

The Role of Humor in Advertisements

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Abstract: This research examines the general purpose of an advertisement and its process specifically focusing on one element of advertisement that makes it more memorable and unique and creates a positive feeling towards the audience - Humor. Our intention is to examine the impact of Humor on consumer intentions to purchase and also relate its perceived impulse to gender and age group. We deploy a literature review methodology to determine the position of extant body of research as well as those of researchers on the phenomenon. The study also administered a survey to quantitatively prove if the positions gleaned from practice are different and/or the same as observed within the body of literature.

Keyword:
Humor;
Advertising;
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INTRODUCTION

The continuous competition among product producers and marketers for a larger market share has brought different approaches to ruining consumers' minds. While many capitalize on advertisements, others focus on product promotion using sales, discounts, environmental commitment, etc., to capture consumers. Regardless of the adoption medium, the main aim remains to win consumers. Different approaches have examined the general effects of advertisement, promotion, discount, and general environmental friendliness on consumer perception of purchased products.

Humor advertisement as a center of the advertisement did not become popular until recent years when researchers started to pay attention to its effect. One primary reason was the lack of a systematic framework (Weinburge & Gulas, 1992). Its impact on consumer motivation remains uncertain, considering many influences from the humorous message like humor style, humor placement, humor relatedness, etc. In a recent review of research related to Humor, Weinberger, and Gulas, in their

recommendation, emphasize that no one's study could predict the factors that may affect humor advertisement, hence indicating the need to examine extensively those factors that may hinder the effective adoption of humor advertisement.

This research explores the impact of HumorHumor in advertisements on purchase intention, primarily revealing influences of humor advertisement and the influencer factors of a humor advertisement, which could motivate and lead to purchase intent among age groups and gender segments. Considering that no bench match framework could define a successful adoption of humor advertisement. This research finds perspective theories that review the fundamental nature of humor advertisement to measure this impact on consumer behaviors (intent to purchase, influence of age group, and gender focus)and the humor mechanism and humor relatedness.

Humor is only an element used in the body of an advertisement, which could yield optimally performing advertisements or lead to low-performing advertisements. Understanding its limitations across product categories helps to define the significant impact associated with it. As this research unveils the impact of HumorHumor in ads, it will cross-examine the various adoption processes that could influence the impacts.

Research Problem

The overall focus of this research, among others, remains to define the level of impact associated with HumorHumor in advertisements on purchase intention. The significant problems in consideration are whether HumorHumor in ads can be generalized among product groups and if the effectiveness of HumorHumor in advertisements differs from categories of products considering consumer objectiveness and intention to purchase. Where there is no homogenous humor in the advertisement, it becomes practically impossible to define with an understanding of the scope, the measured impact, and proof of usage in recapturing consumer intent to purchase. On the assumption that humor advertisement could correlate with consumer intention to purchase, does it synchronize among gender and age groups?

Considering these research problems, this research, therefore, defines its research questions based on the assumption that humor advertisements lack a framework to define its adoption towards intention to purchase among gender and age groups.

Research Questions

The general literature review indicated that humor advertisement correlated to consumers' intention to purchase (Kolbe & Burnett, 1991; Weinberger et al., 1997), although no standard framework procedure could be considered for the adoption instead based on a holistic approach. A more precise operation, in reality, is whether the effectiveness of HumorHumor in the advertisement has impacted only a segment of the market, considering gender and age group. The importance of gender consideration and age group in this research lies in product choices, style, and generation. This research proposes the following research question to enable us to provide answers to these issues.

1. Does humor advertisement consider gender and age groups across product groups?

Gender stereotypes could instigate negative consequences. It is, therefore, essential to be considered when proposing advertisements; based on this importance, other researchers have considered HumorHumor in ads to be centralized (European Parliament, 2008; Tori & Einbender, 1985; Furnhau & Mark, 1999). In this research, we assume that if humor advertisement is not centralized, its impact on consumer intention to purchase will practically be non-significant as an element of advertisement that promotes purchase intentions.

2. Humor is an element in the advertisement. What variables are considered significantly attractive in influencing consumers' intention to purchase?
3. Do humorous advertisements have effects on company customer relations?

The humor mechanism of an advertisement, which must make it effective, will incorporate not only the primary focus of the ad but also the general horizon of product utility and product consumers in association with company customers. We examine this research by considering the effective humorous advertisement and its effect on company-customer relationships.

Aims of the Study

Upon potential and reliable research on this sphere of academic learning, this research considers the following important aims of the study.

1. To provide a novel contribution concerning humor advertisement and gender balance.
2. Some cultural perspectives were used to preview and define the effect of HumorHumor and to predict its effectiveness.
3. To determine the critical Variable that defines the effectiveness of HumorHumor as an element of advertisement.
4. To infer the benefit of humor advertisement on consumer/customer relation to the product and the company.

One of the most important things when considering HumorHumor in advertisements is the relevance of the product. Is every product subject to humor advertisement, or are there limited products to this? Thus, this research aims to provide information regarding products best suited to humor advertisements.

Research Hypothesis

In our research questions, we considered that if HumorHumor in advertisements considers gender and age groups across product groups as the variables that constitute potential in humor questions, we propose the following research hypothesis.

H1: Humorous advertisement has a relationship with consumer intention to purchase.

H2: Humorous advertisement affects gender stereotypes, influencing consumer intention to buy.

H3: Humor appeal has buying power across gender and age groups.

LITERATURE REVIEW

Advertisement

Advertisements have been defined in many ways; one of the complete definitions includes those defined with business wording. It is a paid and non-personal public

communication of goods, products, or services. The medium of advertisement includes end-to-end communication, including radio, television, direct mail, print telephones, and even the internet interface. Its behavioral core content is the ability to convince or manipulate a person towards product trial or enforce purchase. The operational system includes defining the medium to air it. The historical ideology is to persuade the recipient and create the desire to try the product being advertised. Many of them have led to major ways of attracting consumers and customers for producers and markets and have remained a significant source of product awareness apart from consumer customer retention.

The early process of advertisement includes the following:

Situation Analysis: ordinary known as the background review, this includes proper evaluation of understanding the current users of the proposed product advertisement, the season suitable for the ad, classification of these based on region or geography, creating requirements based on the developed purchasing circle- that is defining your market segment, explore the competitive review of the product substitution and calculating other features which may help you in the adaptation of a profiting advertisement.

Research: This includes a process of doing all the secondary research first before the primary research: (a) the targeted audience (which enables one to understand what is needed), (b) evaluating factors that affect purchasing behavior, and (c) determining the unique brand characteristics and solving the problem of opportunity ordinarily known as the SWOT analysis.

Objective: The marketing objective is the most important feature; it helps define the goal of the market activities and identifies market targets. (STP) and developing the campaign objectives, Planning on the budget

Drafting materials—creating the key messages includes determining the messages of the advertisement. A simple advert will include messages to convince the audience, messages that will meet the audience's need to use, messages that will shift attention to competitors, and messages that will promote the ideology to use.

It defines advertising media by considering media cost-effectiveness and possible return on investment. This also includes media cost-effectiveness [cost per thousand

(CPM)] and [cost per unit(CPP)]. This can be done effectively through customer analysis, behavioral Analysis, competitor analysis, measurement of corporative size and growth, defining the marketing mix, determining the critical success factor, and positional and repositioning of the process enumerated.

This research is not centered on pure advertisement, so we will shift a bit to the features most related to advertisement and the research topic.

Elements of Advertisement

While considering some of the features that make an advertisement worth its value and even return the expected value, the first literature categorized these in the following ways:

Attention Grabbing: These features inclined a prologue of catching music, most times considered as the audience remembrance point, the use of a beautiful woman for virtual advertisements, providing consistent repetition and ensuring that the advert is loud enough to be heard, indicating virtual HumorHumor, appeal to basic sensory perceptions.

Trust Development. At this point, the product's ad must define if it is proving quality and trustworthy for the product or if it is centered on simply selling the product. All this depends on the primary assumption when creating the advertisement.

Positive Association (Humor): This is the use of different attributes to influence an advert; beautiful women, cute babies, cute animals, etc, are all used in different ways to position a positive thought of the advert.

Creating the desired hook. Every advert creates something that will be remembered even when the product is off the hook. Yet people will still remember the company, brand, and, again, the product through graphic elements, colors, layout elements, placement elements, and the title of the advert.

Identifying positive association (Humor) as part of the element of an ad, this research, therefore, evaluates the impact of positive association on consumer intention to purchase.

Humor (Positive Association)

In a more frequently cited research by Stendhal and Craig (1973), attention is drawn to different uses of HumorHumor and its direction in communication goals. This review has been considered tentative as the work lacks a supporting framework in its

review and towards advertisement, and the use of HumorHumor has received more than thirty (30) intense reviews on its conceived ideology of impulse towards consumer attractiveness towards purchasing intention. This literature systematically examines a couple of these studies and their contribution to the effective use of HumorHumor as an element of advertisement. The use of HumorHumor in advertisements has span different applications in terms of the role of advertisement. This has called for an understanding of the impact of HumorHumor and its difficulties, which may hinder its advancement in the use of advertisement.

One of the most recent studies is by Weinberger and Gulas (1992), who identified two operating factors of humor advertisement. In this research, we explore these operation factors—the humor mechanism and intentional relatedness. As it is important to express the wide range of usage of Humor in advertisements, we also examine the different frameworks that could be adopted in the use of Humor for various products.

Having considered HumorHumor relevant in the advertisement, we look at the different ways HumorHumor communicates the goal message of the advertisement and some of the factors that can be immune to humor advertisement. Observation shows that the strongest cases of Humor and persuasiveness are presented in the research of Scott, Klein, and Bryant (1990), who used behavior measures to determine immature factors that could influence the use of Humor in advertising.

Humor in Advertising

In advertisements, there is no acceptable definition of what Humor means in particular. The study of Warren and McGraws (2016) expresses Humor as a psychological response characterized by the positive emotions of amusement, the appraisal that something is funny, and the tendency to laugh. A true expression of Humor can be categorized into three parts: behavioral (laughing), cognitive (appraising something to be funny), and emotional (expressing the positive feeling of amusement). One of those features must be completed and presented when considering humorous advertisements. Some of the perceived positive feelings of humor advertisements include their ability to increase enjoyment and redirect some negative emotions that may not be related to the ad.

This feel has made one out of every five advertisements have a common humor feature (Elpers et al., 2004). Research has shown that most adverts with a humorous feel generally have an effect on consumers. Different proposals and models have been developed to support how consumers perceive the contradiction in advertisements. One of the most important features of humor advertisements is the ability to create elements of surprise relating to cultural norms, which could balance the gap between attitude and behavior. The model developed by Elpers et al. (2004) shows that these elements of surprise can be used to sustain humor advertisements using consumer moment-to-moment response. This is because the consumer moment-to-moment shows the connection between consumer behavior and attitude. This model is supported by Loewenstein and Prelec (1993), who states that "consumers are most likely to prefer stories that do not reveal their intention immediately over a short story than simply reveal the intention of the advertisement."

Elpers et al.'s (2004) study defined three vital parts that could contribute to an advertisement's liking or not. These three parts include the peak, the final moment, and the linear trend.

The important thing then is to understand the factors that could enable the adoption of HumorHumor in advertisement, and they are defined by humor mechanism and humor relatedness.

Humor mechanism

While the model of Elpers et al. (2004) identified three parts that could stage a humor advertisement, other scholars like McGhee (1974), Wicker, Barron, and Willes (1980) identified affective, cognitive, and interpersonal approach as the three categories which could govern humor advertisement.

The effective mechanism is evaluated using Freud's Relief Theory, which incorporates the safety value for a forbidden feeling. HumorHumor is an effective strategy to cross this part (Freud, 1905, 1960). Another theory used in this affirmative is the Freedom Theory (Kline, 1947; Mindess, 1971), Tension Release Theory (Rapp, 1947) and Arousal Theory (Berlyne, 1972). Superiority theory is among the latest theories that properly define relaxation laughter.

Cognitive mechanisms focus on the structure of the advertisement's message. Some of the theories supporting cognitive mechanisms include the Incongruity Theory, implemented in the research of Kant, Schopenhauer, and Morreall (1983), which follows an interpersonal approach. Since there is no preferred benchmark to use to define the adoption of humor advertisement, it is generally taken that these features contribute to the drive of humor advertisement (Gruner, 1991).

Humor relatedness

Considering the proposed mechanism of Humor, Speck (1987) evaluated a broader horizon to explain the adoption of the humor mechanism. This is presented in three categories: (a) Intentional, (b) Structural, and (c) Thematic. Speck ((1987) consideration of relatedness is based on literal theory and semiotic, and these have been considered the most comprehensive in the literature on advertisement.

Intentional relatedness refers to the perceived value of the message of the advertisement and how the consumer values it. This could be in terms of humor dominance or message dominance, insisting that in whichever way one of the intentional relatedness is removed, the advertisement does not practically convey a message. Differentiating a humorous advertisement and a message-dominating advertisement is one that consumers may not be able to identify. However, for advertisement experts, it is expected that all assumptions must be considered.

Structural relatedness offers a comprehensive understanding of the relationship between humor advertisements and the message covered in the advertisement. Thus, it is referred to as the integration of product advertisement.

The psychology of advertisement has made it very important to determine if an advertisement (humor advertisement) will enable you to sell. A humorous advertisement could entertain millions of people but would not promote sales. In the words of Claude Hopkins, "Don't treat the subject lightly, don't lessen the quality of your product by any attempts at frivolity." One reason for using humor advertisements to promote a business or product is simply to capture the consumer attitude that we buy from people we like, and Humor remains the best way to get hold of this consumer's attitude. Considering this, it is essential to check HumorHumor,

communication, and persuasion in advertisements and their relation with consumer intention to purchase.

Types of Humor

The full classifications for the humor process correspond to those specified by Speck (1991). Different identification procedures and codes were therefore made for 1. Arousal-safety: An above-average emotional content of any kind with or without resolution. Example: An advertisement for a deodorant: A man applies deodorant, and women in the street all flock in his direction. 2. Incongruity: Any pun/joke that requires minimal effort by the viewer to "solve." Example: An advert for washing powder—A man disrupts a wedding ceremony. The bride leaves the to-be groom for this man, who is wearing a white shirt compared to the proposed groom. (The viewer is left to make a connection between the correct choice of husband and choice of washing powder brand.) 3. Disparagement: Any display of an effort to derive humor from disparagement contexts. Example: Ad for a deodorant—A man playing golf raises his arms in celebration, and the odor kills the crowd. Where more than one type of HumorHumor appeared within an ad, the most prevalent type of HumorHumor was accepted, consistent with Speck (1991) and Spotts, Weinberger, and Parsons (1997). In the context of masking, an ad was seen as masked if the deceptive claim became more easily identifiable once the HumorHumor was removed.

Models of Humor Advertisement.

Different approaches have examined the adaptation of humorous advertising and its effect. The following are the most adaptive models in the literature.

Cognitive model: Humor advertisements have different views of the cognitive model. One of the few is centered on an information processing approach (McGuire, 1978); for every ad, the chance of a consumer paying attention is proportional to the chance of not paying attention. Adverts with HumorHumor are highly regarded for attracting consumers and customers; the most essential feature is the approach (Eisend, 2009). Attention persuades consumers to elaborate more on the message, increasing cognitive responses. Given that the message shows positive information, which is the most challenging part of an advert, creating an ad with positive association and yet being

able to convey the messages effectively, which applies to most advertisements, positive cognitions related to the ad and the brand outweigh negative ones. As a result, consumers develop more favorable AAD and ABR. Another cognitive explanation is based on the insight that Humor can distract consumers from processing counterarguments.

Affective model: Gulas and Weinberger (2006) in their research indicated that a generic affective response, which includes happiness, fun, pleasure, etc., is the feature that defines the positive association of an advert; this is the use of the affective model to determine that a feeling of these to exist, the individual must have experienced one or two positive part of the research and find it interesting. Effect triggered by HumorHumor is a so-called integral effect, which is elicited by features of an object and is directly linked to this object. Integral affect has a direct influence on evaluations. The direct effect of humorhumorhumorhumor on assessments has also been supported by previous studies (Gelb & Pickett, 1983; Strick et al., 2009).

Integrative affective cognitive model: Affective cognition triggered by Humor can shape responses on various cognitive levels, like perceptions, thoughts, and decisions. On the other hand, the integral effect has a direct involvement in evaluations, as discussed; it could also lead to indirect effects so that affective responses have an impact on evaluations by changing one's Mark Lett (2011) 22:115–132 117 perceptions of thoughts on a target (e.g., Fishbein and Middlestadt 1995). For example, feelings of pleasure could force thoughts related to positive experiences. This is consistent with the talk of congruency effects of incidental effect on evaluation: evaluations assimilate towards affective states because these states cue mood-consistent materials in memory and then color perceptions of thoughts about a mark (Cline & Kellaris, 2007; Isen et al., 1978). That is, those who experience negative affect provide less positive evaluations than those who experience a more positive effect.

Humor, Communication, and Persuasion

The relationship between enjoyment and humor communication is less straightforward. No doubt, humor advertisements provide pronounced communication, but the wrong Humor can also divert the ideology to something

different. Humor that is not positioned in good communication could contribute to a significant distraction in the advertisement. Humor is subjective and, most of the time, tailored to cultural specialization. This means that HumorHumor should be related to culture to influence consumer intention to buy effectively. Considering a multicultural society, the question remains if HumorHumor could travel to convey intentions and messages to the consumers. For example, the English have a particular love irony, while images found sexy in most of Europe may not be considered the same by British people.

Humor and message communication in advertisements is essential. Persuasion defines the attractiveness of advertisement and its relation to consumer intention to purchase. It is important to understand that Humor, communication, and persuasion are essential in an ad.

Humor and Product Contingencies

Product categories interfere with the kind of advertisement suitable to enable appropriate sales, and the advertising message must be adequately conveyed (Sewall & Sarel, 1986; Stewart & Furse, 1986). Humor remains just an element that influences the advertisement of a product. Considering that product categories matter, the question remains: Which advertisement best suits each group of products, and also, what HumorHumor best suits the group of products?

The best practice in this situation is to categorize products so that best humor advertisement can be adopted (Vaughan, 1980, 1986; Berger, 1981), as this will enable positioning consumers in the best practice of the use of HumorHumor to make decisions related to product choice.

There is no doubt that humor advertisements can instigate consumer behavior; however, to what extent can this be considered to be impulsive, especially among gender and age groups? The distraction effect of HumorHumor, as deemed by Stendhal and Craig (1978), indicates that where HumorHumor becomes so active, consumers have to experience serious appeal. This was also the conclusion of Madden and Weinberger (1984), indicating in their research that about 26% of their sampled population agree that humor advertisement is more passive than a nonhumored advertisement.

Scoff, Klein, and Bryant (1990) presented one of the strongest cases of passive persuasive Humor using a behavioral measure. The research concluded that attendance at a social event was more excellent when staged by humor advertisements than based on promotion and other forms of advertisement. These are extensive reviews of persuasion's contribution to using Humor in ads.

Humor in Different Cultures

Culture by Hatziyhemas, Zotos, and Boutsouki (2011) indicates that culture can be divided into five parts. These are individualism/collectivism, uncertainty avoidance, long versus short-term orientation, masculinity, and power distance. These categories were based on behavior and attitudes within companies. Other studies by Lee and Lim (2018) and De Mooij (2013) indicate that these dimensions are a good foundation when conducting research on humor advertisements.

Humor can be universal in such a way that it is bounded by the culture of attribute. In that construct, globalization will be the focus point when designing a humorous advertisement such that globalized humor advertisement could bring culture close. Another essential feature of Humor in different cultures is the ability to follow a standard humorous advertisement that incorporates incongruity principles, which enables the ad to fit in other cultures. The incongruity principle states that humorous advertisements depend on three main factors. (Alden et al., 1993)

Countries that focus on promoting the common good of their people are said to contain more group-oriented Humor (Alden et al., 1993). In the words of Crawford and Gregory (2013), "a sense of humor might be universal, but the content of popular and appropriate humor varies widely," making it essential to note that humor adoption in a cross-cultural advertisement must adopt a standard theme, objects in other to be considered an influencer towards consumer intention towards purchase. The study by Crawford and Gregory (2015) further indicates that advertising that contains elements of aggressiveness could not convey the fundamental communication of an advertisement.

Considering Humor plays a vital role in social communication, the summary regarding a humorous advertisement is given as follows

An ad is considered HumorHumor if any of these three categories are found in it:

1. It must incorporate behavior that invokes laughs.
2. It must be cognitive; this includes when it incorporates funny ways.
3. Emotional in the perceived position and perceived feeling of amusement (Warren & McGraw, 2016).

Humor advertisement could be successful in winning consumers' intention to purchase only if it is used in the right way and considering if the product to advertise is a multicultural behavioral product or a regional behavioral product. The most important consideration for its adoption is to count the moment of surprise for the product and thus use it to win the consumer's mind (Elpers et al., 2004). As the moment of surprise is essential, the ending of the advertisement must also leave the consumer in a happy moment to be able to give memories of remembrance to the product and the advertisement simultaneously.

This is the consideration for companies who wish to expand into foreign direct investment to ensure that messages are conveyed along the line of catching the consumer's mind frame (Pagain et al., 2015). Cultural exhibitions must also be put in place to define the likeliness of humor adoption depending on the similarities between the existing and new markets (Alden et al., 1993). Hence, if a company chooses the standard of its advertising, the advertisement must incorporate the three fundamentals, knowing that globalization tends to bring cultures together.

Humor Advertisement, Gender and Age Group

For the purpose of this research, which examines the effects of humor advertisements on gender and age groups, one of the important questions is identifying if an ideal sense of Humor is gendered. Aillaud and Piolat (2012) indicated that men prefer HumorHumor, which sexually includes those with aggressive themes, while women appear naturally or absent from HumorHumor. Another look at the research by Cantor (1976, shows that sexist Humor is preferred over non-sexist Humor. Other studies indicated that both males and females wish to experience advertisements with the opposite gender as the butt (Vaid & Hull, 1998; Parekh, 1999). Different literature has proposed different assumptions, the other creating a lack of a standard framework

The understanding of the complexity of studying HumorHumor within the growing shift of gender becomes a problem in creating advertisements that will not be biased and also be able to convey the rightful purpose for which they are designed. To understand this phenomenon, Vaid (2000), Vaid and Kobler (2000), Vaid et al. (2003) (2015), Hull et al. (2003), and Lopez and Vaid (2017) proposed understanding between the cognitive, neuro-cognitive, and psycholinguistic aspects of humor detection and comprehension. The extension interest of this research is to understand how gender and age group, including counting of origin, could enable individuals to conceptualize humor advertisements and the relativeness of how these could motivate a consumer/customer to purchase a product.

Some imperial studies that have contributed to this arm of the research include Crawford and Gregory (1991) and Neuo et al. (2001). These research findings indicate that men embodied an outstanding sense of Humor. Of the 18 male and 46 female participants in the study, 76 respondents selected a male target.

The research of Martin Eisend (2014) investigated the role of gender and humor advertising to determine the role of Humor in gender stereotyping. One of the important research questions was the consideration of gender stereotyping in humorous and nonhumorous advertisements. The study indicated HumorHumor influences advertising, which originally starts with the depiction of gender. Also, it shows that the role of audience gender is one necessary factor in advertising effectiveness of stereotyping. The theoretical framework governs the possible relationship between stereotyping and advertisement and refers to the concept of incongruity (Alet al.t al, 2000).

The influence of HumorHumor affirms the expectation of social norms through nontraditional stereotyped depictions. This situation could be considered to be depicted as a man doing domestic chores (Scharrer et al., 2006). One role of HumorHumorhumor in advertisement is to advance communication with the audience. Humor does not necessarily change stereotyping depictions of gender but must be used to advance the knowledge of the advertised brand.

However, if a stereotype is used to represent HumorHumor, the advertiser must ensure that the gender role differs from the negative stereotyping; without adhesion to this, the perceived value of the advertisement will have a negative contribution to the product. Understanding that misused HumorHumor does define gender could contribute to negative assumptive. We tested different ways in which humor stereotyping could affect the use of humor advertisements.

The study of Larry and John (2012) examined the effect of advertising stimulus following the contribution of the general literature. Also, the study of Weinberger et al. (1992) and William and Robert (2015) examined the gender differences in information processing and strategies. Gender variation and differences are always associated with sociological and biological sources, which also lie basically within the frame of sex. Different gender variations and qualities have been used to explain the difference and stimulus effect.

In advertisements, one of the most important features is how males and females process information. Research has shown that males and females respond differently to objective and subjective advertisement claims irrespective of both objective and subjective claims. According to Hollnook (1978), these claims represent the emotional, subjective impressions of the intangible aspects of the product and also those that cannot be physically diffused (Edell & Staelin, 1983). Males seem more selective than females, devising every heuristic device to subdue whatever information the advertisement has been deployed to convey. The strategy involves the use of clues and considers all subsets to sustain the HumorHumor of an advertisement.

On the other hand, females acting as comprehensive processors thus use a comprehensive strategy to examine all possible clues, considering information relevant to self that may have been adopted in the advertisement to engage in their decision-making.

Having considered the different horizons of humor advertisements towards gender and its perception, we enlist a summary of the intense effect of humorous advertisements on gender and age groups towards intention to purchase.

- 1 The relation between aggressive humor style and perceived support varied based on gender.

- 2 Humor advertisements that do not include lifestyles are most likely not to have an effect on gender and age group.
- 3 Humor advertisement controls the majority of points of purchase among age groups, which may not be represented among some other age limits.

Humor in advertising and company customer relationship

Literature has reviewed the types of advertisement – cognitive and emotional advertisements strive to use clues that are suitable to market their products, considering the most desirable to attract the consumers' attention (Parcy & Ressler, 1992). Research indicates that emotional advertisements that incorporate Humor always lead to more cognitive processing and discussions, and all related could diffuse a consumer's mind (Dunlop et al., 2014). The study of Gelb and Zinghan (1986) indicated no significance towards intense humor comprehension by consumers as most advertisements that indicate intense Humor end up not providing the necessary comprehension needed due to distraction (Bergeon & Vachon, 2008).

Humor advertisement is considered humorous when it successfully captures the audience's mind and encourages them to purchase. Those types of Humor incorporate all aspects of humor foundations, a sense of playfulness, and personal recognition. Humor advertisements can produce a tendency based on consumer attitude and willingness. It can only process the buying intention (TomKorick et al., 2001).

Generally, the decision of an individual to buy is complex and ranges from self-factors to product factors, substitutes, pricing, and external factors such as culture, family, role, etc. The presumption that humor advertisements could have significant ground to define the choice of consumers indeed must be overrated. A critical feature of active humor advertisement is word of mouth (WOM). It is simply an expression of the good or bad features of a product to a new consumer. Its activeness is not pronounced to what a product advertisement could represent.

One feature that made WOM most active as a humor advertisement, whether cognitive or emotional, is based on providing consumers with a trial belief. On the other hand,

reliable sources provide more credible information, which could have a relatively high or low impact on a consumer. The study of Bergeon and Vachon (2008) and Soderberg (2013) found that there is a strong positive relationship between word of mouth (WOM) and source reliability, hence why companies advise their consumer to encourage credible word of mouth.

Humor advertisements could lose their effectiveness with a few words of mouth, although the limitation of WOM remains massive considering who and who has used the product. While a humorous advertisement could go through radio, TV, newspaper, magazine, and handbill, the content will remain undiffused until proven by word of mouth.

To maintain unique consumer and consumer relationships, Humor is less a characteristic advertisement to be considered to ensure consumer/customer retention.

Deception in advertising

Most of the studies exploring deception in marketing involve an examination of advertising claims (see, for example, Braun and Loftus, 1998; Carlson et al., 1993; Gardner & Leonard, 1990), although other contexts have also been explored, such as marketing research (Axelrod, 1992). Olson and Dover defined a deceptive ad as "creating a false or incorrect belief about the product" (1978, p. 30). It has also been described as the "message distortion resulting from deliberate falsification or omission of information by a communicator with the intent of stimulating in another, or others, a belief that the communicator himself or herself does not believe" Based on these earlier definitions, a societal marketing– oriented definition of deceptive advertising was conceptualized by Aditya as being "any act, claim, or message that (a) causes at least some consumers acting reasonably to make decisions that they would not otherwise make; (b) leads at least some consumers acting reasonably to believe something about the product, brand, or manufacturer that is not verifiably true; or (c) has the potential to foster distrust of any kind, general or specific, or in other ways cause an erosion of ethical values deemed desirable in society" (2001, p. 738).

Summary of literature reviewed

Impact of Humor on Comprehension

Table 2.1 Summary of Research

Advertising studies dates	Type of study and subject	medium	findings	Comments
Stemthal & Craig (1973)	literature review	N/A	-	-
Duncan (1979)	literature review	N/A	0	-
Murphy, C. & Wilcox (1979)	Lab experiment, 115 undergraduates	TV	MIXED	unaided aided recall of commercial and content
Cantor & Venus (1980)	Lab experiment, 117 undergraduates	RADIO	-	fictional products
Madden (1982)	lab experiment, 326 undergraduates	RADIO	MIXED	only related HumorHumor effective, one familiar & one unfamiliar product
Nelson (1987)	re-examination of Gelb & Zinkhan (1986)	N/A	N/A	claims Gelb and Zinkhan's measure of recall is not valid
Zinkhan & Gelb (1987)	reply to Nelson (1987)	N/A	N/A	defends the use of the Cloze procedure as a recall measure
Speck (1987)	lab experiment, 182 undergraduates	TV	+	The global effect of HumorHumor is positive, but some humor ads are weaker than some no-humor ads.

The impact of the humor-focal point: the case study

Like every diverse society, Lagos-Nigeria remains among the most diverse societies, associated with mixed groups, cultures, and beliefs, and also known as the commercial heart of Africa. In Lagos, everyone appreciates humor ads. Product owners and marketers have adopted humorous advertisements (HA) to transform sales and pitches into pieces of popular culture, humorous advertisements that are memorized and shared by all.

As society is centralized on a more competitive horizon, humor advertising is no longer for digesting remembrance of the product but is designed to be used to uphold consumers/customers. Examples include papilla-peak advertisement, Glo-wireless advertisement, and Maggi-rocko. These few advertisements not only contribute to the

majority of the share market through these products but also maintain an intense, humorous advertisement.

As the competition becomes intense, it becomes important to examine the extent to which humorous advertisements could occur among genders and age groups, and their influences on consumer intention to purchase. Some of these HA have created most popular international brand awareness with viral effects which attribute significantly to the existing market and new market.

In this research, attention is given to the effect of these advertisements in a competitive region like Lagos. Some of our research aims, considering this case study, are to provide first-class information on cognitive and emotional affirmations of types of advertisement that could be effective to adopt in Lagos, Nigeria. The research uses research questionnaires to obtain the people's perception and careful evaluation of the prominent considered humor advertisement in Lagos.

RESEARCH METHODOLOGY

Research Purpose

Research intentions or purposes could be classified into two parts (Erikson & Wiedersheim Paul, 2001): to provide a descriptive result or to provide an exploratory result. Most research could adopt either or both of the methods to provide answers to the research questions. This study adopted both methods. The exploratory method –uses the evaluation of scholarly research papers and articles and a descriptive method (quantitative) to validate the adoption of HumorHumor in advertisements in a particular region (Lagos) considering gender stereotypes, age groups, and consumer intention to purchase.

The purpose of this research is to provide careful descriptive results on the use of humor advertising for product promotion and conviction on intention to purchase (buy). Also, to provide insight on the possibility of a quality humorous advertisement that considers moving age and horizon of gender. This research focuses on the impact of HumorHumor in advertisements across gender and age groups and consequent intentions for using humorous advertising strategies for market penetration or adaptation in Lagos-Nigeria. This research focuses on providing information on the consequences of positive and negative Humor. An exploratory review has shown that male clue and digestion of an advertisement varies from the perspective of a female, as the latter uses a comprehensive process (a process which includes the evaluation of the intent of the advertising, the focus of the advert, is a correlation to the subject of the advertisement, etc.) to consider both the objective and subjective of an advertisement (Humorous Advertisement). These were the focus of most literature that considered gender and the effects of advertisement.

It is important to note that this research focused on HumorHumor in advertising, its generally perceived nature, and its impact on gender and age groups towards intention to purchase.

A descriptive analysis is used to support and explain some of the exploratory findings, which are digested to find answers to the relationship between the impact of HumorHumor in advertisement (intentions to purchase) and gender recognition.

Research Approach

The primary approach to finding answers to this research question and aim is the use of a quantitative approach. This enables a precise conclusion on the level of impact associated with humor advertising with respect to the people of Nigeria (Lagos). This approach is considered effective as it describes more than simply a yes or no answer. A fraction of the qualitative approach used in this research was based on a literature review. For example, table 2.1 (summary of proposed humorous ads) summarizes the findings of different research; in the comment section, only a few provided information tangibly enough to make decisions on the level of the impact of humor advertising.

Therefore, the quantitative approach is considered the best approach since the research focuses also on groups (gender - age group). To enable a valid result, a research questionnaire is designed to suit the evaluation. The questionnaire was answered considering the selected group but carefully adopted to ensure a reliable answer and result. This is achieved by offline distribution, which means the questionnaires were given on hand and returned to the research. The study of Morgan (1996), Bartos (1986), Tadajewski (2016), and Kitzinger (1995) all find this method the best way to obtain quality feedback on group-related research.

Although this research considers some level of discrimination using this approach (where only the elite group is considered), however, it provides a fraction of the question to the general public in order to ensure answers are not based on the elite group only.

Focus group

Focus groups help define the precision of research. It is the traditional best approach to obtain information structured for a time frame for intense research (Brown, 2015). It also helps to express more about people's experiences, which could be used to create a more reliable system, in this case, a more attractive and working advertisement for a selected target (Harmim, 2004). Some of the benefits of using a focus group are:

- a) To find the gap between this group and others and create a system that must possibly accommodate all.
- b) To extract ideas that will help the general study under investigation.

The research focuses on gender and age group to define the impact of HumorHumor in advertisement, and the reasons behind this selected focus are:

1. Gender and age group are the center of all advertisements, making it important to find a possible relationship between them.
2. Most profiting product companies center on age groups for their product. Example is the focus of textile designs on both gender and age group. Also most telecommunication, smart technology focus is based on gender and age group, considering that there are some technologies which may not be adoptive over a certain gender and age group etc.

Research model

Galas and Weinberger (2006) indicated in their research that the most effective attributes of Humor are happiness, fun, and pleasure, known to be affective responses to Humor and objects of identity. This implies that the effective attribute of Humor is directly related to the object. We must understand that affect response take effect only when Humor invoke it.

The affective impulse could be positive or negative depending on the perceived nature of the humor advertisement. Example, the feeling of pleasure may result due to a positive experience.

The mechanism used to explain the congruency effects of incidental effects on evaluation shows that humor influences are in two categories:

- a) Those which lead consumers to process congruent information and,
- b) Those that reduce the process of congruent information. (Homer, 1990; Mackenzie et al, 1986).

This research reviews all the prepositions of the theoretical framework supporting the effects of Humor and hence considers the affective cognitive model suitable for adoption. The model represents two congruency effects of humor advertisements - a perceived positive feeling and a perceived negative feeling- which could act as a related influence on the consumer and possibly contribute to consumer intention to purchase. It is important to note that our concentration basically is on the perceived feeling, which is categorized here as positive and negative. Should the consumer consider it positive, our ideology is that he will reflect it as either positive ad-oriented or brand-oriented. If considered negative, it will be based on either ad-oriented or brand-oriented

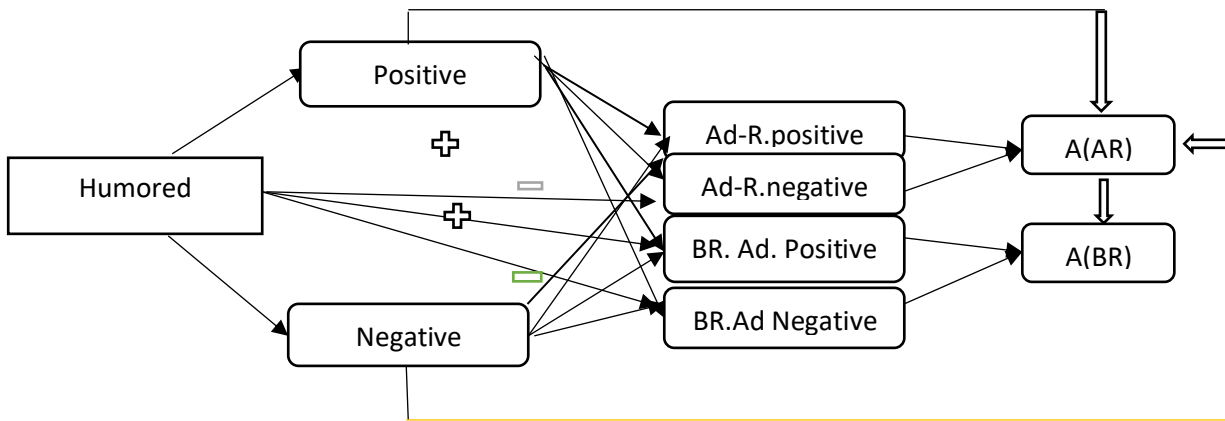


Fig 3.1 Research model (source Gulas and Weinberger (2006))

Note: (+) refers to the positive effect, (-) to the negative effect, and (0) refers to the null effect.

Hypothesized Relationships

This research seeks to answer questions regarding the impact of humor advertisements and consumer intention to purchase, considering gender and age groups. Referring to our research question in chapter one, one important question that leads to our first hypothesis is how effective Humor influences consumer intention to buy/purchase. We propose the following hypothetical question to determine this, followed by our consumer's perceived feeling of the advert.

H1: Humorous advertisement has a relationship with consumer intention to purchase.

As indicated in our research model, our first priority is to determine the impulse perceives of humor advertisements on consumer purchasing intention irrespective of gender or age group. This research believes that a particular advert will influence the consumer in two basic ways or three - to have a positive effect or negative effect and or none of the effect.

H2: Humorous advertisement has an effect on gender stereotypes, which influence consumer intention to buy.

Since the research uses gender to determine the impact of consumer buying power, and men and female react differently to gender roles portrayed in advertisements (Mexess et al., 1991; Meyern et al., 1991), we consider the perceptiveness of this part in relation to male reaction and female reaction used to define the gender perceiveness.

H3: Humor appeal has buying power across gender and age groups.

The study of Bressler, Martin, and Balshire (2006) indicated that humor appeal could be considered to have an effect across age groups and on gender; however, this is dependent on whether they perceive it as product-oriented or brand-oriented.

Analytical Method

Although the suggested method may have considered more variables, our focus is on the impulse perceived feeling, which categorizes a humor advertisement into positive or negative. Hence, the following variables can be considered – positive affects impulse, negative affects impulse, gender, and age group, and one independent Variable is used (Humor).

A research questionnaire is adopted and distributed offline, which enables us to ascertain the opinions of the consumer irrespective of gender or age, and also a view of stereotypes among gender advertised focus. The research questionnaire is designed to measure independent Variables (Humorous advertisements) as stipulated by other researchers (Alden et al., 1993; Alden & Hoyer, 1993; Spielman, 2014). This section is to ensure complete awareness of humorous advertisements for a product or brand from the consumer perspective.

A section (section two) of the research questionnaire took into consideration dependent variables and centered on finding out if gender or age group is a factor to be considered. Lastly were general questions which reflect to these impulses which could define how HumorHumor could influence consumer intention to purchase.

Some of the sampled questionnaire questions are represented as follows:

- a) Do you believe HumorHumor was intended in this advertisement? (Independent Variable - Humor Advertisement). Questionnaire questions adopted from Alden, Hoyer, and Lee (1993), Spielmain (2014)
- b) Do you like humorous advertisements in general? (Dependent Variable – gender perceived). Questionnaire question adopted from Spielmair (2014)
- c) Is purchasing a brand of humorous advertisement rewarding? (Dependent Variable – consumer purchase intention). Questionnaire questions were adopted from Akhter (2010), Bergeon and Vachon (2008), and Tang lue and Xian (2011).

- d) I mostly speak of humorous advertisements (both positive and negative) to others. (Dependent Variable – word of mouth). Questionnaire questions were adopted by Bergeon and Vachon (2008) and Geyette, Richard, Bergeon, and Marticotte (2010), among others.

Quantitative data analysis

A chi-square analysis is adopted to examine the variation of males and females who are humorously attracted and determine the relationship between humor advertisements and consumer intention to purchase. A logical regression is conducted to give the statistical relationship of the dependent variables of the research.

The statistical description results are conducted using SPSS – a statistical software that makes data processing easy and enables precision in the decision-making of most sensitive research. Also, part of this research used a qualitative approach. Some of our results will be relied on previous theories, findings and inference. This is because most of the research uses meta-analysis to conclude their findings.

Research Method Validity and Reliability

Every research study, at one point or another, experiences bias, especially when the research involves more than one Variable. To minimize the possible bias, which may result from multi-variant research, we have adopted a logical coding system to code the independent Variable and the Dependent Variable, giving access to easy assigning of scores to each respondent.

Our reliable approach includes – the adoption of proper questionnaire coding. Questions that define the influence of HumorHumor towards consumer intention to purchase are coded 1, which refers to negative effects, two refers to positive effects (impulse), and 0 refers to null impulse (no negative or positive effects).

While questionnaires that define the variables (dependent variables) are coded on the scale of gender responses attributed to each of the assigned questions, the validity also includes effective moderation using the theoretical framework as summarized in literature findings, research models, and adoptive research questions.

Our inference reliability is based on this research data evaluation. This research has ensured that data are used raw and entered properly into the assigned code. We hope our limitations will be minimal and will not limit our research findings.

RESULTS

This research proposes to examine the impact of HumorHumor in advertisements and consumer intention to purchase, as well as its effect on gender and age groups. A survey was carried out to determine how HumorHumor affects consumers and gender in relation to intention to purchase. This chapter discusses the results of the method of the survey, its sample size, and the population data. Section 4.2 details the sample methods and Questionnaires. Section 4.3.1 shows the Demographic Responses with respect to gender demographic responses with respect to age group. Section 4.3.2 shows the descriptive statistics of the research. The Analysis is carried out in sections as represented in the questionnaire. Section A presents a descriptive result of respondents' knowledge of HumorHumor in advertisements. Section B examines the general impact of HumorHumor in advertisements, impulse feeling, and consumer intention to purchase. At the same time, Section C examines the buying power based on negative impulse feelings and positive impulse feelings. We examine this using the ANOVA (Analysis of variance) result and providing a corresponding explanation of the results.

Sample Method, Population, and Questionnaire

Sample size

It is important in every research to obtain a reasonable sample size (Marshall, 1996). The literature suggests different methods for obtaining a sample size where the population is known and in cases of an unknown population. This research is based on known populations. According to the population of Lagos, over a million persons reside there. In the research by Malhotra et al. (2012), the authors indicate that the essence of a statistical analysis is to find an answer based on large data. You cannot get such results by merely comparing mean differences.

Sampling techniques

Sampling techniques is grouped based on two techniques: probability and non-probability. Non-probability sampling depends on the researcher's judgment in the selection of sampling (Malhotra et al., 2012). In this thesis, the non-probability convenience sampling has been selected.

Questionnaire development and design

The questionnaire for this research was designed in four sections. Section 1 represents information on demography. Section 2 measures general knowledge of humor advertisement, section three measures consumer intention to purchase, while section four measures the positive and negative impulse feelings among gender and age groups. Sections 2 and 3 are represented using Likert Five point score while section four is a Yes and N correspondence.

Analysis-Section 2

This research is centered in Lagos state of Nigeria. A total of 300 questionnaires were sampled. The concentration, irrespective of age group focus, is among elite people who are suitable enough to provide relevant information on the subject of the research. Table 4.1 present the response ration among the sampled population.

Demographic responses and statistical results

Statistics
Table 4.1 Demographic Responses by Gender.
 Respondents

N	Valid	300
	Missing	0
Mean		1.6500
Std. Deviation		.47777
Variance		.228

Respondents By Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	105	35.0	35.0	35.0

Female	195	65.0	65.0	100.0
Total	300	100.0	100.0	

Table 4.1 shows a total number of respondents, 300; male total responses include 35% (105) of the sampled population, while females responded at 65% (195), amounting to a total respondent 300. The research ensures careful administration of the questionnaire and ensuring proper respondents.

Since this research also focuses on age group, the research considered the age group between 18-22,22-26,26-30,30-34,34-38,38-42,42-46 The selection of this age group is because they are the most considered group that pays attention to all kinds of advertising. Table 4.2 presents the demographic representation of the respondents by age group. The result is used to determine the age group focused on most advertisements.

One of the important variables in this research is the responses by age group; this research adopted a system of categories between the well-aware and the most aware, including respondents aged 18-mid, 30, and respondents from mid-30s to early 40s. The descriptive result is presented as follows.

Statistics

Table 4.2 Demographic Responses by Age Group
Respondents

N	Valid	300
	Missing	0
Mean		4.3900
Std. Deviation		1.49399
Variance		2.232

Respondents By Age-Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-22	8	2.7	2.7	2.7
	22-26	34	11.3	11.3	14.0
	26-30	30	10.0	10.0	24.0
	30-34	78	26.0	26.0	50.0
	34-38	90	30.0	30.0	80.0
	38-42	31	10.3	10.3	90.3
	42-46	29	9.7	9.7	100.0
	Total	300	100.0	100.0	

Table 4.2 shows respondents aged between 18 and 22 covered only a fraction of 2.7% (8) of the respondents, 22-26 covered 11.3% (34) of the responses, and the major respondents are aged between 30-34, 26% (78) correspondents alongside with 34-38, 30% (90) of the total respondents. A smaller number of people between the ages of 42 and 46, 9.7% (29), responded; we consider this to be normal considering how many times they will have time to examine an advert unless otherwise stated and based on the relevance of the advertisement example those related to job advert rather than those related to product advert.

There are two main sensitive aspects of this research – (a) identification among the population and their acknowledgment of humorous advertisement. This is very important as it is only when consumers are most likely to differentiate types of advertisement that they can be able to express the sensitive effect of one to the other. (b) Being able to comprehend the perceived feel of respondents to a humorous ad, Table 4.3 presents consumers' general acknowledgment of humor ads. The table below shows the outcome.

Statistics

Table 4.3 General Acknowledgment of Humor Respondents

N	Valid	300
	Missing	0
Mean		2.8800
Std. Deviation		1.22089
Variance		1.491

Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Funny	45	15.0	15.0	15.0
	Good Mood	93	31.0	31.0	46.0
	Grab Audience attention	30	10.0	10.0	56.0
	Associate with Positive Feelings	117	39.0	39.0	95.0
	None of the Above	15	5.0	5.0	100.0
	Total	300	100.0	100.0	

Table 4.3 shows the response to a humorous advertisement; the essence of this result mainly provides first-hand information on the best expression of HumorHumor in the advertisements. According to the result, 15% (45) of the sampled population consider a humored advertisement to be one that is funny, 31% (93) respondents consider it to be one that provides the attribute of good mood, 10%(30) consider is as one designed to grab the audience attention while a larger proportion of the respondent consider it as one that associate with positive feeling, while 5% of the total respondent consider it that all of the above can be generalized as humorous advertisement. Therefore, we believe that our sample population is aware of the term humorous advertisement and can be able to identify one when seen. Upon this result, we capitalized to determine if a humorous advertisement has an effect on consumer buying decisions. Section B questionnaire of this survey includes seven questions used to test the impact of humorous advertisements and consumer intention to purchase.

The questionnaire is designed to be answered using a Likert five-point scale (strongly disagreed, Disagreed, Undecided, Agreed, Strongly Agreed.). The coding include an ascending order (1.....5), as a tradition to validate the reliability of the data score. Table 4.4 provides the reliability test result.

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Table 4.4 Reliability test result

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.613	.555	7

Table 4.4 Cronbach Alpha is used to measure the internal consistency of data, although literature indicated that a high Cronbach's does not mean that items are uni-dimensional. However, the Alpha based on standardized items shows that there is a reliable internal consistency of the data.

We also conducted a test to prove the internal consistency of the data. We examine the inter-item correlation. This measures if the individual question used in this section defines consumer intention to purchase and gives consistent, appropriate results. The process includes examining if the question that is supposed to yield similar scores are true or provided different score. Table 4.5 provides information on inter-item correlation and the relationship of the questions used in the section.

In simple words, reliability testing discovers faults and removes them before the software is put to use. The central purpose is to ensure product reliability and check if the product attains customer reliability. The main advantage of such a test is that it will uncover bugs at an early stage. Thus, the faults can be corrected soon before they get piled up and complex to find out. This allows the attainment of a consistent system.

Inter-Item Correlation Matrix

Table 4.5 Inter-Item Correlation Matrix

	Q1	Q2	Q3	Q4	Q5	Q6	Q7
Q1	1.000	.297	.270	.161	.169	.061	.098
Q2	.297	1.000	.174	.006	.333	.116	.005
Q3	.270	.174	1.000	.161	.264	.165	.089
Q4	.161	.006	.161	1.000	.291	-.036	.080
Q5	.169	.333	.264	.291	1.000	-.016	.095
Q6	.061	.116	.165	-.036	-.016	1.000	-.047
Q7	.098	.005	.089	.080	.095	-.047	1.000

The reason for this evaluation is that some research indicated that, most times, Alpha could be misleading because it is sensitive to test length (small or large). Acceptable Inter-Item correlation values range between 0.2-0.4 (Rana, M.; 2015); however, negative values show a weak correlation between items, which surely affects Cronbach's alpha value.

The result shows a question to question a certain strong correlation above 0.2-0.4 indicated within the body of the literature; hence, we consider the result to give a positive correlation; again, even the correlation cannot be said to be weak, and the relative negative values are not only related to question six.

Table 4.6 represents the impact measurement of HumorHumor towards consumer intention to purchase. We represent this with the Analysis of variance, (ANOVA).

Research Hypothesis 1: Humorous advertisement has a relationship with consumer intention to purchase.

Scale Statistics

Table 4.6a Scale Statistics

Mean	Variance	Std. Deviation	N of Items
27.1533	15.990	3.99872	7

Table 4.6a shows the descriptive output of mean, variance, and standard deviation of the seven-item questions used to test the consumer intention to purchase.

In every research, a questionnaire contains questions that may refer to different variables or may not even test the exit things, but somehow, they are related. Some of the questions can be ranked and coded, while others may not be able to be ranked but can be qualified by any unit of measurement, and some can be ranked as well as quantified by the proposed scale of the researcher. Upon importing the data from any variable, such as into SPSS, it takes it as a scale variable by default since the data originally contains numerical values. The scale statistic results represent the total mean of the data set and the variance; the standard deviation is used to express how far the data set lies,

The supporting table of the Analysis of variance (ANOVA) is represented in Table 4.6b, used to describe the relative output of the research questionnaire used to answer this hypothesis.

ANOVA

Table 4.6b H1 ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
dependent Variable	Between Groups	8.740	4	2.185	2.085	.083
	Within Groups	309.180	295	1.048		
	Total	317.920	299			
dependent Variable	Between Groups	4.275	4	1.069	1.493	.204
	Within Groups	211.205	295	.716		
	Total	215.480	299			
dependent Variable	Between Groups	13.726	4	3.432	4.467	.002
	Within Groups	226.604	295	.768		
	Total	240.330	299			
dependent Variable	Between Groups	21.827	4	5.457	8.758	.000
	Within Groups	183.810	295	.623		
	Total	205.637	299			
dependent Variable	Between Groups	70.140	4	17.535	17.831	.000
	Within Groups	290.110	295	.983		
	Total	360.250	299			
dependent Variable	Between Groups	6.719	4	1.680	2.695	.031
	Within Groups	183.878	295	.623		
	Total	190.597	299			
dependent Variable	Between Groups	17.929	4	4.482	.722	.578
	Within Groups	1832.241	295	6.211		
	Total	1850.170	299			

The ANOVA table measures the relative impact of HumorHumor in advertisements and consumer intention to purchase. The first question asks if humorous ads are generally good. The result indicated is as follows: F (2.085) Sig 0.083, which shows that HumorHumor is generally good in advertisement. Question two asks if humorous ads put me in a good mood,

and immediately, I have a nice feeling about the product. The results are as follows: $F(1.493)$ Sig 0.204; this result also shows that Humor positions the audience to have a good feeling about a product, making Humor an important element in advertising. Question three asks if I expect to purchase a product or service from the brand of humorous ads in the future. The results are as follows: $F(4.467)$ Sig 0.002 question directly answers hypothesis one of this research, which is designed to find out if Humor influences consumer buying intention. The results show that Humor is found to significantly influence consumer buying decisions. Question four asks what the probability is that a consumer will consider purchasing due to the humorous ads. The statistical result is as follows: $F(8.758)$ Sig 0.000; the result indicates the high possibility that a consumer can be influenced to purchase due to the humorous ads. Question five asks if a consumer is likely to purchase. The outcome is as follows: $F(17.531)$, the level of statistical significance is 0.000, again showing that the Humor would largely influence consumer purchasing intention. Question six asks if humorous ads enable consumers to reorganize products among brands. The results also show statistical proof that Humor in advertisements contributes to product and brand recognition. Result, $F(2.695)$ Sig 0.031. The last question, question seven, asks if humorous ads help consumers recall products before shopping. The results show that Humor does not influence consumer remembrance of the product or brand before shopping, with results represented as $F(0.722)$ Sig 0.578. This significance is higher than the probability p-value of statistical significance considered in this research.

The relative questions used to determine if Humor significantly influences customer buying power show a positive relationship. We could not include the descriptive result on this page of research; please check the appendix to find the descriptive statistics; it shows the general mean variation and the standard deviation, which could be used to explain the relation of the data responses among these questions.

Research hypothesis 2: Humorous advertisement has an effect on gender stereotypes, which influence consumer intention to buy.

This research examines the relationship between humorous advertisements and gender. According to the research of Alden, D. L., Hoyer, W. D., & Lee, C. (1993), gender perceptions of humorous advertisements vary across cultures and regions. In this research, we examine the views of these researchers using ten generic questions as adopted in the study of Batra, R., &

Keller, K. L. (2016). We, therefore, adopt a regression evaluation to determine if humor advertising is stereotyped among genders. The survey questions are designed to determine if there is a negative perceived view among males and females; this is following the literature review that males are more stereotyped in humored advertisements than females, as most of the related adverts which then bring positive feelings are mostly represented by female gender while those which are designed with tightness are represented by the male if this is the case it becomes difficult to determine the influence of Humor in general advertisement and how it could influence consumer buying decisions.

The results are as follows:

Descriptive Statistics

Table 4.7 H2 Descriptive statistics

	Mean	Std. Deviation	N
Negative feelings	1.7433	.43752	300
Humor	3.6600	1.36036	300

Table 4.7 represents a descriptive result showing the mean-variance of the respondent and the perceived feeling mean.

Correlations

Table 4.8 Hypothesis 2 Correlation

		Negative feelings	Humor
Pearson Correlation	Negative feelings	1.000	.876
	Humor	.876	1.000
Sig. (1-tailed)	Negative feelings	.	.000
	Humor	.000	.
N	Negative feelings	300	300
	Humor	300	300

In these results, the Pearson correlation between negative feelings and humor advertisement is about 0.879, which indicates that there is a positive relationship between the variables. Although the results show a positive relationship however, we could not presume this feeling to create a major effect on the product purchase or service attendance.

Model Summary

Table 4.9 H2 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.876 ^a	.767	.766	.21171

a. Predictors: (Constant), Humor

The model summary table reports the strength of the relationship between the model and the dependent Variable. R, the multiple correlation coefficient, is the linear correlation between the observed and model-predicted values of the dependent Variable. Its large value indicates a strong relationship.

R Square, the coefficient of determination, is the squared value of the multiple correlation coefficient. It shows that 76.7% of the variation in time is explained by the model.

Adjusted R Square is a "corrected" R Square statistic that penalizes models with large numbers of parameters.

These statistics, along with the standard error of the estimate, are most useful as comparative measures to choose between two or more models.

ANOVA^a

Table 4.10 H2 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.880	1	43.880	979.038	.000 ^b

Residual	13.356	298	.045		
Total	57.237	299			

a. Dependent Variable: Negative feelings

b. Predictors: (Constant), HumorHumor

The ANOVA of the data results shows that $F = (979.038)$ at $P = 0.05$, which also indicates that the humorous advertising could not be said to be correlated to a perceived negative feeling by either gender. As a result, the significance value is relatively equal to the p-value. (.000). For this research, we believe that based on our results, there is no stereotype observation recorded on this research, and even if there is, it would not have a relative effect on consumer purchasing intentions. Furthermore, it could be concluded that humor advertisements, though positively correlated, could not be used as an indicator or a predictor of a consumer's purchasing behavior. It is necessary to understand that the concept of humor advertisement is embedded in the look and appearance, indicating the comfort of the product or services to be rendered. It can be concluded that the alternative hypothesis should be accepted that there is no relation between humorous advertisement and their influence on consumer purchasing decisions.

Coefficients

Table 4.11 H2 Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.713	.035		20.283	.000
	Humor	.282	.009	.876	31.290	.000

a. Dependent Variable: Negative feelings

To determine whether the correlation between variables is significant, we compare the p-value of this research significance level. This research has adopted the common significance measurement of $\alpha = 0.05$, also represented as the P-value. An α of 0.05 indicates that the risk of concluding that a correlation exists—when, actually, no correlation exists—is 5%. The p-value tells you whether the correlation coefficient is significantly different from 0. (A coefficient of 0 indicates that there is no linear relationship.) The coefficient correlation of this result indicates a relationship exists.

Note: $P\text{-value} \leq \alpha$: The correlation is statistically significant. If the p-value is less than or equal to the significance level, then you can conclude that the correlation is different from 0. $P\text{-value} > \alpha$: The correlation is not statistically significant. If the p-value is greater than the significance

level, then you cannot conclude that the correlation is different from the initial proposed hypothesis.

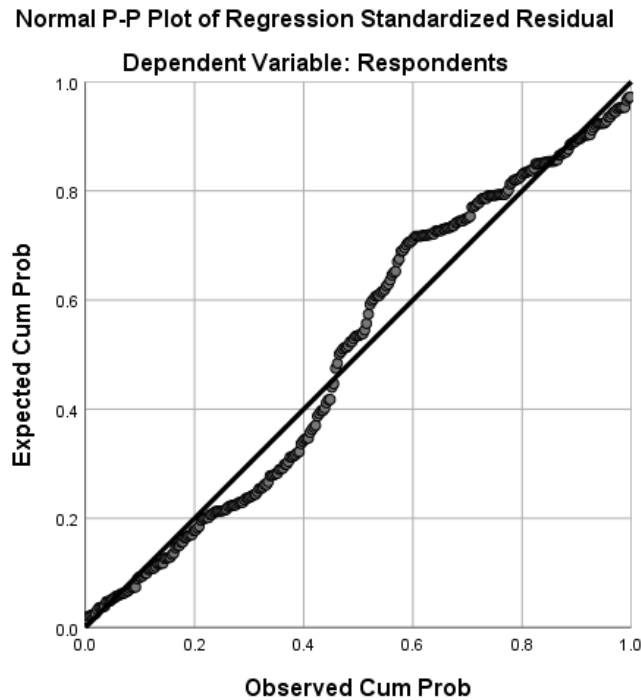


Fig 4.1 Regression Standard Residual

Fig 4.1 as shown in the above plot, is a check on normality; the plotted points show closeness in the assumption of this research, as seen there is an interrelation with the humor effect on consumer purchasing intention and also the possible deviation show that HumorHumor could not be related to having effect on gender or age group. Follow the straight line. Serious departures would suggest that the normality assumption is not met. Here, we have no major cause for concern.

Hypothesis 3: Humor appeal has buying power across gender and age groups.

Statistics

Table 4.12 H3 Descriptive

Negative feelings

N	Valid	300
	Missing	0
Mean		1.7433
Std. Deviation		.43752
Variance		.191

Table 4.13 H3 Negative Feeling

Negative feelings

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	77	25.7	25.7	25.7
	Female	223	74.3	74.3	100.0
	Total	300	100.0	100.0	

This research adopted the survey questionnaires as adopted in the study of Morgan, D. L., & Scannell, A. U. (1998), Morgan, D. L. (1996). This includes the research questions that relate to how humor advertising could directly affect the buying power of a product or brand. Research indicated that more external attributes than these could also influence buying intentions. Examples of such are those related to word of mouth, which was reviewed in the literature.

The result indicated that males show less concern of a negative feeling towards the impact of advertising, and 25.7% of them show less sensitivity to the advert of a product, while females show a more intense response to the impact of the advert. Supposing that the advert to do represent the core value of the product, hence there is every tendency that the other side feeling can be shared among pairs.

CONCLUSION AND RECOMMENDATIONS

This section discusses the summary of our research findings and comprises the findings from the literature review and a summary of the survey data analysis. Advertisement is generally used to promote a product or service; their intentions are numerous, and there is a strict focus on every advertisement. This research examines the general purpose of an advertisement and its process. Our research focused on one element of advertisement that makes it more memorable and unique and creates a positive feeling towards the audience. Our intention is to examine the impact of HumorHumor- an element in an advertisement –on consumer intentions to purchase and also relate its perceived impulse to gender and age group. We have reached out to literature review to determine the views of so many researchers and also adopted a survey to quantitatively prove if the views are different and/or the same as observed within the body of literature. In order to help with this aim, this research adopted a research survey, which defines the general awareness of humorous ads and also determines if a consumer is most likely to purchase based on a humorous advertisement. Again, a section is included to determine the gender and age group difference when viewing a humorous ad. This research concludes its findings by using qualitative and quantitative responses to draw conclusions.

This section presents a general discussion on this topic, followed by qualitative and quantitative conclusions and recommendations; we also include the limitation of this study, which intends to provide links for further evaluations.

The ambiguity in business adventure has brought so many strategies to win the competition. Advertisement is one of the strategies adopted. Advertisement is simply providing information about the product or services using different claims to the consumer. The ideology is to motivate

or persuade a buyer. This ideology has remained a question considering consumer behavior theory and other influences which could influence consumer buying decision.

This research provided information on the process of administering a productive advertisement. These include situation analysis, conducting extensive research on secondary information that will help the target audience, using the Analysis to determine the four powers of your advertisement, defining the advertising media, drafting materials, etc. Some of the potential elements of an advertisement are created to grab the attention of the audience, develop trust towards the product or brand, create a positive association with the product or brand, etc.

This research considers one arm of the elements of advertisement – positive association (Humor)- to determine its impacts on consumer buying intention and variations in gender and age group. The purpose was to answer some of the questions faced by marketers and product producers regarding their product selling rate. This research considered the following research questions as a guide - If humor advertisement considers gender and age group across product ads, if Humor as an element of advertisement is enough to persuade consumers purchasing intentions, and if the humorous advertisement has an effect on company-customer relationships.

These research questions lead to the development of the research hypothesis, as indicated in chapters one and three. It is important to understand our definition of Humor in this research. Humor is considered to create a positive association with the products in advertisements. Considering the research questions and the hypothetical statement, a field survey was conducted to ascertain the impact relation, and our findings in general are discussed as follows.

Case One Answers to our First Hypothesis -Humorous advertisement has a relationship with customer intention to purchase. A total of 300 respondents provided information on this hypothesis; the constructed question we designed was to find out if Humor in advertisements could influence purchasing power. The seven selected questions were evaluated independently, and the result is represented in Table 4.6b. The general results show that Humor in advertisements has a positive relationship with consumer purchasing intention, as most of the results fall within our research-defined probability ratio (p -value = 0.05). This result is supported by the findings of other researchers seen in the literature.

Case Two Answer to our Second Hypothesis– Humor advertisement has an effect on gender stereotypes, which influence consumer intention to buy. To answer this hypothesis, a

questionnaire survey is adopted, and the responses are coded using yes and no answers. A one-way analysis of variance (ANOVA) is conducted, and the result is represented in Table 4.10. The results show that humorous advertisements could not correlate negatively with gender. This means there is no stereotype effect that could influence consumer buying intentions.

Case Three Answer to our Third Hypothesis– that state humor appeal has buying power across gender and age groups. The statistical results represented in Table 4.13 show the perceived feelings (positive or negative) among genders. The results show that male-conceived humor appeals negatively at 25.7% against women at 74.5% across age groups. We base this feeling on the demography responses, as represented in Table 4.2.

The findings of this research generally indicated that the affective model adopted in this research fits the results best. However, when all cognitive paths are considered as an alternative model, the affective model may be rejected. This is because the primary reason of the affective model practice is small compared to integrative affective cognitive model, understanding form literature provided information which indicates that HumorHumor does not trigger affects but work as attention grabbing feature that passively reduce negative thought on the product or brand.

The use of Humor in advertisements may create mixed feelings. However, this relatively depends on the product that the humorous advertisement is used. High-involved goods are said to have a high relationship with consumers; thus, making fun of these goods could be threatening. This means that the use of HumorHumor on these products will not most likely impact a negative feeling. The most important thing when creating humorous advertisements is to include a classification of product groups that will define red products and blue products. Red products are those that have a relationship with consumers, while blue products are those without a direct relationship with the consumer.

An advertisement could be a stereotype, but one effect of HumorHumor is its ability to reduce stereotypes. This is because stereotypes are processed differently when Humor is added. Since HumorHumor serves as an adoption communication signal, it is important to position the advertisement message and its HumorHumor out of the sting of offensive content. It is important to understand that the excessive use of HumorHumor may drift away from the

message of the advertisement, and this must be put into consideration when developing a humorous advertisement because consumers are less critical of contents that deviate from the norm. This, therefore, means that nontraditional stereotyping benefits the impact of HumorHumor in advertisements more than traditional stereotypes HumorHumor unless the product or brand has the most likeliness of being unisex.

It is also important to understand that consideration of global advertisements which incorporate HumorHumor must consider culture. Hence, it is better for advertisements to be created primarily based on objective rather than subjective factors such that they will be able to accommodate mixed cultures. The target market represents the most important consideration in creating product advertisements, both humorous and nonhumorous advertisements. Thus, reference should be made to best practices for developing product-suitable advertisements.

Finally, in order to maintain the message of the advertisement, it is important in the design to ensure that the product or brand is showcased or mentioned more so that the humor effect will not cloud the audience's attention.

Limitations of the Study

This study focused on HumorHumor in advertisements, and our results cannot be generalized based on the following.

1. The study of HumorHumor in this research is not based on product categories. Our assumption is general for affective feeling, but we also presume our feelings could be different using humorous advertisements on product categories.
2. Our sampling method used was judgmental; however, based on the population of Lagos – the case study. We could consider a larger sample size to affirm the result findings.
3. The research limitation also includes the focus on only two groups – gender and age group, to validate our findings. We encourage more focus groups with participants with large age spans and from a wider span of the regions other than focusing on Lagos state, Nigeria.
- 4.

Recommendations for Further Research

Considering that Humor has effects on consumer purchasing intention, we recommend further research on the types of Humor suitable for products and brands based on product categories.

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