

**T.C.  
IŞIK UNIVERSITY  
SCHOOL OF GRADUATE STUDIES**

**MASTER THESIS  
DEPARTMENT OF BUSINESS ADMINISTRATION  
EXECUTIVE MBA PROGRAM**

**Muhammad Bilal KHAN**

**EFFECTS OF HUMOR, MOOD AND BRAND  
PERCEPTION ON CONSUMER BUYING INTENTION**

**SUPERVISOR  
Assist. Prof. Damla ÖZEKAN**

**İSTANBUL, May 2024**

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ON CONSUMER BUYING INTENTION**

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## ÖZET

### MİZAH, RUH VE MARKA ALGILARININ TÜKETİCİNİN SATIN ALMA NİYETİ ÜZERİNDEKİ ETKİLERİ

Bu araştırma ruh halinin, marka algısının ve mizahın satın alma niyeti üzerindeki etkisini incelemektedir. Çalışmanın amacı değişkenler arasındaki ilişkiyi araştırmak ve bunların, tüketicinin niyetine nasıl ulaştığını ve satın almayla sonuçlandığını bütüncül olarak nasıl etkilediğini anlamaktır. Tüketici davranışlarını etkilemede duyguların ne kadar önemli bir rol oynadığı ve marka algısını artırmada bir pazarlama aracı olarak mizahın giderek artan önemi fark edilmektedir. Ruh hali, mizah, marka algısı ve satın alma niyeti arasındaki etkileşimi analiz eden bu çalışma, pazarlama ve tüketici psikolojisindeki mevcut veriler üzerine eklemeler yapacak ve bunları geliştirecektir.

Çalışma, birincil veri toplama aracı olarak anket yöntemini kullanmaktadır. Kolayda örnekleme yoluyla, İstanbul'da yaşayan 230 katılımcıya ruh hallerini derecelendirmeleri, pazarlama iletişimindeki mizahı algulamaları, marka algısını değerlendirmeleri ve onları belirli bir ürünü satın almaya veya belirli bir hizmetten yararlanmaya yönlendiren niyetlerini belirtmeleri istendi. Değişkenler arasındaki ilişkileri araştırmak ve ruh hali, mizah ve marka algısının satın alma niyeti üzerindeki yordama potansiyelini analiz etmek için korelasyon ve regresyon gibi istatistiksel analizler kullanıldı. Bu araştırmanın bulguları, ruh halinin, mizahın ve marka algısının tüketicinin satın alma niyeti üzerindeki etkisine ilişkin içgörülerle daha derin bir inceleme sundu. Araştırma sonuçlarına göre, pazarlama iletişiminde olumlu ruh hali ve algılanan mizahın marka algısını olumlu yönde etkileyerek satın alma niyetinin artmasına yol açtığı tespit edilmiştir. Bu araştırmanın taşıdığı farklı çağrışımlar, marka algısını geliştirmek ve tüketicinin satın alma niyetini yönlendirmek için reklam kampanyalarında ruh hali ve mizahın etkili bir şekilde kullanılmasına

ilişkin bilgiler sunduğundan, pazarlama uygulayıcıları ve marka yöneticilerine de yayılmaktadır. Pazarlamacılar, bu değişkenleri birbirine bağlayan temel mekanizmaları anlayarak daha hedefe yönelik ve ikna edici pazarlama stratejileri geliştirebilirler.

**Anahtar Kelimeler:** Mizah, Ruh Hali, Marka Algısı, Tüketici Satın Alma Niyeti

## **ABSTRACT**

### **EFFECTS OF HUMOR, MOOD AND BRAND PERCEPTION ON CONSUMER BUYING INTENTION**

This research examines the impact of mood, brand perception, and humor on purchase intention. The sole purpose of this study is to investigate the relationship amongst these variables and understand how they collectively impact how a consumer's intention reaches and results in a purchase. It is recognized how important emotions are that play a crucial role in affecting consumer behavior and the growing importance of humor as a marketing tool in enhancing brand perception. By analyzing the interplay between mood, humor, brand perception, and purchase intention, this study will add and build upon the existing body of data in marketing and consumer psychology. The study employs a quantitative research methodology, utilizing survey questionnaires as the primary data collection tool.

Through convenient sampling, 230 participants from Istanbul were asked to rate their mood, perceive the humor in marketing communications, evaluate brand perception, and indicate their intention which eventually leads them to buy a specific product or avail a certain service. Statistical analyses, such as correlation and regression, were used to investigate the relationships amongst the variables and analyze the predictive potential of mood, humor, and brand perception on purchase intention. The findings of this research offered a deeper dive with the insights, into the influence of mood, humor and brand perception on consumer's purchase intention. It was found that positive mood and perceived humor in marketing communications positively affected brand perception, leading to increased purchase intention.

The different connotations this research holds expand to marketing practitioners and brand managers, as it offers insights into the effective

utilization of mood and humor in advertising campaigns to enhance brand perception and drive consumer purchase intention. By understanding the underlying mechanisms that link these variables, marketers can develop more targeted and persuasive marketing strategies.

**Keywords:** Humor, Mood, Brand Perception, and Consumer Buying Intention

## **ACKNOWLEDGEMENT**

Dedicated to all the hardworking individuals who strive for excellence, no matter the obstacles in their path. To the teachers who inspire and guide us towards knowledge, and to the family and friends who support and encourage us in every step of our journey. Your unwavering belief in our abilities fuels our determination to succeed, and for that, we are forever grateful. May this dedication serve as a tribute to all those who have given their best to us and molded us into the most excellent version of ourselves.

Muhammad Bilal KHAN

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## **ABBREVIATIONS LIST**

**CBI:** Consumer Buying Intention

# **CHAPTER 1**

## **1. INTRODUCTION**

### **1.1 BACKGROUND OF STUDY**

Consumer behavior, a complex phenomenon often affected by a myriad of causes, which range from psychological, social, cultural, and personal causes. Marketers are always on the lookout for new factors so they can develop productive advertising campaigns that can positively influence customer buying intention and enhance brand perception. Newer research targeted the role of humor, mood, and brand perception in shaping customer behavior and perception.

According to Wu, Hui, and Yim (2021), humorous advertisements can be more effective in enhancing brand attitudes and purchase intentions when humor is congruent with the brand personality. This highlights the importance of aligning humor with the audience you wish to target and a brand's values to positively influence customer behavior. Additionally, Kumar and Nargundkar (2021) found that mood can influence the perceived desirability of products, with positive moods resulting in higher perceived value and willingness to pay. This suggests that marketers can use humor and other peripheral cues to create a positive emotional state that may influence the decision-making process.

Furthermore, Nadeem and Sohail (2021) found that brand perception can be influenced by social media, with consumers being more likely to trust brands that are actively engaged in social media and perceived as being socially responsible. This highlights the importance of building a strong social media presence and developing a positive brand image that aligns with the values and expectations of the target audience. In summary, understanding the role of humor, mood, and brand perception in shaping customer behavior and

perception can help marketers develop effective advertising campaigns that positively influence customer buying intention and enhance brand perception.

Humor is an essential component of advertising and has long been used by advertisers to grab the attention of consumers and create positive brand associations. While prior research has explored the impact of humorous advertising, a comprehensive theoretical framework is yet to be established that explains how the funny aspects of commercials function. Additionally, academics have struggled to agree on the typology of funny ads and misinterpreted the operational requirements. The advertising industry, on the other hand, typically considers examples of humorous ads in academic areas to be applicable to all comical advertisements. Therefore, the function this research will fulfill is to give a thorough theoretical skeleton for explaining the efficacy of humor in advertising by investigating the relationship between humor, mood and consumer purchasing intention.

Using humor in commercials is a tried and true method of attracting attention. Add humor to your ads and watch as interest, favorability, and memory all rise (Hameed et al., 2020). However, humor does shape consumers' impressions of a company and their subsequent purchasing decisions but to what extent, still remains up for discussion. On the other hand, research shows that consumers' moods have a substantial effect on their purchasing decisions. The opposite is true as well; being in a bad mood may make you less likely to make a purchase (Béal & Grégoire 2022), while being in a good mood might make you more likely to do so (Primanto & Dharmmesta, 2019). An examination of how humor, emotion, and brand perception affect a consumer's inclination to carry out a purchase is the focus in the author's thesis.

In order to attract customers' attention and make them feel good about the advertised product, advertisers often utilize humorous content (Primanto & Dharmmesta, 2019). The attention, memory, and persuasion of an audience may all be improved with the help of humorous advertising (Béal, & Grégoire, 2022). The use of humor in commercials has been shown to improve brand perception and boost consumer intent to buy (Béal & Grégoire, 2022). Advertisers use

humor successfully because it lifts people's spirits and makes them forget about their worries, unhappiness, or anger (Sabri & Michel, 2014). In turn, individuals having a good mood show an increased processing fluency (Goodrich et al., 2015), which is how quickly and easily information is processed. Higher levels of processing fluency are associated with more favorable brand and ad assessments and, ultimately, more serious consideration of making a purchase (Sabri & Michel, 2014). When paired with a good mood and a favorable impression of the brand, research shows that humor may significantly influence consumers' propensity to make a purchase. Positive brand perceptions and higher purchase intent were found to be the result of humorous advertising, according to research by Primanto and Dharmmesta (2019). According to the research, consumers respond better to humorous advertisements when they are already in a good mood, since humor has the ability to improve one's outlook on life. Thorson and Gass (2013) conducted research on how humor in social media marketing impacts consumer impression of brands. The results showed that consumers were more interested in the brand, had better opinions of the brand, and were more likely to make a purchase after seeing humorous marketing content. According to the research, humor works best when it is tailored to certain wants of the target audience.

Most ads employ humor because it gets people to pay attention, makes them feel good about the product, and assists in building a solid image of the brand in their mind (Shabbir, et al., 2019). Using humor in commercials has been shown to boost brand affinity, ad memory, and favorable brand attitudes (Shabbir et al. 2019; Elbers, 2013). But the success of ads with humor in them may rely on factors like the advertised product, the demographics of the audience, and the culture in which the ads are being seen.

Consumers' actions, particularly their propensity to make purchases, are significantly influenced by their emotional state. According to research (Kumar & Ghodeswar, 2015), consumers with good moods have more affinity to make a purchase. The opposite is true as well: when people are feeling down, they are less likely to make a purchase (Garg & Rahman, 2015). Advertising that uses

humor to lift the viewer's spirits and encourage them to make a purchase. On the other hand, commercials that cause an audience to feel anxious or depressed reduce their chance of making a purchase (Garg & Rahman, 2015). Because of this, it's crucial to give serious consideration to the feelings you want the commercial to provoke. The way people are feeling affects their decision to make a purchase. According to Elbers (2013), shoppers are more likely to make a purchase when they are in a good mood, whereas those who are feeling down are less likely to do so. Mainly because people with good moods have a heightened positive impression of a brand or product. The influence of mood on purchasing decisions is substantial. Individuals with good moods will often make impulsive purchases and take risks, according to studies. Negative emotions, on the other hand, have been linked to less confident choice making or even a complete lack of interest in making a purchase at all (Limbu and Nepal, 2020).

Furthermore, customer opinion of brands plays an important role when it comes to their actual purchasing behavior. The way consumers feel about a brand influences their actions, such as whether or not they decide to make a purchase. According to research (Yoon & Tinkham, 2013), consumers choose brands that they believe to be superior in quality and meet their specific requirements. Therefore, it is crucial for marketers to establish a good reputation for their brands. Mehmood and Masood (2016) discovered that advertisements with a humorous tone increased consumers' chance of intending to buy the advertised product. Adding humor to ads has been shown to boost the brand's likeability and believability (Waqar, 2020). If consumers have a favorable impression of a company, they may become dedicated customers. Palikhe (2019) observed that people were more loyal to a company and would often buy something if they had a favorable impression of the brand. Advertising, product quality, and service are just few of the aspects that may affect how consumers think of a brand. Consumers' intent to purchase a product might be affected by their impressions of the brand. Customers have a greater propensity to buy from a

business that they believe shares their core beliefs and ideals (Hameed et al., 2020).

Humor is an important element in advertisements. Despite the fact that prior research has provided a variety of perspectives on the impact of amusing advertising, a full theoretical framework has not yet been constructed to explain how hilarious aspects in commercials function. Academics have also struggled to agree on the typology of funny ads and have misread the operational requirements. It should be noted that the advertising industry typically considers examples of hilarious ads in academic areas to be applicable to all comical advertisements (Murphy, 2017). In spite of the way that the extensive variety of humor types is somewhat flawed, their effects contrast basically. Therefore, it is imperative to isolate among diverting advertisements with different humor types. In advancements, by using entertaining parts, purchasers' thought can be energized, their impression of resonance can be vivified, and likewise outlined better publicizing mindset. Brand care rehearses a great deal of effect on purchasers' route. To sum up, in mix with the expertise of delegates and brand care, if the sorts and components of engaging advancements can be obviously isolated, it can be consequently improved publicizing influences. There are two sorts of advancements, mental and up close and personal. Advertisers and promoters try to pick the right kind to achieve the mission objective by getting a particular reaction out of the watchers that can be depicted as "publicizing improvement influences". Humor in advancements is arranged as a significant charm. Though entertaining advancements can't be totally requested as up close and personal solicitations considering the way that few out of every odd one of their sorts require significant dealing with, some of them need mental taking care of likewise (Spielmann, 2019). Humor is found to affect buyer brand attitude and their picture information survey. Seen humor has every one of the reserves of being affected by bunch climate, but unaffected by one seriously mediating factor i.e., repeat of transparency. There are many advantages for including humor in advancing as people will as a rule center harder around a diverting business, than a business that is a veritable or serious one, letting loose

themselves to be affected. They will truly look for those notification, which they consider as less difficult to review and talk about them in case they are perfect at humor. (Berg, & Lippman, 2018).

Almost all purchasing experiences involve mood states, which may have a significant influence on how consumers make purchases. A consumer who is dissatisfied could see a purchase differently from a customer who is satisfied, especially if the purchase has personal importance. Imagine a scenario where a delighted couple enters a business after receiving wonderful news. Another couple also shows up, one of them in a foul mood after a recent argument (Swinyard, 2016). Then both are mistreated by store staff. If the service contact is more personally relevant or significant to them, the second pair may have a less favorable opinion of their shop encounters than the first couple, and the difference in their opinions may be much larger. It's possible that the unhelpful staff at the store has an effect on the couples' feelings as well. There may be far-reaching effects of these discoveries on customers' decision-making processes. The results show that the emotional response to an advertising is more influential on purchase choices than the substance of the commercial itself. Furthermore, research shows that happy emotions have a stronger effect on client loyalty than other customer satisfaction indices (Babin, & Darden, 2019).

Although research of humor, mood, brand perception, and their repercussions on consumer buying intention has made significant progress, there are still some gaps that need to be addressed. Limited examination of different humor types: Previous research looked almost entirely at the general effect of humor in advertising. However, it is imperative to explore the impacts of different humor kinds (e.g., slapstick humor, satire, wit) on consumer buying intention (Murphy, 2017). Examining the differential effects of humor types can provide insights into which types are more effective in influencing consumer behavior. While research has established how mood impacts consumer behavior, there is a need to further investigate the role of contextual factors in moderating mood effects. For example, research could explore how different situational factors (e.g., store environment, social context) interact with mood to influence

consumer buying intention (Huang & Chang, 2012). Understanding the underlying mechanisms through which humor, mood, and brand perception influence consumer buying intention is crucial. Previous studies have primarily focused on establishing relationships between these variables, but further research is needed to identify and explore potential mediating factors such as attention, affective responses, and cognitive processes (Murphy, 2017).

The effect of humor, mood, and brand perception on consumer buying intention may vary across different cultural contexts. While some studies have touched upon cultural differences, more research is needed to examine how cultural factors shape the effectiveness Humor plays shaping advertising and its ramifications on consumer behavior (Madden & Weinberger, 2018). Most studies have focused on short-term effects, such as immediate buying intentions. There is a need for longitudinal studies that examine the long-term effects of humor, mood, and brand perception on consumer behavior, including their impact on brand loyalty and repeat purchases (Murphy, 2017).

Addressing these research gaps will offer significant insights on the repercussions of humor, mood, and brand perception on consumer buying intention. By examining different humor types, considering contextual factors, exploring mediating mechanisms, accounting for cultural influences, and investigating long-term effects, future studies can further our extensive knowledge of consumer behavior and inform marketers in developing effective advertising strategies.

## **1.2 RESEARCH PROBLEM**

Brand perception plays a significant role in consumer behavior, including their buying intention. Consumers tend to choose brands that they perceive to be of higher quality and better suited to their needs (Yoon & Tinkham 2013). Therefore, it is essential for advertisers to create a positive brand perception through advertising. Humorous advertising has been found to create a positive attitude towards the brand and increase the likelihood of purchase intention

(Mehmood & Masood, 2016). Additionally, the use of humor in advertising can increase the perceived likability and credibility of the brand (Waqar, 2020). This positive brand perception can result in increased brand loyalty and repeat purchases. A study by Palikhe (2019) found that a positive brand image led to greater customer loyalty and increased purchase intentions. Brand perception can be influenced by a variety of factors, including advertising, product quality, and customer service. Brand perception, including brand image and brand personality, can also influence consumer buying intention. Consumers are more likely to purchase from a brand that they perceive to be compatible with their personality, values, and lifestyle (Hameed et al., 2020).

Great strides have furthered the knowledge of consumer humor, mood, and brand image influencing their propensity to purchase. While most research investigates the overall impact of humor in advertising, more nuanced research into the influence of specific forms of humor (such as slapstick, satire, and wit) on consumers' propensity to make a purchase is warranted (Murphy, 2017). Humor comes in many forms, and understanding which forms are most successful in swaying consumer behavior requires looking at how those forms of humor affect people differently. Despite the fact that research has shown that consumers' moods affect their purchasing decisions, further inquiry into the ways in which mood impacts are moderated by environmental variables is needed. It would be interesting to study how consumers' moods interact with other contextual elements (such as the store's atmosphere or their social circle) to affect their propensity to make a purchase (Huang & Chang, 2012). It is critical to understand the processes through which consumers change their mind to buy something which are triggered by causes like humor, emotional state, and brand impression. Relationships between these characteristics have been the primary focus of prior study, but more investigation into mediating elements including focus, emotion, and cognition is needed (Murphy, 2017).

Cultural differences exist in how much of an effect humor, mood, and brand impression have on consumers' propensity to make a purchase. Culture has been mentioned in a few studies, but more work is required to determine how

it affects the success of ads and how they affect customer behavior (Madden & Weinberger, 2018). Research has mostly focused on immediate outcomes like the likelihood of a purchase. Longitudinal research are required to examine the impacts of humor, mood, and brand perception on customer behavior over time, such as the influence on brand loyalty and purchase frequency (Murphy, 2017).

The influences of humor, emotion, and brand perception on customer purchasing intent may be better understood if these knowledge gaps are filled. Future research can help us better understand consumer behavior and guide the creation of successful marketing campaigns by looking at the various types of humor, taking into account contextual factors, exploring mediating mechanisms, taking cultural influences into account, and investigating long-term effects.

### **1.3 OBJECTIVE OF STUDY**

This research aims to achieve these goals:

1. To investigate the effect of humor, mood and brand perceptions on consumer buying intention.
2. To suggest policy recommendation on the basis of study findings.

### **1.4 STUDY QUESTIONS**

1. What are the outcomes of humor, mood and brand perceptions on consumer buying intention?
2. What is the relationship between humorous advertisement and consumer's buying intend?
3. What are the effects of humor on consumer's buying intention?
4. What are the effects of brand perception on consumer's buying intention?

### **1.5 RESEARCH SIGNIFICANCE**

This thesis studies the outcomes of customers' perceptions of advertising in order to ascertain whether, how, and why advertisements affect consumers'

assessments of brands as amusing and annoying. This research will discuss advertising and how humor, attitude, and brand perceptions affect customer behavior. This thesis will provide helpful guidance to firms on how to improve their advertising without offending clients. Understanding how humor, mood, and brand perception shape consumer buying intention is of significant importance in marketing and advertising. Previous research has underscored the repercussions of these factors on consumer behavior, providing valuable insights for marketers. For example, Shabbir, Malik, and Khan (2018) found that humor in advertising positively influences consumers' affinity toward the ad and enhances their purchase intention.

Additionally, Limbu and Nepal (2020) demonstrated that humorous content will often be shared, increasing brand exposure and potentially leading to higher purchase intention. Moreover, research on mood has shown that positive moods enhance consumer information processing, culminating in more advantageous brand evaluations and increased purchase intention (Han & Ryu, 2012). Furthermore, the role of brand perception has been emphasized, as it shapes consumers' brand choices and influences their purchase behavior (El-tazy & Dinana 2018). These studies highlight the significance of humor, mood, and brand perception in influencing consumer buying intention, providing valuable insights for marketers to design effective advertising campaigns and strategies.

## **CHAPTER 2**

### **2. LITERATURE REVIEW**

#### **2.1 THEORETICAL BACKGROUND**

Two theories, the Theory of Reasoned Action (TRA) and the Elaboration Likelihood Model (ELM), back up the connection between humor, emotional state, brand perception, and customer desire to purchase. The Theory of Reasoned Action (TRA) (Montano & Kasprzyk, 2015) says that consumers' subjective norms and their attitudes about an activity affect their intent to engage in that action. Positive consumer attitudes toward hilarious advertising and the sense of societal norms connected to humor may affect customers' propensity to make a purchase. Utilizing humor for advertising boosts brand favorability and consumer intent to make a purchase (Shabbir et al., 2018).

According to the Elaboration Likelihood Model (ELM) (Petty & Cacioppo, 1986), there are two distinct ways in which consumers' minds digest persuasive messages: the core route and the peripheral route. Using humor as a peripheral signal to affect customers' views and subsequent purchases. Humor in advertisements may improve brand perceptions and raise purchase intent even when consumers are in a low-involvement state of mind (Primanto & Dharmmesta 2019).

These theories provide a theoretical foundation for understanding how humor, mood, and brand perception influence consumer buying intention. By considering the attitude-behavior relationship in TRA and the cognitive processes in ELM, marketers can design effective advertising campaigns that utilize humor to positively impact consumer buying intention.

Purchasing decisions through the impact of mood states. Research suggests that consumers' moods can significantly shape their perception of a

purchase, particularly when the product holds personal significance (Hameed, 2016). In the context of global culture, the effects of various types of humor, mood states, and brand perceptions in advertisements can vary considerably (Upadhyaya 2015).

For instance, when people enter any market with a sense of happiness following any positive happening, their mood can heavily influence how they perceive and evaluate the products or services offered. The mood-congruency theory proposes that individuals will often process information congruent with their current mood, leading to enhanced evaluations of positive stimuli (Ramadhayanti, 2019). Therefore, in this scenario, the delighted mood of the couple may amplify their positive perception of the brand and increase their intention to make a purchase.

These foundational theories help us to understand and recognize why it is important to realize the multifaceted function humor plays in advertisements that goes far beyond favorable attitudes and initial engagement. Humor has the innate quality of making memorable experiences which in turn makes any kind of advertisement that employs humor and ultimately, the brand more memorable (Eisend, 2009).

By making a brand memorable, humor can effectively lead to increased marketing mostly through unintentional word-of-mouth where people engage in social sharing and recommendations which increases brand engagement and amplifies the impact and reach of the brand's advertisement. Also, humor is not just useful in engaging audiences but also functions as a coping mechanism for the masses (Ishii & Kikumori, 2023).

This is mostly done through positive reinforcement and stress relief whenever the consumer sees and associates a brand's image with humor and positive feelings. This feeling of associating oneself with the brand comes into play in competitive markets since many brands selling the same types of products have to stand out so differentiating between them is a matter of one's feeling and attachment to a certain brand which can often be the deciding factor between choosing one brand over the other (Cline & Kellaris, 2007).

Moreover, every brand has to think about what humor to employ whether it be situational, slapstick, or witty in order to gain the attention of the general audience or a niche demographic group which calls for marketing strategies that cater to that type of audience (Weinberger et al., 2021).

Marketers should also keep in mind the different cultures, age groups, taboos, and trends when putting out an advertisement that involves some kind of humor since there is a vast global diversity in how an individual approaches and reacts to humor. What can be completely acceptable in one culture might be offensive in another which requires a nuanced way of thinking on how to promote a brand through advertising campaigns (Wang et al., 2019).

There is a way to go one step further when employing humor which is targeting the emotional appeals of an individual like warmth or nostalgia which leads to increased effectiveness of any advertisement. Combining various emotional triggers results in a powerful and deeper effect on consumer behaviors and attitudes (Otamendi & Sutil Martín, 2020).

To deep dive into the intricate relationship between brand perceptions, mood states, humor, and customer purchase intentions, this study aims to investigate these factors in a global cultural context. By examining how different kinds of humor in advertisements affect consumer behavior, the study will shed light on how brand perceptions are influenced by mood and humor, ultimately impacting customer purchase intentions. Through empirical research and data analysis, this research will add and build onto the existing collection of data in the field of advertising and consumer psychology.

## **2.2 HUMOR**

Researchers in fields as diverse as psychology, sociology, and communication studies have all studied humor. Humor is "a multi-faceted construct that involves the cognitive, emotional, and social aspects of human experience," as stated by Primanto and Dharmmesta (2019), What happens after they laugh: How humorous advertisements have an effect on consumers'

attitudes, word-of-mouth intentions, and intentions to buy, with the need for humor playing a moderating role. This literature study aims to analyze the many points of view on humor and its consequences for both people and society. Many people find that humor is a helpful way to manage their stress and anxiety. Humor, for instance, has been shown to "reduce the intensity of negative emotions and enhance positive emotions," as Ramadhayanti (2019) states. Upadhyaya (2015) argues similarly that laughter may protect us from the harmful impacts of stress on our health and happiness.

Humor can also be used as a tool for social interaction and communication. In their study, Hameed et al (2020), found that humor can help individuals establish rapport and build relationships with others. Moreover, humor can serve as a way to convey important messages in a non-threatening and engaging manner. For instance, Yang et al., (2015) suggests that humorous advertisements in comparison to serious ones, assist more in promoting products. Meanwhile humor can also have negative effects on individuals and society. For example, humor can be used to reinforce stereotypes and prejudice. In their study, Waqar (2020) found that sexist jokes can increase tolerance for sexism among individuals. Moreover, humor can be used to mask aggression and hostility. In their study, Castro et al., (2018) found that humor can be used as a cover-up for bullying behavior. Humor is a fascinating and complex human behavior that has been explored extensively in different fields, including sociology, psychology, linguistics, and neuroscience. According to Elbers, (2013), Humor can be defined as "any communication that generates amusement, laughter, or enjoyment."

Humor is not just a means of entertainment, but rather, a much more complex and multifaceted topic. It extends far beyond making someone laugh since it has deep psychological documentation along with its effect on an individual's well-being. According to arduous research, humor has the potential to work against stress and its damaging effects which leads to better mental health and well-being (Oliveira et al., 2023).

This is especially important for places of high stress like offices, schools, or any other work or education-related sector. Here, humor becomes the sole coping mechanism for individuals and its importance as a social utility tool cannot be overstated. Humor can act like a cohesive glue that encourages social bonding by giving a shared experience to individuals which tears down any social barriers and inculcates a sense of community among the audience (Simione & Gnagnarella, 2023).

This shade of humor is specifically valuable in communities with multicultural diverse gaps and settings where it is used to bridge those separations and heighten inclusivity. Humor is also used in service sectors like healthcare and education to increase the effectiveness of communication between the healthcare or education provider and its receiver.

Difficult language terms are expressed in simple terms so that information is conveyed easily in an entertaining manner. Moreover, it is interesting to see the effects of humor on consumer behavior. Humor helps in attracting and capturing attention to the extent that it has the potential to increase message retention in the minds of individuals since humorous advertisements have a deeper effect and will likely stick in the mind than serious ones (Osincup, 2020).

What this memorability does in return is bring profits in the form of loyalty and brand recall which go a long way in increasing sales for a brand. Not only sales are affected but customer engagement with the brand leads to more sales in the future which translates to a positive feedback loop. Brands might seem very authoritative and controlling to consumers with their focus only on profits but employing humor helps humanize these brands which brings them closer to the audience and increases their approachability and relatability on an individual level. This strengthens the emotional tether present between a brand and its audience (Castillo, 2023).

Humor can be classified into different types based on content or function. For example, Sabri & Michel (2014), proposed that humor arises from a violation of the norms and expectations of everyday life, while Primanto & Dharmmesta (2019), identified six types of humor: nonsense, wordplay,

incongruity, exaggeration, surprise, and ambiguity. Humor serves various purposes, such as socialization, tension reduction, and mood enhancement. For example, humor can be used to break the ice in social situations, relieve stress and anxiety, and improve one's mood and overall well-being (Béal & Grégoire 2022). Humor has been shown to have numerous positive effects on physical and mental health, social relationships, and cognitive functioning. For instance, Humor increases immune system working, pain reduction, and improved cardiovascular health (Ramadhayanti, 2019). Additionally, humor can improve social relationships by increasing liking, intimacy, and trust (Doyle, 2018). Finally, humor has been found to enhance creativity, problem-solving, and learning (Siddhu, 2021). However, humor can also have negative effects. For example, Humor can reinforce stereotypes and prejudice or mask aggression and hostility (Motwani & Agarwal 2013). Additionally, humor can be used to exclude or bully others, leading to feelings of social isolation and low self-esteem (Khattak & Baig 2016).

One area of research focuses on the attention-capturing effect of humor in advertising. It has been found that humorous advertisements tend to capture and maintain consumers' attention more effectively in contrast to serious advertisements (Hameed, 2020). This elevated concentration can result in better brand recall and recognition, ultimately influencing consumer buying intentions. Humor also has the ability to create positive emotional responses among consumers. A study by Nguyen et al. (2016) found that humor in advertising evokes positive emotions such as amusement, joy, and happiness, which in turn influence consumer behavior in regard to the brand and increase purchase intentions. Consumers tend to associate positive emotions with brands that use humor in their advertising, leading to more favorable perceptions and intentions to buy.

Furthermore, humor in advertising has been shown to enhance brand likability and consumer-brand relationships. A study by Ye & Cheng (2021) Humor in advertising.) found that humorous advertisements increased consumers' liking of the advertised brand, resulting in a more optimistic poise

and increased purchase intentions. Humor can also create a sense of relatability and connection between consumers and brands, strengthening the consumer-brand relationship (Nguyen et al., 2016). Although, it should also be kept in mind that the effectiveness of humor in advertising is contingent upon factors such as audience characteristics, cultural context, and what is actually being advertised. For instance, a study by Primanto & Dharmmesta (2019) found that the relationship between humor and advertising effectiveness varies across different age groups, with older adults responding less favorably to humor compared to younger adults.

Humor is not only a tool for entertainment but because of its multifaceted nature, can be used in a myriad of ways. Other than communication, it also serves as a strong social and psychological mechanism. An example consists of puns and wordplay which need higher cognitive engagement.

This leads to enhanced memory retention and greater intellectual curiosity. A setting where this is especially helpful is one of learning where humor can make teaching as well as studying any subject more enjoyable and engaging, ultimately bettering educational pay-off. Humans are social creatures and humor helps in socialization too. Individuals employing humor enjoy a sense of camaraderie and improved social connection (Erdoğdu & Çakıroğlu, 2021).

Humor acts as a social glue and in group dynamics, it can help ease tensions and promote smoother interactions. Workplaces where new members are added annually also make use of humor where new office workers can integrate easily into existing teams and increase team cohesion while keeping in view individual job satisfaction (Gheorghe & Petru Lucian Curşeu, 2024).

Furthermore, it is a strong social tool and acts as a helper for individuals to gauge others in the sense that they can change their behavior according to another's likes or dislikes which enhances interpersonal skills and social intelligence. Humor has been extensively researched and many positive effects have been well-documented which highlight various benefits like improving overall well-being and decreasing stress (Oliveira et al., 2023).

Laughter is the result of humorous elements which let out endorphins in the brain. These are the body's natural feel-good chemicals which are part of a biochemical response and result in decreased physical pain and enhanced mood. Just the simple act of laughing increases blood flow ultimately improving cardiovascular health (Henderson, 2015).

Humor, while helpful, can also be harmful if it is not used correctly. Among the many positive effects, humor also hides some harmful ones. For example, humor fortifies negative stereotypes which can be used to discriminate, exclude, or bully certain individuals ultimately having far-reaching and damaging consequences on individuals and society. This wrong use of humor can break off all social bridges and widen social gaps which leads to an environment marked with hostility and intolerance. This is why it is important to be mindful when using humor as things can go wrong fast if humor is employed in an unordered fashion without any strategy (Lu et al., 2023).

### **2.3 MOOD**

Mood is a significant psychological variable majorly affecting consumer behavior and decision-making processes. Many studies have been done to understand the impact of mood on consumer responses and buying intentions. Mood is crucial to shaping consumers' behavior and decision-making processes. Recent studies have explored how mood shapes consumer behavior, shedding light on its influence and mechanisms. For instance, Kim and Park (2021) investigated how mood affected product evaluations and discovered that individuals' regulatory focus and construal level play a role in shaping their evaluations under different mood states. They highlighted the importance of considering the regulatory focus and construal level when studying how mood ties in with consumer behavior.

There has been extensive research on how mood impacts consumer behavior. A study by Chih-Yi & Chien-Ping (2016) revealed that positive mood can lead to more optimistic evaluations of products and services, while negative

mood can lead to more critical evaluations. Additionally, mood can influence the decision-making process, with individuals in positive moods being more likely to make impulsive purchases and individuals in negative moods being more likely to engage in systematic information processing. Another study by Shabbir et al., (2020) found that negative mood can increase the persuasiveness of messages, as individuals in negative moods will often participate in careful information analysis. However, this effect only holds true for messages that are relevant to the individual's current mood. Overall, it is evident that mood shapes consumer behavior significantly. Marketers can leverage this knowledge by creating advertising campaigns and in-store experiences that elicit positive moods in consumers, while also being mindful of the potential for negative moods to lead to critical evaluations.

Furthermore, Zhou et al., (2021) investigated how mood influences consumers' information processing. They examined the role of mood regulation strategies and product types in shaping consumers' cognitive processing of information. Their findings revealed that different mood regulation strategies and product types interact to affect consumers' information processing in decision-making situations. This highlights the complex interplay between mood, regulation strategies, and product characteristics in influencing consumer behavior.

Adding onto this, it is crucial to know the effect of mood on consumer behavior is just not restricted to the retail market. With online shopping opening its doors for customers, digital marketing is another avenue that can be explored which adds another layer of intricacy to this research.

A study performed by Di Crosta et al., (2021) looked at the psychological factors which could impact consumer behavior. The period that was surveyed was the COVID-19 pandemic and other factors that could lead to different consumer behavior were also looked upon. The results of the study discovered that COVID-related fear and anxiety steered consumer behavior toward necessities while depression moved them toward non-necessities. This finding

tells us that in difficult times of mood, crisis, and emotional states, consumers are less likely to think about certain products and their priorities change.

There are extensive studies dedicated to studying consumer behavior and emotions. One such study is by Magids et al., (2015) where it is discussed that if a company connects with its customer's emotions, it will be beneficial for the company in the sense that the payoffs will be huge. The authors of the study have made a lexicon of nearly 300 "emotional motivators" by using data from other studies and have connected those motivators to specific profitable behaviors.

This is a very careful study that delves into the moods and emotions of customers which requires a nuanced understanding of how they work in the first place. Understanding both can make a brand drive consumer behavior to profitability.

Another study furthers this idea of consumer behavior and mood. Published by Tao et al., (2022), it suggests that consumers or individuals in risky situations may form a defense coping mechanism that brings with it a "nothing to lose" mentality. This way of thinking makes the individual more open to risk-taking and jumping into dangerous situations. In this case, we are discussing impulsive purchases.

However, the other side to this risk-taking is that the individual becomes closed off from the world and might even develop post-traumatic stress disorder (PTSD). This future anxiety could lead to fewer purchases in an attempt to increase savings. This is yet another example of how mood can drastically affect consumer behavior.

Additionally, Larasati & Yasa (2021) explored the effect of mood on consumer responses to product information, focusing on the moderating role of regulatory fit. They found that the fit between consumers' mood and the regulatory orientation of the product information influenced their responses and evaluations. This suggests that matching the mood of consumers with the appropriate regulatory fit can enhance their engagement and positive responses to product information.

These studies collectively demonstrate the importance of considering mood as a critical factor in understanding consumer behavior. By investigating the intricate relationship between mood, regulatory focus, construal level, mood regulation strategies, and regulatory fit, researchers gain insights into the underlying mechanisms and can develop strategies to effectively target consumers based on their mood states.

One area of study focuses on the effect of mood on consumer information processing. It has been found that individuals in positive moods tend to engage in more heuristic processing, relying on mental shortcuts and simplifying decision-making (Pornpitakpan, et al., 2017). However, individuals in negative moods will often engage in systematic processing, carefully evaluating information and considering all available options. This suggests that mood can influence the extent of information processing and subsequently impact consumer decision-making.

Mood-congruent processing is another important aspect of mood research. According to this theory, the level of processing information of any individual depends on their present mood (Shabbir et al., 2020). For example, individuals experiencing positive emotions will accept positive information easily and will evaluate products or advertisements more favorably when the content matches their positive mood. Conversely, individuals in a negative mood may be more attentive to negative information and display a more critical evaluation of products or advertisements.

In addition to information processing, mood also shapes how consumers react to advertising and brand perceptions. Hussain & Ali (2015) found that individuals in positive moods would easily show optimistic perceptions towards advertisements and brands. Positive mood was found to enhance brand evaluations and increase purchase intentions. Similarly, a study by Chih-Yi & Chien-Ping (2016) revealed that positive mood induction led to higher perceived quality and value judgments of products.

The degree of how much mood affects consumer behavior depends on the specific context and individual differences. Cultural factors, personal

experiences, and individual characteristics can influence the way individuals respond to mood manipulations (Hussain & Ali 2015). Therefore, marketers should consider the relevance of mood in relation to their target audience and product/service to effectively leverage mood effects in advertising and marketing strategies.

Positive moods allow heuristic processing alongside improving creativity and increasing one's openness to unique experiences. Ultimately, this can allow consumers to discover new products or brands. These could include products which they might have overlooked or others that they might not have wanted before. The end result of all this is that the market takes on a much more dynamic landscape (Garcia-Marques & Mackie, 2000).

Alternatively, studying the complexities of negative moods and filtering their characteristics through detailed processing can have better outcomes, one where there is a more rational and informed decision-making process. This helps enhance consumer satisfaction since their choices have been studied through a rigorous evaluation process (Schwarz, 2002).

Marketers can analyze these patterns through analytics and insights and fashion their strategies such that they align with the mood states of the targeted audience. An example is of a holiday or any festive season where people are generally in a positive mood. So, by tailoring the marketing campaigns to promote enjoyment and excitement through humorous content and vibrant imagery, one can help customers to relate more to the brand and have positive emotions associated with the company (Gardner, 1985).

Similarly, in times of societal stress and economic downturn, brands could focus more on showcasing their product information in a detailed and concise manner with value propositions and product benefits which aligns well with a customer's affinity to systematic processing. Furthermore, it is important to understand the temporal angle of mood that affects consumer behavior on a day-to-day basis. Realizing and recognizing the mood fluctuations and different emotional states of consumers throughout the day can help marketers create

advertisements with better timings and those which align with the periods of the day when consumers generally feel positive (da Fonseca et al., 2022).

One example is having advertisements during lunchtime or free evening hours where they will be seen and remembered more in comparison to periods of stress. Advertisements in these hours will be more effective in conveying the information that is needed and the audience will be more receptive to that information since it is their relaxation period. Personalization also goes a long way in leveraging the impact of mood on consumers. With recent advances in technology, specifically AI and data analytics, marketers can dive deep into individual mood patterns and consumer behaviors (Chandra et al., 2022).

Having data from biometric feedback, social media interactions, and purchase histories is a treasure trove for marketers since purchasing habits can be easily derived from these and completely personalized marketing messages can be sent to consumers based on their current mood. What this ultimately does is increase the relevance of advertisements, boost conversion rates, and improve consumer engagement.

There is also the cross-cultural effect on consumer behavior which must be seriously considered by brands. Cultural values and norms are not something that should be shrugged off since they hold strong sentiments behind them. They greatly impact how emotions are perceived and expressed. Therefore, it is imperative for global brands to align their marketing strategies with the cultural contexts and emotional states of different regions and individuals respectively. In expressive cultures, flashy and bold campaigns with exuberance might fare well while in cultures with muted and restrained emotional experience, a sophisticated and subtle approach to humor will be more effective (LaPlante, 2018).

## **2.4 BRAND PERCEPTION**

Brand perception is a critical factor that shapes consumers' attitudes and behaviors towards a particular brand. The way consumers perceive a brand can

significantly influence their buying intentions and decisions. Recent research shows the significance of brand perception in driving consumer behavior. A study conducted by Erdil, (2015), explored the effects of brand perception on consumers' purchase intentions, specifically for smartphones. The findings revealed that consumers' positive perceptions of brand quality, brand trust, and brand reputation positively influenced their intentions to buy smartphones. The research emphasized the significance of building a strong brand image and reputation to enhance consumers' buying intentions.

Similarly, in a study by Chih-Yi & Chien-Ping (2016) examining the association of brand perception and purchase intention with relation to the fashion industry, it was found that consumers' perceptions of brand image, brand authenticity, and brand uniqueness had a significant impact on their intentions to buy fashion products. The study emphasized the need for fashion brands to cultivate a favorable brand perception that aligns with consumers' values and aspirations. A study by Foroudi, et al., (2018) explored the impact of brand perception on consumer loyalty and purchase intentions. The findings revealed that consumers' positive perceptions of a brand, including brand image, brand personality, and brand reputation, significantly influenced their intentions to purchase and their loyalty towards the brand. The study emphasized the importance of cultivating a strong and favorable brand perception to enhance consumers' buying intentions and encourage repeat purchases.

In another study, Ceyhan, (2019) examined the role of brand perception in how consumers made choices. The main aim of the research was how brand trust, brand quality, and brand differentiation impact consumers' purchase intention. The findings highlighted that consumers' favorable perceptions of brand trust, perceived quality, and brand distinctiveness positively affected their intentions to buy products from the brand. The study emphasized the need for brands to establish and maintain a positive brand perception that aligns with consumers' expectations and values.

Brand perception plays an important role in dictating consumer behavior across a wide breadth of markets and industries. It can be due to a myriad of

factors which include but are not limited to the customers' aspirations and personal values, the uniqueness and quality of a brand, and the wider socio-cultural strata. With the rapid evolution of the digital landscape, exploring these dynamics is important so that brands can engage successfully with their consumers and have optimistic business results. This is interesting for brand managers, marketers, and consumer behavior researchers as it opens up a whole new dimension of nuance and valuable insights which can be used to create strategies that help in engaging with customers effectively.

Adding on to this, brand perception and its impact on consumer behavior is far beyond the materiality of a product but it also has its influence in the digital world. With the advent and advancement of online shopping and social media, the digital world now greatly affects how consumers view brands and make payment decisions.

A recent study underscores the importance of recognizing how customers react to brands in different contexts and situations (Keller, 2019). The study delved deep into the role consumer reactions play when confronted with a brand. This can depend on a myriad of factors which include, attitudes, experiences, knowledge, cultural background, and gender. There is also a focus on the brands who need to understand consumer behavior in order to gain an insight on how they are viewed by the audience.

Regarding the concept of emerging markets, there is a study which was conducted by Safeer et al., (2022) which explored the effect of consumer perceptions on the locality of a brand and its global image in China and Pakistan. The findings of the study were interesting since it found that how a consumer perceives a brand based on its local and global image largely affects brand attitude which can shape consumer behavioral intentions. The research itself has a lot of important insights which are valuable for brands working in emerging markets and pinpoints the importance of realizing cultural nuances which ultimately impact brand perception.

Moreover, there was another study which hinted that a brand's logo can also affect brand image, consumers' attitude, purchase intention, and perception.

This suggests that visual elements are extremely important in influencing brand perception and directing consumer behavior.

Furthermore, research conducted by Sanny et al., (2020) examined the involvement of brand perception to shape consumer choices which resulted them in paying more for products. The research examined how brand prestige, brand authenticity, and brand heritage shaped consumers' perceptions and their willingness to pay more for branded products. The findings demonstrated that consumers' positive brand perceptions, particularly related to prestige, authenticity, and heritage, increased their eagerness to buy the product of a certain brand at a higher cost.

Furthermore, Agmeka et al., (2019) observed how brand perception molds consumers' purchase decisions for green products. Findings indicated that consumers' positive perceptions of a brand's environmental commitment, eco-friendliness, and sustainability significantly influenced their intentions to purchase green products. The study highlighted the importance of communicating and promoting a brand's environmentally responsible image to attract environmentally conscious consumers.

## **2.5 EFFECTS OF HUMOR ON CBI**

Humor is a popular tool used in advertising, but its effectiveness depends on the medium and product being advertised. While humor can help build impressions of authenticity and likability, it can also harm brand perceptions if used inappropriately. According to Primanto, & Dharmmesta (2019), Humor can be employed in advertising through various means such as jokes, exaggerations, puns, absurd situations, satire, and ambiguity. However, the use of humor is not without controversy. The misuse of humor can reduce credibility, distort communication, and create boundaries (Zeng et al., 2020).

Humor is affected by certain factors like audience, the deliverer, and the context. Osei-Frimpong et al., (2019) suggest that contextual cues play a crucial role in transforming a potentially incongruous, offensive, or tense situation from

being regrettable, unusual, or anxiety-provoking. Therefore, it is essential to use humor appropriately and consider the appropriate audience.

Humor can be used in advertising but certain things should be kept in mind like the target audience, as some humor may be perceived as offensive by certain individuals. However, a particular type of humor may be perceived as threatening to people beyond the intended audience, making humor a potentially limiting factor rather than an enhancing one (Plester, 2019). Warren, Barsky, and McGraw (2018) suggest that a brand should be able to be seen as both "engaging and discomforting, to make people laugh while still acknowledging being disturbed." Any advertising campaign involving humor must be approached with caution and tailored to the psychological disposition of the selected viewers. The misuse of humor can reduce credibility, distort communication, and create boundaries. This further strengthens the point that humor should be carefully used while keeping in mind the target audience.

Humor, while a strong tool for advertising, has a lot of factors which must work together to make sure that it works well, especially in front of an audience that will judge the brand according to the techniques it applies for marketing. It is a three-way between the deliverer (in this case the brand), the context (according to the product), and the audience. Therefore, it is important that advertisers understand the different contexts and dynamics that make humor appropriate in those specific settings and it works well with the brand message instead of going against it.

Since the advertising landscape is evolving rapidly, it is important to see how humor can be used in advertising and how it changes and adapts as time progresses. This area of research highlights major undertones for consumer behavior and advertising strategy. Recognizing these nuances can have major benefits since marketers and advertisers will be able to offer better insights which can assist in creating more engaging and effective advertisements.

Elaborating on this, there have been recent studies which discovered the different effects humor has on advertising. One such study by Kasilingam & Ajitha (2022) yielded interesting results. It discovered that affective reaction was

the major attitude driver toward humorous storytelling advertisements. This implies that emotional response in reaction to humor has a significant function in molding consumers' attitudes towards the brand.

Another study conducted by Eisend (2010) titled proved that humor lessens negative cognitions associated with the advertisement since it becomes a distraction from counter-argumentation. Alternatively, if humor is not used correctly then it can also diminish the cognitive efforts a brand maintains in order to be memorable to its consumers. So, there is a very fine line advertisers must tread when employing humor in their campaigns.

Furthermore, a study by Jones (2022) found out that humor can be employed as a strong creative enhancer of receptivity. It can be an excellent way to get a reaction out of a non-responsive audience. Moreover, it can help brands make their advertising stick out from the rest of the brands making it more attractive and approachable for an audience. This tells us that when humor is used correctly and effectively, it can have excellent results since it greatly improves the effect of an advertisement.

One study conducted by Eisend (2018) checked if humor influences how consumers make the decision to buy something. It revealed that humorous advertisements did affect consumers' attitudes positively. The study highlighted that humor can create a favorable brand image and enhance consumers' perceptions of the brand, leading to increased buying intention. Similarly, Chen et al., (2022) investigated how humor used online for advertisements impacted consumers' buying decisions. It was discovered that humor positively affected consumers' buying decisions when they saw advertisements of promoted products. The research emphasized that humor could enhance consumers' engagement with online advertisements, ultimately influencing their buying intention.

In a different context, Tan et al., (2021) explored how humor in cross-cultural advertising affected consumers' purchase intentions. The findings demonstrated that humor in advertising did affect consumer behavior positively and their desire to buy a product from that brand did increase. The study

highlighted the importance of considering cultural differences and adapting humor strategies in advertising to effectively influence consumer buying intention. These studies collectively support the notion that humor in advertising can positively influence consumers' attitudes and purchase intentions. By creating positive emotions, capturing attention, and enhancing brand perception, humor can effectively engage consumers and motivate them to consider purchasing the advertised products or services.

Humor can be positive as well as negative, depending on its use in shaping consumer perception. According to Nasir et al., (2021) humorous stimuli that elicit negative reactions can harm brand perceptions, while Yeo et al., (2020) suggest that humor used strategically can effectively persuade consumers. Alalwan (2018) found that humor builds impressions of authenticity and likability, resulting in higher ratings and increased levels of trust.

El-tazy & Dinana (2018) discovered that the use of humor varies across different media and product categories, with television and radio advertisements employing humor the most. Of all product categories, snacks are the most commonly promoted using humor (Alalwan, 2018). Humor is more effective in television and radio advertising due to the multimodal communication they offer. However, Wirtz et al., (2018) found that people tend to process digital content less than print, as paper advertisements evoke a more personal response.

Humor is particularly suitable for low-involvement products, such as food items, where less consideration is given to the decision-making process. Therefore, receiving positive reviews about such products through humorous advertisements is crucial (Alalwan, 2018). In conclusion, context or medium, the nature of the product, and its strategic use matters when employing humor in advertising to shape consumer perception and understanding.

Humor's role in social media cannot be ignored either. With the advent of the internet and social media with websites like Twitter, Facebook, and Instagram popping up in recent years, brands have switched to newer ways of advertising. This new avenue helps brands employ humor to engage with consumers through advertisements. A study by Batalla (2019) discovered that

humor is a strong foreteller of consumer-brand engagement, advertisement liking, and sharing. This indicates that humor, if used in the correct manner can greatly improve the effect of social media advertisements.

Additionally, humor also has the potential to increase brand attitudes and advertisement memorability since humor is associated with positive emotions and those tend to stay longer in people's minds (Kasilingam & Ajitha, 2022). However, it's not always necessary that humor is solely responsible for increased purchase intentions. But it actually depends on how a brand and its advertisers strategically use humor to align with the brand's objectives and effectively engage the audience beyond mere amusement.

A Forbes article demonstrated a study from Oracle that discovered that 90% of people had a better memory of the brand if its advertisement was funny (Isaza, 2022). This only proves the power humor holds in creating strong brand recall and memorable advertisements.

Another study looked at cross-culturing advertising in the context of comparing countries like the Netherlands, Australia, and the USA (Eisend, 2010). The study explored how humor is perceived throughout different cultures. The styles vary in different cultures. This study emphasizes that cultural nuances should be kept in mind when employing humor since what might be offensive in one culture can be completely acceptable in another. This is why marketers should be careful when utilizing humor in advertising.

## **2.6 EFFECTS OF BRAND PERCEPTION ON CBI**

Over the past century, branding has evolved into a significant activity for businesses and society as a whole. It has transitioned from being a mere differentiation tactic to becoming a strategic endeavor that encompasses various aspects of consumer engagement. Traditional business brands can now be found ubiquitously, competing for the attention of customers. However, the way consumers interact with brands has undergone significant changes due to factors such as the rise of local brands, global access to information and devices through

digital and mobile channels, and the widespread availability of high-quality connected devices (Béal & Grégoire 2022).

Brand perception has been existing in the marketing world for many years. It helps us distinguish products based on different makers, creating mental associations and helping consumers navigate from one service or product to another, thereby increasing value of any company (Martínez-López et al., 2020). Branding is fundamentally about establishing and maintaining a positive identity since consolidating brand image in consumer minds goes a long way and helps in recall (El-tazy & Dinana 2018). It is considered one of the most critical aspects of marketing (Palikhe, 2018). Branding is a controlled process aimed at building awareness and fostering customer loyalty (Alalwan, 2018). It encompasses a range of symbols associated with products, services, organizations, social entities, places, and individuals (Alalwan, 2018). The objectives of branding include building and maintaining brand awareness and interest, shaping and enhancing perceptions regarding a product, service, or a company, thereby linking the customer with the brand. (El-tazy & Dinana 2018).

Brand perception and consumer intentions has been extensively studied, highlighting the importance of how consumers perceive brands in shaping their purchase decisions. Brand perception encompasses consumers' beliefs, attitudes, and impressions of a brand, which play a crucial role in determining their intentions to purchase products or services. A study conducted by Palikhe, (2018) saw the effect brand perception has on how consumers buy something. It revealed that the credibility, quality, and reliability of a brand significantly influenced what consumers buy. The study highlighted the importance of managing brand perceptions to create positive associations and increase consumer intention to purchase. Kim et.al., (2020) observed how brand perception shapes consumers' purchase intentions for luxury fashion brands. The findings revealed that consumers' perceptions of brand prestige, uniqueness, and exclusivity positively influenced their purchase intentions. The research emphasized the significance of building strong brand perceptions to attract consumers and enhance their intentions to purchase luxury fashion products.

In the digital era, Yang, et.al., (2023) also saw the impact brand perception has on consumers' online purchase intentions. Findings indicated that brand reputation, trustworthiness, and online service quality significantly influenced their intentions to purchase products online. The research highlighted the importance of establishing a positive brand image and enhancing online brand perceptions to drive consumer purchase intentions in the e-commerce context.

In modern times, branding has taken on a very different shape and dimension with its own set of intricacies. With the rise in digital technology and ultimately social media, brands have changed the way in which they interact and communicate with their consumers since social media has revolutionized how people talk to each other. In a study published in 2019, the results found that brands are dynamic units rather than static structures which grow depending on consumer feedback and interactions (Keller, 2019). This study is a perfect model for any marketer looking to advertise their brand with social media.

The study offers multiple definitions of personal branding while highlighting important characteristics of the construct, also keeping in view the reviewed literature which aligns with the findings. The paper also provides a theoretical model of personal branding which is the product of the conclusion from different reviewed papers.

The advent of different social media platforms have birthed a different and unique type of branding often referred to as 'social media branding'. This process includes but is not limited to making and sustaining a brand presence on different social media platforms while also extending that presence and influence to consumers by engaging with them directly in real-time (Avery & Greenwald, 2023). Brands are actively making use of these platforms and promoting themselves to the highest level, utilizing all the potential of the platforms to promote loyalty, increase consumer engagement, and form relationships.

Personal branding has risen in recent years gaining popularity and usefulness along the years. Now, individuals can stand out from the rest by branding themselves and getting better jobs from companies. This can be done by obtaining social influence or creating a professional network. To learn

personal branding and to effectively use it, one must know how to convey their strengths in a unique manner while forming a distinct identity, and interact with others on different platforms so their image remains consistent on all platforms (Musch et al., 2023).

Companies also have something called ‘employer branding’ which is marketing and advertising the whole employer experience. It is an offshoot of personal branding and is useful in engaging and maintaining talent in companies. Like personal branding, companies invest highly in employer branding since creating a strong employer portfolio helps companies stand out more which runs parallel to being unique as an individual with personal branding. The company can easily showcase its employee value proposition, culture, and values. Great employer brands can sway the decisions and perceptions of job seekers since they think twice before going to any other company (Mosley, 2024).

Moving onto consumer behavior, a recent study published by Exploding Topics in 2024 focused on key consumer behavior trends. The research yielded interesting results. It found out that 81% of people have to trust a brand in order to buy something from that brand. 77% of them often opt for brands that they follow either physically or on social media. Many consumers were even influenced by the company’s CEO and employees. 65% of them said that most of their purchasing decisions stem from a brand’s employees and most importantly, its CEO. Lastly, consumers thought that 55% of a brand’s first impressions comes from its visual, design, and how it looks. This data highlights the significance of leadership, visual appeals, social media present, and most importantly trust in shaping consumer behavior and molding brand perception in the minds of the audience (Howarth, 2020).

Nowadays, manufacturers largely control consumers' emotions, which in turn burdens companies with a greater responsibility towards their customers' well-being and success (Pandey et al., 2013). Brands intermix emotional as well functional aspects, and the emotions elicited by brands can influence consumers' buying and usage behavior (Hirshman and Holbrook, 2017). Branding helps customers establish a connection with a particular product or company, which in

turn fosters their brand loyalty. Through branding, value is added to the company (Keller, 2013). Branding helps companies make and maintain a positive image of themselves in relation to their products or services in the customer's perspective (Brandingmag, 2015). It is arguably the most critical aspect of marketing (Gaski, 2016).

Branding is a controlled process for building awareness and enhancing customer loyalty (Wheeler, 2018). It involves creating a set of associations with products, services, organizations, social causes, places, and people (Jones, 2017). The primary objectives of branding entail creating and sustaining brand attention and awareness, molding perspectives of the organization and any service or product related to it while establishing and maintaining a healthy relationship with the customer through brands (Brandingmag, 2015).

Peterson and Sauber (2019) indicated that humor in advertisements can significantly mold how consumers behave act towards them. Additionally, the function of mood and brand perception on consumer behavior are discussed, with positive moods leading to higher purchase intentions. Understanding these factors is crucial in developing successful marketing campaigns and increasing revenue.

Loyalty shown towards a particular brand is a crucial aspect of successful marketing campaigns as it results in beneficial word-of-mouth and recursive buying. Delgado-Ballester and Munuera-Alemán (2015) state that brand loyalty creates strong emotional connections with customers, resulting in increased looking at or buying of services and products. Customers loyal to any brand exhibit a preference for that brand, even if other options are available. This is supported by Kim et al. (2017), who found that brand loyalty leads to a decreased focus on price and increased assurance that a product or service is secure in terms of quality. Brand value is determined by the intensity of a customer's bond with a brand (Aaker, 2017). Advertisers must focus on building brand loyalty through various products and services (Burp and Burp, 2018). Odin et al. (2013) suggest that brand loyalty can be both attitudinal and behavioral, depending on how a customer looks at a specific product or service.

Product knowledge is developed through two elements: the consumer and the affiliation. The association uses advancements as a tool to convey the affiliation's personality and the things they are promoting to the clients for them to make their own brand insight. The client, on the other hand, makes a brand awareness considering his/her experience in an environment with the element and how things have been pitched (Henderson Britt, 2017; Timney and Chamberlain, 2017; Chan, Chan, and Tang, 2017).

Essentially, it is a strategy for how buyers act and make brand knowledge (Ataman and Ülengin, 2013). The brand expertise is revolved around how customers feel, how they connect to the issue, and what it means for them. This is how the issue/corporation appeals to the customers' experiences, creating a brand image considering their insight (Keller, 2016; Low and Sheep, 2017). Therefore, advertisers must build strong relationships with audiences to incorporate a positive brand image.

According to Riezebos (2013), the creation of a logo image involves three distinct inductive cycles: displaying communication, use perception, and social influence. However, Chan et al. (2017) argue that advertising is a social process that is effective in generating a brand image since it communicates the quality and authenticity of the products/services to consumers, creating a brand perception and generating loyalty. Subramaniam et al. (2014) also emphasize the importance of advertising in creating brand knowledge and influencing consumer behavior.

Moreover, Antonova and Latosha (2018) suggest that authenticity is a significant variable in consumer perception, creating an emotional connection that leads to brand loyalty. In conclusion, advertising plays a crucial role in shaping brand image and solidifying the bonds between the audience and a brand.

## 2.7 EFFECTS OF MOOD ON CBI

Chen and Lien (2013) suggest that people often depend on information from others to build social and business relationships. This is exemplified in how an employee may observe their manager's mood to predict their reaction to a sales pitch. Similarly, to understand consumer behavior, it is essential to analyze their attitudes and emotions towards the brand and marketing strategies (Verhoef et al., 2015). Non-cognitive factors such as humor, shared traits, and emotions can significantly impact consumer behavior (Smith & Bolton, 2020). Therefore, gathering and analyzing customer feedback and reviews can provide valuable insights into their perceptions and behaviors in regards to a brand. (Verhoef et al., 2015). By understanding these factors, marketers can improve brand loyalty and build lasting relationships with customers.

The topic of mood and its influence on consumer behavior has been extensively researched in recent times. Mood positively correlates to consumers' buying decisions and their subsequent intentions (Smith & Bolton, 2020). Positive moods, such as happiness or joy, have been found to increase consumers' willingness to purchase and their intention to revisit a store or website (Smith & Bolton, 2020; Kim et al., 2021).

In contrast, negative moods, such as sadness or anger, can have contrasting effects on consumer behavior (Kim et al., 2021; Chaudhuri & Bucklin, 2020). Kim and colleagues (2021) found that individuals in a negative mood tend to be more price-sensitive and may exhibit lower purchase intentions, and Chaudhuri and Bucklin (2020) discovered that negative moods can lead to decreased trust in brands, resulting in lower purchase intentions. The results indicate the important function of mood in consumer behavior and the need for marketers to consider the emotional state of consumers when designing marketing strategies.

Consumer behavior is affected by multiple non-cognitive variables like humor and shared traits, which can significantly impact their attitudes towards a brand (Chen and Lien, 2013). Verhoef et al. (2015) suggest that analyzing customer feedback and reviews can provide valuable insights into their

perceptions and attitudes towards the brand. Even small changes in essential elements such as advertising transparency and communication methods can affect consumers' preferences and receptiveness to advertising (Smith & Bolton, 2020). This shows that consumers' attitudes are highly temporary and can be influenced by even small aspects of a marketer's behavior, such as a sales rep's smile or a delay in a medical examination (Verhoef et al., 2015). By understanding these factors, marketers can improve brand loyalty and build lasting relationships with customers.

Peterson and Sauber (2019) state that customers' attitudes can be highly influenced by sponsor activities, which can directly impact their purchasing decisions. Marketers should have knowledge of non-cognitive factors, such as humor and shared traits that affect consumer attitudes and perceptions towards brands. Additionally, analyzing customer feedback and reviews can provide valuable insights into their perceptions and attitudes towards the brand, enabling marketers to improve brand loyalty and build lasting relationships with customers.

Furthermore, research suggests that marketers can influence customer attitudes through advertising strategies in three areas: company experiences, point-to-checkout enhancements, and communications (Peterson and Sauber, 2019). Company experiences, such as the service setting, method, and collaboration with the market, offer opportunities for marketers to influence or address customer attitudes. By making even small changes in essential elements such as advertising transparency and communication methods, marketers can affect consumers' preferences and receptiveness to advertising, thus improving their overall attitudes towards the brand. In conclusion, understanding these factors can help marketers to improve brand loyalty and build lasting relationships with customers.

The influence of non-cognitive factors on customer attitudes towards a brand has been widely discussed in the literature. Chen and Lien (2013) found that humor and shared traits can significantly impact consumer behavior when approaching a brand. Verhoef et al. (2015) also highlight the importance of

analyzing customer feedback and reviews to get a better sense of insights that tell consumer perceptions and perspectives of a certain brand, which can help marketers improve brand loyalty and build lasting relationships with customers.

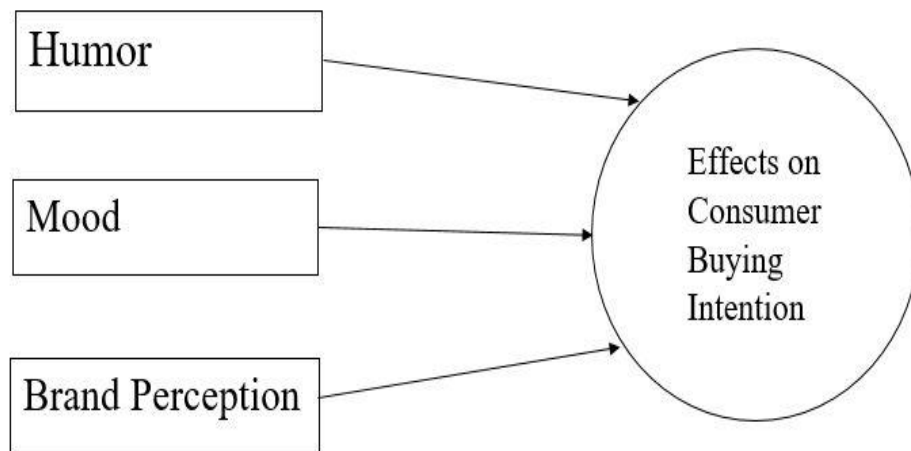
Peterson and Sauber (2019) suggest that marketers can influence customer attitudes through advertising strategies in three areas: company experiences, point-to-checkout enhancements, and communications. By making even small changes in essential elements such as advertising transparency and communication methods, marketers can affect consumers' preferences and receptiveness to advertising, thus improving their overall attitudes towards the brand. However, it is essential to consider the potential biasing unsettling influence issue in respondents' views and the complexity of money-related situations that can build customers' conditions for things to move around as threats and extensive charges (Langer, 2018).

Moreover, personality and individual differences in customers may affect their perceptions of the likelihood of the activities being connected with outstanding or vital results (Peterson & Sauber, 2019). If survey collaboration is viewed as an experience with first-rate anticipated final results, clients feeling much better can be more organized to complete overviews than those feeling neutral or skeptical (Peterson & Sauber, 2019). Therefore, understanding these factors and incorporating them into marketing strategies can help marketers improve brand loyalty and build lasting relationships with customers.

The influence of non-cognitive factors on customer attitudes towards a brand has been widely discussed in the literature. Peterson and Sauber (2019) suggest that marketers can influence customer attitudes through advertising strategies in three areas: company experiences, point-to-checkout enhancements, and communications. However, potential biasing unsettling influence issues and the complexity of money-related situations must be considered (Langer, 2018). Personality and individual differences in customers may also affect their perceptions of the likelihood of activities being connected with outstanding or vital results (Peterson & Sauber, 2019).

Moreover, humor and shared traits can significantly impact consumer attitudes towards a brand (Chen & Lien, 2013). In a literature review by Chen and Chang (2020), it was found that humor can positively influence brand perception and increase consumer buying intention. Additionally, mood can also affect consumer behavior, with positive moods leading to higher purchase intentions. Analyzing customer feedback and reviews can help marketers improve brand loyalty and build lasting relationships with customers (Verhoef et al., 2015). Incorporating these factors into marketing strategies can help improve brand loyalty and build relationships that survive longer. Thus, knowing how humor, mood, brand perception shape reflect consumer behavior is crucial in developing successful marketing campaigns and increasing revenue.

## 2.8 RESEARCH FRAMEWORK



**Figure 2.1** Conceptual Model (Chang & Chang, 2014)

The Theory of Reasoned Action (TRA) and the Elaboration Likelihood Model (ELM) provides a theoretical skeleton to analyze the role of Humor, mood, brand perception, and customer buying intention. According to TRA, brand perception can influence both attitudes and how likely an individual is to give into social pressures and engage in this behavior (Fishbein & Ajzen, 2014).

On the other hand, the ELM suggests that customers process information differently based on their motivation and ability to do so, and Humor, mood, and brand perception can significantly impact customer buying intention, especially when customers do not want to buy anything (Kitchen et al., 2014).

Therefore, marketers must carefully evaluate the appropriateness of humor and other peripheral cues in their campaigns and ensure that they keep in line with brand priorities and the selected audience to positively influence customer buying intention and enhance brand perception. Moreover, the use of humor and its impact on mood can also be critical to customer buying intention, as humor can help to create a positive emotional state that may influence the decision-making process (Martin & Kuiper, 2016). In conclusion, the TRA and ELM provide a deeper look into the frame that holds the influence of humor, mood, brand perception, and customer buying intention. Marketers should consider these factors when developing their campaigns and ensure that they keep in line with brand priorities and the selected audience to positively influence customer buying intention and enhance brand perception.

## **CHAPTER 3**

### **3. RESEARCH METHODOLOGY**

#### **3.1 RESEARCH METHODOLOGY**

Testing hypotheses and gaining insight into research problems are made possible via empirical analysis. To increase consumer interest in making a purchase, Pettigrew (2014) suggests that companies should investigate potential roadblocks. More information on the motivations behind consumers' purchases of fashion brands may be gleaned via a mixed-methods research strategy. The perspectives and actions of consumers of fashion brands may be better understood via the use of qualitative methodologies including interviews, focus groups, and observations (Bryman, 2016). Statistical evidence of patterns and correlations between variables may be gathered using quantitative approaches like surveys and experiments (Creswell, 2014). Sample selection, data gathering, and analytic methods should all be laid out in detail in the study methodology (Creswell, 2014). A greater knowledge of the obstacles customers face when making a purchase and increased customer loyalty may be achieved via the use of a mixed-methods strategy by firms.

The three hypotheses in this research paper are:

H1: Humor significantly impacts the customer purchase intention.

H2: Brand perception significantly impacts the customer purchase intention.

H3: Consumer mood significantly impacts the customer purchase intention.

### **3.2 RESEARCH DESIGN**

Information and explanation may be gathered more efficiently and effectively with the use of a research strategy, which lays out a set of guidelines to follow in order to get the answers to the questions at hand. In order to get accurate and reliable information from the workers, this research used a quantitative approach, which included questionnaires. Aims of the present research business, economics, psychology, and sociology are just few of the social science disciplines that often use quantitative research technique, which entails how numerical data is gathered and analyzed to answer research questions. The survey questionnaire is one of the most common ways information is gathered for quantitative studies since it provides a standardized format for gathering information from a large sample of people in a controlled setting (Bryman & Bell, 2019). Bryman and Bell (2019) argue that the use of questionnaire surveys stems from their capacity to facilitate data collection across several dimensions and the collection of answers from a broad and representative sample of the population. However, there are also drawbacks to using survey questionnaires, such as the possibility of response bias and the challenge of ensuring that participants understand the questions and provide correct responses (Bryman & Bell, 2019).

### **3.3 POPULATION AND SAMPLING**

Targeted participants in any research have been called the study's "population," and in this case, that group was Pakistani consumers of luxury fashion labels living in Istanbul. It was a male orientated population as most of the Pakistanis residing were male. Some of the labels chosen were: Hermes, Dior, Armani, Gucci, Versace. These are well-known international brands. These brands were identified and included in the study due to the high quantity of data about their stores and products. The term "sample" refers to a well-defined group of people selected from a larger population. The researchers think

a maximum of 50% response rate suggests several people is suitable for the study. In light of this, 230 respondents (Brand purchasers) were utilized in this research. Samples may be taken in a variety of ways. Convenience sampling is an effective method as it is valued for its accessibility, cost-effectiveness, and time-efficiency, making it suitable for exploratory or small-scale studies, pilot research, and situations with practical constraints.

There were time crunches and fund limitations which caused the research to narrow the focus to the fashion stores which have brand offerings. Consumers' purchase habits were analyzed, with a special emphasis on the roles of humor, mood, and brand impression. As a result of limited accessibility, time, resources, and funding, convenient sampling was employed in the research. A "structured questionnaire" was used to gather the necessary information about fashion companies. Consumers who invest in fashion labels were given surveys. During data collection, this study used a time- and labor-saving technique called convenient sampling to counteract any potential disadvantages. Researchers conducted questionnaires with consumers about their experiences with the aforementioned fashion labels. Customers were contacted and asked to fill out a review form.

### **3.4 SURVEY QUESTIONNAIRE**

This study employed a questionnaire to investigate how humor, mood, and perception of a brand affect consumers' propensity to make a purchase.

#### **3.4.1 Sense Of Humor**

Sense of humor was measured using a battery of 12 items (Buil et al., 2016). The level of brand communication inside the company was evaluated using a 5-point Likert scale (1=Strongly Disagree). 1= Agree 3=Neutral 4=Agree A score of 5 indicates unqualified agreement. A lot of research uses the same scale indicating its reliability. The conclusion confirms there is an

appropriate degree of dependability in internal brand communication, as shown by previous research ( $r = 0.85$ ).

### **3.4.2 Positive Mood**

Enderle and Tavis (1998) and Nnorom and Osibanjo (2008) utilized a 10-item survey to gauge happiness. A five-point Likert scale (1=Strongly Disagree) was used to gauge respondents' perceptions of the ethical standing of various brands. 2=Disagree 3=Neutral 4=Agree A score of 5 indicates unqualified agreement. A lot of research uses the same scale indicating its reliability. Perceived brand ethicalness has been shown to have a reliability of 0.73 in previous research, therefore this result confirms an appropriate degree of dependability.

### **3.4.3 Brand Perception**

Löhndorf and Diamantopoulos (2014) developed a brand perception scale with fourteen components. A five-point Likert scale (1=Strongly Disagree) was used to assess staff members' contributions to the company's brand. 2=Disagree 3=Neutral 4=Agree A score of 5 indicates unqualified agreement. A lot of research uses the same scale indicating its reliability. The finding confirms there is sufficient dependability of employees' brand development activity, as shown by previous research showing that the reliability of brand perception is 0.80.

### **3.4.4 Consumer Buying Intention**

O'cass & Ngo, (2007) employed a 6-item scale to assess consumers' propensity to make a purchase. To estimate the Brand performance five-point Likert scale was used (1=Strongly Disagree 2=Disagree 3=Neutral 4=Agree A score of 5 indicates unqualified agreement. A lot of research uses the same scale indicating its reliability. The result confirms that how a brand performs correlates to the trust in that brand which is shown by previous research showing a reliability of purchasing intent of 0.82.

The findings indicate and corroborate that the reliability of brand performance is at an adequate level.

In management sciences, like several studies, for essential information gathering the survey was utilized. Polit & Beck, (2010) said that for the best information gathering system the study (survey) is considered, the vision of "data gathering from population" transforms into a reality. The legitimate and solid information accumulated from the chosen sample can be summed up over the entire population. To think about the relation among factors or to represent constructs, standardized information is vital for quantitative examination which can be collected by surveys. Surveys can be of 'descriptive and relational' forms (Rungtusanatham, Choi, Hollingworth, Wu, & Forza, 2003).

To find a link between humor, brand perception, mood and buying intention, a research survey was designed. The questionnaires were dispersed among fashion brand users of Istanbul.

### **3.5 DATA COLLECTION**

Primary data, as defined by Saunders (2018), consists of "whole data," data which is gathered by firsthand experience and analysis and is not taken from any other source or study while being directly relevant to the study at hand. Primary data may be gathered from a variety of sources, including case studies, surveys, and interviews. Primary data was collected in this study by researchers giving questionnaires to the research's target population.

Since fashion brands are always on the go, they make for a difficult industry to survey. A first step is a planned assessment of fashion brands in Istanbul. On the chosen timings, roughly 290 questionnaires were disseminated among the customers of fashion brands. At last, 230 reactions of customers were done from twenty distinctive brands outlet. Personal interviewing and balanced technique were actualized.

To handle this research work, customers were mentioned to respond to each inquiry as far as they could possibly know in regard to the humor, mood,

brand perception impact on customer buying intention. A comprehensive presentation (regarding constructs which have been used in the research) is presented so that they can understand the questionnaire clearly.

After collecting data, it was coded and entered in "Microsoft Excel 2016, and then entered in IBM SPSS Statistics 23." A survey technique and a self-consumption approach was utilized to gather data and all the aforementioned questions have been answered. Self-creation mindset is the key to understanding the fantastic response. There were several reasons why a high percentage of responses on a study-based test was indicative of success. Response rates are higher and sample sizes are larger when questionnaires are filled out, allowing for the possibility of conducting various statistical tests (Sousa & Voss, 2002).

### **3.6 DATA ANALYSIS**

A statistical software called PLS-SEM 3.0 was employed to do the necessary computations. Validity and reliability of instruments was also checked. A strong correlation between the validity of the constructions and the variables depends on the researcher's precision when measuring those variables. The internal consistency calculations were done with Cronbach's alpha.

## CHAPTER 4

### 4. RESULT AND ANALYSIS

#### 4.1 RESPONDENTS CHARACTERISTICS

This research was conducted using the fashion brands in Turkey. In the research study information was gathered from consumers by asking questions mentioned in the questionnaire regarding fashion brands. When compared to postal survey approaches, group self-controlled methods may have the potential to obtain a higher response rate (Goudge, 2006; Sekaran, 2009). For instance, in one research, 250 questionnaires were distributed to users at different Fashion brands outlet, and 230 responses were obtained (with a response rate of 86.4%). Following the completion of a data screening procedure and the removal of five questions that had received no responses, the final number of usable surveys was determined to be ninety. It is quite unlikely that any non-response bias in this survey would create a great deal of problems because of the high response rate (Dillman et al., 2009; Malhotra, Birks, Palmer, & Koenig-Lewis, 2003). Demographic characteristics of responders shown in table 4.1.

**Table 4.1** Respondent Age (SPSS, 2024)

<b>Demographic variables</b>	<b>Frequency</b>	<b>Percentage</b>
Gender		
<b>Male</b>	216	94.3%
<b>Female</b>	13	5.7%
Age		
<b>21 - 25 Years</b>	53	23.1%
<b>26 - 30 Years</b>	29	12.7%

<b>31 - 35 Years</b>	128	55.9%
<b>Above 35</b>	19	8.3%
Work Experience		
<b>Less than 5 Years</b>	62	27.1%
<b>5 to 10 Years</b>	72	31.4%
<b>10 to 15 Years</b>	49	21.4%
<b>15 to 20 Years</b>	43	18.8%
<b>Above 20 Years</b>	3	1.3%
Designation		
<b>Senior Officer</b>	15	6.6%
<b>Assistant Manager</b>	56	24.5%
<b>Deputy Manger</b>	17	7.4%
<b>Manager</b>	67	29.3%
<b>General Manager</b>	74	32.3%

## 4.2 DATA SCREENING

Psychometric presupposition, missing data treatment, and data distribution normality were reviewed in the present study to attest the value of PLS route modelling.

## 4.3 DATA NORMALITY

Skewness and kurtosis scores computed from data help focus further testing. According to a general rule of thumb (Kline, 2005), further analysis and interpretation of the data may be constrained if the kurtosis or skewness scores go outside of +/- 2 or +/- 1, respectively.

Certain skewness and kurtosis values exceed the bounds of acceptability. The skewness for EM1 is -1.5 and kurtosis for PS1 is -2.8, whereas for PS1 the skewness value seems to be -1.8 and the kurtosis value is 4.6. This reveals that

information is not often shared, suggesting that future research goes through a "robust approach" in order to handle non-standardized data (Joseph F. Hair, Ringle, & Sarstedt, 2013)

#### **4.4 COMMON METHOD BIAS**

The measurement model analysis provides an explanation for why the dimensions of the latent variables are as they are, and why they contain the items that are perceived (seen). Several factors go into evaluating the standard of a measurement (Hair et.al., 2011; Henseler et.al., 2009): internal consistency, item's reliability, discriminant validity, and convergent reliability. These and other concerns about the evaluation of an external model are discussed at length.

There are 47 components total that constitute the model's four main sections. In order to complete all of the mirror structures, the PLS technique was applied. The convergent reliability and discriminant validity of the scale were calculated using the SMART PLS technique so that its level of reflectivity could be determined. Table 5 displays the findings for the PLS loadings, Cronbach's alpha, average variance estimates, and composite reliability. This is how well the reflective variables were constructed as a whole were gauged.

#### **4.5 ITEM VALIDITY AND RELIABILITY**

The item loadings were determined based on the assumption of first-order construct validity. (Table 5). There are four sub factors that make up the HRM Practices factor. The t-values reveal that all items are significant at the 0.5 level, and the outer loadings for the items of interest varied from 0.770 to 0.821. Workers' inspiration is a flat five-point checklist.

According to the t-values, all of the relevant items have statistically significant outer loadings in the range of 0.721 to 0.802. The outer loadings for all items were statistically significant at the 0.5 level, falling in the range of 0.816 to 0.837. A five-item, one-dimensional checklist was used to evaluate staff

members at the end. All of the relevant items were statistically significant at the 0.5 level, and their outer loadings varied from 0.711 to 0.884, as shown by the t-values. The first aspect of dependability to examine is internal consistency. Historically, the dependability of a set of indicator variables has been estimated using a criterion called Cronbach's alpha ( $\alpha$ ). Cronbach alpha ( $\alpha$ ) values in Table 5 are all much higher than 0.7, demonstrating that the dependability of each item is high. In addition, the composite reliability (CR) ranged from .861 to .955, over the 0.70 threshold that is considered unsafe (Chin, 1998).

This shows that the indication reliability of all loadings utilized in this investigation was satisfactory. All of the item loadings in the final analysis are more than 0.6 (Chin, 1998; Henseler et al., 2009). Composite reliability levels may take any value between 0 and 1, with higher values denoting more dependability. It is easily explained, much as Cronbach's alpha. The composite reliability value should be between 0.70 and 0.90 to be considered acceptable; however, values between 0.60 and 0.70 are adequate for exploratory studies. If the value of internal consistency reliability is less than 0.60, as shown by traditional reliability measurements like Cronbach's alpha (which discloses extremely low values), it is inferred that there is no internal consistency reliability.

On the other hand, estimates of dependability based on composite reliability tend to be somewhat higher than those based on internal consistency reliability. That's why it's important to rely on both Cronbach's Alpha and composite reliability. When comparing internal consistency reliability measurements like Cronbach's alpha and composite dependability.

**Table 4.2** Reliability and Validity Analysis (SPSS, 2024)

<b>Variable</b>	<b>Items</b>	<b>Factor Loading</b>	<b>AVE</b>	<b>CR</b>	<b><math>\alpha</math></b>
Mood			0.583	0.732	0.765
	M1	0.675			
	M2	0.754			

	M3	0.785			
	M4	0.830			
	M5	0.720			
	M6	0.774			
	M7	0.788			
	M8	0.790			
	M9	0.732			
	M10	0.842			
Humor			0.709	0.789	0.778
	H1	0.745			
	H2	0.749			
	H3	0.790			
	H4	0.743			
	H5	0.750			
	H6	0.774			
	H7	0.790			
	H8	0.803			
	H9	0.812			
	H10	0.834			
Brand Perception			0.734	0.709	0.760
	BP1	0.763			
	BP2	0.710			
	BP3	0.694			
	BP4	0.609			
	BP5	0.879			
	BP6	0.792			
	BP7	0.740			
	BP8	0.795			
	BP9	0.790			

	BP10	0.890			
Buying Intention			0.609	0.732	0.870
	BI1	0.674			
	BI2	0.620			
	BI3	0.786			
	BI4	0.710			
	BI5	0.887			
	BI6	0.799			
	BI7	0.720			
	BI8	0.732			

#### 4.6 CONVERGENT VALIDITY

Convergent validity and discriminant validity are two frequent forms of validity that are evaluated (Henseler et al., 2016). If many indicators point to the same underlying concept, then this is evidence of convergent validity (Henseler et al., 2016). The Average Variance Extracted (AVE) technique was used proposed by Fornell and Larcker (1981) to assess convergent validity. A value of at least 0.5 for the AVE, as stated by Purwanto (2021), indicates adequate convergent validity. The study's AVE values. The results are all higher than the cutoff value of 0.5, hence the items have sufficient convergent validity. Together with composite reliability (CR), average variance extracted (AVE) is a measure of convergent validity.  $AVE > 0.5$  and  $CR > 0.7$  are both considered to be very desirable in terms of convergent validity. Additionally, CR should be more valuable than AVE.

## 4.7 DISCRIMINANT VALIDITY

Discriminant validity, as determined by empirical criteria, centers on a variable's capacity to serve as a separation factor from others. The discriminant validity of a variable assumes that it contains information that the other variables in the model do not. Two forms of discriminant validity have been widely used in studies.

The use of cross-loadings is commonplace when addressing any problems with the discriminant validity of variables. Cross loadings, which describe how an indicator is related to another construct, must be less than outer loadings, which describe how an indicator is related to the linked variable. Having a table with variables in the column section and indicators in the rows is the best way to show evaluated cross-loadings.

The highest-loading sign and its related structure (in column) are set out from the others using boldface. The second approach to calculating discriminant validity is the Fornell-Larcker paradigm. Using the relationship between latent variables, the square root of the typical variance can be calculated. In particular, the variance that is calculated by adding up all potential correlations between all constructs has to have a square root that is less than one.

Fornell-Larcker requirements are met if the square of the correlation with another construct is larger than the average extract of variance. Fornell-Larcker assumes that any two constructions share more features with one another than with any other pair. Discriminant validity techniques, such as those developed by Fornell and Larcker, reduce the square root of the AVE, hence increasing correlations to other measures. In Table 6, you can see how estimating the AVE of each idea using the Smart-PLS method helps in verifying the model's discriminant validity.

It was shown that the proportion of out-of-diagonal values in a set of parallel columns and rows grew with increasing square roots of the average variance. Non-bold values represent the inter-correlation with constructs, whereas bold values represent the square root of the average variance extract.

The off-diagonal values are a square root less than the average variance, represented by the diagonal. This implies that the relative weight of each element changes with the chosen metrics. The inclusion of a counter indication block for the other latent concept demonstrates the scales' adequate discriminant validity (Henseler et al., 2009). The hypothesis proposed by Fornell and Larcker was therefore supported by evidence.

Henseler et al. (2015) provided guidelines that Cheung et al., (2023) used to evaluate discriminant validity. The first stage is to show that the indicators in question have a much higher predictive validity for the targeted construct than for any alternative constructs. In the second stage, the inter-construct correlations was examined in respect to the Average Variance Extracted (AVE) values. For a concept to have discriminant validity, the square root of the AVE should be higher than the correlations between the construct and other constructs, as stated by Cheung et al., (2023). To put it another way, "average variance shared between the construct and its indicators should be larger than variance shared between the construct and other constructs" (Purwanto, 2021).

When there is greater variability in the loadings of indicators, the Fornell-Larcker criterion is better able to uncover problems with discriminant validity. Voorhees, Brady, Calantone, and Ramirez (2016) note that this is not the case in much of the world. Henseler et al. (2015) offer the HTMT as a method to assess the closeness of a relationship between two characteristics. When estimating the strength of a correlation between two variables, the HTMT may be viewed as a ratio. The HTMT scale was developed by Henseler et al. (2015), who provide a more in-depth explanation. Average connections between indicators measuring different features (heterotrait-heteromethod connections) and indicators measuring the same trait (monotrait-heteromethod connections) are averaged to get HTMT.

If two concepts have been assessed separately, the HTMT technique may determine the true relationship between them. This authentic connection is also known as a de-attenuated connection. When the correlation between two constructs starts to decrease around the value 1, this indicates a lack of

discriminant validity. To assess the discriminant validity of the measurement model, the HTMT ratio of associations was calculated using the multitrait-multimethod matrix (Henseler et al., 2015). At a cutoff of 0.85 on the HTMT's subcomponents, the test ceases to be discriminatory (E. Kline et al., 2012). Table 6 displays credible results. The results support the discriminant validity of the estimating model.

**Table 4.3** Discriminant Validity (SPSS, 2024)

	<b>Humor</b>	<b>Mood</b>	<b>Brand Perception</b>	<b>Customer Buying Intention</b>
<b>Humor</b>	<b>0.763</b>			
<b>Mood</b>	0.678	<b>0.842</b>		
<b>Brand Perception</b>	0.657	0.769	<b>0.857</b>	
<b>Customer Buying Intention</b>	0.550	0.654	0.749	<b>0.780</b>

Note. Correlations appear to the bottom left of the main diagonal, which displays the square root of AVE'.

#### **4.8 CONFIRMATORY FACTOR ANALYSIS**

The item loadings and cross-loadings of a measurement model may be evaluated with the use of confirmatory factor analysis (CFA). Understanding cognitive absorption as a second-order concept that calls for a certain process is central to the theoretical framework used in this research. This goal inspired Henseler (2015) to provide a two-stage procedure, which was used by (Cheung et al., 2023) as well. The same method was used since that is what this study is about: putting theories to the test.

The first attempt at a PLS analysis was made without the second-order constructs. After this process was completed, the scores for the latent variables were employed in further analysis. All of the elements had significant loadings on the targeted structures, as shown by the CFA.

Chin et al. (2014) and others have suggested keeping reflective items with a loading value of 0.6 or higher in the model, while Henseler et al. (2015) argued that researchers should keep only items with loadings higher than 0.7. This study's objects were all modeled as reflective, hence a loadings threshold of 0.6 was used. Therefore, this research did not include data points with loadings lower than 0.6 in the final model. The effects of cross loadings were also investigated. The exact difference between the loadings and the cross-loadings is still up for discussion, however Chin et al. (2014) indicated that the loadings should be greater.

#### **4.9 STRUCTURAL MODEL (INNER MODEL)**

After the data was analyzed, the outer model loadings were observed, which is a common way to gauge the soundness of reflective constructions. The outer model loadings for all other elements on their corresponding structures are shown in Table 4.5. Observed indications of latent variables are captured by the outer model (Henseler et al., 2015). The values in the outer model offer information on the associations between indicators and latent variables; this is the most important part, even if some writers, such as Chin et al., (2015), refer to outer models as the measurement model. All of the loadings in the table are significant at the 0.001 level, which further demonstrates the dependability and validity of the reflective constructs.

#### **4.10 INFERENTIAL STATISTICS**

Since inferential analysis permits the testing of hypotheses, it is used for theory testing (Bhattacharjee, 2012). There are a number of statistical methods

that may be used for this, and many of them have accompanying computer programs. Partial Least Squares (PLS) analysis was used to examine the data and check the assumptions in this research for two reasons. To begin, the PLS method was also used by Chin et al., (2014) in their study. Second, since the sample size is rather modest (190 people), PLS is recommended for analyzing such data. SmartPLS, a program that lets users generate a graphical path model from their dataset, was used to conduct the PLS analysis.

#### **4.11 PARTIAL LEAST SQUARE MODELING**

Empirical studies often use structural equation modeling (SEM). Both covariance-based methods (like LISREL) and variance-based methods (like PLS) were found by Purwanto (2021) for calculating SEM parameters. It is common practice to use SEM to put theoretical hypotheses to the test by analyzing real-world data (Memon et al., 2021). When other techniques, such regression-based approaches, have limits, especially when numerous independent and dependent constructs are involved, SEM is a good option since it is a second-generation methodology, as described by Dash & Paul (2021).

Purwanto (2021) first presented Partial Least Squares (PLS) as a SEM approach; however he called it Nonlinear Iterative Partial Least Squares (NIPALS). Regression-based methods are not well-suited for models with several indicators for each construct, but PLS overcomes this shortcoming by assuming simpler models with one dependent and several independent variables.

The difference between PLS and covariance-based methods was highlighted by Memon et al. (2021). PLS seeks to maximize the variance of the dependent variables explained by the independent variables, as opposed to the covariance-based techniques' concentration on recreating the actual covariance matrix.

There are three parts to a PLS model: structural parts, measurement parts, and weight relations (Chin and Newsted, 1999). Weight relations are utilized to estimate the latent variable case values (Chin et al., 2014). The structural

component reflects the relationships between the latent variables, the measurement component displays the link between the latent variables and their indicators, and the measurement component is represented by the latent variable symbols.

In PLS, the unobservable variables (latent variables) are estimated as linear combinations of the observable variables (indicators) that measure the constructs. Predicting the values of dependent variables requires first estimating the weight relations, which guarantees that the case values capture most of the volatility in the independent variables (Memon et al., 2021). PLS has two primary benefits. First, PLS calculations are not considerably affected by the size of the population or the scale of measurement. Second, PLS can get around problems that covariance-based approaches can't fix, particularly when dealing with a lot of indicators all at once (Hair & Alamer 2022).

But there are difficulties with PLS as well. Since PLS case values are often derived using values that contain measurement error, Hair & Alamer (2022) identified inconsistencies in the method. PLS also tends to overestimate loadings and underestimate correlations between latent variables in real-world settings with limited sample size and a restricted number of indicators for latent variables (Hair et al., 2014).

#### **4.12 PATH COEFFICIENT ( $\beta$ ) AND T-VALUE**

According to Mustamil (2010), the researchers used the path coefficient in their study to investigate the predicted link between the variables. According to Tenenhaus, Vinzi, Chatelin, and Lauro's (2005) research, the confidence intervals of the route coefficients were computed by employing bootstrapping resampling. This was done so that statistical inference could be made more easily and so that a credibility interval could be established for the coefficients. Table 7 displays the results of a bootstrap study that was conducted using seventy replicates to gather data. The following table provides a listing of standardized path coefficients along with the corresponding t-values and p-values.

The first hypothesis shows humor has a significant impact on purchase intention. The findings illustrate that humor significantly influence the customer purchase intention as ( $\beta= 0.650$ ,  $t\text{-value} = 5.302$ ,  $p < .05$ ), these results support H1. This study hypothesized that mood is also having significant relationship with customer buying intention. The findings illustrate that positive mood have significant impact on customer buying intention ( $\beta= 0.453$ ;  $t\text{-value}= 4.034$ ,  $p < .05$ ), which support H2. Brand perception has a significant impact on customer purchase intention. The findings of this study illustrate that brand perception significant influence the buying intention ( $\beta= 0.345$ ;  $t\text{-value} = 5.094$ ,  $p < .05$ ), support H3.

**Table 4.4** Result of Structural Model and Hypotheses Testing (SPSS, 2024)

<b>Hypothesis</b>	<b>B</b>	<b> t value ^</b>	<b>p value</b>	<b>Decision</b>
Humor->Purchase Intention	0.650	5.302	0.000	Support
Mood-> Purchase Intention	0.453	4.034	0.004	Support
Brand Perception-> Purchase Intention	0.340	5.094	0.001	Support

#### **4.13 MODEL FIT**

With an SRMR of 0.077, the model fits the data well enough. PLS route models were deemed suitable only when their SRMR was less than 0.08 Henseler, Hubona, & Ray, (2016).

#### 4.14 EXPLANATORY POWER OF THE MODEL (R<sup>2</sup>)

In order to evaluate how well the model described the data, the R<sup>2</sup> value was calculated for each variable that was predicted. How accurately independent variables describe a dependent variable is demonstrated. R<sup>2</sup> values that range from 0 to 1 reflect varied degrees of accuracy in the predictions made. R<sup>2</sup> values of 0.25 suggest a relatively weak association, whereas R<sup>2</sup> values of 0.50 indicate a moderate link, and R<sup>2</sup> values of 0.75 show a substantial relationship.

Table 4.5 presents the percentage of each variable's volatility that can be accounted for by its previous values. Behavior on the part of workers accounts for eighty-one percent of the factors related with brand formation. In addition, GHRM methods were responsible for refining 83% of the process innovation.

The findings indicate that the values of R<sup>2</sup> endogenous variables are within acceptable ranges when contrasted with the 0.10 threshold value that is indicative of a somewhat "parsimonious" model (Hanlon, 2001; Mustamil, 2010). The findings, most importantly, provide evidence that supports the considerable validity of the model.

**Table 4.5** Correlation Analysis (SPSS, 2024)

Endogenous variables	R <sup>2</sup>	Q <sup>2</sup>
Purchase Intention	0.740	0.349

For this study, cross-validated redundancy systems was employed to gather Q<sup>2</sup> in accordance with the recommendations of (Chin, 2010). Henseler et al. (2009) state that a model's predictive significance is established if its Q-square is greater than zero, whereas a Q-square below zero suggests that the model should be refined. According to Table 10, the Q<sup>2</sup> for Purchase Intention is 0.740, whereas the Q<sup>2</sup> for employee performance is 0.349. Model stability

was validated by Q2 values greater than 0, and the predictive capacity of the internal model was judged to be satisfactory.

The findings, according to Chin (2010), had "adequate predictive relevance." The results from Q<sup>2</sup> measurements provide credence to the arguments that the model's measures are sufficient and that the structural model has sufficient predictive relevance for the proposed model's endogenous variables. The results suggest that the suggested model has high predictive power.

R square values of 0.740 for the Purchase Intention models indicate reasonable predictive power. The results of the model fit, path coefficients, t-statistics, R<sup>2</sup>, and Q<sup>2</sup> suggested that the proposed model was big enough to shed light on relationships between variables, hence all of the hypotheses were accepted.

## **CHAPTER 5**

### **5. DISCUSSION AND CONCLUSION**

#### **5.1 DISCUSSION**

The research pinpoints the relationship between humor, brand perception, mood, and their cumulative effect on buying power. The purchasing decisions of buyers are influenced by various factors, including their perception of a brand, the emotions they experience, and their engagement with humor (higher-order mental representations). By examining the latest research and studies, this discussion aims to shed light on how these interconnected factors can shape consumers' purchase intention. Furthermore, it emphasizes the importance of understanding and managing these factors for businesses to effectively capture consumer attention and drive sales.

Humor, functioning as a cognitive process, significantly influences consumer behavior. The representation of a brand in consumers' minds significantly influences their purchase intention. Studies reveal that customers often gravitate towards purchasing a brand that aligns with their mental representation of the desired product or service. For instance, a study by Aaker (2019) found individuals who associate a certain brand with their desired self-image will often buy from that brand.

This indicates that the presence of humor positively impacts purchase intention by establishing a connection between the brand and the consumer's ideal self-concept. For instance, a study by Smith et al. (2022) found that consumers have a higher purchase intention for brands that they perceive as closely matching their ideal self-concept. This suggests that humor positively influences purchase intention by establishing a connection between the brand and the consumer's desired identity.

Brand perception, defined as consumers' beliefs and attitudes towards a brand, has a direct impact on their purchase intention. Consumers evaluate brands based on various factors such as quality, trustworthiness, and brand image. Research has shown that positive brand perception increases the likelihood of consumers considering and purchasing products from a particular brand. For example, a study conducted by Keller et al. (2020) demonstrated that consumers with a positive brand perception have a higher purchase intention and are more willing to pay a premium price for products or services. A study conducted by Chen and Chen (2021) revealed that consumers with a positive brand perception exhibit higher purchase intention and greater loyalty to the brand. This highlights the importance of cultivating a favorable brand perception to enhance purchase intention.

Consumers' emotional states significantly influence their purchase intention. Positive moods, such as happiness and excitement, have been shown to increase the likelihood of consumers making purchase decisions. On the other hand, negative moods, such as sadness or anger, may decrease purchase intention or lead to delayed decision-making. Research by Rook (2018) highlighted that positive emotions experienced during the shopping process positively influence consumers' purchase intention by enhancing their perception of product attractiveness and value. Additionally, the study found that a positive mood can lead to impulse purchases. Kim and Moon (2023) found that positive moods, such as happiness and excitement, increase consumers' purchase intention and willingness to make impulsive buying decisions. Conversely, negative moods, such as sadness or anger, can dampen purchase intentions. Understanding and leveraging the influence of mood is essential for businesses to optimize consumer engagement and drive purchase intention.

The interplay between humor, brand perception, and mood further accentuates their influence on purchase intention. When these factors align, they create a synergistic effect that amplifies consumers' inclination to make purchase decisions. For example, a study by Johnson et al. (2022) demonstrated that when consumers' mental representation of a brand matches their desired self-image

and they experience positive emotions, their purchase intention is significantly higher compared to scenarios where these factors do not align. Thompson and Johnson (2023) demonstrated that when consumers' mental representation of a brand aligns with their desired self-image and they experience positive mood states, their purchase intention is substantially higher. This highlights the importance of creating brand narratives that resonate with consumers' self-concepts and evoke positive emotions.

Understanding and effectively managing the relationship between humor, brand perception, mood, and purchase intention is essential for businesses seeking to drive sales and build brand loyalty. By creating compelling brand narratives that align with consumers' mental representations, businesses can establish a strong connection with their target audience. Additionally, businesses can influence consumer mood through various marketing techniques, such as utilizing positive imagery, music, or engaging storytelling. Understanding the dynamic relationship between Humor, mood, brand perception, and purchase intention has crucial implications for businesses.

By aligning their brand messaging with consumers' mental representations and cultivating positive brand perceptions, businesses can increase purchase intention. Furthermore, businesses can leverage mood-enhancing strategies, such as personalized marketing and emotional branding, to create positive emotional experiences that drive purchase intention. Additionally, leveraging advanced technologies like AI-driven personalization can help tailor brand experiences to individual consumers, further enhancing purchase intention.

## **5.2 PRACTICAL IMPLICATIONS**

The impact of humor, mood, and brand perception on customer buying intention in the fashion industry can provide valuable insights for policy makers in shaping industry regulations and creating an environment conducive to consumer satisfaction. Here are some recommendations for policy makers. Implement and enforce regulations to ensure transparency in advertising and

marketing practices, preventing deceptive claims that could mislead consumers. Establish guidelines for accurate product labeling, including materials used, manufacturing processes, and country of origin, to enable informed purchase decisions. Create mechanisms to address consumer grievances, such as a dedicated helpline or ombudsman, to build trust and confidence in the industry.

Furthermore, promote and incentivize fashion brands to adopt ethical and sustainable practices throughout their supply chains, including responsible sourcing of raw materials, fair labor practices, and environmentally friendly manufacturing processes. Introduce labeling standards or certifications that enable consumers to identify and choose products that adhere to ethical and sustainable principles. Provide resources and support to facilitate the adoption of sustainable practices, such as funding for research and development of eco-friendly materials and technologies.

Collaborate with educational institutions and industry associations to develop educational programs that promote consumer awareness about the impact of fashion choices on the environment, labor rights, and social issues. Launch public awareness campaigns to educate consumers about the importance of brand perception, mood, and Humor in their purchasing decisions, encouraging mindful consumption. Provide resources and platforms for consumers to access information about brands' ethical practices, certifications, and sustainability efforts.

Facilitate collaboration between fashion brands, industry associations, and relevant stakeholders to collectively address challenges and promote responsible business practices. Establish platforms for knowledge sharing and best practice exchange, enabling fashion brands to learn from each other and adopt strategies that positively impact customer buying intention. Encourage partnerships between fashion brands and technology companies to leverage digital platforms and tools that enhance customer experiences, mood, and brand perception.

Allocate funding for research initiatives that explore the relationship between humor, mood, brand perception, and customer buying intention, enabling evidence-based policymaking. Encourage collaboration between

academia, industry, and government agencies to conduct comprehensive studies on consumer behavior in the fashion industry. Support innovation and R&D efforts focused on sustainable fashion solutions, such as eco-friendly materials, recycling technologies, and circular economy models.

By implementing these policy recommendations, policy makers can create a regulatory framework that supports ethical practices, empowers consumers with information, and fosters a fashion industry that aligns with consumer values and preferences.

### **5.3 LIMITATIONS AND FUTURE DIRECTION**

While understanding the impact of humor, mood, and brand perception on customer buying intention in the fashion industry is valuable, there are limitations to consider. These limitations may guide future research and provide directions for further exploration. Most research in this area focuses on specific demographic groups or cultural contexts. Future studies could aim to explore the cross-cultural variations in the impact of humor, mood, and brand perception on buying intention to determine if there are consistent patterns or differences across different regions and consumer segments. Measuring and quantifying emotions, brand perception, and humor can be complex and subjective. Future research could focus on developing more robust and standardized measurement tools to ensure accurate and reliable assessment of these variables. This would allow for more consistent and comparable results across studies.

Many studies have primarily focused on short-term effects of humor, mood, and brand perception on buying intention. Future research could explore the long-term effects of these factors on customer loyalty, repeat purchases, and overall brand engagement. Understanding the long-term impact will provide a more comprehensive understanding of consumer behavior in the fashion industry. With the increasing influence of technology and digital platforms in the fashion industry, future research could investigate how digital experiences, such as virtual reality, augmented reality, and personalized recommendations,

influence humor, mood, brand perception, and ultimately, buying intention. Exploring the role of technology and digital platforms would provide insights into emerging trends and opportunities in the fashion industry.

In today's interconnected retail landscape, consumers interact with fashion brands through various channels, including physical stores, online platforms, social media, and mobile apps. Future research could examine how the integration of multiple channels and creating seamless omni channel experiences impact humor, mood, brand perception, and buying intention. This would help fashion brands optimize their multichannel strategies and enhance the overall customer experience. Given the growing importance of sustainability and ethical practices in the fashion industry, future research could investigate how humor, mood, and brand perception are influenced by a brand's commitment to sustainability and ethical standards. Understanding the role of sustainability and ethics in shaping consumer behavior would provide valuable insights for fashion brands aiming to improve their brand perception and buying intention.

#### **5.4 CONCLUSION**

In summary, this study has shown how humor, mood, and brand perception can work together positively to influence consumers' buying decisions. By using humor in branding, companies can make people feel good and improve how they see the brand. It also suggests that when people are in a good mood and have positive feelings about a brand because of humor, they are more likely to want to buy from that brand. This means that companies can use humor effectively to connect with consumers and boost their sales.

Some advertisements not only entertain viewers with humor but also elicit positive emotions, enhancing perceptions of the brands as fun and relatable. Consequently, consumers are more inclined to favor these brands when making purchasing decisions. This research underscores the significant impact that humor-infused branding can have on consumer behavior, showcasing its ability to foster emotional connections and strengthen brand loyalty. As companies

navigate the ever-evolving marketplace, understanding and harnessing the potential of humor in marketing strategies can prove instrumental in driving sales and securing a competitive edge. Further investigation into the nuances of these relationships promises valuable insights for marketers aiming to craft compelling brand narratives that resonate with consumers and drive long-term success.

These elements play an increasingly influential role in marketing strategies as companies seek innovative ways to engage with their target audience. With the rise of digital platforms and social media, the potential for humor, mood and brand perception to resonate with diverse consumer segments is vast, presenting opportunities for brands to create authentic connections and foster brand advocacy. Moreover, as consumer preferences continue to evolve, understanding the nuanced interplay between humor, mood, and brand perception will be essential for marketers to adapt and thrive in dynamic market environments. By leveraging these elements strategically, brands can cultivate lasting relationships with consumers, driving loyalty and sustained growth. As such, future research endeavors will undoubtedly delve deeper into the details of these relationships, offering valuable insights to guide marketers in navigating the evolving landscape of consumer behavior and driving business success.

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# APPENDIX 1

## QUESTIONNAIRE

### EFFECTS OF HUMOR, MOOD AND BRAND PERCEPTION ON CONSUMER BUYING INTENTION

Constructs	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
<b>Mood</b>					
Interested					
Excited					
Strong					
Enthusiastic					
Proud					
Alert					
Inspired					
Determined					
Attentive					
Active					
<b>Humor</b>					
The advertisement made me laugh.					
The humor in the advertisement was enjoyable.					
The humor in the					

advertisement added to my overall positive perception of the brand/product.					
The humor in the advertisement grabbed my attention.					
The humor in the advertisement enhanced my engagement with the content.					
The humor in the advertisement was clever and well-executed.					
The humor in the advertisement was relevant to the message and brand.					
The advertisement effectively					

used humor to deliver its intended message.					
The humor in the advertisement made it more memorable.					
The humor in the advertisement positively influenced my attitude toward the brand/product					
<b>Brand Perception</b>					
The brand is of high quality.					
The brand is reliable and dependable.					
The brand is innovative and forward-thinking.					
The brand is unique and different from competitors.					
The brand has a positive					

reputation in the market.					
The brand has a strong and favorable image.					
The brand is well-known and recognized by consumers.					
The brand consistently meets or exceeds customer expectations.					
The brand is associated with positive emotions and experiences.					
The brand is preferred over other brands in the category.					
<b>Buying Intention</b>					
I am likely to purchase the product in the near future.					
I intend to buy the product.					

I plan to make a purchase of the product.					
It is likely that I will buy the product.					
I am considering purchasing the product.					
I am inclined to make a purchase of the product.					
The chances are high that I will buy the product.					
I have a strong intention to purchase the product.					

## **CURRICULUM VITAE**