A STUDY OF HUMOUR ADVERTISEMENT AND ITS INFLUENCE ON CONSUMER PURCHASING DECISION: EVIDENCE FROM MALAYSIA

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ABSTRACT

The main aim of the study is to analyse the impact of humorous advertisement on the purchasing decision of Malaysian consumers. The background of the study proved that humour advertisement has always remained important to the marketers. Furthermore, it has also been observed that humour advertisement is also studied vastly by the previous researchers in different contexts using different strategies. However, the research gaps identified above has revealed a lacking of research studies in the context of Malaysia. The study also found to be significant because the previous studies have highlighted that a Malaysian advertisement agency a huge amount of money on humour advertisement, but due to lack of studies on humour advertisement and buying behaviour the marketers and the companies are unable to determine the significance of their spending. The objective of the research has been fulfilled by testing the hypothesis of the study. The questionnaire based survey has been undertaken upon the sample of 360 respondents. Furthermore, data analysis has been carried forward with the help of SPSS through regression and correlation. The results reveal that significant relationship exists between the independent variable (humour advertisement) and all the dependent variables (Purchase Decision, Attitude towards Brand, Attitude towards Quality, Attitude towards Presentation, and Attitude towards Entertainment) as the value of sig. appeared to be less than 0.05. However, strong correlation only exists between humour advertisement and attitude towards advertisement and consumer purchase decision.

Key Terms: Humour Advertisement, Purchase Decision, Brand, Quality, Presentation, Entertainment, Attitude

1. INTRODUCTION
In the view of Powers, Advincula, Austin, Graiko and Snyder (2012), the advertising come from a Latin word which means “adventure” which means “turning the mind towards”. Therefore, marketers use advertisements as a psychological tool to influence the decisions of the consumers. In the same manner, the advertisement is an important vehicle for marketing also aims at persuading the potential customers. Similarly, Hartmann and Apaolaza-Ibáñez (2012) stated that to achieve the ultimate goal of persuading customers, the advertisement is one of the essential tools used by the Malaysian brands. In the view of Sabri (2012), most of the most of the consumer products that serve the global markets use the element of humour in their ad campaigns. However, the some of these types of campaigns have remained unsuccessful since one humour message does not fit in a cross-culture manner.

One of the research conducted on humour advertisement in Malaysia revealed that the responses of the consumers towards humorous advertisements have rained limited, despite the fact that companies spent about US$ 119 million in 2013 on humorous advertisements (Chang and Chang, 2014). Kim, Kim and Goh (2011) stated that most of the humour advertisement in Malaysia is based on instinct rather than on evidence, due to which the consumers are unable to decipher the message that the company aims to send using humour advertisement. In the same manner, Eisend (2011) suggested that there are various factors that affect the humour advertisements such as demographics, psychographics, cultural and behavioural which includes familiarity with the brand. In the same manner, the research conducted by Vohs, Baumeister, Schmeichel, Twenge, Nelson, and Tice (2014) showed that there are various elements that reflect research scope on the humour advertisement in Malaysia. These elements also include the 7Cs such as culture, categorisation, content, context, consumer, consequences and complexities.

**Research rationale**

Sabri (2012) indicated that some studies conduct on humour advertisement in Malaysia have used different variables to responses of the consumer towards such advertisement. For example, the research conducted by Powers, Advincula, Austin, Graiko and Snyder (2012) on humour advertisement uses brand awareness, brand perception, the content of the message, and the message context as the main research variables while dependent variable of the research was consumer purchase decision. The study used interview technique to gather the data from the respondents. Likewise, the survey conducted by Kim, Kim and Goh (2011) on the impact of sarcastic humour on the buying behaviour of the consumers. The study showed that humour tends to relax the audience, develops a connection with the customer and helps in breaking the ice. Due to this reason, most of the public speakers also tend to start their conversation with a light joke so that a frank or a familiar relationship can be developed. Ali, Kapoor and Moorthy (2010) showed that 24% of the advertisement is displayed in prime time uses humour advertisement, in the same manner, about 35% of the advertisement on the aired through radios used humour advertisement. Most of the studies have also shown that advertisement containing humour displayed effectively can attract more customers than advertisements that do not. On the contrary, the study presented by Eisend, Plagemann and Sollwedel (2013) showed that since humour is a complex subject, therefore, there are various factors that tend to affect the efficiency of the humour advertisement.

The research conducted by Islam and Rahman (2011) showed that although different studies have been conducted on the topic of humour advertisement, however, none of the studies have been conducted in the context of Malaysia, using the two main variables i.e. humour advertisement and consumer purchase decision. Therefore, the current study aims at fulfilling the research above gap by researching Malaysian consumers. Most of the previous researches conducted on Malaysian humour advertisement usually had a sample size of 150-
200 respondents, due to small sample size, the previous studies were unable to generalise the results to the overall population, therefore, and this study has filled in the above gap by taking a larger sample size.

Research objectives

The study aims to accomplish the following objectives:

1. To explain the concept of the humour advertisement;
2. To explore the process of consumer purchase decision;
3. To investigate the difference between ethnic groups (Malay, Chinese and Indian) on their attitude towards the brand, attitude towards quality, presentation and entertainment of humour advertisement;
4. To investigate the relationship between attitudes and purchase intentions for various ethnic groups (Malay, Chinese and Indian) when view and respond towards humour advertisements.

2. LITERATURE REVIEW

Large portions of the most vital advertisement campaigns around tend to be funny in one way or another. Sponsors utilise this technique to pull in clients to their item. The way to a funny advertising campaign is assuring the humour is suitable for both item and client. Crowds jump at the chance to be entertained. Individuals will give careful consideration to a humorous business than a genuine or extreme one (Chan, 2011). The harmony amongst interesting and unpalatable can frequently be sensitive, and an advertiser must be certain the beneficial outcomes exceed the negative points before an ad can be introduced. Another point to consider when using humour in advertising is that some things are funny to some people, it is not a must that one funny ad is funny for another person too. The market to target and the audience to target should dependably be considered (Sabri, 2012). In the view of Hartmann and Apaolaza-Ibáñez (2012) the purchasing decision of the consumer's plays is largely dependent upon their willingness to purchase particular products. Consumers willing to purchase particular products would be more likely to make decisions which would result in them paying the required amount of money to purchase the desired products. On the other hand, it has been stated by Ali, Kapoor and Moorthy (2010) that the purchasing power of the consumers also has a substantial impact on their purchasing decision-making process. The income level of the consumers determines the products that they can afford to buy and those that they cannot. Furthermore, individuals belonging to lower income groups are more inclined towards buying those products that are considered as necessary for their survival rather than spending on luxurious items.

One of the theories that can be linked with the behaviour of the consumers is the theory of reasoned action. As stated by Kim, Kim and Goh (2011) theory of reasoned action illustrates that the behaviour of the consumers is based on the particular outcome that they are expected to achieve. Therefore, customers are expected to make choices which are in their best interest. Furthermore, the theory suggests that consumer only takes specific actions when they are expecting equally specific results. Therefore, it is imperative for the marketers to provide customers with the reason for making decisions to buy their products and services.
Eisend (2011) researched how humour works in the advertisement and its effect on the attitude of the consumers towards the brand. The variables that were used in the study were humorous advertisement and impact on consumer attitude. The sample size which was adopted was 601. Quantitative methodology was adopted to derive the desired outcomes of the study. Tests such as structural equation model and meta-analysis correlation were applied to analyse the data which was obtained from the respondents. The findings which were obtained through this analysis indicated that humour leads towards the reduction in negative cognitions which are related to ads. On the other hand, Stathopoulou, Borel, Christodoulides, & West (2017) stated that the primary reason behind that is the fact that humorous advertisement serves as a source of distraction from counter argumentation. The findings further illustrated that humour enforces a strong impact on generating the positive attitude of the consumers towards the advertisement of a particular product or service. The recommendation that has been linked to the findings indicate that humour within advertisement campaigns need to be involved to overcome shortcomings that are present within advertisements such as weak brand arguments, improper presentation or even adverse information which can have a negative impact on consumer purchase decision.

Moreover, De Pelsmacker and Geuens (2015) suggested that further research needs to be carried out to discover further aspects concerning the benefits of humour advertisement on consumer attitude towards the brand and its quality. In addition to that, Chang and Bandyopadhyay (2014) stated that humour in advertisement possesses a high attraction ability which encourages customers to emphasise more on the message. Furthermore, high-quality and develops high-quality product image in the minds of consumers. However, the message which is being delivered in these advertisements needs to be of a positive nature. In contrast to the above findings Swani, Weinberger and Gulas (2013) researched the impact of violent humour on consumer purchase intention. The independent variable in this study is violent humour and the dependent variable is purchase decision. A quantitative approach was used to obtain the findings along with the application of the structural equation model. The findings of the results were based on the reaction of female regarding the violent nature of advertisement along with the differences between the reaction of male and females regarding humorous advertisement. The findings that were derived indicated that there is a difference between the perception of the male and female audience and the ways in which they react towards these kinds of advertisements. Females are generally found to be giving poor feedback regarding violent advertisements as they perceive it to be the violation of social norms. Contrary to the findings of Swani, Weinberger and Gulas (2013) Petrescu, Korgaonkar, and Gironda (2015) found that male consumers are found to have more positive response towards violent humour within advertisements. The reason that has been identified in this respect is concerned with the difference in their perception regarding violent humour.
within advertisements. The male consumer does not mind viewing violent humour within advertisements as it provides them joy and excitement as opposed to the female audience. On the other hand, the research conducted by Senthilkumar and Venkatesh (2017) recommended that while developing violent humour advertisements, the marketers need to develop different kinds of ads for both male and female consumers to create a positive impact on consumer buying decision. Huanga, Su, Zhou and Liu (2013) researched the attitude of the consumers towards viral ads and expansion of traditional models of advertising to Interactive advertising models. The variables that are part of this research are traditional and interactive advertisements.

A qualitative approach was adopted by the researcher to obtain the desired level of findings. Development of hypothesis and statistical models was also undertaken to support the analysis. The findings which were obtained by the quantitative methodology indicated that more and more organisations are moving towards the use of interactive advertising which is different from traditional modes of advertisement. Some of the examples of the use of interactive advertisement techniques used by the firms these days are the use of social media along with the use of humour in advertisements. In the same manner, the findings gained by Chang and Bandyopadhyay (2014) on humour advertisement and brand quality further illustrated that humorous advertisement is beneficial to create affection for the brands. As a result of that, they provide the valuable source of interactive advertisement for the organisations. However, one of the recommendations that are linked to these findings made by Khattak and Baig (2016) indicates that managers need to find an appropriate balance between the image of their brand and the need to reach out towards the customers with the content that would be desirable for the target audience. In addition to that, Malik, Ghafoor, and Iqbal (2014) stated that managers need to take into consideration not only the purchase intention of the consumers, but they also need to be aware of their intentions regarding interactive advertisement technique. Limbu, Huhmann and Peterson (2012) researched examining humour and endorser effects on responses of the consumers towards direct to consumer advertising. The variables that have been used in this research are humour and endorser effects along with consumer responses towards direct-to-consumer advertisement. A sample size of 420 was used for this study. Quantitative analysis was used to obtain the intended findings. The statistical tests that were implemented during this study were mean, standard deviation along with MANOVA. The findings that were obtained by this methodology indicate that humour or a celebrity endorsement improves the quality of ads and the overall attitude of the brands. Furthermore, it also enhances brand recall along with copy point recall of the consumers. Nevertheless, Chang and Bandyopadhyay (2014) found that an expert endorser is believed to be more effective in terms of improving the overall credibility of the ads. On the other hand, the results found by Malik Ghafoor, and Iqbal (2014) further indicated that collaboration between humour, endorser and involvement was evident illustrating that the celebrity endorser in collaboration with humour together was able to generate more positive responses in comparison to other combinations of advertisement and promotion tools when the product involvement was low. Consequently, the recommendations that have been provided by findings are that humour and celebrities need to be involved by the marketers on a consistent basis within their advertisements to attract customers. However, the outcomes have also suggested that humour and celebrity endorsements may not always prove to be useful in the long run.
2.1. Hypotheses Development

H1: There is a significant relationship between brand and purchase decision in humour advertisement - The hypothesis has been taken from the study conducted by Chan (2011) on consumer purchase decision. The results of the study showed that humour advertisement tends to influence the purchase decision of the consumers by enhancing the image of the brand positively. According to Chang and Chang (2014) research, the output showed that humour advertisement has great impacts and influences on consumer purchase decision. Meanwhile, respondents feel the connection towards products and services through brand perception are essential.

H2: There is a significant relationship between quality and purchase decision in humour advertisement - Previous research by Chang and Bandyopadhyay (2014) described that humours advertisement which contains good quality and positivity towards product advertiser has a positive relationship with consumer purchase decision. Paquette (2013) depicted humorous advertisement play a very important role in attracting customer's attention and influencing their decision. Therefore, humours advertisement seems to work effectively as long as it contains quality characteristic.

H3: There is a significant relationship between entertainment and purchase decision in humour advertisement - Teixeira, Picard, & Kaliouby (2013) highlighted in their research that entertainment in humour advertisement is an effective persuasive method which can bring a smile on audience's faces, and it is a highly associated factor with consumer purchase decision.

H4: There is a significant relationship between presentation and purchase decision in humours advertisement - Verna (2015) depicts that effective advertisement influences consumer purchase decision, and the advertisement which includes humour and great content seem to attract more people to make purchases.

3. RESEARCH DESIGN AND DEVELOPMENT

Philosophy of the research is related to writing and interpretation of the knowledge gained after conducting the study. Philosophies of the research are categorised as positivism approach, interpretivism and realism (Saunders and Lewis, 2012). Each of the above mention philosophy has its model, which is known as the research paradigm. According to Saunders
(2011), positivism is the oldest and widely used philosophy. However, the usage of philosophy depends upon the nature of the research. Positivism uses a quantitative research approach by testing the hypothesis drawn from the theories. The positivism research paradigm is used when the research aims at discovering the relationships that can be generalised to a population. Dell, Era and Landoni (2014) added that in a positivism approach, the subjective experience and the meanings of the behaviours could be disregarded since positivism approach only studies the objective features of an action.

The three types of research designs are explanatory, exploratory and descriptive. As the word suggest, the exploratory research design is used when the variables of the research are unexplored because of the new problem such as the decline in sales, high turnover, consumer response towards a new product or the importance business process re-engineering (Gray, 2013). On the other hand, the descriptive research strategy is used when the key variables of the study have already been explored such as analysing the trends in downsizing in the last ten years. The impact of previous product recalls on the share price of the company etc. whereas, explanatory research design is utilized when both the variables as well as the association between them has been explored and tested in the form of theory, but the aim of the researcher is to test the relationship between the variables in a new context (Creswell and Poth, 2017). Therefore, in the current research the explanatory design of research will be applied because, the main variables of the research i.e. humour advertisement and consumer buying behaviours have already been explored in previous studies such done by Huanga, Su, Zhou and Liu (2013) Eisend (2011), and Limbu, Huhmann and Peterson (2012). In the same manner, most of the studies have also tested the relationship between the two variables such as the study conducted by Yoon and Tinkham (2013) showed a positive and significant impact of humorous advertisement on the purchase decision of consumers. Therefore, the current research aims at testing the similar relationship between the humour advertisement and consumer purchase decision in a different context, i.e. Malaysia using quantitative approach. The study employed the use of both primary and secondary sources of data collection techniques. The primary data collection technique has been used for data analysis; while the secondary sources of data collection are used to support the analysis and for explaining concepts with the help of theories and definitions. Under primary research method, the questionnaire technique has been adopted in the study, while for secondary data, the previously published research is considered. In the same manner, the research has collected quantitative data. The quantitative data has been collected from the survey analysis using the questionnaire. The details of the questionnaire are discussed in the next heading.

The tools which are used by the researcher for collecting or recording the data is called data collection instrument. Different instruments are used for collecting qualitative and quantitative data (Burrell and Morgan, 2017). The qualitative tools of data collection include in-depth interviews from the respondents using open-ended questionnaires, online forums, where an open debate is held between the respondents, focused group analysis, under which the actions, views, reactions, and the comments of the respondents is judged. In the same manner, other tools of qualitative data collection include web chat surveys through which the interview from the respondents is done using the web forum (Khan, 2014). Likewise, the tools used in quantitative studies include face-to-face surveys, where, the respondent is given a survey questionnaire and is asked to fill it. The other includes the self-administered questionnaire, telephonic, postal or emails (Churchill, 2014). In the current research, the close-ended questionnaire will be used as a tool for data collection. The questionnaire has been divided into seven sections; the first is about demographics, while the rest of the section consists of statements related to the dependent and independent research variables. The questionnaire of the research will be developed using five point’s Likert scale; the five options include:
1-Strongly Disagree
2- Disagree
3-Neutral
4-Agree
5. Strongly Agree

With the help of questionnaire instrument, different questions related to the dependent and independent research variables were asked and the respondents gave answers based on the Likert scale. The population of Malaysia was estimated at 31.7 million persons (Department of Statistics Malaysia, 2016). As this study specifically looks at the three ethnic groups, there is 68.6 percent of Bumiputera ethnic (Malay), followed by Chinese (23.4%), Indians (7.0%) and others (1.0%). The percentage of non-Malaysian citizen was at 10.3 percent out of total population of Malaysia (Department of Statistics Malaysia, 2016). The sample size was predetermined by the consideration of the pseudo factorial design used in this study. This study will use 3 ethnic groups (Malay, Chinese and Indian) x 4 variables (purchase intention, attitude towards the brand, and attitude towards quality, presentation and entertainment of humour advertisement) factorial design. A minimum of 30 respondents and maximum 50 respondents per cell are required (Malhotra, 2004), meaning that there will be a requirement of minimum 360 respondents needed (3 ethnic groups x 4 variables x 30 respondents). In the view of McMillan and Schumacher (2014), sampling is defined as the process of selecting different units from a population having a common interest, so that by studying the sample, the results obtained can be generalised to the overall population. The sampling techniques are categorised as probability sampling and non-probability sampling (Creswell 2013).

The data were analysed using the statistical software called SPSS; the software helped in generating charts and graphs and in carrying out different statistical tests that seem necessary for the study. Using the SPSS v. 22.0, the different test that will be carried out includes descriptive statistics, which helped in analysing the central tendency of the gathered data, reliability analysis, frequency analysis, correlation analyses and regression analysis. The correlation analysis was also helpful in determining the direction of the dependent and independent variables, while the regression analysis will be estimating the impact of one variable on the other and the sig. The value obtained from the regression analysis has helped in testing the hypothesis of the research. The model of regression that will be tested in the research is shown as under:

\[ \text{Buyer Decision Making} = \alpha + \beta (\text{Humour Advertisement}) \]

\[ \text{Attitude towards brand} = \alpha + \beta (\text{Humour Advertisement}) \]

\[ \text{Attitude towards quality} = \alpha + \beta (\text{Humour Advertisement}) \]

\[ \text{Attitude towards presentation} = \alpha + \beta (\text{Humour Advertisement}) \]

\[ \text{Attitude towards entertainment} = \alpha + \beta (\text{Humour Advertisement}) \]

From the above equation, it can be observed that buyer decision making and attitudes towards the brand, quality, presentation and entertainment are the dependents. Whereas, \( \alpha \) is the value of constant and \( \beta \) represents the coefficient of humour advertisement. The change in buyer decision making due to humour advertisement is determined by the value of \( \beta \).
4. RESULT AND DISCUSSION

4.1. Demographic Analysis

**Gender** - As shown on the figure 1 below, there were more female participants than male. 52.22% of the respondents were female, while 47.78% were males.

![Figure 3: Gender Analysis](image)

**Age** - The age of the respondents was divided into three categories shown on the figure 2 below, i.e. between 18-24, 25-31 and 32-28. It can be seen that 28% of the respondents belong to the age group of 36% belongs to the age group of 25-31, while 36% of the respondents belong to the age group of 32-38 years. Therefore, it can be concluded that most of the respondents belong to the mature age group, i.e. in between 25-38. One of the advantages of having a mature age group is that respondents of this age are well aware of the brands in the market and has developed a strong perception of the brand in terms it's packaging, quality and other attributes, thus, it can be stated that the study has been able to get mature and sensible responses from well-informed people.

![Figure 4: Age Analysis](image)

**Ethnicity** - The chart 3 below showed the distribution of ethnicity where the respondents were divided among three ethnic groups namely Malay, Indians and Chinese. It can be deduced from the chart that 47% of the respondents were Malays, 28% were Chinese, while 26% were Indians. Thus, it can be stated that the research mostly reflected the viewpoints, Malay respondents, however, due to the presence of Chinese and Indian
participants as well, it can be stated that a diversified perception has been obtained and revealed in the research about the effect of humour advertisement.

![Figure 5: Ethnicity Analysis](image)

**4.2. Descriptive Analysis**

**Interest towards humour advertisement** - As shown on figure 4 below, there were five questions asked from the respondents about their views on humour advertisement. The responses to the first question revealed that about 47% of the sample population believed that humour advertisement is very interesting. Likewise, about 55% agreed to the question. In the same manner, the results showed that 6% of the respondents disagreed while 1% strongly disagreed with the question about humour advertisement. Therefore, it can be deduced that most of the respondents found humour advertisement an interesting marketing concept.

![Figure 6: Interest towards Humorous ads](image)

**Reliability Test** - Test for reliability is carried out to check the internal consistency of the data. The consistency of the internal data is measured through the value of Cronbach’s alpha, which checks the inter-correlation of the major research variables. The value of Cronbach’s alpha is also dependent upon the number of items, as it is stated that fewer item leads towards small value, while more items lead towards higher values (Mayers, 2013). The value reviles whether all the variables included in a study are reliable or otherwise. It is also stated that the value of alpha that is greater than 0.5 indicates that the items in the study are reliable and can be interpreted (Polit, 2013).
Table 1: Reliability Analysis

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach’s Alpha</th>
<th>Number of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Humour Advertisement</td>
<td>.814</td>
<td>5</td>
</tr>
<tr>
<td>Consumer Purchase Behaviour</td>
<td>.759</td>
<td>5</td>
</tr>
<tr>
<td>Attitude Towards Quality</td>
<td>.736</td>
<td>5</td>
</tr>
<tr>
<td>Attitude towards Entertainment</td>
<td>.781</td>
<td>5</td>
</tr>
<tr>
<td>Attitude Towards Presentation</td>
<td>.733</td>
<td>5</td>
</tr>
</tbody>
</table>

The table above showed the number of items included in each variable and their respective alpha values. It can be seen that the number of items under each variable is 5. However, alpha values are different for each variable. The most reliable values among all have appeared to be Humour Advertisement having the value of about 0.814, i.e. 84%. Similarly, the least reliable variable is Attitude towards Presentation having the alpha value of about 0.733, i.e. 73.3%. While the reliabilities of the other elements lie in between .736-.781. Thus, it can be stated that all the variables of the research have appeared to be highly reliable since the value of alpha for all the items and variables is greater than 0.5. Thus, after gaining reliable data, the study can apply other tests on the data set to test the hypothesis of the research.

Crosstabs Analysis

The cross tab analysis is carried out to compare the responses of the individuals with their demographic categories. The chart above represents the distribution of ethnic group in brand recall. It can be seen that majority of the Malays have agreed with the statement, while, other ethnic groups have also agreed with the statement. The chart below represents the distribution of ethnic group in brand recall. It can be seen that majority of the Malays have agreed with the statement, while, other ethnic groups have also agreed with the statement.

Correlation Analysis

The test for correlation shows the direction and the movement of the variables. The correlation is determined by the value of Pearson Correlation, while the sig. Value shows whether the movement between them is significant or not. The relationship between the two variables is said to very strong if the value of Pearson Correlation lies in in-between .80-1.
Similarly, the strong correlation exists between the variables if the value of correlation lays in-between .60-.79, while moderate correlation exists if the value of correlation is about .50-0.59. In the same manner, positive value shows that both the variables are directly proportional, while negative sign shows that due to increase in one variable the other variable tends to decrease by the same number (Cohen, Cohen, West, & Aiken, 2013).

The Table 2 in the appendixes showed that humour advertisement has shown significant correlation with all the other variables in the study. The strength of the relation between them has differed. As humour advertisement has shown very strong association with the attitude towards entertainment as the value of Pearson Correlation has appeared to be .751. While on the other hand, the association of humour advertisement with purchase decision has appeared to be .625 which means moderate relationship exists between the two variables. In the same manner, humour advertisement has shown the weak association with the attitude towards the brand, attitude towards quality and attitude towards presentation. However, it has also been observed that all the variables are positively associated with humour advertisement.

4.3. Regression Analysis

The general equation of regression is:

$$Y = \alpha + \beta (x)$$

In the above equation, y represents dependent variable such as humour advertisement, whereas, $\alpha$ shows the value of constant and $\beta$ represents that coefficient of the independent variable, while $x$ is the dependent variable.

The table 3 in the appendices showed that the relationship exists between all the dependent variables with the only independent variable, i.e. humour advertisement. The relationship regarding the equation is explained further:

Buyer Decision Making $= .950 + \beta (.576)$

From the equation above it can be stated that due to one unit increase in the humorous advertisement, the buyer decision making will increase by .579 units. In the same manner, if no change is observed in humour advertisement, the change in buying decision making would be .950, while the sig. Value has also appeared to be less than 0.05, indicating that the relationship is highly significant. The value of R-square shown the impact of one variable on the other, which has appeared to be .625.

Attitude towards brand $= 1.503 + \beta (400)$

The equation above has shown that any change in the humorous advertisement will change the attitude towards the brand by .400 units. Whereas, the value of R-square has appeared to be .672 which means that the association between two is quite moderate.

Attitude towards quality $= 1.45 + \beta (469)$

It can be inferred from the above equation that due to any change in humour advertisement towards quality will effect by .469 units, the relationship between the two variables have appeared to be significant since the sig. Value has appeared to be less than 0.05.
\[ \text{Attitude towards presentation} = 1.351 + \beta (.599) \]

It can be seen that humorous advertisement tends to affect attitude towards presentation by .599, which has appeared to be highly significant. In the same manner, the R-square has appeared to be .894.

\[ \text{Attitude towards entertainment} = .805 + \beta (.668) \]

One unit change in the humorous advertisement will change the attitude of the consumers by .668, and the relationship has also appeared to be significant. In the same manner, the relationship between the two variables has appeared to be strong, i.e. about .751.

5. DISCUSSIONS

Objective 1: To explain the concept of the humour advertisement: The first objective of this research revolves around gaining the understanding concerning the basic concept of the humour advertising. This objective has been achieved by virtue of extensive literature review. As highlighted by Chan, (2011) extensive parts of the most fundamental commercial battles tend to be amusing. Patrons use this strategy to pull in customers to their thing. The path to a clever promoting effort is guaranteeing the amusingness is appropriate for both thing and customer. Group seizes the opportunity to be engaged. People will give watchful thought to a clever business than a certified or extraordinary one. The concordance among fascinating and unpalatable can much of the time be touchy, and a promoter must be sure the helpful results surpass the negative focuses before an advertisement can be presented. Another point to consider when utilizing diversion in promoting is that a few things are entertaining to a few people, it is not an unquestionable requirement that one clever advertisement is amusing for someone else as well. The market to target and the crowd to target ought to constantly be viewed as (Sabri, 2012). The best things to offer utilizing diversion tend to be those that buyers need to ponder. Things that are for the most part economical, and habitually consumable, can be addressed without giving a ton of assurances, and that is the place there's space for funniness. Funniness in promoting tends to upgrade check affirmation, notwithstanding, does not improve thing audit, message trustworthiness, or purchasing aims. Figuratively speaking, clients may be familiar with and have positive estimations towards the thing, yet their acquiring decisions will apparently not be affected (Chang & Chang, 2014).

Objective 2: To explore the process of consumer purchase decision: The second objective of this study was to identify the process of consumer purchase decisions that has also been achieved with the help of literature review. Hartmann and Apaolaza-Ibáñez (2012) the purchasing decision of the consumer's plays is largely dependent upon their willingness to purchase particular products. Consumers willing to purchase particular products would be more likely to make decisions which would result in them paying the required amount of money to purchase the desired products. On the other hand, it has been stated by Ali, Kapoor and Moorthy (2010) that the purchasing power of the consumers also has a substantial impact on their purchasing decision-making process. The income level of the consumers determines the products that they can afford to buy and those that they cannot. Furthermore, individuals belonging to lower income groups are more inclined towards buying those products that are considered as necessary for their survival rather than spending on luxurious items. According to Lay-Yee, Kok-Siew and Yin-Fah (2013), one of the key types of decisions that are undertaken by the customers while purchasing products is the nominal decision making also referred to as habitual decision making. As it is habitual purchasing; therefore, not much
efforts are being made while making purchase decisions as the majority of the purchasing is being done as part of the routine.

Objective 3: To determine the relationship between humour advertisement and consumer purchase decision: The third objective of the study was to determine the relationship between humour advertisement and consumer purchase decisions which have been achieved by virtue of literature review and primary data analysis. In the perspective of Wijaya (2015) the utilization of diversion inside commercial is, for the most part, helpful, as it is much of the time utilized by individuals while conveying every day. Amusingness has the ability to build up an association between the communicator and the intended interest group which gives a chance to the advertisers to draw in clients in extensive numbers. Consistent review of the promotion could well outcome in buyers getting associated with acquiring the item that is being shown in the notice. Then again, it has been expressed by Hutter and Hoffmann (2011) that occasionally the real qualities and the elements may not be exceptionally energising and alluring; in this way, the utilisation of silliness, for this situation, is valuable with a specific end goal to get the consideration of the customers.

As per the discoveries of Yus (2016), the component of absurdity in ads tends to expand influence in a roundabout way by expanding the inspiration of the customers to deliberately dissect the promotion. Moreover, it has been proposed that the nearness of diversion inside commercials is useful in giving happiness to the clients that for the most part brings about enhancing their disposition and impacting the path in which they process ads. The other noteworthy advantage related with the nearness of funniness inside notices is that they have the quality to take out the normal propensity of the watchers to take part in counter contentions when confronting distinctive sorts of messages, for example, well-being and cautioning messages. Thus, it has been assessed from the discussion and analysis of the primary data that significantly positive relation exists in between the independent variable of the study and dependent variable of the study.

Objective 4: To identify the impact of humorous advertisement on the purchase decision of Malaysian consumers: The fourth objective of the study was to identify the impact of humorous advertisement on the purchase decision of Malaysian consumers which has been achieved with the help of primary data assessment. The findings gained from the different test analysis showed that most of the consumers like to watch the humorous advertisement. In the same manner, the results of the study also showed that the element of humour is easily retained in the minds of the consumers. Likewise, the findings reveal that consumers like to buy branded products because of its superior quality and that some of the consumers are also willing to pay extra for branded products only if the quality of the product is high. Thus, it has been assessed that the positive impact of humour advertisement exists on the purchase decisions of the Malaysian customers.

The findings gained from the different test analysis showed that most of the consumers like to watch the humorous advertisement. In the same manner, the results of the study also showed that the element of humour is easily retained in the minds of the consumers. Likewise, the findings reveal that consumers like to buy branded products because of its superior quality and that some of the consumers are also willing to pay extra for branded products only if the quality of the product is high. The research conducted by Bates and Ferry (2010) humour advertisement showed that marketers insert the element of humour in their ads as it pleases the customers. Similarly, Chan (2011) stated that advertisement has the element of humour stays longer in the minds of the consumers. However, the study conducted by Shah, Aziz, Jaffari, Waris, Ejaz, Fatima, & Sherazi (2012) showed advertisements also tends to alter the perception of the consumers related to a product.
In the same manner, from the results, it can also be concluded that the purchase decision of the consumers are influenced by the word of mouth marketing since most of the consumers tend to prefer good products in their social circle. In the same manner, the results also reveal that significant relationship exists between the independent and all the dependent variables as the value of sig. has appeared to be less than 0.05. However, strong correlation only exists between humour advertisement and attitude towards advertisement and consumer purchase decision.

5. CONCLUSION

The analyses and evaluation above have been able to prove that there is a remarkable impact of humour advertising on the consumer purchasing decisions. The study was able to identify that the purchasing decision of the consumer's plays is largely dependent upon their willingness to purchase particular products. Consumers willing to purchase particular products would be more likely to make decisions which would result in them paying the required amount of money to purchase the desired products which is instigated by the virtue of advertising initiatives. Using the SPSS software, the different test that has been carried out includes descriptive statistics, which has helped in analysing the central tendency of the gathered data, reliability analysis, frequency analysis, correlation analyses and regression analysis. The correlation analysis helped in determining the direction of the dependent and independent variables, while the regression analysis has estimated the impact of one variable on the other and the sig. the value obtained from the regression analysis has helped in testing the hypothesis of the research. The results also reveal that significant relationship exists between the independent and all the dependent variables as the value of sig. has appeared to be less than 0.05.

REFERENCES


### Appendices

**Table 2**

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**. Correlation is significant at the 0.01 level (2-tailed).**
### Table 3

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