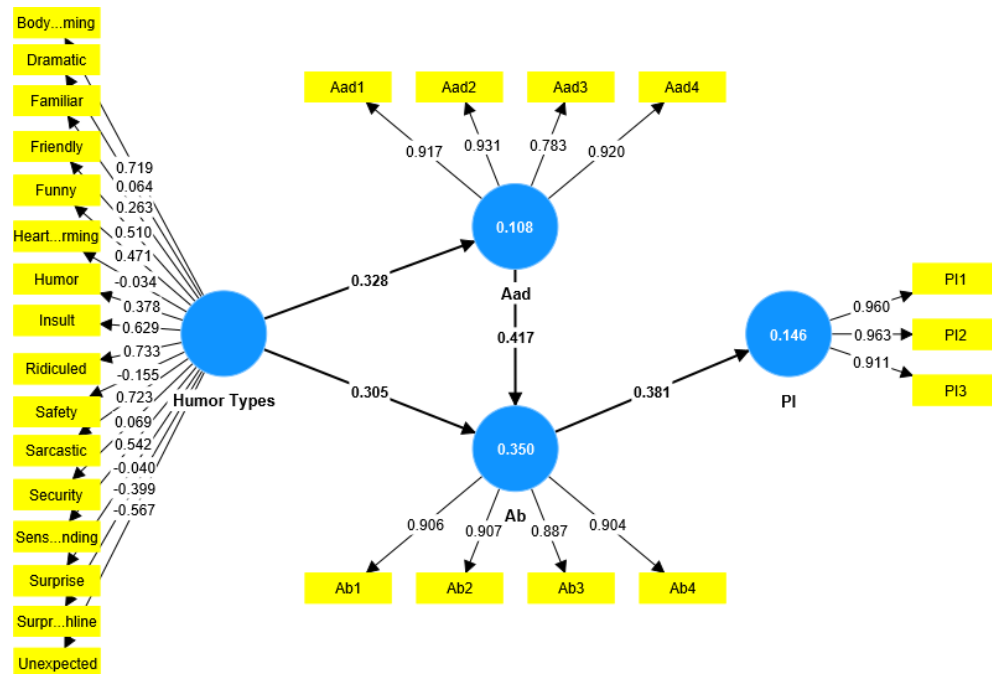


Figure 4.36 Mutligroup Analysis for H13 (Males)

(Source: Author's Calculations)

The following Table 4.98 illustrates the results of MGA for Males. It can be observed that all relationships are significant. The relationship under analysis here was between humor types and Ab. As shown below, t value for this relation is 2.998 which is more than 1.96 and p value is 0.003 which is lesser than 0.05. Therefore, the relationship is positive and significant.



Table 4.98 Multigroup Analysis Results for H13 (Males)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
Aad -> Ab	0.417	0.408	0.072	5.777	0
Ab -> PI	0.381	0.384	0.061	6.222	0
Humor Types -> Aad	0.328	0.349	0.116	2.84	0.005
<b>Humor Types -&gt; Ab</b>	<b>0.305</b>	<b>0.305</b>	<b>0.102</b>	<b>2.998</b>	<b>0.003</b>

(Source: Author's Calculations)

Figure 4.37 below depicts the examined model using MGA for Females in the software with path coefficient values of every relationship for moderation. It clearly depicts all the constructs with their specific items as well as the relationships which were tested for the moderating effect of gender.

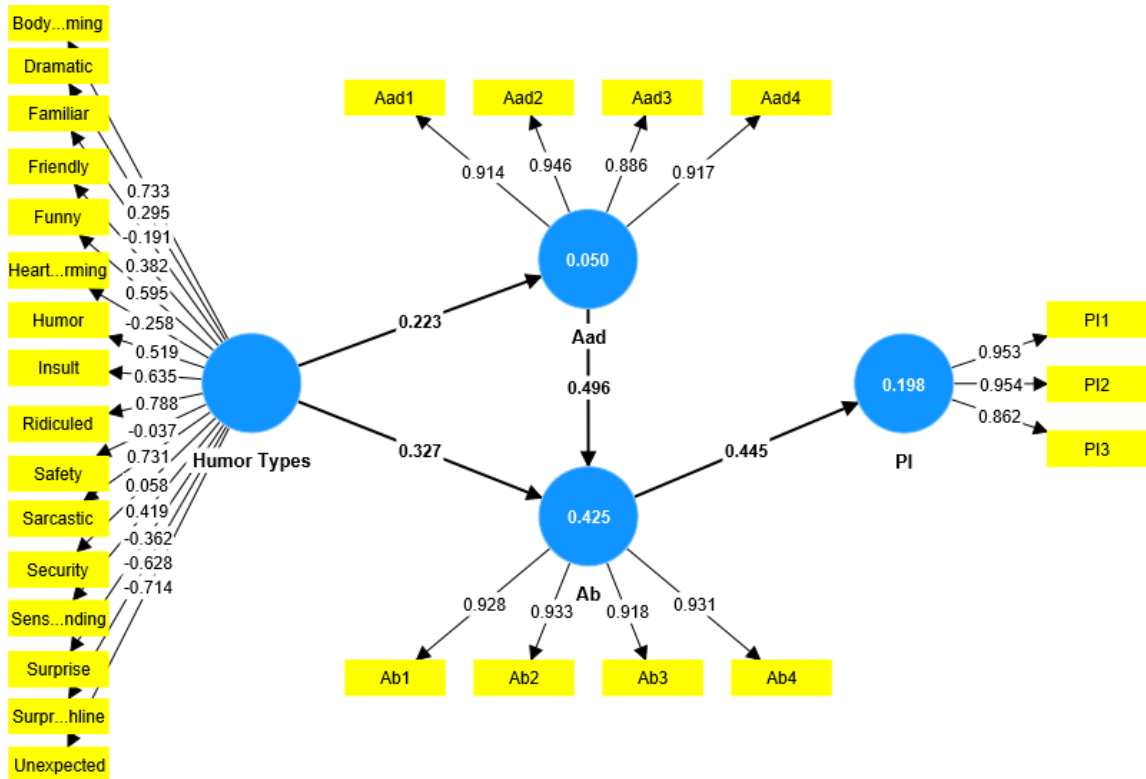


Figure 4.37 Mutligroup Analysis for H13 (Females)

(Source: Author's Calculations)

The following Table 4.99 illustrates the results of MGA for Females. It can be observed that all relationships are not significant. The relationship under analysis here was between humor types and Ab. As shown below, t value for this relation is 1.403 (<1.96) along with p value of 0.161 (>0.05). Hence, the relationship is insignificant.

Table 4.99 Multigroup Analysis Results for H13 (Females)

	<b>Original sample (O)</b>	<b>Sample mean (M)</b>	<b>Standard deviation (STDEV)</b>	<b>T statistics ( O/STDEV )</b>	<b>P values</b>
Aad -> Ab	0.496	0.484	0.061	8.148	0
Ab -> PI	0.445	0.446	0.06	7.464	0
Humor Types -> Aad	0.223	0.173	0.199	1.117	0.264
<b>Humor Types -&gt; Ab</b>	<b>0.327</b>	<b>0.252</b>	<b>0.233</b>	<b>1.403</b>	<b>0.161</b>

(Source: Author's Calculations)

It can be clearly observed in Table 4.100 below that the relationship between humor types and Ab was moderated by gender as males and females showed different significance levels for the same relationship. Males showed better response towards the brand associated with humor as compared to females. Males response was both positive and significant but females did not respond significantly to the brand associated with humor.

Table 4.100 MGA Moderation Results for Males and Females (H13)

	<b>Original (Female)</b>	<b>p value (Female)</b>	<b>Original (Male)</b>	<b>p value (Male)</b>	<b>Invariant</b>
Aad -> Ab	0.496	0.000	0.417	0.000	Yes
Ab -> PI	0.445	0.000	0.381	0.000	Yes
Humor Types -> Aad	0.223	0.264	0.328	0.005	No
<b>Humor Types -&gt; Ab</b>	<b>0.327</b>	<b>0.161</b>	<b>0.305</b>	<b>0.003</b>	<b>No</b>

(Source: Author's Calculations)

Following in Table 4.101 are the summarized results of hypothesis testing for moderating effect of gender.

Table 4.101 Summary of Results for Hypothesis testing (MGA for Gender)

<b>Hypotheses</b>		<b>Empirical Conclusions</b>
<b>H12</b>	<b>Gender moderates the relationship between types of humor and attitude towards the ad.</b>	<b>Supported</b>
<b>H13</b>	<b>H13: Gender moderates the relationship between types of humor and attitude towards the brand.</b>	<b>Supported</b>

**CHAPTER 5**  
**CONCLUSION, IMPLICATIONS &**  
**LIMITATIONS**

## 5.1 INTRODUCTION

This chapter comprises of conclusion of the chapters, findings with respect to the objectives framed in this study and implications of the results, scope for future research and limitations. This chapter is divided in topics as mentioned below:

- Findings
- Conclusion
- Implications
- Limitations and Scope for future research

## 5.2 FINDINGS

**Objective 1: To study the effect of types of humor, attitude towards the advertisement and attitude towards the brand on purchase intention.**

On the basis of the literature reviewed and data analysed, results were obtained for all the five types of humor and their relationships with different constructs of the model.

- For Comic wit, the relationship between Comic wit and Aad was significant but had negative effect on Aad as the value of path coefficient ( $\beta$ ) came out to be negative. On the other hand, the relation of Comic wit with Ab was not significant. Thus, implying that Ab was not influenced substantially by the Comic wit. Aad showed a positive and significant effect on Ab. But the relationship between Ab and PI was observed not significant. Hence, Comic wit, Aad and Ab did not affect PI according to the results of this study.
- For Resonant wit, the relation between Resonant wit and Aad was positive and significant. Similarly, the relation of Resonant wit with Ab was also found be significant and positive. Thus, implying that both Aad and Ab were positively influenced by the Resonant wit. Aad showed a positive and significant effect on Ab. But the relation between Ab and PI was observed not significant. Hence, Resonant wit, Aad and Ab did not affect PI according to the results of this study.
- For Resonant humor, the relationship between Resonant humor and Aad was positive and significant. Similarly, the relation of Resonant humor with Ab was also found be significant and positive. Thus, implying that both Aad and Ab were

positively influenced by the Resonant humor. Aad showed a positive and significant effect on Ab. The relation between Ab and PI was also observed to be positive and significant. Hence, Resonant humor, Aad and Ab positively affect PI according to the findings of this study.

- For Satire, the relation between Satire and Aad was significant but had negative effect on Aad. Besides this, the relation of Satire with Ab was not significant. Thus, implying that Ab was not influenced substantially by Satire. Aad showed a positive and significant effect on Ab. The relation between Ab and PI was also observed to be positive and significant. Hence, Satire, Aad and Ab positively affect PI according to the findings of this study.
- For Full comedy, the relation between Full comedy and Aad was significant but had negative effect on Aad. Besides this, the relation of Full Comedy with Ab was not significant. Thus, implying that Ab was not influenced substantially by Full comedy. Aad showed a positive and significant effect on Ab. The relation between Ab and PI was also observed to be positive and significant. Hence, Full comedy, Aad and Ab positively affect PI according to the results of this study.

This study showed significant relation between each humor type and Aad. Moreover, Aad have significant and positive effect on Ab. These results are in line with the findings of Chung & Zhao (2011). It was found that ads having humor elicit significant outcome on Aad. This relation is further supported by Flaherty et al. (2004); Woltman Elpers et al. (2004); Chattopadhaya & Basu (1990); Chung & Zhao (2003); Gelb & Pickett (1983); Holbrook & Batra (1987); Zhang (1996); Belch & Belch (1984); Mitchell & Olson (1981). Also, if a consumer develops positive Aad they will relate that positive attitude for the brand as well (Zhang, 1996; Mitchel & Olson, 1981, Shimp, 1981; MacKenzie et al., 1986). Moreover, significant relation was observed between Ab and PI in this study for the ads containing Resonant humor, Satire and Full comedy. This result is similar to the research done by Laroche et al. (1996); Chung & Zhao (2011); Mitchel & Olson (1981); Phelps & Hoy (1996); Batra & Ray (1986).

**Objective 2: To examine the moderating role of brand familiarity and gender in the relationship among the constructs under study.**

For both brand familiarity and gender, analysis was performed on all relationships of the model by introducing these variables as moderators one at a time. The relationships were type of humor - Aad, type of humor - Ab, Aad - Ab and Ab – PI.

- To study the moderation of brand familiarity, bootstrapping was performed by inserting brand familiarity as a moderator in one relationship only. In this way, bootstrapping was performed four different times for each relationship. The results indicated that brand familiarity moderated the relation of types of humor and Aad. The significance of this relationship was increased due to moderation. These outcomes are in line with the research studies by Chung & Zhao (2011); Sallam (2011); Campbell & Keller (2003) and Chattopadhyay & Basu (1990), which confirms the moderation of brand familiarity. The other three relationships showed no moderation by brand familiarity.
- To study the moderation of gender, Multi-group analysis was performed on the model. It was observed that the relationship between Humor types and Aad as well as Humor types and Ab was moderated by gender. Similar results were observed in the previous researches by Ivanov et al. (2019); Eisend et al. (2014); Swani et al. (2013); Lau & Phau (2009) and Buijzen & Valkenburg (2004).

**Objective 3: To study the mediating role of attitude towards the advertisement in the relationship between types of humor and attitude towards the brand.**

Mediating role of Aad in the relation between each type of humor and Ab was analysed by curtailing the model according to the hypotheses framed for this study.

- For Comic wit, Aad fully mediates the relationship between Comic wit and Ab as the direct effect (Comic wit -> Ab) was not significant and its indirect effect (Comic wit -> Aad -> Ab) was significant.
- For Resonant wit, Aad partially mediates the relationship between Resonant wit and Ab as significant results were found for its direct effect (Resonant wit -> Ab) and its indirect effect (Resonant wit -> Aad -> Ab).

- For Resonant humor, Aad partially mediates the relationship between Resonant humor and Ab. The results for its direct effect (Resonant humor → Ab) and indirect effect (Resonant humor → Aad → Ab) were significant.
- For Satire, Aad partially mediates the relationship between Satire and Ab as significant results were found for its direct effect (Satire → Ab) and indirect effect (Satire → Aad → Ab).
- For Full comedy, Aad fully mediates the relationship between Full comedy and Ab as the direct effect (Full comedy → Ab) was not significant and its indirect effect (Full comedy → Aad → Ab) was significant.

These results are in agreement with the findings of previous research studies by Zhang (1996); Mitchell & Olson (1981); Chung & Zhao (2011); Batra & Ray (1986); Park & Young (1986); Spotts et al. (1997) which confirms the mediating role played by Aad in the relationship between humor used in the ads and Ab.

**Objective 4: To study the mediating role of attitude towards the brand in the relationship among the constructs under study.**

For this objective, mediating role of Ab was analysed for two relationships. First being the relationship between each Humor type and PI. Secondly, in the relationship between Aad and PI.

- For Comic Wit: There was no mediating role of Ab in the relation between Comic wit and PI as its indirect effect (Comic wit → Ab → PI) was not significant and the direct effect (Comic wit → PI) was significant. On the other hand, Ab partially mediated the relationship between Aad and PI as the results of both its direct effect (Aad → PI) and indirect effect (Aad → Ab → PI) were found significant.
- For Resonant wit: Partial mediating effect of Ab was observed in the relationship between Resonant wit and PI as its direct (Resonant wit → PI) and indirect effects (Resonant wit → Ab → PI) were significant. On the other hand, Ab showed no mediating effect in the relation between Aad and PI as the result of both its direct (Aad → PI) and indirect effect (Aad → Ab → PI) were not significant.



- For Resonant humor: Full mediation of Ab was observed in the relation between Resonant humor and PI as its indirect effect (Resonant humor  $\rightarrow$  Ab  $\rightarrow$  PI) was significant and direct effect (Resonant humor  $\rightarrow$  PI) was not significant. On the other hand, Ab showed no mediation in the relation between Aad and PI as both direct (Aad  $\rightarrow$  PI) and indirect effect (Aad  $\rightarrow$  Ab  $\rightarrow$  PI) were not significant.
- For Satire: There was partial mediating effect of Ab in the relation between Satire and PI as both direct (Satire  $\rightarrow$  PI) and indirect effects (Satire  $\rightarrow$  Ab  $\rightarrow$  PI) were found to be significant. On the other hand, Ab showed full mediation in the relation between Aad and PI as its direct effect (Aad  $\rightarrow$  PI) was not significant and indirect effect (Aad  $\rightarrow$  Ab  $\rightarrow$  PI) was significant.
- For Full comedy: Full mediation of Ab was observed in the relation between Full comedy and PI as its indirect effect (Full comedy  $\rightarrow$  Ab  $\rightarrow$  PI) was significant and direct effect (Full comedy  $\rightarrow$  PI) was not significant. On the other hand, Ab showed no mediation in the relation between Aad and PI as both direct (Aad  $\rightarrow$  PI) and indirect effect (Aad  $\rightarrow$  Ab  $\rightarrow$  PI) were not significant.

Chattopadhyay & Basu (1990) and Hameed et al. (2020) also confirms that when a consumer develops positive Ab on watching a humorous ad, it tends to have positive purchase intention, which strengthens the results of our study. Similar results were observed by Hameed et al. (2016). Moreover, some of the findings in our study regarding mediation of Ab in relation between Aad and PI were supported with the previous studies by Hameed et al. (2018); Hameed et al. (2016); Wahid & Ahmed (2011); Machleit & Wilson (1988); Batra & Ray (1986) and Phelps & Hoy (1996).

**Summary of Mediation and Moderation:** It was concluded that the mediating role of attitude towards the ad in the relation between humor type and attitude towards the brand was observed in all five humor types. On the other hand, mediation of attitude towards the brand in the relation between humor type and purchase intention was observed in resonant wit, resonant humor, satire and full comedy but not in comic wit. Another mediating effect of attitude towards the brand in the relation between attitude towards the ad and purchase intention was found in comic wit and satire only. Moderation of brand familiarity was observed in the relation between humor types

and attitude towards the ad. It was revealed that the relation between humor types and attitude towards the ad was moderated by gender as males and females showed different significance levels for the same relationship. Similarly, gender showed moderating effect in the relation between humor types and attitude towards the brand.

## **5.3 CONCLUSION**

**Chapter 1:** This chapter discussed the concept of advertising and how it affects the marketers. It mentioned different modes of advertising such as television, internet, radio, newspapers, magazines, journal, events, press, posters, hoardings etc. It also focused on humor and its meaning. The working and different aspects of humor were explained in this section. The chapter also discussed humor advertising and how it is being employed in marketing as a tool to attract audience. The evolution of usage of humor in advertising over the years was explained in detail by shedding light on different trends followed over the years. Keeping in mind the extensive use of humor in marketing, research in this area was deemed important so as to understand the impact of various humor types in the presence of several variables. Different humor types and its processes were described. The basic humor processes which are responsible for creating a several humor types through their distinctive combinations were explained in detail. Several humor types used in past researches as well as focus of this study was mentioned.

**Chapter 2:** This chapter illustrated the extensive literature reviewed which was relevant to the subject of focus of this study. More than 200 research papers, articles from the internet, and books were reviewed to conclude their findings. All the researches reviewed were apportioned on the basis of humor processes used, different humor types, predominantly used humor types and studies related with gender and culture. The findings of the review revealed that humor is the go-to tool which is used in advertisements as it efficiently lures the attention of the audience. Upon review different humor processes and humor types used for different studies were discovered. It was observed that there are three basic processes of humor namely arousal-safety, incongruity-resolution and humor disparagement. These humor processes form the fundamental blueprint of almost all humor types. Many humor types were also

revealed but studies cited some predominantly used types of humor such as comic wit, resonant wit, resonant humor, satire and full comedy. Some studies also cited widely used humor types like sentimental humor, sentimental comedy, slapstick.

Studies addressed both positive and negative effects of using humor in advertisements. Researches on the effect of humor on ad attitude, brand attitude as well as purchase intention were reviewed. Besides this, studies including the effect of gender and cultural differences on attitudes were also discussed. It was revealed that humor in ads has a positive effect on attitude towards the ad and attitude towards the brand. It was also revealed that purchase intention is influenced by the presence of humor in ads. Researches on the effect of gender on attitudes revealed that males and females react differently to humor. Researchers revealed that women get offended easily by edgy humor than men. Thus, suggested that female targeted ads should employ humor accordingly for it to not backfire. Therefore, it was concluded that gender plays a moderating role in humor's relationship with ad attitude and brand attitude.

Various studies focused on cultural differences which influence the attitude of the audience. Several studies performed in the USA, China, Germany, Mexico, Spain, etc. revealed that due to different cultural nuances audiences react differently to a particular humor type. Researches were performed comparing masculine and feminine cultures as well as individualistic and collectivistic cultures. All these studies revealed that culture plays the moderating role in the effects of humor on the audience. Brand familiarity was also one of the main factors which was the focus of several studies. It was discovered that brand familiarity had a major influence on ad attitude, brand attitude and purchase intention. The audience familiar with the brand comes with a preconceived notion for the brand which influences their purchase intention for the product advertised. Moreover, as backed by several studies, humor effects are different for familiar and unfamiliar brands. This concluded that brand familiarity plays a moderating role on the impact of humor on ad attitude, brand attitude and purchase intention.

After the in-depth review of literature research gap was established. It was discovered that detailed research on the effect of distinctive humor types on audience's attitudes as well as purchase intention is required.

**Chapter 3:** This chapter dealt with the research methods and techniques used to attain the objectives of the study. Proper explanation on the need of the study, its objectives, conceptual framework, major hypotheses related to the objectives, research design, research instruments, sampling design, sample distribution and tools used for data analysis were discussed in this chapter.

**Chapter 4:** This chapter focused on data analysis for each humor type including mediation and moderation of different variables. Models and tables of results were prepared in this chapter. Interpretation of the results for each humor type were discussed.

## **5.4 IMPLICATIONS**

The study incorporated three major dimensions of advertising effectiveness i.e. cognitive, affective and conative. There can be other dimensions or variables which can be considered for accessing the advertising effectiveness. The researchers can extend the proposed framework for further research. The results of any of these five types of humor – Comic wit, Resonant wit, Resonant humor, Satire and Full comedy can be taken into consideration to extend the study further with addition of some other dependent variables.

Theoretical concepts can be generated from this study as it mainly focuses on the prominently used humor types in advertising. Moreover, the scale for these types of humor was generated which can also be used for future research work.

The study will help the marketers in bringing strategic insights on use of humor in their promotional plan. They will also be able to understand how humor type in ad campaign can be used to get better results. When it comes to marketing of a product, the main aim is to develop an intent of purchase among the audience. Among the 5 humor types used in this study, three humor types showed good results for purchase intention namely, Resonant humor, Satire and Full Comedy. Out of these humor

types, Resonant humor, which involves the sole process of arousal-safety, had a positive effect on every relation. Spielman (2014) showed similar results which revealed that arousal-safety is more impactful process as compared to incongruity resolution. Similarly, Hoffmann et al. (2014) concluded that arousal-safety process which is involved in resonant humor is more liked in collectivistic and feminine cultures. Thus, marketers can employ these three humor types in advertisements to get better results for their products.

The results of brand familiarity showed moderation only in the relationship between Humor type and Aad. Other than that, no moderating effect were observed on any other relationship. Thus, new brands should not get intimidated by existing brands. They should focus on marketing and employing better humor types in their ads to develop better brand attitude and purchase intention among the consumers for their product as brand familiarity does not play major moderating role.

Gender plays a moderating role in developing ad attitude and brand attitude. Therefore, marketers of gender specific product should employ such humor types which would work best for their target audience in order to achieve optimum results for their product.

## **5.5 LIMITATIONS AND SCOPE FOR FUTURE RESEARCH**

- To study the moderating effect, brand familiarity and gender were considered as moderating variables. For future studies, various other constructs can be considered to observe the moderating effect such as product/service type, culture, etc.
- This study was performed in Punjab region, but the results might vary if any other region of India is considered due to regional cultures and nuances which can be a consideration for future studies.
- The study had to be conducted online due to Covid-19 pandemic. Future researchers can conduct this study in offline mode on larger sample size more effectively and with lesser limitation on resources.

- Only audio-visual ads were considered for this study. Future researchers can consider other modes of advertisements such as print ads or radio ads.
- No specific brand was considered for this study. Therefore, future studies can focus on particular brands to perform a similar study.

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# ANNEXURES

## Annexure-I

### Questionnaire for Scale Development (Phase-I)

Name:

Contact No.:

Designation:

Email id:

Name of Institute:

Dear Expert,

This questionnaire is a part of my research based on advertising. Please give your valuable opinion on the aspect given below.

10 commercials will be shown to you one by one. Please write down the thoughts that went through your mind while viewing the each commercial.

Please list the thoughts/words that occurred to you about the theme showcased in the commercials and your reaction during the commercial.

Also, feel free to mention any other thoughts that you had while viewing the commercial.

Ad1:

Ad2:

Ad3:

Ad4:

Ad5:

Ad6:

Ad7:

Ad8:

Ad9:

Ad10:

**\*\*\*\*\*Thanks for your valuable time\*\*\*\*\***

## Annexure-II

### Questionnaire (Phase-II)

Name:

Contact No.:

Designation:

Name of Institute:

Dear Expert,

This questionnaire is a part of my research based on humour appeal in advertising. Please give your valuable opinion on the aspect given below.

Given below are 3 categories and 67 Items. Please go through the following items and place the items in the right category by placing (√). Please put (X) if the item do not belong to any of the below mentioned categories.

**Category 1:** Items that describe a person, inducing emotions/feelings of warmth, is in an awkward/uncomfortable yet mundane situation and you are unsure of the result but is safe in the end.

**Category 2:** Items that describe a humor which you do not understand in the beginning but with a punchline, it all makes sense and is funny.

**Category 3:** Items that describe humor elicited as result of someone's insult.

	Items	Category 1	Category 2	Category 3	No category
1.	Humor				
2.	Funny				
3.	Insult				
4.	Sense of Safety				
5.	Warm				
6.	Condescending				
7.	Perpetual contrast				
8.	Security				
9.	Confusing				
10.	Surprise				
11.	Anti-climactic				
12.	Safety				
13.	Comic Exaggeration				

14.	Surprising punchline				
15.	Dramatic				
16.	Sense of bonding				
17.	Enjoyment				
18.	Anxiety				
19.	Family				
20.	Unexpected				
21.	Double-meaning				
22.	Sarcastic				
23.	Discomforting fate				
24.	Friendly				
25.	Child				
26.	Joke				
27.	Help				
28.	Stereotype				
29.	Exaggerated characterization				
30.	Discrepancy				
31.	Guilt				
32.	Sense of familiarity				
33.	Clever				
34.	Reintegration				
35.	Playful confusion				
36.	Love				
37.	Judgement				
38.	Pun				
39.	Sweet				
40.	Inconsequential				
41.	Cute				
42.	Problem solving behaviour				
43.	Sense of identification				
44.	Criticism				
45.	Silliness				
46.	Stupidity				
47.	Uncertainty				
48.	Plot-twist				
49.	Body-Shaming				
50.	Denounces				
51.	Comic understatement				
52.	Belittle				
53.	Attacking				
54.	Disadvantageous				



55.	Comic Irony				
56.	Derogatory				
57.	Playfulness				
58.	Familiar				
59.	Humorous stereotype				
60.	Discovery of meaning				
61.	Relatable				
62.	Heart-warming				
63.	Kindness				
64.	Ridiculed				
65.	Humiliate				
66.	Comic Reversal				
67.	Sense of comfort				

**Thank you.**

## Annexure-III

### Questionnaire (Phase-III)

Dear Expert,

This questionnaire is a part of my research to develop a scale for humor appeal in advertising. Please give your valuable opinion on the aspect given below. Given below are 3 humor processes and items corresponding to each humor process. Description of each humor process is given. According to your understanding of the process, rate each item given on the scale of 1 to 4 according to their representation of the process, 1 being 'Not Representing', 2 being 'Minimally Representing', 3 being 'Moderately Representing' and 4 being 'Strongly Representing'.

Email address:

Contact number:

Designation:

Name of the Institute:

**Arousal Safety:** Items that describe emotions/feeling of warmth induced by a person, who is in an awkward/uncomfortable yet mundane situation. You are unsure of the result or fate of the person but the situation turns out to be safe in the end, which is relieving and puts a smile on your face.

<b>Arousal Safety</b>				
<b>Items</b>	<b>Not Representing (1)</b>	<b>Minimally Representing (2)</b>	<b>Moderately Representing (3)</b>	<b>Strongly Representing (4)</b>
Humor				
Sense of				
Warm				
Security				

Safety				
Sense of Bonding				
Friendly				
Sense of Familiarity				
Love				
Familiar				
Heart-warming				
Sense of Comfort				

**Incongruity Resolution:** Items that describe humor induced by a situation which you do not understand in the beginning but with a punchline, it all makes sense and is funny.

<b>Incongruity-Resolution</b>				
<b>Items</b>	<b>Not Representing (1)</b>	<b>Minimally Representing (2)</b>	<b>Moderately Representing (3)</b>	<b>Strongly Representing (4)</b>
Funny				
Perpetual Contrast				
Surprise				
Anti-climactic				
Surprising Punchline				
Dramatic				
Unexpected				
Joke				
Clever				
Pun				
Plot-twist				

**Humor Disparagement:** Items that describe humor elicited as result of someone's insult/someone's roast which is perceived in a funny way. The humor can be self-deprecating or can be an attack on someone or something.

<b>Humor Disparagement</b>				
<b>Items</b>	<b>Not Representing (1)</b>	<b>Minimally Representing (2)</b>	<b>Moderately Representing (3)</b>	<b>Strongly Representing (4)</b>
Insult				
Condescending				
Double-meaning				
Sarcastic				
Discomforting fate				
Stereotype				
Exaggerated Characterization				
Guilt				
Criticism				
Body-shaming				
Denounces				
Belittle				
Attacking				
Derogatory				
Ridiculed				
Humiliate				

## **Annexure-IV**

### **Questionnaire (Phase-IV)**

Dear Respondent,

We are conducting research on “Humor in Advertising”. You are requested to kindly give your valuable input by filling up the following questionnaire. The data collected will be kept confidential and will be used for research purpose only.

Q1. Name: \_\_\_\_\_

Q2. Age: 18-25 Years  26-35 Years  36-45 Years

46-55 Years  56 Years & above

Q3. Gender: Male  Female

Q4. Education: Undergraduate  Graduate  Post Graduate & Higher

Q5. Profession: \_\_\_\_\_

Q6. City: \_\_\_\_\_

Q7. E-mail/Contact no. \_\_\_\_\_

**After watching the Ads, please answer the questions given below:**

Kindly complete the Tagline of this ad. \_\_\_\_\_

Q1. Kindly indicate upto what extent the following items represent the ads you just watched, where '+' being a strong representation of the item & '-' being a weaker one. (If you are using a phone to fill this questionnaire, kindly tilt your device to landscape mode so that the scale (+3 to -3) is completely visible to you.)

+3	+2	+1		-1	-2	-3
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Humor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sense of Bonding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Familiar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Heart Warming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Funny	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Perpetual Contrast	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Surprise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Anti-climactic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Surprising Punchline	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Dramatic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unexpected	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Joke	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Insult	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sarcastic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Body Shaming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Attacking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Ridiculed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

For the questions asked below, mark appropriate position on the scale where middle (4) being the neutral and contrasting adjectives at the opposites ends. 1 “highly” represents, 2 “moderately” represents and 3 “least” represents the items on the left side of the scale whereas 7 “highly” represents, 6 “moderately” represents and 5 “least” represents the items on the right side of the scale.

Q2. What do you think about this ad? Rate on the following scale.

	1	2	3	4	5	6	7	
Good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Bad
Like	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Dislike
Irritating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not Irritating
Interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Uninteresting

Q3. On the following scale, Indicate your knowledge about this brand.

	1	2	3	4	5	6	7	
Familiar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unfamiliar
Usual	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unusual
Well known	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not well known
Seen before	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not seen before

Q4. What do you think about this brand? Rate on the following scale.

	1	2	3	4	5	6	7	
Good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Bad
Like very much	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Dislike very much
Pleasant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unpleasant
High Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Poor Quality

Q5. On the following scale, Indicate the likelihood that you would purchase this product.

	1	2	3	4	5	6	7	
Likely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unlikely
Probable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Improbable
Certain	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Uncertain

**THANK YOU**

## **List of Publications/Copyrights**

- Paper titled “Relationship Between Humor in Advertising and Attitude towards the ads: A Meta-Analysis” is published in “Indian Journal of Marketing” indexed in Scopus.
- Paper titled “Types of Humor in Advertising: A Content Analysis” is published in “International Journal of Research and Analytical Review” indexed in UGC.
- Copyright on “A scale to measure the humor types in advertisements” has been registered under Government of India.
- Copyright on Graphical Abstract titled “Analysis of humors effect on purchase behavior” has been registered under Government of India.

## **List of Conferences attended and Papers presented**

- Attended an international Conference on ‘*Business Agility in Volatile Times*’ in association with Curtin Business School, Australia (AACSB Accredited), held at Lovely Professional University on November 7-9, 2019
- A paper entitled “Humor in Advertising: A Systematic Review” has been presented in an international Conference on ‘*Business Agility in Volatile Times*’ in association with Curtin Business School, Australia (AACSB Accredited), held at Lovely Professional University on November 7-8, 2019
- Attended an international conference on “The New paradigm of Current business Management & Technology”, held at Pyramid College, Phagwara and presented a paper entitled “Types of Humor in Advertising: A Content Analysis” on 24<sup>th</sup> January, 2020
- Received an award of “Best Paper Presentation” in International Conference on “The New paradigm of Current business Management & Technology”, held at Pyramid College, Phagwara on 24<sup>th</sup> January, 2020
- Attended an international conference “1<sup>st</sup> Rajagiri Management Conference (RMC 2020)”, organized by Rajagiri Business School, Kochi in collaboration with Victoria University of Wellington, New Zealand from 15-16 October, 2020



- A paper entitled “Relationship between humor in advertising and attitude towards the ad: A meta-analysis” has been presented in an international conference organized by Rajagiri Business School, Kochi and Victoria University of Wellington, New Zealand on 15-16 October, 2020
- Attended an international conference on “Rethinking Business- Designing Strategies in the age of Disruptions”, organized by Mittal School of Business, Lovely professional University, Phagwara and presented a paper titled “An analysis of studies on Humor in Advertising” on 19<sup>th</sup> December, 2020

### **List of Workshops/Trainings/FDPs attended**

- Attended a workshop on “Research in the time of a Pandemic”, conducted by Panjab University, Chandigarh from 21-27 April, 2020
- Attended a National webinar on “Attitude Change Management and Work Ethics in COVID-19 Scenario”, organized by Department of Management Studies and Internal Quality Assurance Cell, Changu Kana Thakur Arts, Commerce And Science (CKT) College, New Panvel, Maharashtra on 23<sup>rd</sup> May, 2020
- Attended an on-line Workshop on “Structural Equation Modeling using AMOS”, organized by Oriental School of Business Management & Commerce, Oriental University, Indore from 11-15 May, 2020
- Attended three days National Webinar on “IPR & e-content development” from 8 – 10 June, 2020.
- Attended an Online Faculty Development Program On “PLS Based Structural Equation Modeling”. Organized by DaDaAnaltixPvt Ltd, Bangalore-Vellore, India from 15 –20 June, 2020
- Attended a workshop on “Research Methods and Data Analysis”, organized by Rajagiri Business School, Kochi from 13-14 October, 2020
- Attended a workshop on “Workshop on Digital Marketing” held on 12-13 Dec 2020.

- Attended One-month weekend course on “Art of Doing Effective Literature Review”, organized by Koach Scholar, New Delhi from 20 February-20 March, 2021
- Attended a Faculty Development Program on “Literature and Humanity”, organized by Reva University, Bengaluru from 24-28 May, 2021.
- Attended Multi-Disciplinary National Webinar on “Digitalization A Magic Wand to Sail Through in Covid Times” on 5 June, 2021.
- Attended “Three Day Training on Data Analysis using SPSS” organized by A2Z EduLearningHub on 18th, 19th & 20th June 2021.
- Attended a Faculty Development Program on “Structural Equation Modeling”, organized by GNA University, Phagwara from 10-20 August, 2021
- Attended an online workshop on “Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS”, organized by A2Z EduLearning Hub, Kerala from 17-19 September, 2021
- Attended a Faculty Development Program cum Workshop on “Technicalities of Data Collection and Analysis”, organized by Inspira Research Association (IRA), Jaipur from 24-30 September, 2021
- Attended a webinar on “Navigating the Pathways of Research Publishing in Scopus-indexed journals”, organized by Research and Consultancy Cell, Vidya Prabodhini College, Goa in association with ELSEVIER from 24-25 September, 2021
- Attended online workshop on “Advanced Proofreading skills for Research Manuscript”, organized by Hansraj College, University of Delhi on 20<sup>th</sup> November, 2021
- Attended a workshop on “Research Methodology and Data Analysis (AMOS and SmartPLS)”, organized by Lovely Professional University, Phagwara from 25 April- 02 May, 2022

- Attended a Faculty Development Program on “Essentials of PLS-SEM using Smart PLS 4”, organized by International Institute of Management Studies (IIMS), Pune on 15<sup>th</sup> October, 2022