

Altıntaş, M. H., Akhan, C.E., Kurtulmuşoğlu, F., Mueller, R.D. (2022), The Relationship Of Humor, Trust, And Intrusiveness in Advertising, *Pamukkale Üniversitesi İletişim Fakültesi Dergisi* 1(2). 130-149

Geliş Tarihi: 15.10.2022

Kabul Tarihi: 29.12.2022



Araştırma Makalesi

THE RELATIONSHIP OF HUMOR, TRUST, AND INTRUSIVENESS IN ADVERTISING

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Abstract

The main purpose of this paper is to analyze the effects of consumers' perceptions of humorous advertising in ads. The main goal is to induce consumers' perception through persuasion by creating a tendency to try and buy. Humor is one of the most effective elements influencing purchase decisions. The humorousness of an ad may have direct and indirect effects on consumers' sense of humor and impacts attitudes toward ads. Analysis results suggest that a sense of humor positively affects the perception of the humorousness of an advertisement. Also, trust positively affects attitudes toward advertising, while the perception of ad humorousness positively affects attitudes toward ads.

Keywords: Humor, Intrusiveness, Trust, Advertising

Özet

Bu çalışmanın temel amacı, tüketicilerin reklamlardaki mizahi algılarının reklamlara yönelik tutumlar üzerindeki etkisini araştırmaktır. Yüzlerce yıldır, tüketicilerin ürünlere ve markalara karşı tutumlarını etkilemek için reklam kullanılmaktadır. Burada temel amaç, deneme ve satın alma eğilimi yaratarak, ikna yoluyla tüketicilerin algısını oluşturmaktır. Mizah, satın alma kararlarını etkileyen en etkili unsurlardan biridir. Bir reklamın mizahiliği, tüketicilerin mizah anlayışı üzerinde doğrudan ve dolaylı etkilere sahip olabilir ve reklamlara yönelik tutumları etkiler. Analiz sonuçları, mizah duygusunun bir reklamın mizahilik algısını olumlu yönde etkilediğini göstermektedir. Ayrıca güven, reklama yönelik tutumu olumlu etkilerken, reklamın mizahi algısı, reklamlara yönelik tutumu olumlu yönde etkilemektedir.

Anahtar Kelime: Mizah, Müdahalecilik, Güven, Reklamcılık

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INTRODUCTION

Consumers are exposed to an extensive amount of advertisement messages in daily life (Kim et al., 2001). This exposure severely reduces the efficacy of advertising (Hutter and Hoffmann, 2011). One way businesses can increase efficiency is through humor in their advertisements (Vranica, 2009; Fugate, 1998; Weinberger and Gulas, 1992). Because of its prolific use, much has been written about the use of humor in advertising. Research shows that humor enhances attitudes toward advertisements and brands (Eisend, 2009). Humor in advertising can also attract attention (Eisend, 2009; Krishnan and Chakravarti, 2003), with advertisement-oriented memory being stronger for humorous advertisements (Chattopadhyay and Basu, 1990). Humor in ads is often repeated or shared by viewers, generating word-of-mouth or pass-along value (Warren and Berger, 2011).

Humor is a valuable element in relevance-theoretic communication in the context of the listener's interpretation and evaluation processes (Yus, 2003; Hai-hui, 2019). Relevance theory focuses on the person's optimal relevance expectation in understanding the content (Xu and Zhou, 2013), and expectations are essential at this point (Piskorska, 2014). A valid and common tool to measure consumers' orientation to humor in ads has not been observed in consumers' advertisements in the literature. The message's relevance in the ad naturally affects consumers' information, evaluation, and product orientation (Hayes et al., 2020). The humor concept has been analyzed and measured from various angles to date. Some measurements focus on transferring humor into daily life as an adaptation (Thorson and Powell, 1993), and some works with reflective indicators (funny, amusing, etc.) by perceived scales (Zhang, 1996). Also, some studies of the stimulus effect of humor-based analysis (Eisend et al., 2014) indicate humor as a general conceptualization. When the studies that measure humor are examined, cases based on the predecessors of humor with evaluations of how humorous the person is (Thorson and Powell, 1993), the clarification of humorous attitude according to the circumstances and environment (Martin and Lefcourt, 1984) or cases on the reflection of the humor to the sub-elements of daily life is present.

Although the humorousness of an ad works as an interface that sharpens the message and thus influences the attitude toward the ad in general, we do not think that the consumers' sense of humor and the humorousness of an ad are the only areas of interaction that increase ad effectiveness in the humor context (Zhang and Zinkhan, 2006). Positive attitudes towards humorous advertisements may impact general attitudes towards advertising, but the individual's humor proneness also affects the impact level. The humorousness of an ad is usually measured as ad hoc (e.g., Weinberger & Gulas, 1992; McCullough & Taylor, 1993).

There are many studies in the literature on humor and humor-related concepts. (Ruch, 1992; Cline et al., 2003; Chik et al., 2005; Loizou & Kyriakou, 2016; Hoicka, 2016). Cline et al. (2003) developed the Need for Humor (N.F.H.) scale to measure a person's tendency to generate and seek humor. N.F.H. influences the extent to which humor is appealing to an individual. Ads with higher levels of humor more positively affect attitudes among consumers with higher N.F.H. Given the prolific use of humor in advertising, many viewers have been conditioned to expect humor in advertisements. Superbowl commercials are probably the most obvious example of viewers expecting to see humorous ads. Various studies in the literature measure humor as a general construct (Eisend et al., 2009; Rübner et al., 2017), in the context of sense (Thorson and Powell, 1993; Dowling and Fain, 1999), and perceived humor in ads (Woltman Elpers et al., 2004; Duncan and Nelson, 1985; Alden

et al., 2000). Despite the prolific use of humor in advertising and the general assumption that viewers expect humorous ads, there is a lack of conceptualization of a scale that measures consumers' humor orientation.

In light of the literature review, it is seen that three basic facts provide a perspective on consumer, humor, and advertising attitude. Consumers' general attitudes toward ads like ad engagement (Kim et al., 2017) will affect the responses towards humorous ads. Related literature regarding consumer attitudes and humorous advertising mainly focuses on stems like ad reaction (Warren et al., 2019; Zhang and Zinkhan, 2006), perceived humorousness (Ivanov et al., 2019), and the evaluation of humor and its appropriateness (Mayer et al., 2019). Accordingly, literature also focuses on personal and subjective themes like humor tolerance (Wang et al., 2019; Lee and Lim, 2008), humor orientation in personal life, and one's own humorousness (Wanzer et al., 1995), sense of humor (Dowling and Fain, 1999; Kuiper et al., 1995), the need for humor (Cline et al., 2003) and humor appreciation (Riecken and Hensel, 2012) throughout the years. The presence of humorous elements in ads (Limbu et al., 2012) has an interaction effect (Mukherjee and Dube, 2012), have a masking effect on some concerns and lacking elements (Förster and Brantner, 2016), and plays a key role against consumers' resistance toward the product, maybe even the brand itself. Also, the literature suggests that consumers appreciate humorous ads, and there is a positive relationship between humor and ad liking (Galloway, 2010; Strick et al., 2009).

Based on the connections between attitudes towards advertising and perceptions towards the humorousness of the advertisement, the article's starting point is to determine the effect level of consumers' perception of humorousness in advertisements as an antecedent on general and specific attitudes. First, the relevant literature has been reviewed, and the field research on the subject is presented below.

LITERATURE REVIEW

Humor Concept

People experience humor in three ways: incongruity, superiority, and relief (Gulas and Weinberger, 2006; Meyer, 2000). Incongruity results from an incongruity or deviation from expectations or reality, i.e., catching people off guard when there is a shift from seriousness to humor (Boyd, 2004). Ads that are absurd, strange, inappropriate, unconventional, eccentric, etc., are viewed as humorous. Generally, people find humor in what surprises them (Meyer, 2000), and humor can make people laugh at contradictions (Halkias and Kokkinaki, 2013). Following exposure to incongruity, surprise can be transformed into diverse affective outcomes (Alden et al., 2000). Indeed, because a more cognitive investment is required when people deal with incongruent stimuli, incongruent stimuli may increase the recipient's cognitive arousal. When discrepancies are successfully resolved, they may elicit more positive judgments (Kalkias and Kokkinaki, 2013).

Superiority is probably the oldest and most common form of humor, and although not as common as incongruity in advertising, its use is widespread. The theory suggests that we laugh at others' misfortunes as it makes us feel superior. Also known as disparagement humor (Gulas and Weinberger, 2006), superiority can be an aggressive and hostile style because it creates humor through the victimization of someone or something (Martin, 2007; Yoon, 2015). Advertisements that include assaults, irony, and derision render

humorous effects by laughing at others (Chang and Chang, 2014). A third way of experiencing humor is through relief. According to the relief theory, people experience humor and engage in laughter because they sense that stress is reduced (Wilkins and Eisenbraun, 2009). Alternatively, people may laugh at something humorous, resulting in a feeling of mirth and relief (Wilkins and Eisenbraun, 2009). Humor relief is a physiological release that helps vent or reduces tension or nervous energy (Martin, 2007; Yoon, 2015; Gulas and Weinberger, 2006; Meyer, 2000). The transition from heightened arousal to resolution generates pleasurable sensations and laughter; smiles, grins, or sudden exhalations can also indicate such an experience (Chapman and Chapman, 1974).

There is also a social aspect of humor. For example, humor is often a key ingredient in social communication (Cline et al., 2003). It creates a common or shared meaning between communicators, thereby identifying communicators with their audiences and enhancing speaker credibility (Meyer, 2000). Recent studies also suggest that laughter and humor play an essential role in social bonding (Dezecache and Dunbar, 2012), and joking relationships maintain social harmony and stability (Wilkins and Eisenbraun, 2009). People with a greater sense of humor are thought to be more socially competent, making it easier to attract and maintain friendships and develop a vibrant social support network (Martin, 2007). Social influences also help explain the appropriateness of humor, i.e., whether it falls outside of what is socially acceptable; it also teaches the appropriateness of reactions to humorous advertising. Hence, laughter is controlled by social cues and interactions (Wilkins and Eisenbraun, 2009).

The physiological and psychological effects of humor are well-known. A sense of humor is positively associated with a healthy self-concept (Martin, 2007) and higher levels of self-esteem, so it can help one relax during social situations (Wilkins and Eisenbraun, 2009). Humor and laughter have been shown to reduce the physical symptoms exacerbated by stress (Wilkins and Eisenbraun 2009). Humor is generally connected with laughter, feelings of happiness, gaiety, amusement, joy, fun, mirth, and pleasure (Eisend, 2009). These positive feelings are often transferred to the source of the ad, enhancing source liking or likeness (Meyer, 2000; Weinberger and Gulas, 1992) via 'affect transfer' (De Houwer et al., 2001).

Humor has also been shown to affect cognition towards the advertisement and comprehension-interpretation of advertising (Cline et al., 2003; Weinberger and Gulas, 1992). Though the evidence is not always strong (see reviews by Meyer, 2000; Weinberger and Gulas, 1992), researchers have shown that humor can increase positive cognitions and reduce negative ones (Eisend, 2009). The results of humor's effect on memory and recall are somewhat mixed. Humor can often detract (take processing resources away) from viewers decoding of advertising claims, i.e., they are too focused on decoding the humor rather than decoding the message. For example, Hansen et al. (2009) show that humor does not necessarily increase brand name memory. Nevertheless, in such an environment crowded with advertisements, where merely getting viewers' attention is difficult, humor is one of the best ways to attract viewers' attention. Krishnan and Chakravarti's (2003) research addressed the previous finding that humor aided recall and recognition if the humor used was meaningfully related (relevant) to the other advertisement components (e.g., brand claims).

Humor & Advertising

Advertising can be defined as a set of activities to change consumers' attitudes toward products and brands while influencing them. Here, the main goal is to induce a consumer's perception through persuasion by creating a tendency to try and buy. There are several studies on persuasion techniques (Kenechukwu et al., 2013) and creativity effect (Chen et al., 2016). Humor is one of the most effective elements of persuasion in advertising activities; it can also be used as an effective persuasion technique to influence purchase decisions (Koleska et al., 2017). Studies show humor's effect on purchase behavior through advertising; however, it varies depending on the type of humor (Iles and Nan, 2017) and culture (Chang and Bandyopadhyay, 2014). Humor embedded in the advertisements' messages is shown to have a persuasive effect. It creates a positive attitude toward the ad and the advertised brand and increases the source's reliability (Djambaska et al., 2015). Humor is hugely influential in getting consumers' attention. Furthermore, humorous ads decrease physiological arousal, the feeling of anxiety, and perceived stress (Kuiper et al., 1995), and humor enables individuals to interpret difficulties in a more positive manner (Kuiper et al., 1995). The use of humor also increases brand recall, and humor positively influences sales (Venkatesh and Senthilkumar, 2015).

Two main groups emerge regarding the humor and ads relationship: The humor perception in ads of consumers/audience and the humorousness of the individual. The humorous perception affects the attitude towards the ads (Eisend et al., 2014) and the attitude towards the product (Strick et al., 2009), strengthening positive perception towards ads. Also, consumers' personality traits (Cline et al., 2011) and humorous proneness (Thorson & Powell, 1993) affect their attitudes toward the ads. Studies on consumer expectations and ads are mostly on information about the product (Moraga-González, 2000), message transfer (Phillipps, 1997), and cultural congruity with the consumer (Shen & Chen, 2006). Ignoring the ads by consumers with no humor expectations can mask the effectiveness of humor on the product. In this context, the study includes a point of view regarding breaking the pattern of perceiving advertising as a humorous element. People act according to a decision system consistent with the set of expectations in their minds (Sohn and Lee, 2007). Expected interactivity is key in consumers' proneness towards ad humor as expected/unexpected (Sohn and Choi, 2014). Beyond the effect of advertising content on attitude (Olney et al., 1991), this study focuses on whether consumers seek humor content in ads rather than whether or not they contain humorous content, as consumers' product involvement level is also vital in humor and advertising relationship. Besides, regarding the structuring of ads' humorous or informative content (Beard, 2008), the involvement level has a mediating effect on humor's effect on advertising attitudes (Zhang and Zinkhan, 2006). At this point, the humor interest of consumers plays an essential part in advertising.

Weinberger and Gulas (1992) state that humorous advertising and consumer needs to be matched according to gender, age, and cultural characteristics. The effectiveness of the humorous elements in advertisements depends not only on how humorous it is but also on the individual characteristics of the consumers. This point goes beyond how humorous the consumer is in their personal life and requires examining how much humor he expects in advertising as a consumption algorithm. In other words, the humor proneness phenomenon measured by the present scale is examined as a personal feature in the audience factor context. NFH is a personality trait that refers to one's tendency to generate

and seek humor (Cline, Machleit, and Kellaris, 1998). Individuals with higher NFH scores are more ready to accept a humorous stimulus (Cline and Kellaris, 2007). Beyond such a pre-acceptance, our scale was looking to answer the general humor acceptance of consumers in advertising and considered a mediator variable similar to NFC (need-for-cognition) model (Zhang, 1996) in attitudes towards humorous advertising.

There is an important distinction between humor and laughter. 'Laughter is only one of the indicators of humor, not the only one (Meyer 2000, p. 311), and is a reaction, not an action. However, as Cline et al. (2011) review, many humor-related scales link humor with humor appreciation or the likelihood of laughing. Because of this, they developed the Need for Levity (NFL) construct to represent an individual's desire to experience both the humorous and whimsical traits found in self and others, i.e., an individual's craving for humor and whimsy. NFL is conceptualized as a personality trait that encompasses and transcends the individual sense of humor.

METHODOLOGY

Aim and Hypotheses

The research aims to determine the effect of consumers' perception of advertising humor as a premise on their general and specific attitudes toward advertising. The hypotheses constructed in this context are stated below.

H1: Sense of humor has a positive effect on consumers' perception of ad humorousness.

H2: Perception of ad humorousness has a positive effect on trust.

H2a: Perception of ad humorousness has a negative effect on intrusiveness.

H3: Perception of ad humorousness has a positive effect on attitude toward ads.

H4: Trust has a negative effect on intrusiveness.

H4a: Trust has a mediating role in the relationship between ad humorousness and intrusiveness.

H5: Trust has a positive effect on attitude toward the ad.

H5a: Trust has a mediating role in the relationship between ad humorousness and attitude toward the ad.

Sampling and Survey Method

The research was conducted on 320 consumers by online survey using convenience and snowball sampling methods with a combined approach. The questionnaire was formed with items from five scales, widely accepted in the literature. Perception of personal humor was measured with two items from the sense of humor scale (Dowling and Fain, 1999), trust in advertising with seven items using the scale developed by Obermiller & Spangenberg (1998) on consumer skepticism toward advertising, intrusiveness with three items from the scale by Li et al. (2013), and attitude towards advertising with five items from attitudes toward ads scale (Derbaix and Pecheux, 2003). The content of the items from the skepticism scale is on trust, so those items were used to measure trust toward ads.

Scales

There are various studies in the literature on humor as a general construct (Eisend et al., 2004), in the context of senses (Thorson and Powell, 1993; Dowling and Fain, 1999), and perceived humor in ads (Alden et al., 2000). The humor of the advertisement is constructed as emotional, cognitive, and socially meaningful (Lee, 2014). There are studies on humor and advertising in a dichotomous manner, which are in the context of the humorous tendency of the ads (Yoon and Tinkham, 2013) and their humorous nature (Eisend et al., 2014; Zhang, 1996; Warren et al., 2019) and even if the ads are boring or not (Chattopadhyay & Basu, 1990). They are examined. On the other hand, based on the emphasis on how entertaining the advertisement is (Cline et al., 2003; Riecken and Hensel, 2012), the questions of consumers' giving importance to the humorousness of the advertisement in their lives and the perception that the advertisement itself is humorous were used. In the study, the humorousness of the advertisement was measured formatively since the two elements reflect different phenomena. Formative measures refer not to the presence of the latent variable but to its being formed by elements (Coltman et al., 2008). Other structures are considered reflective.

Analysis

PLS-based structural equation modeling was used in the research, and the analyzes were carried out with the Smart PLS 3.3.2 program. Since the PLS technique focuses on directly reaching the estimation result, it gives importance to the structuralization of the concept (Hair et al., 2020). VIF control for the multi-collinearity problem as construct reliability and significance of path coefficients for indicator validity is checked in terms of the outer model. For construct validity, convergent and divergent validity are examined. In evaluating the inner model, R^2 and f^2 values are evaluated in terms of explanatory power, and the predictive power is evaluated with Q^2 values (Andreev et al., 2009). Q^2 , which refers to the suitability of predicting the endogenous variable in the model (Sarstedt et al., 2014), is expected to be greater than zero (Gim et al., 2015). f^2 value on the other hand, focuses on the individual effects of structures (Ringle et al., 2014).

In the field of advertising, there are studies in which the PLS-SEM technique is used (Ting et al., 2015), and even the effect of perceived humor on advertising attitudes PLS method and structural equation modeling are used (Nguyen et al., 2016; Primanto and Dharmmesta, 2019). Cepeda-Carrion and colleagues (2019) state that it is necessary to perform co-linearity analyses with HTMT and Fornell and Larcker criteria for AVE, construct validity, and discriminant validity while evaluating the measurement model. The formative structural equation modeling process starts with the collinearity tests, continues with the R^2 value of the endogenous structure, and ends with the test of f^2 values for the effect size of the path coefficients. The Q^2 values for the predictive power are examined (Hair et al., 2019). When measuring the scale with formative variables, it is important to determine whether the content is formative or not and whether the indicators are positive (Götz et al., 2010). The f^2 value is used as an effect size to evaluate the latent variable in the analysis (Gim et al., 2015). Below, firstly the measurement model and then the analysis results of the structural equation modeling are explained.

Measurement Model

Regarding the reliability of the measurement model, the Cronbach alpha values for each structure are Attitude Toward Ads: .901; Intervention: .831; Trust: .907; Sense of Humor: .851. Again, when looking at the composite validity, attitude: .927, .898 for intervention; .927 for trust; and .930 for the sense of humor. There is no problem with collinearity. VIF (Variance Inflation Factor) values are between 1.06-2.73 and are within the expected values. R², f², and AVE values are also within acceptable limits (see Table 1). Convergent validity was examined with the Fornell-Larcker criterion, and no problems were observed. (See Table 1).

Table 1. Discriminant Validity

	Attitude Toward Ads	Intrusiveness	Trust	Ad humorousness
Attitude Toward Ads	0.847			
Intrusiveness	-0.536	0.864		
Trust	0.573	-0.370	0.802	
Ad humorousness	0.279	-0.014	0.199	
Sense of Humor	0.005	0.048	-0.120	0.265

Structural Model

We demonstrated above that the measurement model is satisfactory, so it is possible to test the structural model. This article used a bootstrapping of 5000 resamples to estimate the statistical significance of path coefficients. R², f², and Q² values are also within acceptable limits of the model's estimation values (See Table 2). The R² value refers to the explanatory value of the relevant structure in the model (Martins et al., 2019). In this context, trust has a four pct effect on changes in the structural model. In contrast, intrusiveness has 14 percent, ad humorousness has seven percent, and attitude towards ads has a 48.7 percent effect

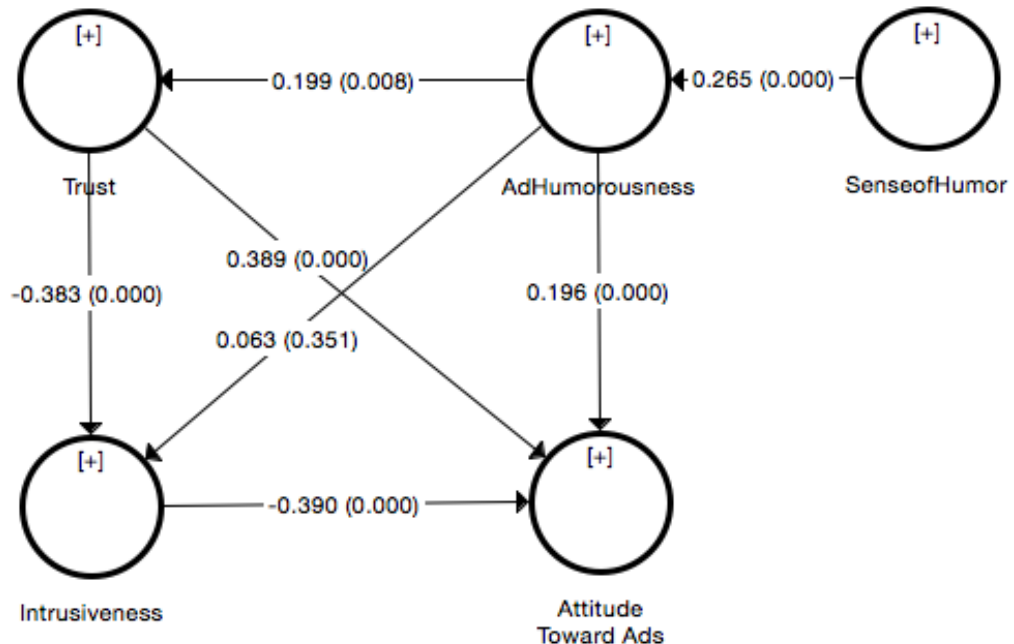
Table 2. Hypotheses Test Results

	Original Sample (O)	P	R ²	f ²	Q ²
Sense of Humor → Ad humorousness	0.265(.07)	0.000	.070	.076	.035
Ad humorousness → Trust	0.199(.07)	0.006	.040	.041	.024
Ad humorousness → Intrusiveness	0.063(.06)	0.339(n.s)	.140	.004	.097
Trust → Intrusiveness	-0.383(.05)	0.000		.164	
Ad humorousness → Attitude Toward Ads	0.196(.05)	0.000	.487	.072	.343
Intrusiveness → Attitude Toward Ads	-0.390(.04)	0.000		.254	

Trust -> Attitude_Toward Ads	0.389(.05)	0.000		.244	
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Analysis results suggest that a sense of humor positively affects the perception of the humorousness of the advertisement (Beta=.265; $p < .00$), and the H1 hypothesis was accepted. The H2 hypothesis was accepted because the perception of humor in the advertisement affects trust positively (Beta=.199; $p < .00$). Ad humorousness negatively affects intrusiveness, but this effect was not significant. The H2a hypothesis was accepted, ensuring the full mediating effect of trust so that the H4a hypothesis is also accepted. The perception of the humorousness of an ad positively affects the attitude towards the advertisement (Beta=.196, $p < .00$), so the H3 hypothesis was accepted. As expected, the effect of trust on intrusiveness is negative (Beta=-.383, $p < .0$). Accordingly, the H4 hypothesis was accepted. Trust also positively affects the attitude towards advertising (Beta=.389 $p < .000$), therefore, the H5 hypothesis was accepted. Also, results suggest that the H5a hypothesis was accepted since trust has a partial mediating effect between the perception of humor and attitude towards ads. However, d-G, d_ULS, NFI, and SRMR values were analyzed to measure the model fit. The d_G and d_ULS values are below acceptable limits (d_G=.284; d_ULS=.597) in 95% confidence interval (Henseler, 2017). The SRMR value was found at .05, and the NFI value was found at .84.

Figure 1. Research Model



DISCUSSION

The main purpose of this study is to investigate the possible effects of consumers' humorous perceptions of advertising on attitudes toward advertising. The results suggest that it is evident that humor affects trust and attitude towards advertising as an important antecedent. As DePelsmacker and Geuens (1998) suggest, many cognitive and emotional responses to advertisement stimuli can be improved through humor. The humorous perception affects the attitude toward the ads, resulting in a positive perception towards ads (Alden et al., 2000). Also, consumers' humorous orientation in their daily lives, personality traits, and humorous proneness (Cline et al., 2011; Thorson & Powell, 1993) affect attitudes toward the ads. The humor level of advertisements is perceived differently from person to person due to the different perspectives of individuals (Crawford and Gregory, 2015). The results obtained are consistent with the literature findings.

Humorousness in advertising is a phenomenon that works with consumers' sense of humor and impacts attitudes toward ads directly and indirectly. Humor is one of the most effective elements influencing purchase decisions (Koleska et al., 2017). Perhaps the most common consequence of humor in advertising is its ability to positively affect the mood and liking of the advertising source (Alden et al., 2000). Humor in ads has a persuasive effect by creating a positive attitude toward the ad and the advertised brand, increasing the source's reliability (Djambaska et al., 2015). Our findings support that ad humorousness positively affects attitudes toward ads.

It is an interesting finding that in the established model, trust in advertisements is positively affected by the humorousness of the ad. This finding reveals that humor can be a useful tool in building trust. One of the dimensions of trust in the advertisement scale developed by Soh et al. (2007), context, and its items refer to the fun of the advertisement (Soh et al., 2007). The literature also suggests that the positive relationship between humor and trust outside the advertising field has an important place in sales (Lussier et al., 2017), the negotiation process (Kurtzberg et al., 2009), and leadership areas (Hughes & Avey, 2009). Considering the humor of the advertisement in cognitive preconditioning is another factor that explains the positive effect on attitude and trust. It can be expected that the consumer will reflect the humor of the advertisement to his attitude in daily life and attitudes towards other ads. In other words, the fact that the consumer constantly sees the humor in advertisements in a cognitive and emotional sense and uses it in his life conditions him in the context of positively affecting the trust and attitude towards the advertisement. In terms of the attitude-stimulus relationship in the attitude process (Cacioppo et al., 1992), humor has a conditioning effect as a strong stimulus here. Therefore, as an interesting finding, it can be said that the consumer's perception of humor beyond the content and message in the advertisement will work as a strong conditioned stimulus in terms of developing confidence and attitude. As seen in brand attitudes (Sweldens et al. 2010), it is seen that taking the conditioned stimulus together with the unconditional positive elements (evaluative conditioning) together with the humor in the advertisement, the presence of stimuli to be added during the process is also important. It should be considered a mechanism that constitutes the learning process in consumer attitudes (Walther et al., 2005).

Particularly in the consumer's adaptation process to advertising, a positive attitude towards humor has a humorous stress-suppressing feature (Shabbir and Thwaites, 2007). In this respect, in the cognitive sense, the humor approach in advertising becomes evident as a rational process. Therefore, humor expectations will inevitably emerge from the impressive feature of humor in advertisements (Chattopadhyay and Basu, 1990; Eisend, 2009) as a means of exposure. From a similar logic, in terms of the role of humor in advertising, humorous elements stimulate consumer sympathy and interest (Weinberger and Gulas, 1992). In this context, a positive thinking system will be formed for the consumer to see and expose humor as almost 'a need' in advertising. The specific need for cognition plays a moderator role in humor evaluation (Zhang, 1996). In the cognitive assessment process of the consumer, within the framework of the search for humor in ads in an expectation-centered way mentioned above, consumers will be assumed to be among them. Still, a general average response can be assumed (Cheong et al., 2010).

On the other hand, the persuasiveness of the advertisement and the positive reaction of the consumers necessitate the inclusion of much more variables besides the humorous part of the ad. Accordingly, humor can also be considered an independent positive unconditioned stimulus because humor has a feature that is considered an element that affects the latent attitudes of the consumer (Strick et al., 2009). Without a doubt, ads have effects on consumers' decision systems and their impulsive feelings and thoughts. Humor in ads decreases anxiety, intrusiveness, and perceived stress (Kuiper et al., 1995). The article's main contribution should be seen from this perspective; The perception or presupposition of advertising humor is that it has the power to work as a conditioned or sometimes unconditional stimulus that works implicitly on trust and attitude.

Especially in the marketing communication processes where television advertisements are used extensively, humorousness should be placed in the advertisement content. Creativity, fantasy, message, and product information are conveyed, and the advertisement should not be left without humor. Over time, humor will complement the message and almost as a descriptor of the advertisement. Advertising agencies must determine the intensity, direction, and type of humor in the message, theme, and positioning areas for the product or brand. If done correctly, hiding the general structure of the advertisement into humor or telling through humor will ensure simplicity and effectiveness. The most important limitation of the article in terms of scope is that it does not focus on specific media. The advertisement will be published but is considered in general. Our study focuses on advertising and humor as core and mainline concepts. Future research can and should focus on stems like the distinctive nature and features of the ads and different product categories.

It is possible to establish a relationship between the positioning of humor via embedding in the advertisement and the type of humor, and naturally, the perceptual intensity and level of interpretation for the viewers (Weinberger & Gulas, 1992). Using humorous elements in the ads is crucial for brands to influence consumers to assume that they can relax psychologically and create a closer relationship. Future studies can reveal the varying effects of different humorous messages by examining the advertisements on a media platform basis in which the advertisement message is delivered. Although there are studies on humor in advertising, most of those studies are in the context of a single country (Taylor et al., 2002). In this context, we recommend that future researchers test the intercultural validity of the existing scale.

Regarding practical implications, it will be useful to understand consumers' humor orientation deeper because determining appropriate advertising content is crucial for companies, advertising agencies, and media. Also, companies should be aware that humor expectation in ads heavily depends on personality traits (Galloway, 2010; Sabri and Michel, 2014). Effective customer segmentation regarding product type has an important effect on ads' success.

Conflict of Interest Statement : The authors of the article declared that there is no conflict of interest.

The Researchers' Statement of Contribution Ratio Summary: The authors declared that they have made an equal contribution.

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