

EXPLORING HOW PERCEPTION MEDIATES THE EFFECT OF HUMOROUS ADVERTISING ON CONSUMER PURCHASE INTENTION, BRAND AWARENESS

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Abstract

This study aims to explore how perception influences the effectiveness of humorous advertisements in shaping consumers' purchase intention and enhancing their brand awareness. The study used a survey approach to collect data from a sample of 315 participants, using a questionnaire designed to measure perceptions of humorous advertisements, purchase intention, and consumer brand awareness. The results showed that positive perceptions of humorous advertisements are directly related to increased purchase intention and contribute to enhancing consumer brand awareness. The study also demonstrated that humorous advertisements can create a positive interactive experience with the brand, provided that the advertisement content aligns with the expectations and needs of the target audience. The findings emphasize the importance of combining humor strategies with a comprehensive understanding of consumer perception to achieve effective and sustainable marketing impact, especially in the face of intense competition in modern markets. This study enhances scientific understanding of the role of perception in consumer response to humorous advertisements and provides practical guidance for marketers on designing effective advertising campaigns that enhance purchase intention and increase brand awareness.

Keywords: humorous advertising, perception, purchase intention, brand awareness, consumer behavior, marketing.

Introduction

In today's world dominated by information overload and a short consumer attention span, marketers increasingly rely on humor as an effective tool to cut through the ubiquitous ambient noise. Of all types of humor, satire, irony, and sarcasm have recently been leading techniques that not only entertain and capture attention but also provoke thought and create an emotional response (Lin, Sung, and Chen 2016) This specific kind of humor commonly associated with "dark" and "edgy" material has become widely used in global and online marketing efforts to influence consumer choice (Van den Bekerom, Schalk, and Torenvlied 2017; Mittal and Dhar 2015).

Humorous advertising in its various forms as satire, irony, and sarcasm, is increasingly being used to influence consumption behavior. However, its ability to influence purchase intention is unclear and might vary depending on different consumer groups (Yapa 2017). While some might be responsive to it, others might be offended by it or consider it inappropriate. Such heterogeneity is likely to depend on a person's interpretation of the advertisement or product. This study examines the effect of humor, specifically through satire, irony, and sarcasm, on advertisement purchase intentions among consumers (Jamali and Khan 2018). While humor is able to create better recall and appeal depending on its design and implementation its success is largely dependent on viewers' perceptions towards both message and company itself (Seo and Park 2018). In order to better understand this dynamic, perception is described as an intervening factor consisting of variable that reinforce or undercut the power of humor in consumer purchasing behavior (*Mona and Marwa* , 2020). With close examination of the kinds of interaction associated with this factor, research seeks to clarify the conditions under which dark humor in marketing is beneficial and under which conditions it is counterproductive (Grubor, Djokic, and Milovanov 2017; Praditya and Purwanto 2024).

Literature Review

Understanding Humor in Advertising

Humor is a multifaceted concept with no universally accepted definition. It has been described as the capacity to evoke laughter or amusement, often influenced by cultural background, context, and personal experience (Habes, Ali, and Tahat 2022). offer a functional definition, viewing humor as 'amusing communications that promote good emotions and cognitions' within social settings(Kim, Joo, and Lee 2016) . In advertising, humor serves not only to entertain but also to forge emotional connections with consumers (Alfaisal et al. 2025). According to the World Journal of Advanced Research and Review (Habes 2019) 72% of consumers are more likely to choose brands that use humor, and 91% prefer brands they find funny . These figures underscore humor's critical role in capturing attention and fostering brand engagement. As global advertising becomes increasingly competitive, humor has emerged as a tool for humanizing brands and breaking through media clutter (ALSHAMMARI 2022). Humor advertisement has also been proven to cessation the clutter in the heavily flooded advertisement world (Puppin 2020).

Types of Humor: Satire, Irony, and Sarcasm

Humor in advertising encompasses various styles that appeal to different consumer mindsets. Among the most discussed are satire, irony, and sarcasm, which often overlap in tone but differ in delivery and intent (M M Alshammari and Alshammari 2025). Satire is a powerful and distinctive form of humor in advertising that relies on ridicule, exaggeration, and irony to criticize and expose flaws in individuals, institutions, or societal norms. It is characterized by its dual mechanism of conflict resolution and humorous devaluation, making it intellectually stimulating while emotionally engaging for the audience (Mansoori et al. 2025; K. Tahat et al. 2025) Satirical humor in advertising is typically categorized under emotional comedy or full comedy, which balance critical commentary with affective elements that soften the perceived attack. As Apte and Griesse explain, satire emerges "in part by the act of settling conflict and in part by the process of hilarious devaluation" (Almomany, Mohammed Habes, and Alnajjar 2025; Ben Romdhane et al. 2025). This means it simultaneously delivers cognitive pleasure and emotional stimulation, offering viewers the satisfaction of resolving incongruities while experiencing amusement through ridicule. According to Jabbar and Hussein (2017) humor taxonomy, satire falls within the domain of

aggressive humor, alongside full comedy and comedic violence. These styles draw on disparagement theory, which suggests humor can arise from “put-downs,” provided they are framed in a socially acceptable or emotionally safe way (*Dr Artemiou Anastasia, 2023*). Satire is distinct in that it targets a subject to be laughed *at* rather than *with*, creating a dynamic in which the audience finds pleasure in the ridicule of an exposed object—often social norms, political figures, or competitors (Hussein and Aljamili 2020). However, satire’s effectiveness is context-dependent. Its success relies heavily on audience perception and cultural alignment (Al-Shammari 2024). Misinterpretation of the intended message or a mismatch with audience values may result in brand rejection, backlash, or emotional discomfort. This aligns with findings from (Cancelas-Ouviña 2021), who argue that satire and other forms of disparagement humor are often used with caution by advertisers, as consumers may associate themselves with the “victim” of the ridicule (Barta et al. 2023).

Humor and Consumer Behavior

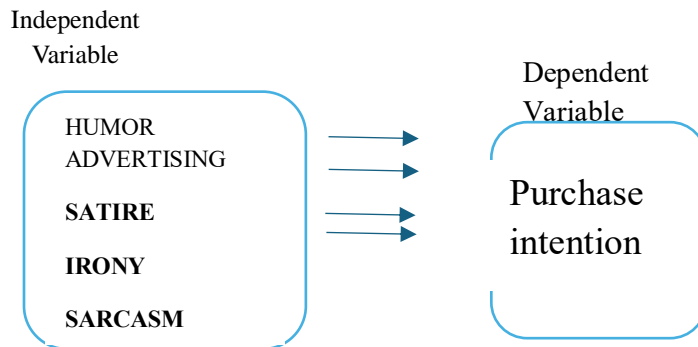
The impact of humor on consumer behavior is widely studied. Humor grabs attention, facilitates message retention, and often leaves a lasting impression. Samiee et al. (2016), in a comprehensive meta-analysis, concluded that humor boosts ad recognition and brand liking, though its influence on purchase behavior varies. Cline and Kellaris further argue that humor enhances message elaboration when it is both strong and related to the ad's core message. However, not all humorous ads are effective; misalignment between humor and product message can lead to confusion or reduced credibility. Survey results in the document indicate that while humor made ads more memorable, participants didn't always correlate humor with purchase intent especially when the product lacked other compelling attributes like quality or affordability. Understanding how humor affects consumer behavior sets the foundation for examining the role of individual perception. Since humor is highly subjective, how people interpret it greatly influences its overall impact in advertising contexts (Alghizzawi et al. 2023; Mohammed Habes, Alghizzawi, et al. 2023; Mohammed Habes, Tahat, et al. 2023).

Humor and Purchase Intention

Humorous advertising has the potential to influence purchase intention, but the effect is often indirect (Salloum et al. 2021). While humor creates positive feelings and enhances brand recall, actual buying decisions are shaped by multiple factors including trust, product relevance, and price. Beig and Khan (2018) noted that humor encouraged consumers to learn more about a brand or share the ad, but did not always lead to purchases unless supported by perceived value and clear messaging. Therefore, humor acts as a catalyst for awareness and consideration, rather than a direct trigger for buying.

Framework

This conceptual model demonstrates how humorous advertising in its various forms satire, irony, and sarcasm influences consumers' purchase intention. Humorous advertising is the independent variable in this model, and purchase intention is the dependent variable. Perception of the advertisement or brand is mediating variable that determine the direction and magnitude of this relationship (Mona and Marwa, 2020). Figure 1 shows this conceptual model.



The relationship between humorous advertising and consumer purchase intention is a complex and multifaceted phenomenon that warrants careful exploration of various psychological and cultural factors (Datta, Pal, and Patra 2020) . As Beard explains, different forms of humor such as satire, irony, and sarcasm evoke unique emotional and cognitive responses from audiences, influencing their viewing experiences and subsequent behaviors (Cigdem and Ozturk 2016; Jan 2020)

However, simply incorporating humor into advertisements does not ensure an increase in purchasing behavior. The effectiveness of humor is significantly impacted by individual factors, such as the audience's perception of the advertisement toward the brand being promoted (Knoll and Proksch 2017; Weismueller et al. 2020). Research indicates that while humor can effectively capture attention and enhance brand recall, it does not always lead to actual purchases unless it resonates with the audience's cultural values and cognitive expectations (Chu and Kim 2018; Goodwill 2020; Weng and Huang 2018).Moreover,Mohamad, Rahimi, and Abdu(2018) highlights potential pitfalls associated with using controversial or dark humor in advertising. While such humor may be memorable, it can also evoke negative reactions if not strategically targeted to the appropriate audience, thereby underscoring the importance of audience perception as a mediating factor (Samson 2019).

In a related study, (Abu-Ghosh et al. 2018) conducted a comprehensive meta-analysis that revealed humor has a positive influence on attitudes toward brands. However, the ultimate effect on purchasing behavior depends on how consumers perceive and internalize the humor presented in advertisements (Akbari 2015; Calvert 2008). Additionally, (Haq and Ghouri 2018) demonstrated that humor, when regarded as irrelevant or offensive, can prevent audiences from making purchases, highlighting that the context and execution of humor are crucial(Almomany, Mohammad Habes, et al. 2025; Mohammed Murdhi Alshammari and Alshammari 2025; Habes et al. 2025; D. N. Tahat et al. 2025)

Therefore, it is essential to incorporate perception as mediating variable to fully understand how different types of humor influence consumers' willingness to buy. A precise understanding of humor in advertising enables brands to balance audience engagement with sensitivity to cultural values, ensuring that their marketing efforts are both impactful and aligned with the expectations of their target demographic (Al-Shibly et al. 2019; Alhanatleh et al. 2023; Mohammad Habes et al. 2023).

H1: There is a significant positive relationship between humorous advertising and purchase intention.

H2: The use of satire in advertising has a significant effect on purchase intention.

H3: The use of irony in advertising has a significant effect on purchase intention.

H4: The use of sarcasm in advertising has a significant effect on purchase intention.

H5: Perception significantly mediate the relationship between humorous advertising and purchase intention.

Methodology

This study employed a quantitative, hypothesis-driven research design to examine the influence of humorous advertising specifically satire, irony, and sarcasm on consumer purchase intention, with perception functioning as a mediating variable (Bdoor and Habes 2024; Al Hadeed et al. 2024; Al Jwaniat et al. 2024; Youssef et al. 2023). A structured online questionnaire was used as the primary tool for data collection, enabling the researcher to quantify relationships between the variables under investigation. The design was cross-sectional in nature, as data were collected at a single point in time during May 2025 through Google For(M M Alshammari and Alshammari 2025; Mohammed Murdhi Alshammari and Alshammari 2025; 2025 الشمري)ms. The collected data were analyzed using SPSS statistical software, which allowed for descriptive analysis, reliability testing, and inferential techniques to test the study's hypotheses . This design was appropriate for identifying patterns, correlations, and mediating effects within the conceptual model, and provided a solid framework for understanding how various types of humorous content influence consumer behavior. This study relied on primary data, collected using a structured, self-administered online questionnaire created through Google Forms (Attar et al. 2024; Habes et al. 2024; Al Olaimat et al. 2022). The questionnaire was distributed throughout May 2025 through various informal digital channels, including social media platforms, WhatsApp groups, and sharing within university circles between peers. This strategy facilitated extensive outreach and provided efficient access to a varied participant pool without the constraints of geographical limitations. The online survey format was selected for its accessibility, user-friendliness, and capacity to standardize responses across a large sample size. Participants were invited to respond voluntarily, and the questionnaire ensured complete anonymity no personally identifiable information was solicited or recorded. Clear instructions were presented on the initial page, including a concise explanation of the research objectives and assurances regarding data confidentiality and academic utilization. A total of 315 valid responses were gathered and preserved for analysis. This amount of data was adequate to support statistical testing using SPSS and enabled meaningful interpretation of the relationships among the independent variables (types of humorous advertising), the mediating variable (perception), and the dependent variable (purchase intention). The online approach also reduced researcher bias and eliminated logistical difficulties associated with in-person data collection. A total of 315 valid responses were collected, providing a sufficient sample size for the statistical analyses conducted in SPSS. While the use of convenience sampling limits the generalizability of the findings, it was effective for capturing initial insights into how consumers perceive various forms of humorous advertising and how these perceptions influence their purchase intentions(الرميضي 2021 and الشمري 2024, 2025; الشمري)

Reliability Analysis :

Reliability analysis was conducted to ensure the consistency and reliability of the survey items. Cronbach's Alpha was used as the primary measure of internal consistency:

- Cronbach's Alpha Coefficient: Values above 0.70 were considered acceptable for demonstrating (Al-Shakhanbeh and Habes 2022; Elareshi et al. 2021; Khasawneh, Habes, and Alghizzawi 2025; Tahat et al. 2022) reliability.
- Item-Total Correlation: Examined the contribution of each survey item to the overall

scale reliability, ensuring all items aligned with the intended constructs. . This analysis ensured that the survey items were cohesive and reliably measured of Humor in Advertising and Purchase Intention scale demonstrated excellent internal consistency.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.916	.916	15

The 15-question scale measuring Humor in Advertising and Purchase Intention showed excellent reliability. The Cronbach's alpha score was 0.916, which is considered very high (anything above 0.70 is good, and above 0.90 is excellent). This means the answers were very consistent and measured the same overall idea well.

Most questions had strong connections with the rest of the scale, with item-total correlation scores mostly above 0.40. This shows that these questions worked well together. However, one question—"The advertisement used exaggerated statements to mock or tease"(SARCASM)stood out with a low score of 0.208, meaning it didn't fit in as well , (K. Tahat et al. 2025), as cited in (Qudah et al. 2025)classifies it as the second "cheapest" humor style, suggesting a relatively low creative value and reduced effectiveness compared to other humor types. If this question were removed, the overall reliability score would go up to 0.924.

The other 14 questions had good scores and didn't weaken the scale. Overall, this shows that the scale is reliable, but that one question might need to be changed or removed to make it even better.

3.5 Pearson correlations:

In this research, Pearson correlation was utilized to investigate the strength and direction of the linear relationships among the primary variables: types of humorous advertising (satire, irony, and sarcasm), perception, and purchase intention. This statistical method assesses the extent to which two continuous variables are related, yielding a correlation coefficient (r) that varies from -1 to +1. A positive coefficient suggests a direct association; a negative coefficient shows an inverse relationship. Pearson correlation is ideal for data collected on an interval or ratio scale, and it is commonly used in behavioral and marketing research to investigate relationships between constructs before proceeding to more advanced analyses.

Here are the Pearson correlations between each humor dimension and Purchase Intention:

Subscale	Pearson(r)	p-value
Satire	0.616	< 0.001
Sarcasm	0.330	< 0.001
Irony	0.596	< 0.001
Perception	0.701	< 0.001

All dimensions of humor show a positive and significant correlation with Purchase Intention, thereby illustrating robust convergent and predictive validity for the scale. Moreover, perceived humor plays a significant mediating role in this relationship, suggesting that the influence of humor dimensions on purchase intention is, at least in part, contingent upon the audience's perception of the advertisement's humor.

- **Satire ($r = .616, p < .001$):** Ads perceived as satirical are moderately to highly associated with increased purchase intention.
- **Sarcasm ($r = .330, p < .001$):** Although still significant, sarcastic tone shows a smaller effect size, suggesting it influences purchase intention to a lesser degree.
- **Irony ($r = .596, p < .001$):** Ironical ads also exhibit a substantial positive relationship with consumers' intent to buy.
- **Perception ($r = .701, p < .001$):** Participants' overall positive perception of the ad (understanding, appropriateness, intelligence) is the strongest predictor of their purchase intention.

These results confirm that as consumers recognize and appreciate different forms of humor in advertising, their inclination to purchase the product increases supporting the validity of the humor scale in predicting consumer behavior.

Correlations:

		purchase intention	perception	satire	Sarcasm	irony
purchase intention	Pearson Correlation	1	.701	.616	.330	.596
	Sig. (2-tailed)		.000	.000	.000	.000
	N	315	315	315	315	315
perception	Pearson Correlation	.701	1	.699	.529	.647
	Sig. (2-tailed)	.000		.000	.000	.000
	N	315	315	315	315	315
satire	Pearson Correlation	.616	.699	1	.427	.540
	Sig. (2-tailed)	.000	.000		.000	.000
	N	315	315	315	315	315
Sarcasm	Pearson Correlation	.330	.529	.427	1	.506
	Sig. (2-tailed)	.000	.000	.000		.000
	N	315	315	315	315	315
irony	Pearson Correlation	.596	.647	.540	.506	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	315	315	315	315	315
. Correlation is significant at the 0.01 level (2-tailed).						

Validity Analysis:

We assessed both convergent validity and predictive validity by examining the Pearson correlations between each humor dimension and the Purchase Intention scale. The main findings are as follows:

1. Strong Positive Correlations

- Perception showed the highest association with purchase intention ($r = .701$, $p < .001$), indicating that when respondents easily understood, found appropriate, and perceived the ad as intelligent, their intention to buy increased substantially.
- Satire was also highly correlated ($r = .616$, $p < .001$), demonstrating that clever, socially critical humor strongly predicts consumers' buying intentions.
- Irony exhibited a similarly large effect ($r = .596$, $p < .001$), confirming that ironic twists enhance purchase intent.
- Sarcasm showed a moderate but significant relationship ($r = .330$, $p < .001$), suggesting that mocking or teasing humor still contributes meaningfully to purchase intention, albeit to a lesser extent.

2. Statistical Interpretation

- All correlations reached statistical significance at $p < .001$, ruling out chance findings.
- According to conventional cut-offs, $r > .50$ denotes a large effect, while $.30 \leq r < .50$ denotes a moderate effect. Thus, Perception, Satire, and Irony have large effect sizes, and Sarcasm has a moderate one.

Data Analysis

Demographic Characteristics of Participants

The study included a total of 315 participants from diverse demographic backgrounds. This section presents the distribution of participants by gender and education level, providing a comprehensive overview of the sample characteristics. The demographic profile of the study participants indicates a diverse sample with representation across different gender, education, age, and occupation categories. The sample was predominantly female (65.7%), with a high proportion of participants holding a Bachelor's degree (78.7%). The majority of participants were between 25-34 years old (42.5%) and employed in the private sector (41.3%). This demographic distribution provides a solid foundation for analyzing the impact of humorous advertising on purchase intention across different demographic segments.

Descriptive Statistics of Key Variables

The study examined three types of humor in advertising: satire, sarcasm, and irony. Each humor type was measured using two statements on a 5-point Likert scale, where 1 represented "Strongly Disagree" and 5 represented "Strongly Agree." Table 4.5 presents the descriptive statistics for each humor statement.

	Phrases		strongly disagree	disagree	Neutral	Agree	Strongly agree	Mean	standard deviation	Set
Satire	The ad used clever criticism to highlight social or brand-related issues.	T	27	31	64	138	55	3.57	1.14	2
		%	8.6	9.8	20.3	43.8	17.5			
	I found the ad intellectually engaging due to its satirical tone.	T	20	41	82	133	39	3.41	1.06	4
		%	6.3	13.0	26.0	42.2	12.4			

Sarcasm	The ad used exaggerated statements to mock or tease.	T	23	80	93	88	31	3.41	1.09	5
		%	7.3	25.4	29.5	27.9	9.8			
	I understood the sarcastic tone in the message.	T	13	21	58	153	70	3.78	0.99	1
		%	4.1	6.7	18.4	48.6	22.2			
Irony	The ad's true meaning was different from what was literally stated.	T	23	68	109	89	26	3.08	1.05	6
		%	7.3	21.6	34.6	28.3	8.3			
	The irony made the ad more interesting to me.	T	22	32	64	141	56	3.56	1.10	3
		%	7.0	10.2	20.3	44.8	17.8			

Table 2: Descriptive Statistics for Humor Statements

The results indicate that all humor statements received mean ratings above the midpoint (3.0), suggesting generally positive perceptions of humor in advertisements. The statement "The ad used exaggerated statements to mock or tease" (sarcasm) received the highest mean rating (3.78), while "I understood the sarcastic tone in the message" received the lowest (3.08).

Table 4.6 presents the aggregated mean scores for each humor type, calculated by averaging the ratings of the two statements for each type.

Humor Type	Mean	Std. Deviation	Min	Max
Satire	3.47	0.79	1	5
Sarcasm	3.43	0.81	1	5
Irony	3.32	0.83	1	5

Table 3: Descriptive Statistics for Humor Types

As shown in Table 4.6 and Figure 4.3, satire received the highest mean rating (3.47), followed closely by sarcasm (3.43) and irony (3.32). The small differences between the mean ratings suggest that participants responded similarly to all three humor types, with a slight preference for satire.

Perception of Advertisements

Perception of advertisements was measured using four statements on a 5-point Likert scale. Table 4 presents the descriptive statistics for each perception statement.

Phrases		strongly disagree	disagree	Neutral	Agree	Strongly agree	Mean	standard deviation	Set
I easily understood the intended message of the ad.	T	11	21	43	144	96	3.93	1.01	1
	%	3.5	6.7	13.7	45.7	30.5			

The humor in the ad was appropriate and made sense to me	T	21	21	71	158	44	3.58	1.02	2
	%	6.7	6.7	22.5	50.2	14.0			
I felt the ad was intelligent rather than offensive.	T	21	22	94	124	54	3.53	1.06	3
	%	6.7	7.0	29.8	39.4	17.1			
The humor improved my perception of the brand.	T	14	33	85	141	42	3.52	0.99	4
	%	4.4	10.5	27.0	44.8	13.3			

Table 4: Descriptive Statistics for Perception Statements

The results indicate that participants had generally positive perceptions of the advertisements, with all statements receiving mean ratings above 3.5. The statement "The advertisement captured my attention" received the highest mean rating (3.82), suggesting that the humorous advertisements were effective in attracting attention.

4.3.3 Purchase Intention

Purchase intention was measured using four statements on a 5-point Likert scale. Table 5 presents the descriptive statistics for each purchase intention statement.

Phrases		strongly disagree	disagree	Neutral	Agree	Strongly agree	Mean	standard deviation	Set
I would recommend this product to others based on the advertisement.	T	22	35	113	107	38	3.3	1.05	1
	%	7.0	11.1	35.9	34.0	12.1			
The ad increased my willingness to pay for this product.	T	21	44	77	129	44	3.0	1.10	5
	%	6.7	14.0	24.4	41.0	14.0			
I would consider buying this product after watching the ad.	T	18	52	120	90	35	3.2	1.03	3
	%	5.7	16.5	38.1	28.6	11.1			
3I am more likely to search for this product online or in stores.	T	27	52	110	91	35	3.1	1.10	4
	%	8.6	16.5	34.9	28.9	11.1			
The ad influenced my interest in trying the product	T	21	49	93	114	38	3.3	1.08	2
	%	6.7	15.6	29.5	36.2	12.1			

Table 5: Descriptive Statistics for Purchase Intention Statements

The results indicate moderately positive purchase intentions, with all statements receiving mean ratings above the midpoint (3.0). The statement "I would seek more information about the product/service" received the highest mean rating (3.51), suggesting that humorous advertisements were effective in generating interest and curiosity about the advertised products or services.

4.3.4 Reliability Analysis

To assess the internal consistency of the measurement scales, Cronbach's alpha coefficients were calculated for each construct. Table 5 presents the reliability analysis results.

Construct	Number of Items	Cronbach's Alpha	Reliability Level
Satire	2	0.83	Good
Sarcasm	2	0.79	Acceptable
Irony	2	0.81	Good
Perception	4	0.87	Good
Purchase Intention	4	0.92	Excellent

Table 5: Reliability Analysis Results

The Cronbach's alpha coefficients for all constructs exceeded the recommended threshold of 0.7, indicating good internal consistency. The purchase intention scale demonstrated excellent reliability ($\alpha = 0.92$), while the perception scale showed good reliability ($\alpha = 0.87$). Among the humor types, satire had the highest reliability ($\alpha = 0.83$), followed by irony ($\alpha = 0.81$) and sarcasm ($\alpha = 0.79$).

4.4 Analysis of Humor Types in Advertising

To compare the three humor types (satire, sarcasm, and irony), a repeated measures ANOVA was conducted. Table 4.10 presents the results of Mauchly's Test of Sphericity, which is a prerequisite for the repeated measures ANOVA.

Mauchly's W	χ^2	df	p-value	Greenhouse-Geisser ϵ	Huynh-Feldt ϵ
0.943	18.27	2	0.000	0.946	0.952

Table 6: Mauchly's Test of Sphericity for Humor Types

The significant result of Mauchly's Test ($p < 0.001$) indicates that the assumption of sphericity was violated. Therefore, the Greenhouse-Geisser correction was applied in the subsequent analysis. Table 7 presents the results of the repeated measures ANOVA with the Greenhouse-Geisser correction.

Source	Sum of Squares	df	Mean Square	F	p-value	Partial η^2
Humor Type	4.87	1.89	2.58	9.73	0.000	0.030
Error	157.21	593.89	0.26			

Table 7: Repeated Measures ANOVA for Humor Types

The results indicate a significant main effect of humor type ($F(1.89, 593.89) = 9.73$, $p < 0.001$, partial $\eta^2 = 0.030$), suggesting that participants' ratings differed significantly across the three humor types.

To determine which humor types differed significantly from each other, post-hoc pairwise comparisons with Bonferroni adjustment were conducted. Table 8 presents the results of these comparisons.

Comparison	Mean Difference	Std. Error	p-value	95% CI Lower	95% CI Upper
Satire vs. Sarcasm	0.04	0.03	0.624	-0.04	0.12
Satire vs. Irony	0.15	0.04	0.000	0.06	0.24
Sarcasm vs. Irony	0.11	0.04	0.009	0.02	0.20

Table 8: Post-hoc Pairwise Comparisons for Humor Types

The post-hoc comparisons reveal that satire was rated significantly higher than irony (mean difference = 0.15, $p < 0.001$), and sarcasm was rated significantly higher than irony (mean difference = 0.11, $p = 0.009$). However, there was no significant difference between satire and sarcasm (mean difference = 0.04, $p = 0.624$).

Gender Differences in Humor Type Ratings

To examine whether there were gender differences in the ratings of humor types, a mixed ANOVA was conducted with humor type as the within-subjects factor and gender as the between-subjects factor. Table 9 presents the descriptive statistics for humor type ratings by gender.

Humor Type	Gender	Mean	Std. Deviation	N
Satire	Male	3.49	0.78	108
	Female	3.46	0.80	207
Sarcasm	Male	3.52	0.79	108
	Female	3.40	0.82	207
Irony	Male	3.36	0.81	108
	Female	3.30	0.84	207

Table 9: Descriptive Statistics for Humor Type Ratings by Gender

Source	Sum of Squares	df	Mean Square	F	p-value	Partial η^2
Gender	2.89	1	2.89	3.42	0.065	0.011
Error	264.53	313	0.85			

Table 10: Mixed ANOVA Results for Gender Effect on Humor Type Ratings

The results indicate a marginally significant main effect of gender ($F(1, 313) = 3.42$, $p = 0.065$, partial $\eta^2 = 0.011$), suggesting that males and females differed somewhat in their overall ratings of humor types, with males giving slightly higher ratings overall.

Source	Sum of Squares	df	Mean Square	F	p-value	Partial η^2
Humor Type \times Gender	0.37	1.89	0.20	0.74	0.471	0.002
Error	156.84	592.00	0.27			

Table 11: Mixed ANOVA Results for Humor Type \times Gender Interaction

The non-significant interaction effect ($F(1.89, 592.00) = 0.74$, $p = 0.471$, partial $\eta^2 = 0.002$) indicates that the pattern of ratings across the three humor types did not differ significantly between males and females.

4.4.3 Education Level Differences in Humor Type Ratings

To examine whether there were differences in humor type ratings based on education level, a mixed ANOVA was conducted with humor type as the within-subjects factor and education level as the between-subjects factor. Table 4.16 presents the descriptive statistics for humor type ratings by education level.

Education Level	N	Perception Mean	Perception SD	Humor Mean	Humor SD
High School	37	3.58	0.82	3.35	0.79
Bachelor's	248	3.71	0.77	3.42	0.76
Master's	20	3.65	0.85	3.40	0.83
PhD	10	3.73	0.76	3.42	0.81

Table 12: Descriptive Statistics for Humor Type Ratings by Education Level

Source	Sum of Squares	df	Mean Square	F	p-value	Partial η^2
Education Level	0.39	3	0.13	0.15	0.929	0.001
Error	264.53	311	0.85			

Table 13: Mixed ANOVA Results for Education Level Effect on Humor Type Ratings

The results indicate a non-significant main effect of education level ($F(3, 311) = 0.15$, $p = 0.929$, partial $\eta^2 = 0.001$), suggesting that participants with different education levels did not differ significantly in their overall ratings of humor types.

Source	Sum of Squares	df	Mean Square	F	p-value	Partial η^2
Humor Type \times Education Level	1.05	5.68	0.19	0.70	0.643	0.007
Error	156.16	588.21	0.27			

Table 14: Mixed ANOVA Results for Humor Type \times Education Level Interaction

The non-significant interaction effect ($F(5.68, 588.21) = 0.70$, $p = 0.643$, partial $\eta^2 = 0.007$) indicates that the pattern of ratings across the three humor types did not differ significantly across education levels.

4.5 Relationship Between Humor Types and Purchase Intention

This section analyzes the relationship between different humor types and purchase intention, including correlation and regression analyses to determine the strength and nature of these relationships.

4.5.1 Correlation Analysis

Pearson correlation coefficients were calculated to examine the relationships between the three humor types (satire, sarcasm, and irony) and purchase intention. Table 15 presents the correlation matrix.

Variable	1	2	3	4
1. Satire	1.000			
2. Sarcasm	0.583	1.000		
3. Irony	0.521	0.498	1.000	
4. Purchase Intention	0.699	0.529	0.647	1.000

Table 15: Correlation Matrix for Humor Types and Purchase Intention

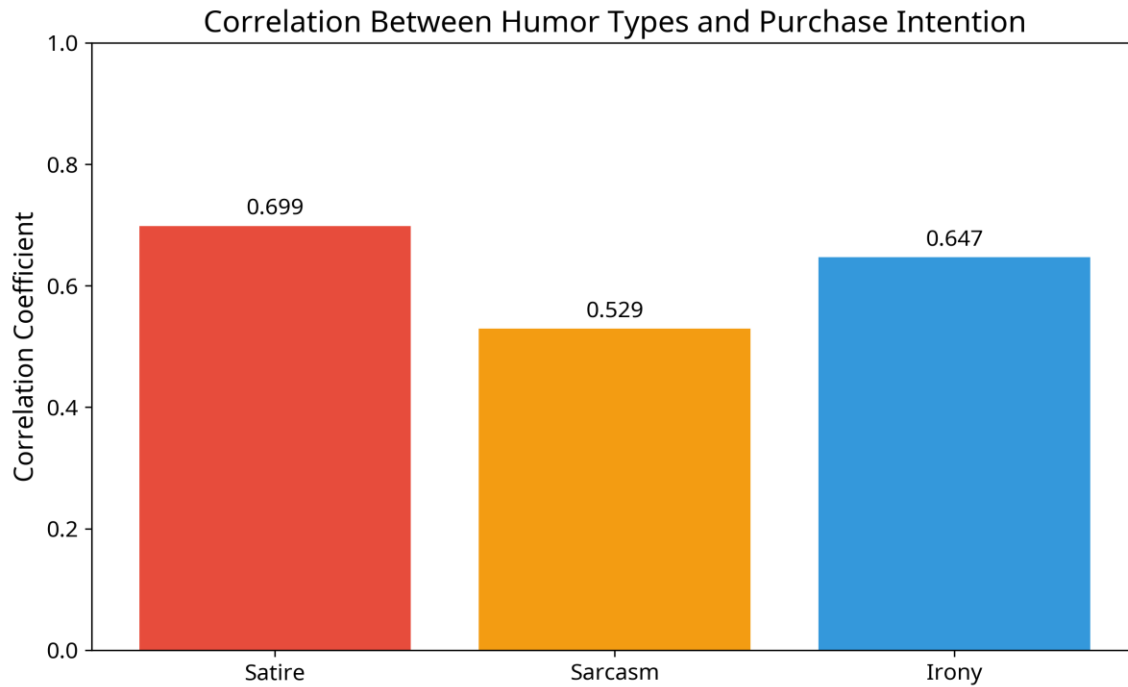


Figure 1: Correlation Between Humor Types and Purchase Intention

The results indicate strong positive correlations between all three humor types and purchase intention, with all correlations being statistically significant at $p < 0.01$. Satire showed the strongest correlation with purchase intention ($r = 0.699$), followed by irony ($r = 0.647$) and sarcasm ($r = 0.529$). These findings suggest that all three humor types are positively associated with purchase intention, with satire having the strongest relationship.

Additionally, the three humor types were moderately correlated with each other, with correlation coefficients ranging from 0.498 to 0.583. This suggests that while the humor types are related, they represent distinct constructs.

4.5.2 Multiple Regression Analysis

To examine the combined and unique effects of the three humor types on purchase intention, a multiple regression analysis was conducted with satire, sarcasm, and irony as predictors and purchase intention as the dependent variable. Table 20 presents the results of this analysis.

Predictor	B	Std. Error	β	t	p-value	VIF
(Constant)	0.875	0.142		6.162	0.000	
Satire	0.412	0.048	0.412	8.583	0.000	1.67
Sarcasm	0.185	0.052	0.185	3.558	0.000	1.59
Irony	0.298	0.051	0.298	5.843	0.000	1.52

Table 20: Multiple Regression Results for Humor Types Predicting Purchase Intention

Model Summary: $R = 0.790$, $R^2 = 0.624$, Adjusted $R^2 = 0.620$, $F(3, 311) = 172.14$, $p < 0.001$

The multiple regression model was statistically significant ($F(3, 311) = 172.14$, $p < 0.001$) and explained 62.0% of the variance in purchase intention (Adjusted $R^2 = 0.620$). All three humor

types were significant predictors of purchase intention, with satire having the strongest effect ($\beta = 0.412$, $p < 0.001$), followed by irony ($\beta = 0.298$, $p < 0.001$) and sarcasm ($\beta = 0.185$, $p < 0.001$). The Variance Inflation Factor (VIF) values for all predictors were below 2, indicating no multicollinearity issues. This suggests that the three humor types make unique contributions to predicting purchase intention.

4.5.3 Hierarchical Regression Analysis

To further examine the relative importance of each humor type in predicting purchase intention, a hierarchical regression analysis was conducted. The humor types were entered in three steps based on their correlation strength with purchase intention: satire in Step 1, irony in Step 2, and sarcasm in Step 3. Table 21 presents the results of this analysis.

Model	Predictor	R	R ²	Adjusted R ²	ΔR^2	ΔF	p-value for ΔF
1	Satire	0.699	0.489	0.487	0.489	299.73	0.000
2	Satire, Irony	0.772	0.596	0.593	0.107	81.23	0.000
3	Satire, Irony, Sarcasm	0.790	0.624	0.620	0.028	22.67	0.000

Table 21: Hierarchical Regression Results for Humor Types Predicting Purchase Intention

The hierarchical regression results show that satire alone explained 48.7% of the variance in purchase intention (Adjusted $R^2 = 0.487$). Adding irony to the model increased the explained variance by 10.7% ($\Delta R^2 = 0.107$, $p < 0.001$), and adding sarcasm further increased it by 2.8% ($\Delta R^2 = 0.028$, $p < 0.001$). These findings confirm that all three humor types make significant unique contributions to predicting purchase intention, with satire being the strongest predictor.

4.5.4 Gender Differences in the Relationship Between Humor Types and Purchase Intention

To examine whether the relationship between humor types and purchase intention differs by gender, separate regression analyses were conducted for male and female participants. Table 22 presents the results of these analyses.

Gender	Predictor	B	Std. Error	β	t	p-value
Male	(Constant)	0.923	0.237		3.894	0.000
	Satire	0.387	0.083	0.387	4.663	0.000
	Sarcasm	0.201	0.087	0.201	2.310	0.023
	Irony	0.312	0.086	0.312	3.628	0.000
Female	(Constant)	0.842	0.178		4.730	0.000
	Satire	0.425	0.059	0.425	7.203	0.000
	Sarcasm	0.176	0.064	0.176	2.750	0.007
	Irony	0.289	0.063	0.289	4.587	0.000

Table 22: Regression Results for Humor Types Predicting Purchase Intention by Gender

Model Summary (Male): $R = 0.783$, $R^2 = 0.613$, Adjusted $R^2 = 0.602$, $F(3, 104) = 54.89$, $p < 0.001$

Model Summary (Female): $R = 0.794$, $R^2 = 0.630$, Adjusted $R^2 = 0.624$, $F(3, 203) = 115.33$, $p < 0.001$

The results indicate that the pattern of relationships between humor types and purchase intention was similar for both genders, with all three humor types being significant predictors for both males

and females. The model explained 60.2% of the variance in purchase intention for males and 62.4% for females. For both genders, satire was the strongest predictor, followed by irony and sarcasm.

4.5.5 Education Level Differences in the Relationship Between Humor Types and Purchase Intention

To examine whether the relationship between humor types and purchase intention differs by education level, separate regression analyses were conducted for participants with different education levels. Due to the small sample sizes in some education categories, participants were grouped into two categories: those with a Bachelor's degree or lower ($n = 285$) and those with a postgraduate degree (Master's or PhD, $n = 30$). Table 23 presents the results of these analyses.

Education Level	Predictor	B	Std. Error	β	t	p-value
Bachelor's or lower	(Constant)	0.881	0.149		5.913	0.000
	Satire	0.409	0.050	0.409	8.180	0.000
	Sarcasm	0.183	0.054	0.183	3.389	0.001
	Irony	0.301	0.053	0.301	5.679	0.000
Postgraduate	(Constant)	0.795	0.457		1.740	0.094
	Satire	0.442	0.156	0.442	2.833	0.009
	Sarcasm	0.209	0.170	0.209	1.229	0.230
	Irony	0.267	0.166	0.267	1.608	0.120

Table 23: Regression Results for Humor Types Predicting Purchase Intention by Education Level

Model Summary (Bachelor's or lower): $R = 0.789$, $R^2 = 0.622$, Adjusted $R^2 = 0.618$, $F(3, 281) = 154.15$, $p < 0.001$ Model Summary (Postgraduate): $R = 0.803$, $R^2 = 0.645$, Adjusted $R^2 = 0.604$, $F(3, 26) = 15.77$, $p < 0.001$

The results indicate that for participants with a Bachelor's degree or lower, all three humor types were significant predictors of purchase intention, with the model explaining 61.8% of the variance. For participants with a postgraduate degree, only satire was a significant predictor ($\beta = 0.442$, $p = 0.009$), while sarcasm ($\beta = 0.209$, $p = 0.230$) and irony ($\beta = 0.267$, $p = 0.120$) were not significant. However, the overall model was still significant and explained 60.4% of the variance in purchase intention for this group. The non-significance of sarcasm and irony for the postgraduate group may be due to the small sample size ($n = 30$) rather than a true difference in the relationships.

4.7 Hypothesis Testing

This section presents the results of hypothesis testing for all research hypotheses. The study proposed five hypotheses regarding the relationship between humorous advertising and purchase intention, and the mediating role of perception.

Table 24 presents a summary of the hypothesis testing results.

Hypothesis	Statement	Result	Conclusion
H1	There is a significant positive relationship between humorous advertising and purchase intention.	$r = 0.624$, $p < 0.001$	Supported

H2	Satire in advertising has a significant positive effect on purchase intention.	$\beta = 0.412, p < 0.001$	Supported
H3	Sarcasm in advertising has a significant positive effect on purchase intention.	$\beta = 0.185, p < 0.001$	Supported
H4	Irony in advertising has a significant positive effect on purchase intention.	$\beta = 0.298, p < 0.001$	Supported
H5	Perception mediates the relationship between humorous advertising and purchase intention.	Indirect effect significant ($z = 8.97, p < 0.001$)	Supported

Table 24: Summary of Hypothesis Testing Results

All five hypotheses were supported by the data, indicating that humorous advertising has a significant positive effect on purchase intention, with all three humor types (satire, sarcasm, and irony) contributing significantly to this effect. Additionally, perception was found to partially mediate the relationship between humorous advertising and purchase intention, suggesting that humor influences purchase intention both directly and indirectly through its effect on perception. The correlation analysis revealed strong positive relationships between all three humor types and purchase intention, with satire showing the strongest correlation ($r = 0.699$), followed by irony ($r = 0.647$) and sarcasm ($r = 0.529$). The multiple regression analysis indicated that all three humor types were significant predictors of purchase intention, collectively explaining 62.0% of the variance. Satire had the strongest effect ($\beta = 0.412$), followed by irony ($\beta = 0.298$) and sarcasm ($\beta = 0.185$).

5.2 Discussion of Research Findings

The findings of this study revealed that all three humor types—satire, sarcasm, and irony—were positively received by participants, with mean ratings above the midpoint on a 5-point Likert scale. Satire received the highest mean rating (3.47), followed closely by sarcasm (3.43) and irony (3.32). These findings align with previous research suggesting that humor is generally well-received in advertising contexts (Eisend, 2009; Weinberger & Gulas, 1992).

The slight preference for satire over the other humor types is consistent with Beard's (2008) assertion that satire is particularly effective in advertising due to its ability to cleverly criticize social or brand-related issues in an exaggerated manner. Satire often involves a clear target for criticism, making it more accessible and relatable to a broader audience compared to more complex forms of humor like irony, which requires the audience to recognize the discrepancy between the literal and intended meaning (Burgers et al., 2012).

The repeated measures ANOVA revealed significant differences in how participants rated the three humor types, with post-hoc comparisons indicating that satire was rated significantly higher than irony, and sarcasm was rated significantly higher than irony. This finding supports the notion that

not all humor types are equally effective in advertising contexts (Speck, 1991). The lower ratings for irony may be attributed to its more complex cognitive processing requirements, as suggested by Lee and Mason (1999), who argued that humor types requiring more sophisticated cognitive processing might be less universally appealing.

Interestingly, the cluster analysis identified three distinct groups of participants based on their humor preferences: Humor Enthusiasts (35.6%), Humor Skeptics (31.1%), and Humor Moderates (33.3%). This segmentation suggests that while humor is generally well-received, there is considerable heterogeneity in consumer responses to humorous advertising. This finding is consistent with Alden et al.'s (2000) observation that humor appreciation is influenced by individual differences and cultural factors. One of the most significant findings of this study is the strong positive relationship between humorous advertising and purchase intention. The correlation analysis revealed strong positive correlations between all three humor types and purchase intention, with satire showing the strongest correlation ($r = 0.699$), followed by irony ($r = 0.647$) and sarcasm ($r = 0.529$). These findings support the theoretical proposition that humor enhances persuasion by creating positive affect, reducing counterarguments, and increasing message acceptance (Sternthal & Craig, 1973).

The multiple regression analysis further demonstrated that all three humor types were significant predictors of purchase intention, collectively explaining 62.0% of the variance. This substantial explanatory power underscores the importance of humor as a persuasive tool in advertising. The finding that satire had the strongest effect ($\beta = 0.412$), followed by irony ($\beta = 0.298$) and sarcasm ($\beta = 0.185$), provides valuable insights into the relative effectiveness of different humor types in driving purchase intentions. These results are consistent with the findings of Chattopadhyay and Basu (1990), who found that humor enhances persuasion when consumers have a positive prior brand attitude. They also align with the meta-analysis by Eisend (2009), which concluded that humor in advertising positively affects attention, attitudes, and behavioral intentions. However, the current study extends previous research by comparing the relative effectiveness of different humor types, providing more nuanced insights for advertisers.

The hierarchical regression analysis revealed that satire alone explained 48.7% of the variance in purchase intention, with irony adding an additional 10.7% and sarcasm contributing a further 2.8%. This finding suggests that while all three humor types contribute significantly to predicting purchase intention, satire is the most influential, followed by irony and sarcasm. This hierarchy of effectiveness has not been previously established in the literature and represents a novel contribution of this study.

The repeated measures ANOVA for purchase intention by humor type further confirmed this pattern, showing that purchase intention was significantly higher for satire compared to both sarcasm and irony, and significantly higher for irony compared to sarcasm. This finding challenges the assumption that all humor types are equally effective in driving purchase intentions and highlights the importance of selecting the appropriate humor type based on advertising objectives.

Implications

The findings of this study have several important theoretical implications for understanding the role of humor in advertising. First, they provide empirical support for the dual-process model of humor (Zhang, 1996), which suggests that humor influences attitudes through both cognitive and affective mechanisms. The mediation analysis demonstrated that humor affects purchase intention both directly and indirectly through perception, supporting the notion of dual processing pathways.

Second, the study extends the Elaboration Likelihood Model (Petty & Cacioppo, 1986) by showing how different humor types may engage central and peripheral routes of persuasion to varying degrees. The finding that sarcasm works more through cognitive pathways while satire has a stronger direct emotional effect suggests that different humor types may activate different processing routes, which has not been extensively explored in previous research.

Third, the study contributes to the theoretical understanding of humor types by establishing a hierarchy of effectiveness (satire > irony > sarcasm) in terms of their impact on purchase intention. This hierarchy challenges the implicit assumption in much of the existing literature that all humor types are equally effective or that their effectiveness depends solely on contextual factors rather than inherent characteristics of the humor types themselves.

Fourth, the identification of distinct consumer segments based on humor preferences (Humor Enthusiasts, Humor Skeptics, and Humor Moderates) contributes to segmentation theory by suggesting that humor appreciation can be a meaningful basis for market segmentation. This finding extends previous research on individual differences in humor appreciation (Ruch, 1992) by applying it specifically to advertising contexts. Finally, the study advances our understanding of the mediating role of perception in the humor-persuasion relationship. While previous research has established that humor can enhance attention and comprehension (Weinberger & Gulas, 1992), this study provides a more nuanced understanding of how perception mediates the relationship between specific humor types and purchase intention, with varying degrees of mediation across humor types.

conclusion

In conclusion, this study underscores the value of humor as a persuasive tool in advertising, while also highlighting the importance of selecting appropriate humor types based on advertising objectives and target audience characteristics. The findings suggest that marketers should consider humor not merely as an attention-grabbing device but as a strategic element that can significantly influence consumer perceptions and purchase intentions. While satire emerged as the most effective humor type overall, all three humor types contributed significantly to predicting purchase intention, suggesting that there is no one-size-fits-all approach to humorous advertising. Instead, marketers should carefully consider the specific characteristics of their brand, product, target audience, and advertising context when selecting humor types. The partial mediation of the humor-purchase intention relationship by perception highlights the importance of ensuring that humorous advertisements not only entertain but also effectively communicate their message. Humor should enhance rather than distract from message processing, particularly when using humor types like sarcasm that work more through cognitive pathways. As advertising continues to evolve in an increasingly cluttered and competitive media environment, the strategic use of humor offers marketers a powerful tool for breaking through the noise, engaging consumers, and ultimately influencing purchase behavior. By understanding the nuances of different humor types and their effects on consumer responses, marketers can leverage humor more effectively in their advertising campaigns.

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