

A STUDY ON IMPACT OF HUMOR IN ADVERTISEMENT ON CONSUMER PURCHASE DECISION IN GOA

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APRIL 2024

DECLARATION BY STUDENT

I hereby declare that the data presented in this Dissertation entitled, “A Study on Impact of Humor in Advertisement on Consumer Purchase Decision in Goa” is based on the results of investigations carried out by me in the Master of Commerce at the Goa Business School, Goa University under the Supervision/Mentorship of Asst. Prof. Vishal Kamlakar Gaonkar and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities will not be responsible for the correctness of observations / experimental or other findings given the dissertation.

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COMPLETION CERTIFICATE

This is to certify that the dissertation "A Study on Impact of Humor in Advertisement on Consumer Purchase Decision in Goa" is a bonafide work carried out by Ms. Aiswarya R under my supervision/mentorship in partial fulfillment of the requirements for the award of the degree of M. Com in the Discipline of Commerce at the Goa Business School, Goa University.



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LIST OF ABBREVIATIONS

Entity	Abbreviation used
Brand	BA
Consumer Purchase Decision	CPD
Entertainment	ENT
Presentation	PR
Quality	QU
Surprise	SU

A STUDY ON IMPACT OF HUMOR IN ADVERTISEMENT ON CONSUMER PURCHASE DECISION IN GOA

Abstract

The research is aimed to study about the Impact of humor in advertisement on consumer purchase decision in Goa. The research also tried to study the demographic profile of the respondents in Goa. For this study, the questionnaire was distributed to a sample size of 240 respondents online via Google Forms. For the data analysis of demographic profile Jamovi software was used. To analyze the impact of humor in advertisements on consumer purchase decision Partial Least Structural Equation Modeling (PLS-SEM) approach using Smart PLS software was used. The sampling technique used was the convenience sampling method. The result showed that the factors of humor in advertisements that is brand, quality, and presentation have a significant impact on consumer purchase decision whereas entertainment and surprise elements have insignificant impacts on consumer purchase decision. Finally, further studies suggested to increase the sample size of the respondents and to investigate with other constructs that have not been used in the study.

Keywords: Humor advertisement, purchase decision, brand, quality, presentation, entertainment, surprise.

CHAPTER 1: INTRODUCTION

1.1. INTRODCUTION

Advertising has existed since ancient times though it was not denoted as advertising in the past but, it existed by way of “Word of Mouth”. Advertising has evolved a lot over time from word of mouth to online advertising, despite such huge changes, word of mouth has been prominent across all eras. The “advertising” word comes from the Latin word “advertere” which means "to turn the mind towards" (Hoang, 2013). Advertising plays a major role in delivering information about products and services to current and potential customers. Its purpose is to attract customers to the businesses, create a positive image of the businesses, and generate more sales by providing solutions to the needs of the customers. Advertising affects consumers psychologically and affects their purchasing decisions (Goswami, 2015). One of the functions of advertising as a marketing tool is to persuade potential customers. Advertising appeal, which is a force that stimulates customer mindset towards the product or service and initiates buying decisions, is a means to this end (Goswami, 2015).

Developing a strong advertising message is a crucial aspect of a business's promotion (Goswami, 2015). Businesses employ a variety of persuasive advertising strategies to persuade customers to purchase goods and services. One of those appeals in advertising is humor (Goswami, 2015). Humor is a universal phenomenon that is simple to recognize and enjoy, and it frequently makes people laugh (Hoang, 2013). A dictionary definition of humor is “the quality of being amusing or comic, the ability to express humor or amuse other people, and a mood or state of mind” (Oxford Dictionary). The primary objective of humor is to grab the audience's interest by delivering a memorable, abrupt, surprising, and thought-provoking message. Humor seeks to assist customers in making purchasing decisions. But if humor offends, is applied incorrectly, or is overdone, it can have unfavorable consequences.

Businesses that use "intelligent" humor that is relevant to the nature and function of their products are successful (Goswami, 2015).

Since all businesses want to increase sales, the opportunities and advantages of employing humor as a stimulant in advertising are tempting to advertisers as well (Goswami, 2015). It is never simple to influence a human's mentality, nevertheless. One of the quotes from advertising genius David Ogilvy is "The consumer is not a moron; she is your wife. Don't insult her intelligence" (Goswami, 2015). While there are many ways to use comedy to appeal to consumers, advertisers still need to spend time and money understanding their target audience, just like a husband must understand his wife (Goswami, 2015).

Everybody on the planet enjoys humor, and since everyone's life is full of risks, uncertainties, and the never-ending competition for a job, money, health, or a warm place to live, businesses take advantage of this basic human desire to feel content and joyful in order to increase sales of their goods and services (Goswami, 2015). Companies use humor as one of many strategies to market their goods and turn a profit. They only act to maximize profits; they never act in an altruistic manner. Given the abundance of businesses, and even more goods and services, reaching out to customers is quite challenging. Many companies, goods, and services go unnoticed by the general public. This is mostly because consumers have limited mental capacity. Getting customers' attention is the true struggle that businesses face. For any company, this can be the most challenging task (Goswami, 2015). Speck (1987) tested the impact of humor on four attention measures (initial attention, sustained attention, projected attention, and overall attention) by comparing hilarious advertisements to non-humorous controls. Humorous advertisements perform better than non-humorous ones on all attention measurements, it was discovered (Hoang, 2013). Companies today have to deal with consumers supposed "attention deficit". Information from TV, radio, newspapers, magazines, the Internet, billboards, friends, brochures, leaflets, word-of-mouth, social networks, supermarkets, and

other sources is overwhelming them. The overall level of advertising is very high. (Goswami, 2015)

The majority of ads these days use humor to connect with their viewers, and the level of creativity they display knows no bounds. When consumers see a TV commercial or magazine advertisement, they must do more than just laugh or enjoy it for it to be successful. The commercial need to change the attitudes and behaviors of the audience. Additionally, it must help them recall the product so that when they make a purchase the product or the brand will come to their mind. (Goswami, 2015)

A list of the advantages of humor in advertising is given by (Hoang, 2013) and has been demonstrated and validated by numerous another research.

- Humor attracts attention
- Humor makes the advertisement and its message more memorable to viewers.
- Humor demonstrates our humanity since it allows us to smile and laugh with everyone else.
- Humor increases our likeability, which enhances the perception of our brand. (Hoang, 2013)

There are many different kinds of humor. The sorts of humor that should be included are described and explained below by Catanescu and Tom (2001):

- a) Comparison: Comparing two or more things to create a humorous scenario is known as a comparison.
- b) Personification: Imputing human traits to objects, plants, and animals.
- c) Pun: The art of interpreting linguistic components in novel ways to produce humor.
- d) Sarcasm: This type of humor is categorized as silly and contains overtly sardonic remarks or circumstances.

e) Surprise: Contains all commercials in which humor emerges from the most unlikely circumstances.

According to a study by Catanescus and Toms (2001), humor is utilized more frequently in television ads than in print ads. These results lend credence to the idea that humor works better on television. The most common type of humor seen in periodicals is sarcasm. (Ifeanyichukwu & Vincent N.O, 2019)

Purchase Decision:

Certain decisions about purchases are riskier, more expensive, or more significant than others. As a result, the effort levels vary. When a consumer makes a purchase decision, they are portrayed as assessing a product's features and choosing the one that best meets their needs at the lowest possible price. Consumers are motivated by situational or emotional needs, and their purchasing decisions and consumption patterns vary depending on the type of product. (Ifeanyichukwu & Vincent N.O, 2019)

Essentially, Hawkins and Mothersaugh (2010) proposed three distinct types of consumer purchase decisions. These include:

a) Nominal decision-making: It is also referred to as habitual decision-making (Ifeanyichukwu & Vincent N.O, 2019). It involves making purchase choices effortlessly or with minimal conscious effort. Nominal decisions can be categorized into brand-loyal purchases and repeat purchase decisions. Brand loyal purchases indicate that consumers develop an emotional connection with a specific brand, making it challenging for competitors to attract their loyalty. On the other hand, repeat purchases occur when consumers show little interest in exploring other brands due to their satisfaction with previous choices, leading them to make subsequent purchases effortlessly.

b) Limited decision-making: This involves identifying a problem that has multiple potential solutions. Consumers demonstrate minimal effort and engagement when evaluating these different solutions (Ifeanyichukwu & Vincent N.O, 2019).

c)Extended decision-making: It is similar to the conventional method. When a purchasing decision is complicated and the outcome is uncertain, consumers take the initiative to commence the process. (Ifeanyichukwu & Vincent N.O, 2019)

❖ **Types of Media where Humor Advertisements are Displayed:**

a) Print Advertisements:

Print advertisements are a traditional media type that can benefit from comedy, particularly if it's unexpected, funny, or clever. Print advertisements that use humor can stand out from the crowd, evoke strong feelings, and uphold the brand's identity. Print advertisements do, however, have certain restrictions regarding time, place, and context. For this reason, comedy in print advertisements should be precise, succinct, and pertinent to the good or service. Steer clear of jokes that rely too much on sound or movement, are overly obscure, or are offensive. For instance, a print advertisement for a dental office that has a happy crocodile and the slogan "We can handle any bite" is light-hearted, memorable, and pertinent to the product.

b) Radio advertisements:

Radio advertisements are a type of media that interact with listeners through language, voice, and sound. Humor in radio commercials can draw listeners in, stimulate their creativity, and foster a favorable association with the company. Radio advertisements do, however, face several difficulties, including competition, noise, and distraction. As a result, comedy in radio commercials should be straightforward, memorable, and in line with the station's overall aesthetic.

c) Television Advertisements:

TV advertisements are a type of media that provides viewers with a rich and engaging experience by fusing text, music, and visual elements. Comedy has the power to draw viewers in, engage their minds, and arouse their emotions in TV commercials. TV advertisements do, however, have certain limitations, including price, runtime, and legality. As a result, comedy in TV commercials needs to be unique, imaginative, and relevant to the product and the intended audience.

d) Online Advertisements:

Online advertisements are a type of media that may be seen on many different websites, social media platforms, mobile devices, and video formats. Online advertisements can employ humor to connect with users, stand out from the competition, and inspire action or sharing. Online advertisements do, however, face several challenges, like ad blockers, attention spans, and believability. For this reason, humor in online advertisements needs to be interactive, topical, and appropriate for the target demographic and platform.

Research Gap:

There are limited studies done in the state of Goa based on the impact of humorous advertisement on Consumer Purchase Decision. According to the previous literature review, the surprise factor has not been studied earlier, therefore this gap is being studied in this research on the impact of humor in advertisement on consumer purchase decision on Goan consumers.

1.2. RESEARCH QUESTIONS

RQ1: What are the demographic variables of the respondents?

RQ2: How does humor in advertisement influence the purchase decision of consumers in Goa?

1.3. RESEARCH OBJECTIVES

O1: To study the demographic profile of the respondents in Goa.

O2: To study the impact of humor advertisement on consumer purchase decision.

1.4. HYPOTHESIS

H1: There is a significant relationship between brand and purchase decision in humor advertisement.

H2: There is a significant relationship between quality and purchase decision in humor advertisement.

H3: There is a significant relationship between entertainment and purchase decision in humor advertisement.

H4: There is a significant relationship between presentation and purchase decision in humor advertisement.

H5: Surprise will have a significant effect on consumer purchase decision.

1.5. SCOPE OF THE STUDY

The research was conducted to study impact of Humor in advertisement on consumer purchase decision in Goa. The main aim of the study is to analyze the factors that impact humorous advertisement on the purchasing decision of Goan consumers. To investigate the intended set of questions were derived from the previous literature review. In this study, it also tried to analyze the demographic profile of the respondents. The factors included to study the impact

of humor in advertisements on consumer purchase decision were entertainment, brand, presentation, quality, and surprise.

1.6 CHAPTERISATION SCHEME

The entire research work is divided into five chapters.

Chapter 1: Introduction

This chapter includes the Background of the study, Purchase decisions, Types of media where humor ads are displayed, Research questions, Research objectives, Hypothesis, and Scope of the Study.

Chapter 2: Literature Review

This chapter deals with the existing literature available on Humor in advertisement and its impact on Consumer Purchase Decision. It includes a brief summary of papers that are closely related to the study. It also includes a research model which includes a detailed explanation of the factors.

Chapter 3: Research Methodology

This chapter deals with data collection like whether they are primary or secondary data and the sample size collected. It also includes measurement scale items from where the statements are collected. This chapter also includes data analysis.

Chapter 4: Analysis and Results

This chapter deals with the descriptive analysis which includes the demographic profile of the respondents and descriptive statistics of measurement items. This chapter also includes the test of the second objective using PLS SEM which includes an assessment of the measurement model and structural model. This chapter also includes tables and figures of the tests which are conducted.

Chapter 5: Conclusions

This chapter deals with the conclusion of the study. This chapter also includes practical implications, limitations and further research directions.

CHAPTER 2: LITERATURE REVIEW

2.1. INTRODUCTION

The present study evaluates the existing literature available on Humor in advertisement and its impact on Consumer Purchase Decision. Here, research papers were selected that are directly or indirectly related to Humor in advertisements and its impact on Consumer Purchase Decisions. To find research papers keywords used were humor advertising, brand, quality, presentation, entertainment, surprise, and consumer purchase decision.

2.2. RESEARCH PAPERS CLOSELY RELATED TO THE STUDY

1. Mussa & Ibrahim (2021)

The research paper titled “Studying the Relationship between Humorous Advertising and Consumer Purchasing Decision-A Mediation Analysis of Brand Awareness” examined the relationship between humorous advertisements and consumer purchasing decisions through the mediation effect of brand awareness in the Egyptian market. The study was based on primary data using a random sampling method. This research is quantitative, so a self-administered survey was completed by an intercept sample of 400 respondents drawn frequently from hypermarket customers in Cairo. This study was limited to two hypermarkets (Carrefour – Fathallah) customers. The questionnaire was collected using a five-point Likert scale. For the analysis, structural equation modeling was used by using SPSS software. The results proved that there is a significant relationship between humorous advertising and consumer buying decisions through the mediation effect of brand awareness. It can very well be inferred that Humorous Advertising campaigns help in enhancing the brand awareness level with both dimensions (brand recall and brand recognition).

2. Phuong, Luu, Huynh, Tran, & Dinh (2020)

The research paper titled “Using Humor to Sell Product: The Case of HEINEKEN” tried to empirically investigate the effectiveness of advertisements employing humor appeal to determine if it could serve as a predictor of the purchase intention of the customers. This research employed a quantitative approach, which applied Structural Equation Modelling, utilized by Partial Least Square method (PLS-SEM) analysis for a sample size of 120 respondents. The results have confirmed the significant impacts of Humor on advertisement likability and Consumer attitude toward the brand as well as their beliefs toward the brand and Brand Purchase Intention.

3. Waqar (2020)

The researcher in his paper titled “Impact of Humorous Advertising on Purchase Decision: In Context of Pakistan Telecom Industry” aimed to examine the impact of humorous advertisements on purchase decisions. In the researcher’s study, Ufone ads were analyzed and compared to other mobile network ads, which are being aired in the Pakistan telecom industry. The study was based on primary and secondary data by using a convenience sampling method with a total of 127 respondents. The data were collected from mobile users via survey method. Data were analyzed using correlation and regression analysis. The findings suggested that humorous advertisement is one of the appeals that break the clutter. 90% of the respondents said that humorous advertisement greatly affects the purchase decision.

4. Ifeanyichukwu & Vincent N.O (2019)

The researcher in his paper titled “Effect of Humour in Advertising of ‘Yellow Goods’ on Consumer Purchase Decision in Awka” examined the elements of humor in advertising of yellow goods on consumer purchase decisions. The study was based on primary and secondary data. The sample selected was 323 respondents using the Snowball sampling method. The data

was collected through a questionnaire using a five-point Likert scale. For the analysis, multiple regression and ANOVA tests were used. In this study empirical evidence showed that surprise remains the most significant predictor of the purchase decision of yellow goods, followed by pun/Language.

5. Kovindasamy & Ogundare (2017)

The researcher in his paper titled “A Study of Humor Advertisement and its Impact on Consumer Purchasing Decisions: An Evidence from Malaysia” focuses on whether consumers are conscious of advertising humor and whether it influences their purchasing decisions. The study was based on secondary and primary data with a sample size of 360 respondents. Techniques such as regression and correlation were used to fulfill the objectives. The findings show a substantial correlation between the independent variable (humor advertisement) and each of the dependent variables (choice of purchase, attitude toward brand, attitude toward quality, among others) attitudes regarding entertainment and presentation) as the sig. the value seemed to be less than 0.05. Only a strong correlation, though, has been found between humorous advertisements and consumers' attitudes toward them and their purchasing decisions. The study's author concludes that humorous advertising significantly influences consumers' purchasing decisions. The study found that a consumer's purchasing decision is largely influenced by their capacity to purchase particular items. Customers who have the means to buy particular things are more likely to be drawn in by humor in advertising, which prompts them to spend the necessary funds to get the products they want.

6. Djambaska, Petrovska , & Bundalevska (2016)

In his paper "Is Humor Advertising Always Effective? Parameters for Effective Use of Humor in Advertising," the researcher examines the use of humor in advertising, the impact that humor has on advertisements, and the test criteria that impact and influence the outcome. Several prominent practitioners and experts with in-depth knowledge of marketing and advertising participated in the first survey, which took the form of interviews. Step two of the research process is the online survey. Two forms of the questionnaire are given to each of the two classes. Students and young adults with advanced degrees make up the first community. Since they belong to a younger demographic, it is likely that they enjoy humor and are exposed to it on a daily basis. The second community is made up of social media users who are between the ages of 20 and 50. They are international travelers with an adventurous spirit who are ready to see the world. Based on the responses to the interview questions on their questionnaires, the author draws conclusions and inferences. People find that humorous messages are more effective than serious ones; humor draws attention, can boost the source's liking, and creates a positive mood; humor makes advertisements more memorable and leaves a long-term positive feeling inside the customer after seeing them; this report states that humor has a strong word-of-mouth effect and quickly becomes the "talk" of the town; humor is cost-effective 60% of the time; there is no universally positive or negative humor type; and humor in advertising is unusual in that its effectiveness is difficult to quantify even today (Nandasana, 2021).

7. Sultana (2015)

The research paper titled "Consumer Perception Towards Humor in Advertisement" tried to identify the humorous factors in advertisements that influence consumers perception. It also tried to measure the relative impact of humorous factors on the consumer and identified the humorous factors that are most convenient to influence consumer buying decisions and also

to ascertain whether the consumer's perception and profile influence the preference of humorous advertising and purchase intention. The study was based on primary data. In this study, the researcher collected 200 respondents using the cluster sampling method in Bangladesh. The questionnaire was distributed using a five-point Likert scale ranging from strongly agree to strongly disagree. In her research, discovered that comedy in commercials can eventually result in a higher inclination to buy. The humor scale and the attitude toward the commercial, as well as the attitude toward the brand and buy intention, have been proven to be strongly correlated. Additionally, a high correlation has been observed between purchase intention and attitude toward the brand. There seems to be a significant correlation between the advertisement's attention and attitude. The results also revealed how likely it is for men and women to draw inspiration from TV commercials that feature humorous elements. Funny advertisements do have greater advertising effects.

8. (Hoang, 2013)

The researcher in his paper titled "Impact of humor in advertising on consumer purchase decision" examined to focus on the consumer choice cycle and its drivers, as well as researched the concept and usage of humor in advertising to see how it affects customer purchase decisions. The author described the procurement navigation process, and consumer purchasing behavior, and introduced the sequence of humor, its effects, and appropriate item categories. The experimental data was acquired using a hybrid examination approach that included self-directed surveys and a top-to-bottom meeting. The study aimed to uncover Vietnamese purchasers' purchasing conduct and the consequences of seven forms of comedy. As a result of this approach, Vietnamese customers are more likely to try apparent and limited directions. Playing with words, ridicule, and examination were deemed unsuitable for targeting Vietnamese buyers and did not have a significant impact. When accompanied by modifying effort and item location, the study discovered that stupid advertising influences buyer's

evaluation. Humor has a positive impact on empowering repurchases, as well as the brand's image and consumer devotion.

2.3 RESEARCH MODEL

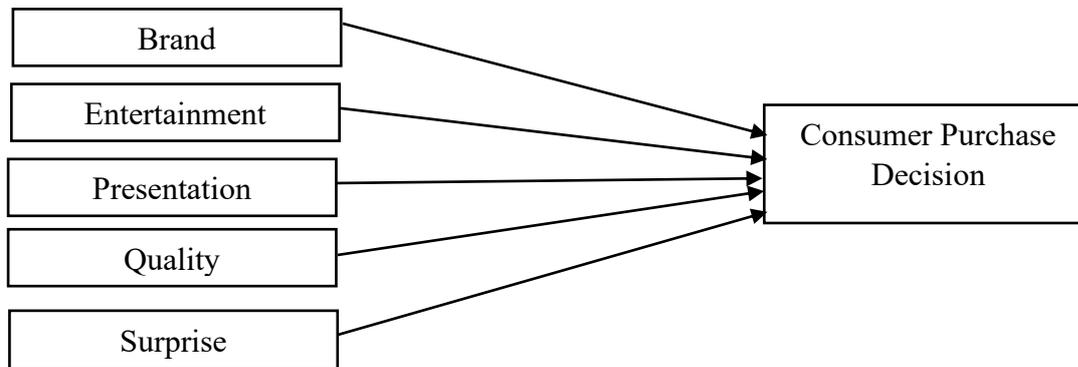


Fig 2.1: Conceptual Model

Brand: The study's findings demonstrated that humorous advertising has a tendency to positively impact consumers' decisions to buy by enhancing the perception of the brand. Research by Chang and Chang (2014) indicates that the results demonstrated the significant effects and influences humor advertisements have on consumers' decisions to buy. In the meantime, respondents believe that brand perception plays a crucial role in establishing a connection with goods and services. (Kovindasamy & Ogundare, 2017)

Entertainment: The ability to evoke aesthetic pleasure is referred to as entertainment. The effectiveness of Web advertising is heavily dependent on entertainment, which is a significant predictor of the value of advertising (Sultana, 2015). As per Kovindasamy & Ogundare, (2017) research stated that entertainment in humor advertisement is an effective persuasive method that can bring a smile to the audience's faces, and it is a highly associated factor with consumer purchase decisions.

Presentation: Kovindasamy & Ogundare (2017) illustrate how attractive advertising affects consumers' decisions to buy, and humorous and well-written advertisements tend to draw in more customers.

Quality: Previous research by Chang & Bandyopadhyay (2014) described that humorous advertisement which contains good quality and positivity towards product advertisers has a positive relationship with consumer purchase decision. Kovindasamy & Ogundare, (2017) depicted humorous advertisement play a very important role in attracting customer's attention and influencing their decision. Therefore, humor advertisement seems to work effectively as long as it contains quality characteristics. (Kovindasamy & Ogundare, 2017)

Surprise: Conflicting information from two or more sensory modalities can cause an unexpected reaction in addition to amusement, curiosity, disbelief, or disappointment. Additionally, Aristotle cited "The secret of Comedy is unexpected. Surprise was found by Alden and Hoyer (2003) to be a significant factor in determining the impact of incongruity humor. According to Wilkinson and Kitginger (2006), surprise is the term used to describe an individual's reaction to unexpected or unusual circumstances. The distinction between people's expectations, anticipations, and experiences is also a surprise. A person is positively affected by delight (surprise + humor), which also significantly contributes to the development of a positive attitude toward exposed messages and media (Bergeron and Roy, 2008). A successful addition of an emotional dimension to an advertisement is a surprise. (Ifeanyichukwu & Vincent N.O, 2019)

CHAPTER 3: RESEARCH METHODOLOGY

3.1. DATA COLLECTION AND SAMPLE

The present study tried to focus on Impact of Humor in advertisements on consumer purchase Decisions in Goa. The method used for this study was quantitative method. The data was collected from Primary as well as Secondary sources. Primary data collection was done by using an online survey which was conducted through Google Forms; where a detailed questionnaire was circulated, through social media. Whereas, Secondary data collection was done by using various published articles, journals, and websites as mentioned in the references. Convenience Sampling technique was used which is a form of non-probability sampling by circulating the questionnaire. In this study, there were 24 indicators involved, so the sample size was $24 \times 10 = 240$. The questionnaire was divided into two sections, that is, first part included demographic questions like respondents' gender, age, education, marital status, occupation, monthly income, and location, and the second part included questions that were used to measure the factors that impact humor in advertisement on consumer purchase decision.

3.2. MEASUREMENT SCALE

The questionnaire items were based on the existing literature review. In this study, the questionnaire consisted of 24 items that included, three items on entertainment adapted from (Sultana, 2015). Brand (attitude towards brand) is measured with five item scale which was taken from (Kovindasamy & Ogundare, 2017) & (Sultana, 2015). Quality was measured by using five-item scale which was taken from (Chang & Bandyopadhyay, 2014). Whereas four items of presentation factor were derived from (Kovindasamy & Ogundare, 2017) and four items of surprise were taken from (Sultana, 2015). Consumer purchase decision were measured by using a four-item which was taken from (El-tazy & Dinana, 2018).

3.3. DATA ANALYSIS

This study used Jamovi software and Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) for data analysis. SEM was used in this study to provide accurate measurements of the variables and questionnaire items by analyzing the relationships between the variables and approximating random errors in the observed constructs directly (Kamaludin, Romli, & Bokolo, 2021). Two analyses are provided by PLS-SEM: the measurement model assessment (which assesses the validity and reliability of constructs) and the structural model assessment (which examines the relationships between model variables) (Kamaludin, Romli, & Bokolo, 2021). Smart PLS 4 was used to assess the measurement model and structural model and Jamovi was used to carry out descriptive statistics.

CHAPTER 4: ANALYSIS AND RESULTS

The data collected and the analysis was done in Jamovi and Smart PLS software. The data was collected on the aspect such as demographic factors, opinions on humor advertisements by using Jamovi software. There were also several other questions asked to study the factors that impact humor in advertisements on consumer purchase decisions using a five-point Likert scale ranging from strongly disagree (1) to strongly agree (2) which was measured using Smart PLS 4 software. By using Smart PLS software, Confirmatory Factor analysis was conducted along with Structural Equation Modelling (SEM) to test the hypotheses. It also includes tables of all the tests conducted.

4.1. DESCRIPTIVE ANALYSIS

4.1.1. Demographic Analysis

Table 4.1: Demographic Profile

Demographic Profile	Frequency	Percentage
Gender		
Male	105	43.8%
Female	135	56.3%
Total	240	100%
Age		
Below 20	28	11.7%
21– 30	111	46.3%
31 – 40	49	20.4%
41 – 50	41	17.1%
51 & above	11	4.6%

Education		
Up to 10 th	10	4.2%
Up to 12 th	43	17.9%
Graduation	119	49.6%
Post Graduation	53	22.1%
Professional	10	4.2%
Others	5	2.1%
Marital Status		
Married	90	37.5%
Unmarried	150	62.5%
Occupation/ Profession		
Students	84	35.0%
Employed	113	47.1%
Unemployed	3	1.3%
Home – maker	26	10.8%
Others	14	5.8%
Monthly Income		
Below Rs 10,000	60	25.0%
Rs 10,001- Rs 30,000	84	35.0%
Rs 30,001-Rs50,000	53	22.1%
Rs 50,001 & above	43	17.9%
Location		
North Goa	137	57.1%
South Goa	103	42.9%

What are your thoughts on humorous advertisements in general?		
Amusing	52	21.7 %
Interesting	88	36.7%
Creative	81	33.8%
Boring	17	7.1%
Annoying	2	0.8%
Are you, dependent on advertising to get information on products?		
Yes	136	56.7%
No	36	15.0%
Maybe	68	28.3%
In which of the following mediums have you observed ads being presented humorously?		
Television	225	36.23%
Print (magazines,newspaper)	88	14.17%
Radio	39	6.28%
Social Media	201	32.37%
Hoardings/ Billboards	68	10.95%

Source: Authors' own compilation based on primary data

The above Table 4.1 shows the demographic profile of the respondents. Gender distribution of the sample shows that out of 240 respondents, 135 respondents are female which comprises 56.3%, and 105 are male which comprises 43.85%. According to the age, the highest number of responses are from the age group of 21-30 with 111 responses which is 46.3% in total, so this study mainly focuses on young and middle-aged people. Followed by the age group of 31-40 which comprises of 20.4% of respondents, followed by the age group of 41-50 with 17.1% of respondents, 11.7% of respondents from the age group of below 20, and 4.6% of respondents from the age group of 51 & above. According to education, the majority of the respondents

have done the graduation i.e. 119 responses coming up to 49.6%, followed by other category of 22.1% respondents have completed post-graduation. 17.9% of respondents have completed 12th grade, and 4.2% of respondents have completed 10th grade which is also the same for the professional category. 2.1% of respondents have completed their education in the other category. According to the marital status, the majority of 150 respondents are unmarried which comprises of 62.5% whereas 37.5% of respondents are married. According to the Occupation/Profession profile out of 240 samples, the majority of the respondents of 113 are employed which comprises of 47.1%. Followed by 35% of respondents who are students, 10.8% of respondents are homemakers, 5.8% of respondents are in the others category and 1.3% of respondents are unemployed. According to the monthly Income of the total sample, the highest is 84 respondents with a monthly income of Rs.10,001- Rs 30,000 which comprises of 35%; 25% of respondents have a monthly income below Rs.10,000; 22.1% of respondents have a monthly income between Rs.30,001- Rs.50,000 and 17.9% respondents have monthly income of 50,001 & above. According to the location of the total sample of 240 respondents, 137 respondents are located in North Goa which consists of 57.1%, and 42.9% of respondents are located in South Goa.

The above demographic profile Table 4.1 also shows the thoughts on humorous advertisements in general. Out of 240 respondents, 88 respondents which comprises of 36.7%, think that humorous advertisements are interesting. 33.8% of respondents think that humorous advertisements are Creative. 21.7% of respondents think that humorous advertisements are Amusing. While 7.1% of respondents think that humorous advertisements are boring and very few respondents of 0.8% think that humorous advertisements are annoying. In case of whether the respondents are dependent on advertising to get information on the products, out of the total sample of 240 respondents, 136 respondents said yes, which means the majority of 56.7% of respondents are dependent on advertising to get information on products. 28.3% of respondents

were not sure of whether they were dependent on advertising to get information and replies under the option maybe and the remaining 15% says no on being dependent on humorous ads. According to various mediums through which the respondents have observed ads being presented humorously, the highest being 36.23% through television. The next is Social media with 32.37% of the total. Print(magazines, newspaper) counts for 14.17%, through Hoardings/Billboards it accounts for 10.95%, and radio counts for 6.28%.

4.1.2. Descriptive Statistics of Measurement Items

Table 4.2: Descriptive Statistics of Measurement Items

Constructs	Mean	Standard deviation	Kurtosis	Skewness
ENT 1	3.875	0.842	-0.568	-0.307
ENT 2	3.833	0.965	-0.674	-0.417
ENT 3	3.596	1.008	-0.749	-0.178
BA 1	3.538	0.965	-0.696	-0.219
BA 2	3.5	0.917	-0.527	-0.147
BA 3	3.192	0.964	-0.369	0
BA 4	3.679	0.857	-0.344	-0.249
BA 5	4.021	0.839	0.339	-0.721
QU 1	3.175	0.896	-0.199	-0.212
QU 2	3.962	0.818	-0.228	-0.39
QU 3	3.871	0.793	0.409	-0.571
QU 4	3.25	0.829	-0.025	-0.099
QU 5	3.129	0.798	-0.496	0.109
PR 1	3.65	0.818	0.55	-0.606
PR 2	3.6	0.93	-0.374	-0.248
PR 3	3.446	0.911	-0.388	-0.104
SU 1	3.55	0.907	-0.114	-0.335
SU 2	3.842	0.861	-0.639	-0.279
SU 3	3.967	0.79	1.347	-0.757
SU 4	3.663	0.846	-0.191	-0.125
CPD 1	3.446	0.982	-0.628	-0.22
CPD 2	2.921	1.036	-0.437	0.409
CPD 3	3.425	0.928	-0.731	0.001
CPD 4	3.562	1.059	-0.681	-0.261

Source: Authors' own compilation

The above Table 4.2 shows the descriptive statistics of measurement items. As per (Kamaludin, Romli, & Bokolo, 2021) when measured on a 5-point scale, the mean values should be greater than 2.5. Therefore, as per the above table 5 all the mean values are greater than 2.5.

Additionally, the Standard Deviation shows a narrow spread between the mean, indicating that respondents' responses are closely spaced rather than widely distributed (Kamaludin, Romli, & Bokolo, 2021). Also, the data was screened by looking up the values for skewness and kurtosis to confirm normality. The items' values for skewness and Kurtosis fell between Teo's suggested cutoffs of 3.0 for skewness and 8.0 for Kurtosis. (Kamaludin, Romli, & Bokolo, 2021) Thus, from Table 4.2, it can be seen that all the values of the items of skewness and kurtosis are below 3 and 8.

4.2. ASSESSMENT OF MEASUREMENT MODEL

The first step in validating the relationship between the model's constructs is to test the factor loadings, discriminate validity, convergence, and construct reliability (Castanha, Shirodkar, Pillai, & Indrawati, 2022). To validate data, the Smart PLS algorithm was used to measure the outer loading for each item of the six constructs namely, Brand (BA), Entertainment (ENT), Presentation (PR), Quality (QU), Surprise (SU), and Consumer purchase decision (CPD).

Table 4.3: Factor Loadings

Constructs	Indicators	Factor Loadings
Brand	BA 1 <- BA	0.661
	BA 2 <- BA	0.688
	BA 3 <- BA	0.798
	BA 4 <- BA	0.784
	BA 5 <- BA	0.644
Consumer Purchase Decision	CPD 1 <- CPD	0.779
	CPD 2 <- CPD	0.78

	CPD 4 <- CPD	0.722
Entertainment	ENT 1 <- ENT	0.896
	ENT 2 <- ENT	0.774
	ENT 3 <- ENT	0.87
Presentation	PR 1 <- PR	0.777
	PR 2 <- PR	0.835
	PR 3 <- PR	0.86
Quality	QU 1 <- QU	0.532
	QU 2 <- QU	0.458
	QU 4 <- QU	0.866
	QU 5 <- QU	0.763
Surprise	SU 1 <- SU	0.738
	SU 2 <- SU	0.845
	SU 3 <- SU	0.657
	SU 4 <- SU	0.76

Source: Authors' own compilation

The above Table 4.3 shows the results of factor loadings. As per Wynne (1998), loadings should be greater than 0.707. But factor loadings are also acceptable even when the value is greater than 0.5 or 0.6 (Wynne, 1998). Also, according to Ganjali, Ashraf, & Motallebzadeh (2019), the cut-off factor loading should be equal to or greater than 0.4 which verifies the reliability. So, all the indicators, are greater than 0.4, and hence they are acceptable. Two indicators were removed that is one item of QU and one item of CPD, as the factor loadings were below the acceptable limit of 0.4.

To test the construct reliability and validity, Cronbach Alpha (CA), Composite Reliability (CR), and Average Variance Extracted (AVE) were used. The reliability of each item in a set is assessed using Cronbach's alpha, which shows how well the items are positively related to one

another (Rajput & Gahfoor, 2020). By using internal consistency reliability, composite reliability is evaluated (Rajput & Gahfoor, 2020). The Cronbach alpha should exceed the threshold limit of 0.60 as stated by Wynne (1998) and composite reliability should be greater 0.7 as recommended by Anthony Jr (2019) . The AVE value should be greater than 0.50 for all variables measuring 50% variance (Anthony Jr et al., 2018).

Table 4.4: Result of Construct Validity and Reliability

Variables	Cronbach's Alpha	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
BA	0.769	0.841	0.515
CPD	0.638	0.805	0.579
ENT	0.809	0.885	0.720
PR	0.764	0.864	0.680
QU	0.604	0.759	0.530
SU	0.755	0.839	0.560

Source: Authors' own compilation

Table 4.4 exhibits the result of the construct validity and reliability. The Cronbach alpha should exceed the limit of 0.60 as stated by (Wynne, 1998). And Composite reliability should be greater than 0.7 according to (Anthony Jr, 2019). Therefore, all the variables like BA, CPD, ENT, PR, QU, and SU exceed the limit of 0.6 and 0.7. The AVE of the variables BA (0.515), CPD (0.579), ENT (0.72), PR (0.680), QU (0.530), and SU (0.560) are greater than 0.50 which means they measure 50% variance and they are all acceptable.

The degree of correlation between various measures that are used to assess the same construct is reflected in convergent reliability. Convergent validity is established when AVE is greater than 0.50 (Sujati, Sajidan, & Akhyar, 2020). From Table 4.4, it can be seen all AVE values are higher than 0.5 ranging from 0.515 to 0.720.

The degree to which a set of variables differs from its indicators is known as discriminant validity. According to Hair et al. (2016), the square root of the mean-variance that all of the items in a single variable share should be the maximum correlation between items in two variables. The Fornell and Larcker (1981) test was used to evaluate discriminant validity. It determines whether the square root of the AVE of each variable is greater than the correlation that the variables share with the other variables in the model. (Kamaludin, Romli, & Bokolo, 2021).

Table 4.5: Result of Discriminant Validity (Fornell Larcker Criterion)

Constructs	BA	CPD	ENT	PR	QU	SU
BA	0.718					
CPD	0.479	0.761				
ENT	0.504	0.232	0.848			
PR	0.456	0.469	0.169	0.825		
QU	0.304	0.348	0.207	0.27	0.676	
SU	0.462	0.334	0.388	0.354	0.157	0.753

Source: Authors' own compilation

The above Table 4.5 exhibits the results of Discriminant Validity. It can be seen that the square root of the AVE of each variable exceeds the correlation between the variables in the model. Thus, all items are valid.

4.3. ASSESSMENT OF STRUCTURAL MODEL

To determine the relationship between the proposed models of the factors that impact humor advertisement on consumer purchase decision, structural equation modeling was conducted using Smart PLS. The results of the Path coefficient, p-value, and t-value are shown in Table 4.6. In this study, the p-value and t-value results are extracted after doing the bootstrapping method (10,000 samples). In this research, the significance level used is 5%. When the p-value

is less than 0.05 means there is a significant relationship between the independent variable & the dependent variable.

Table 4.6: Result of Structural Model and Hypothesis Status

Hypothesis	Relation	Path Coefficient	T statistics (O/STDEV)	P values	Result
H1	BA -> CPD	0.27	4.053	0.000*	Accepted
H2	ENT -> CPD	-0.024	0.361	0.718	Not accepted
H3	PR -> CPD	0.267	4.411	0.000*	Accepted
H4	QU -> CPD	0.184	3.447	0.001*	Accepted
H5	SU -> CPD	0.095	1.567	0.117	Not accepted

**Significant at 0.05*

Source: Authors' own compilation

To study the relationship of the constructs, five hypotheses were taken from (Kovindasamy & Ogundare, 2017) and (Ifeanyichukwu & Vincent N.O, 2019).

The first hypothesis (H1) stated that there is a significant relationship between brand and consumer purchase decision in humor advertisement. The result of the structural model (Table 4.6) shows the path coefficient value of 0.27, the value of t statistics (4.053) which is greater than the t value of 1.96, and the p value is 0.00 which is smaller than 0.05 which means it is significant. Therefore, H1 is accepted. This research supports the previous study of (Kovindasamy & Ogundare, 2017) which shows that there is a significant relationship between brand and consumer purchase decision.

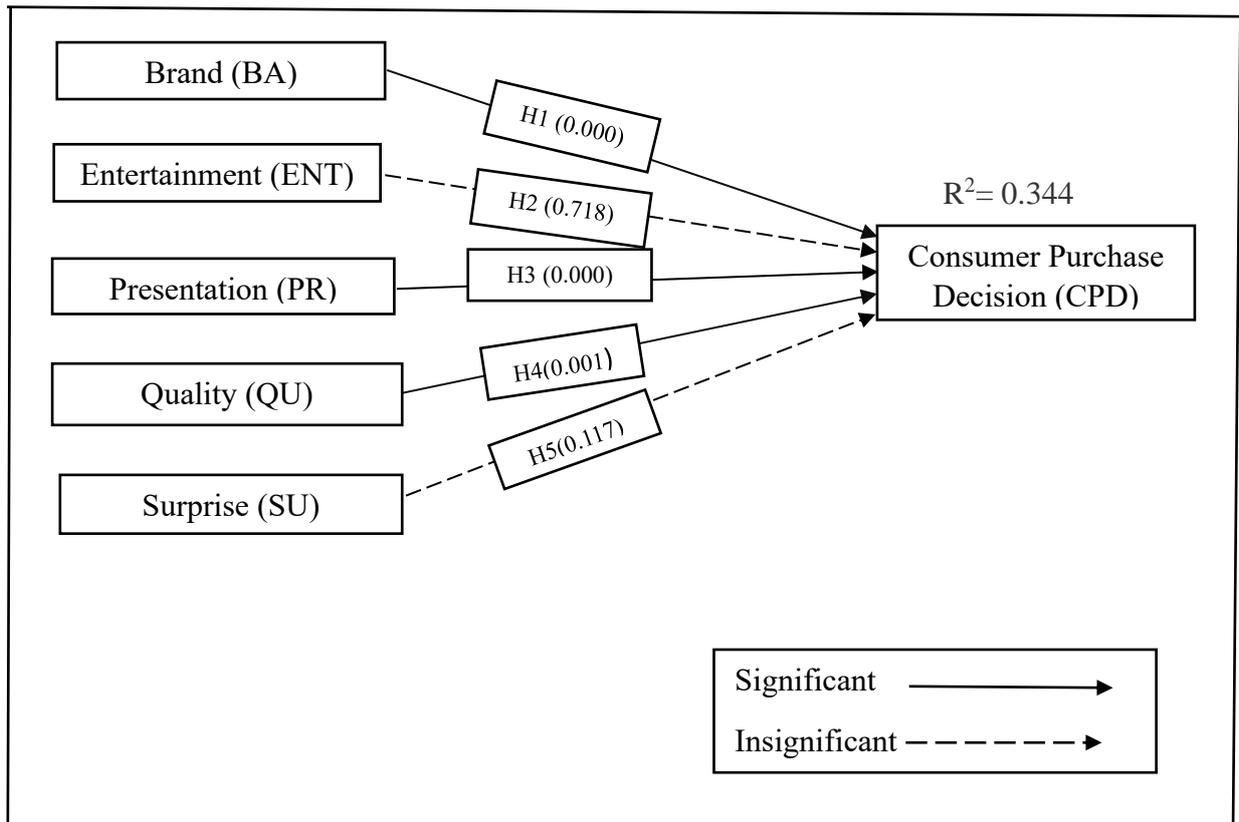
The second hypothesis (H2) stated that there is a significant relationship between entertainment and purchase decision in humor advertisement. The result shows the path coefficient has a

negative value of -0.024, t statistics is 0.361 which is smaller than 1.96 and the p-value is 0.718 which is greater than 0.05 and is considered as insignificant. Therefore, H2 is not accepted. This study is in line with (Kewlani, Gulabwani, & Purohit, 2022).

The third hypothesis (H3) stated that there is a significant relationship between presentation and purchase decision in humor advertisement. The result shows the path coefficient has a positive relation with a value of 0.267, the t value is 4.411 which is greater than 1.96, and p value is 0.000 which is lower than 0.05, which is considered as significant. Hence H3 is accepted. This research is in line with the previous study of (Kovindasamy & Ogundare, 2017).

The fourth hypothesis (H4) stated there is a significant relationship between quality and purchase decision in humor advertisement. According to the results shown in above Table 4.6, the path coefficient value is 0.184. t statistics is 0.3447 which is greater than the t value (1.96) and the p value is 0.001 which is lower than 0.05, which is considered as significant. Therefore, H4 is accepted. This study supports the previous study of (Kovindasamy & Ogundare, 2017).

The fifth hypothesis (H5) stated that there is a significant effect of surprise on consumer purchase decision in humor advertisements. According to the results, the path coefficient value has a positive effect on consumer purchase decisions with a value of 0.095. The value of t statistics (1.567) was smaller than 1.96 and the p-value of 0.117 was greater than 0.05 which is considered insignificant. Therefore, H5 is not accepted. This study supports (Hoang, 2013).



Source: Authors' own compilation

Fig 4.2: Hypothesis Testing Result

Additionally R square values, which indicate how much of the variance in the endogenous latent variables is accounted for by their independent latent variable (Ravand & Baghaei, 2016). Sanchez, et al. (2015) considered R square values of >0.60 as high, between 0.30 and 0.60 as moderate and below 0.30 as low (Ravand & Baghaei, 2016).

Table 4.7: Results of R-square

Dependent variable	R-square	R-square Adjusted
CPD	0.344	0.33

The R-square value for the proposed model is 0.344 which means, only 34.4% variation could be explained by the factors that impact humor in advertisement on consumer purchase decision. Since the R square is 34.4%, the proposed model is considered as Moderate.

Table 4.8: Result of Q square

Dependent variable	Q² predict
CPD	0.303

When an endogenous variable's Q square value is higher than zero, it suggests that the model has predictive relevance. From the above Table 4.8 it was shown that the model had predictive relevance as the endogenous variable possessed Q² value greater than zero.

The below Table 4.9 shows the inner VIF value. The variance inflation factor (VIF) for each item should be calculated to evaluate the degree of collinearity among the formative indicators. A higher degree of collinearity is implied by a larger VIF. Generally speaking, a VIF value of five or lower (Tolerance level of 0.2 or greater) must be obtained to avoid multi-collinearity issues (Phuong, Luu, Huynh, Tran, & Dinh, 2020).

Table 4.9: Inner VIF value

Constructs	VIF
BA -> CPD	1.789
ENT -> CPD	1.428
PR -> CPD	1.362
QU -> CPD	1.137
SU -> CPD	1.384

Table 4.9 shows the inner VIF value. It can be seen that there was no evidence of collinearity in the inner model, according to the inner VIF value. Furthermore, according to the outcome of the multi-collinearity testing for the outer model, every item was excellent; as a result, the collinearity issue was avoided.

CHAPTER 5: CONCLUSION

5.1. CONCLUSION & DISSCUSION

The present study tried to study the impact of humor in advertisement on consumer purchase decision in Goa. The study explores the demographic variables of the respondents in Goa. It also tried to explore the factors that impact humor in advertisements on consumer purchase decisions in Goa.

The first objective, was to study the demographic profile of the respondents in Goa. After conducting the analysis, it was found that the majority of the respondents were female, and concerning the age category majority of the respondents were under the age group of 21-30 this study mainly focused on young and middle-aged people, in the case of education most of the respondents were graduates. It was also found that the majority of the respondents were employed with a majority income level under Rs.10,000-Rs.30,000. There were additional questions asked, which were tested using frequency analysis. Based on the thoughts of humorous advertisements majority of the respondents feel that humor advertisements are interesting. It was also noticed that the majority of the respondents were dependent on advertising to get information on the product.

The second objective was to study the factors that impact humor in advertisement on consumer purchase decision. It was concluded that the model used in the study has moderate power with an R^2 value of 34.4%. A strong relationship has been found between the Brand and consumer purchase decision in humor in advertisement with a path coefficient of 0.27. This findings supports the previous research of Kovindasamy & Ogundare (2017) & Sultana(2015), where the previous study's findings demonstrated that humorous advertising has a tendency to positively impact consumers' decisions to buy by enhancing the perception of the brand. The result also showed that there is a significant relationship between presentation and consumer

purchase decisions in humor advertisement with path coefficient of 0.264. This supports the research of Kovindasamy & Ogundare (2017), that shows how attractive advertising affects consumers' decisions to buy, and humorous and well-written advertisements tend to draw in more customers. There was also a relationship between quality and consumer purchase decision in humor advertisement with a path coefficient of 0.184. This supports the previous research of Kovindasamy & Ogundare (2017) & Chang & Bandyopadhyay (2014). This finding suggests that audiences are more receptive to humor that feels genuine, respectful, and avoids negativity. By prioritizing high-quality humor that fosters a positive brand image, advertisers can create a more favorable environment for consumer purchase decision. It was also found that entertainment and surprise have an insignificant relationship with consumer purchase decision in humor advertisement. This research is in line with Hoang, (2013) and Kewlani, Gulabwani, & Purohit,(2022). This means that even if any of the advertisements are either entertaining or surprising the consumer may/may not purchase the product which is advertised.

5.2. PRACTICAL IMPLICATIONS

Research on advertising is crucial, particularly in this era of mass marketing when businesses are buried in the deluge of advertisements. Ads that stand out from the crowd are the only ones that people remember. These days, advertising agencies are collaborating with the biggest names in entertainment to develop fun commercials. Companies constantly have to control how consumers and other stakeholder groups perceive their brand. Surveys asking consumers about their opinions of the brand and the ads on an annual or even more frequent basis, such as monthly, seem to be essential for making good decisions. Advertisers need to remember this when trying to successfully introduce comedic advertisements to the market, the advertisements should uphold the ideals associated with the quality and positivity appeal and should be viewed as suitably warm, engaging, and motivational rather than offensive, discriminatory, or sarcastic. While watching or reading advertising messages, marketers should

be aware of the strategic value of comprehending consumers' overall purchase decisions. Consequently, marketers of particular products like low or high-involvement products, need to develop a tailored approach to influence consumers' decisions about what to buy, which will increase the sales of those kinds of products. To better appeal to consumers, advertisers should also provide a variety of eye-catching features.

5.3. LIMITATIONS AND FURTHER RESEARCH DIRECTIONS

The study conducted was only limited to the respondents in the state of Goa. This study had a limited sample size of 240 respondents. Further research can be undertaken by increasing the sample size which will give appropriate results. In this study the R square value is moderate. This is mainly due to other factors which have not been included in this study. Further study should include factors like purchase intention, consumer attitude, and attitude toward advertisement in humor advertisements.

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ANNEXURE 1

QUESTIONNAIRE

As a part of my Dissertation work in M. Com course, I am surveying on “A Study on Impact of Humor in Advertisement on Consumer Purchase Decision in Goa”. Please do cooperate with me in this survey by giving your responses. I promise that your response will be kept confidential and will be used only for study purposes.

Gender	Female		Male			Others	
Age	Below 20	21-30		31-40		41-50	51 & above
Education	Up to 10 th	Up to 12 th	Graduation	Post Graduation	Professional		Others
Marital status	Married				Unmarried		
Monthly income	Below ₹10,000		₹10,001-₹ 30,000		₹30,001- ₹50,000		Above ₹50,000
Occupation	Student	Employed	Unemployed	Homemaker	Others		
Location	North Goa				South Goa		

1. What are your thoughts on humorous advertisements in general?

- Amusing
- Interesting
- Creative
- Boring
- Annoying

2. In which of the following mediums have you observed ads being presented humorously? (Choose Multiple options)

- Television
- Print
- Radio
- Social media
- Hoardings/Billboards

3. Are you, dependent on advertising to get information on products?

- Yes
- No
- Maybe

4. Which of the following humor advertisements have you come across? (Choose multiple options)

- Cadbury 5 Star ad



- Happy Dent



- Red bull



- Amul



- Fewikwik



- Others

5. To study the factors that impact humor advertisements on consumer purchase decision

Kindly select the appropriate number ranging from 1 to 5 in each of the factors provided where:

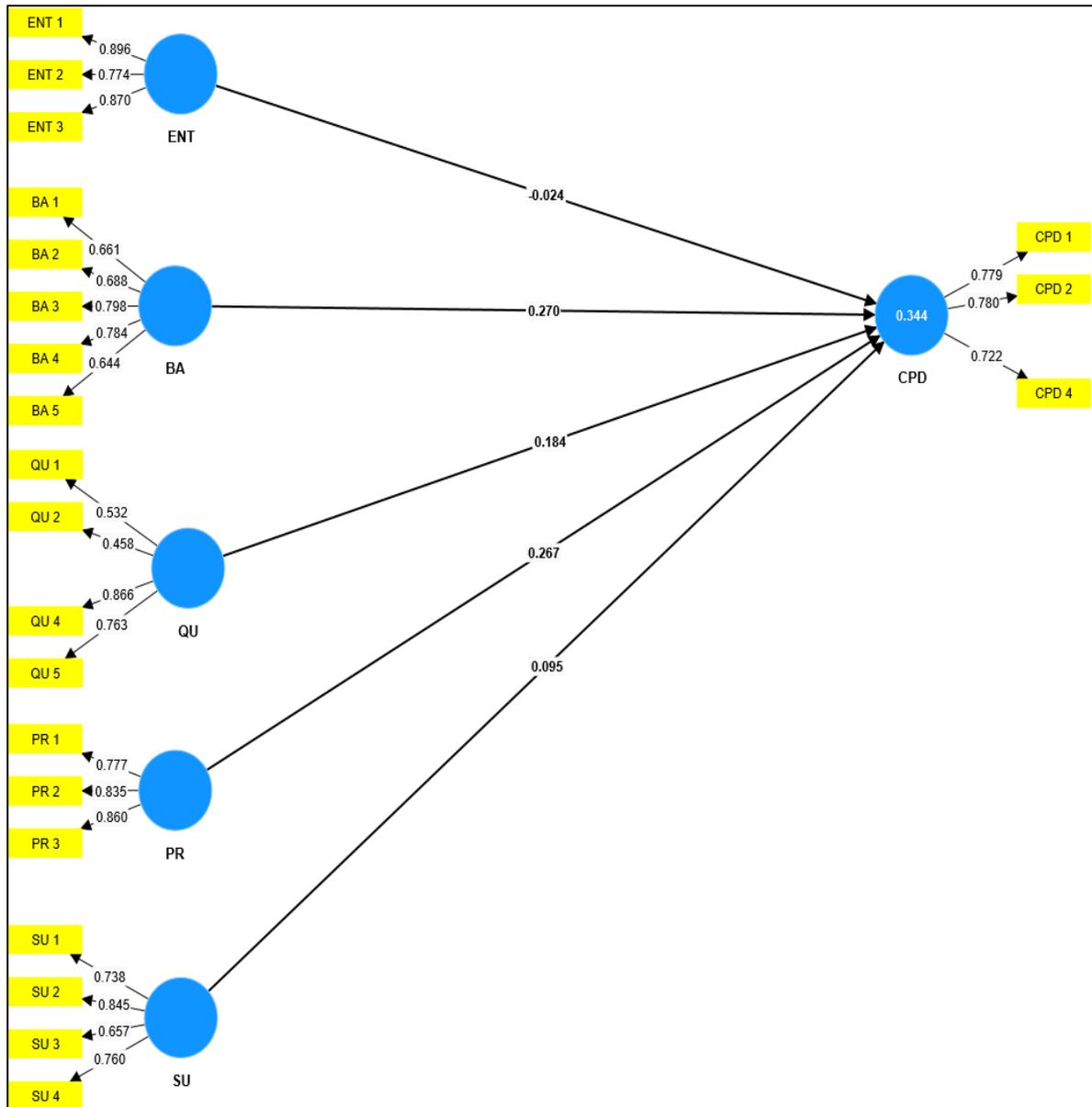
-

(1-Strongly Disagree, 2 Disagree, 3- Neutral, 4- Agree, 5-Strongly Agree)

		SD	D	N	A	SA
	Entertainment:					
1	I enjoy watching humorous ads.					
2	I remember humorous ads better than normal ads.					
3	For me humorous ads are pleasing to watch					
	Brand attitude:					
4	Humor advertising increases my brand-recalling ability					
5	I think humor is useful in promoting brand awareness					
6	I favour brands whose advertisements contain humor					
7	The presence of humor enhances the likeability towards the brand					
8	I think humor makes the brand enjoyable					
	Quality:					
9	I think the humor ads are non-offensive					
10	I think the humor ads are friendly					
11	The expressions in the humor ads are good					

12	I think the humor ads are non-discriminatory					
13	I think humor ads are non-sarcastic					
	Presentation:					
14	The visual presentation of humor in advertisements enhances my interest in the product.					
15	The creative presentation of humor in advertising increases the likelihood of me considering the product					
16	The visual elements used to deliver humor in ads impact my willingness to purchase the product.					
	Surprise:					
17	I pay attention to those advertisements that are surprising					
18	Surprise elements in humorous ads make them more memorable					
19	Unexpected twists in funny ads increase their entertainment value					
20	The element of surprise is essential for humor-based ads to stand out from competitors					
	Consumer purchase decision:					
21	I expect to purchase products from brands with humorous ads in the future.					
22	I think purchasing a brand of humorous ads is rewarding.					
23	The probability that I would consider buying product from the brands of humorous ads is low.					
24	I am more likely to consider purchasing the product after getting used to the ad.					

ANNEXURE 2 : MEASUREMENT MODEL



ANNEXURE 3: STRUCTURAL MODEL

