Czech University of Life Sciences Prague
Faculty of Economics and Management
Department of Management

PhD Thesis

The Influence of printed humorous Advertising on gender's attention, memory, attitude toward advertising and brand

Case study: Libya and Czech Republic

Author: Mohammed Boubaker
Supervisor: doc. Ing. Linhart, CSc.

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Abstract

The research aim to a prove the possibility to transfer image between unfamiliar brand Coffee Alive, familiar brand Coca Cola and Pepsi by humour advertising. Advancement of transfers of brand image were measured attitude toward ad (Aad), attitude towards brand (Ab) in comparison with general attitude towards advertising (AG) and purchase intention (PI) by using models of attitude. The reason of choose Libya and Czech as field of study because the culture, people, and life style are very different between two countries.

The study compares between three kinds of printed humorous advertising for three kinds of brands and how they influence on attitude towards the ad, and brand for the target groups of males and females in Libya and Czech Republic. Survey method used in this research to examine relationship between printed humor advertising and attention, memory, attitude towards the ad, and brand for the target groups of males and females in Libya and Czech Republic. 850 questionnaires were hand distributed and 712 were processed.

The study found that the target group of Libyan males give more attention to printed humorous ads than Libyan females. In addition, the target group of males in Libya give more attention to printed humorous ads than Czech males. The study has proven that printed humorous ads effect on the target group of Libyan male's memory than females. However, the study found the target group of Czech females remember humorous ads more than Libyan females. The Approved that attitude towards the ad and brand for the target group of Czech males is more positive than Libyan males. Nevertheless, attitude towards ad and brand for the target group of Czech females is more positive than Libyan females.

The results proved that humour ads create positive attitude toward ads as well as familiar and unfamiliar brand in both countries. Study indicates that humour could play important role to change or transfer attitude toward from familiar brand to other or change brand loyalty. Our target groups in this research are react different regard humour ad to be funnier than others and factors such as gender, culture and socioeconomic are important for appreciate humour and having more customers over.

Keywords

*Printed humorous, males, females**, advertising attention, memory**, attitude toward*

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Declaration

I declare that this research thesis is my own work. It is submitted in partial for the requirements for the PhD degree in Management at the CULS. It has not been submitted before for any degree or examination in any other University. I further declare that I have obtained the necessary authorization and consent to carry out this research.

Mohammed Boubaker

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25 March 2015

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List of Abbreviations

No.	Abbreviation	Meaning and definition
1	AG	General attitude toward ad is a tendency to react in continuous favour or unfavourable mode towards advertising in general
2	Aad	Attitude toward the ad is "recipients' affective reactions to the ad
3	Ab	is recipients' affective reactions toward the advertised brand or desirable attitude toward purchasing the brand
4	Cad	Ad cognitions which refer to "recipients' perceptions of the ad
5	Cb	Brand cognitions which refer to "recipients' perceptions of the brand being advertised
6	PI	Purchase intention is "recipients' assessments of the likelihood that they will purchase the brand in the future
7	Aad1	Attitude toward ad1
8	Ab1	Attitude toward brand 1
9	Q4A	Question 4 General attitude towards humorous advertising
10	Q10 B	Question 10 in advertising 1
11	Q6A	Question 6 General attitude towards humorous advertising
12	Q14B	Question 14 in advertising 1
13	Aad2	Attitude toward ad2
14	Ab2	Attitude toward brand 2
15	Q22C	Question 22 in advertising 2
16	Q26C	Question 26 in advertising 2
17	Aad3	Attitude toward ad3
18	Ab3	Attitude toward brand 3
19	Q34D	Question 34 in advertising 3
20	Q38D	Question 38 in advertising 3
21	NFC	Need for cognition has been defined as the intrinsic motivation to engage in problem solving activities

1. Introduction

1.1 Brief Introduction

Printed humorous Advertising Pictures influencing on males and females attention, memory and toward attitude for ad toward is the old but still workable and effective phenomenon. It should be noted that printing humorous Advertising Pictures in the particular ads is the tool that is used and has been used for a long time period to attract and retain the attention of prospect and current clientele (Douglass, 2000). Printing humorous Advertising Pictures on public Media is the catalyst that defines or redefines the particular product and service's life cycle and its growth. Printing humorous Advertising Pictures has itself is the multifaceted field that has both pros and cons as well. As far as the Influence of Printing humorous Advertising Pictures on males and females' attention, memory and toward attitude for ad, especially in the perspective of the general viewers, it is the sensitive issue because this factor in the Media is the bone of contention to stir controversies (Douglass, 2000).

Advertising is often portrayed with a strong focus on visual cues such as expression, postures and gestures, which reflect to great extent social values, prevailing norms, beliefs and stereotypes of society. In many cases, images in advertising can act as a driving force in reinforcing and reshaping societal norms and beliefs (Pollay, 1986; Martin and Gentry, 1997).

In the perspective of The Influence of Printing humorous Advertising Pictures on males and females attention and is the buzzword among the different entities of the society about the advertisement and its effects on the particular viewers. To be precise, According to the National Advertising Review Council NARC, in the domain of advertising in media, advertiser should pay keen attention in the perspective of child protection because of their vulnerabilities. Since the time media and media organizations have revolutionized their role and contribution in society in the form of formulating or manipulating public opinion and perception, a number of prominent changes have taken place. Many of these changes have also been contributed to the different kind of biases which are synonymously associated with different kinds of media organizations. Even though it is the salient feature of communication that the message being communicated or disseminated must be based upon objectivity, rationality and it must be unbiased that is must not show an alignment or sense of loyalty

towards any particular stakeholder being affected by the information. The most pivotal force and agency from where we extract our everyday information is media which encompasses newspapers, electronic channels, magazines, radio and the internet. All of these sources that provide us with the information that we require claim to be completely unbiased, objective and disinterested upon the coverage, presentation and interpretation of the information of a news event that they provide to their respective audience (Eastman, 1997).

In the connection of The Influence of Printing humorous Advertising Pictures on males and females attention and memory, media can express different types of humorous in a variety of ways, including stereotyping and portraying different racial groups, specially the minorities in bad and negative roles. Besides, according to the study, particular viewers are very enthusiastic to be like and to act like those characters that belong to their. Therefore, media and its commercial are the effective learning source for the male and females and support the notion that general public are very sensitive and vulnerable to those humorous Advertising Pictures that are advertised on the media. Furthermore, the type of advertisement that are being propagated in the shape of humorous Advertising Pictures are the catalyst for children to act as a characters of these types therefore, there should be no doubt to say that, humorous Advertising Pictures advertisement in the media is playing key role to spread different social issue. Therefore, in the connection of media liability, it become inevitable to set the limits in the connection of media contents; besides, it is also the ethical responsibility for media to analyse the social issues during the making of its products (Lichtenstein, 2004).

1.2 Research Background

Today, advertising has become crucial for both business and product integrity in order to reach and inform the masses. It is expected to create a competitive business that could directly affect turnover and customer behaviour. Advertising is a tool for the marketing of goods and services. It represents one of the landmarks of modern life which cannot be dispensed whenever systems are changed. Studies suggest that advertising has an effect and supports competitiveness in non-monopolistic markets. Advertising types particularly portray important messages that have a profound effect on the buying behaviour of the consumer (Verma, 2009).

Advertisers use different types of appeals (rational and emotional) to influence on customers and their behaviour. This study focused on very important emotional type, humorous advertising. Recently, this type of stimulus is considered very effective because it makes an audience pay attention and remember the brand in funny way. More than 60% of commercial advertisements use humorous materials (Speck, 1987).

Humorous advertising as an emotional appeals stimulus have become very popular in ads nowadays. Humorous advertisement refers to 'any funny advertisements that can make an audience laugh or feel pleasure'. In marketing literature humour is defined in several ways.

According to Fletcher (1995), society nowadays simply shop for pleasure, enjoyment and fun, where in most cases, humour is spot on. Humour is one of the strategies that use a positive feeling approach. A positive relationship between humour and attracting attention has been found across many different types of situations (Fugate, 1998). "Humour is heightened arousal, smile and laughter exhibited by an audience in response to a particular message. Since the 1960s, many researchers started to discuss how useful humour is in ads.

They agreed that, "humour is power." Humour convinces and attracts people and influences their behaviour and attitude, and consequently pay attention to the brand (Chyong-Ling Lin, 2011). In addition, humour could directly or indirectly cause laughter. Therefore, this study tries to find out the impact of the use of humorous stimuli in advertising on memory, attention, and towards attitude. According to Sternthal and Craig (1973), humour entails the examination of the responses elicited to an identifiable stimulus. Humour is the audience's perceptual response i.e. if the audience finds the stimulus funny, then it is classified as humorous (Unger, 1996). The definition highlights the need to test the influence of the humour on the audience.

Other definitions for humour are "heightened arousal, smiles, and laughter exhibited by an audience in response to a particular message". Moreover, humour can be defined in terms of how well the audience perceives the level of humour and it can be administered by a pencil and paper test to measure how the audience perceives a particular message as being humorous and funny or not (Sternthal and Craig, 1973). According to Gulas & Weinberger (2006), "Humour is a rubric most accepted as the stimulus evoking an intended or unintended

pleasurable effect resulting in a form of subdued or exuberant laughter. "Humour may be defined as painless incongruity" (Tellis, 2004). According to Weinberger & Gulas (1992), Humour is all encompassing and a generally accepted definition of humour does not exist. Humour is used considerably in advertising and more than US$167 billion is being spent globally for humorous ads (Zenith, 2007).

Using humour in commercial advertising has become the normal in our lives. Around one of five advertisements on TV including humorous stimuli (Beard, 2005). Using humour in advertisements is a very useful tactic to the marketers. Around 10 % to 30 % out of the total expenditure of $150 billion in the U.S. National media is paid for the placement of advertisements that include humorous stimuli (Spotts, Weinberger & Parsons, 1997). A suggested definition of humorous ad is to build a connection between advertisers and customers in order to create brand awareness in funny way.

Humorous advertising has become a powerful tool in order to persuade the consumer to like the product or brand. Weinberger and Spotts (1989) found that advertising practitioners in the USA and U.K, for example, people prefer humorous advertising due to it having a positive impact on the audience in such countries. Humour can enhance one's favourable attitude towards an advertisement as well. Humorous advertising used to create a desired reaction is very important. When advertisers turn to humour they hope to grab attention, drive consumer comprehension of product and influence attitudes, and enhance recall ability of the product or brand advertised, and to create consumer action.

Catanescu and Tom (2001) found that, there are seven types of humour: comparison, personification, exaggeration, pun, sarcasm, silliness and surprise. The study found different types of humour in advertising vary. They discovered that people are normally enjoying advertisements that make them laugh. Something that is funny became value for their ability to grab attention. Humour in advertising is a very successful tool in marketing. According to Abraham Maslow; people tend to develop a more comedic view of life as they mature. In addition, humour helps individuals adapt to situations they cannot control and to forage life's problems, laughing allows people to escape from reality. Comedy Central improves theatres, and comedy bars have grown in popularity over the past decade. Consequently, humour is an effective approach for reaching a wide audience.

The success of humour as an advertising tool is a process based on three factors. Humour causes consumers to watch, laugh and most importantly remember in recall tests. People often remember humorous advertisements. To make the ads succeed they should be connected directly to the product's benefits and features, the advantage to customers and the personal values. What is funny in some countries could be not be in other countries (Clow & Baack, 2002).

1.2.1 Socialization

Socialization defined as "the process whereby individuals acquire knowledge, skills and attitudes including habits, beliefs, and motivations, which permit them to participate more or less effectively, as members of a group" (Brim, 1966). It is usually emphasized by some sociologists that there are some natural biological factors that play a major part, apart from the social factor, in shaping the gender differences. As Alice states that female are attuned to mothering better than men as they are more sensitive to the skin of infants. This is a biological predisposition that is emphasized by culture. As it is thought that it is not society but the innate difference that defines man and women. As historically the societies were patriarchal and men have always been more willing to accept the dominant role. According to Osborne (2001) male dominance is "inevitable resolution of the psycho physiological reality".

Researchers like Cynthia Fuchs Epstein (1988, 1999, and 2007) assert that the differences or gender assigning of roles is mostly because of the culturally embedded values in the minds of the people in their upbringing. Though it is a fact that historically men and women enjoyed gender equality in term of performing the same tasks, the modern women do not enjoy such status. This is mainly because of the difference in the social arrangements. So the debates that whether it is nature, that is biology, that shapes the gender views or nurture, that is socialization, that influence it, is a controversial one in which the social dimension holds the dominant position. When I as a child underwent socialization I was taught about the different roles girls and boys are supposed to fulfil. This imposition of roles and features is so subtle that according to Susan Goldberg and Michael Lewis, parents especially mothers teach these gender orientation without being aware of it. These roles include that girls are passive, docile and dependent while boys are taught to be aggressive, rebellious and independent (Goldberg and Lewis, 1969).

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These different roles entail different toys for boys and girls like dolls for girls and guns for boys. No boy was supposed to play with dolls it was only for girls. But the researches on gender socialization show contrary results. Since the role family and peers play in the socialization is very important. The role of parents in encouraging the stereotyping has been mentioned but some researcher like Stern and Karakar, have noted that children are more gender-stereotyped than adults (Stern and Karakar, 1989). Apart from parents, peers are also an agent of gender socialization, since they develop expectations and identify certain behaviours as gender appropriate and act and interact according to these new formed beliefs. Additionally we also imitate the important persons in their lives and develop such games in which they role play by practicing social roles like "playing mommy" or "playing daddy".

Thus as the inheritance of values is an important aspect of socialization, children in America and all over the world are influenced to adapt specific perspectives regarding their day to day interaction. This aspect of socialization is very important which shapes the way the child is going to behave as a grown up (Liebowitz, 2007).

1.2.2 Humour and gender

In the past, there was a general perception that women do not need a sense of humour because they have fewer strong feelings to repress. This perception also had it those women were not best suited to telling jokes but rather to being the punch lines (Goodman, 1992). Some researchers have found out that the society views humour is an inherently powerful act and that it expects women not to display high levels of humour in the company of men if they need to be seen as true women and gain acceptance from other women and male counterparts. By being humorous women are seen as trying to threaten the most basic social gender arrangements (Marlowe, 1989).

Other studies point out that women have a sense of humour not by presenting or producing it but by responding to it (Barreca, 1991). Most studies on humour and gender are biased since they focus on men at the expense of women. These studies display men humorous beings who have the capacity to produce humour and at the same time overlook women's potential to produce humour (Crawford, 1989).

Researches on humour concentrate on displaying humour that happens on the public sphere. This type of humour is dominated by men and it is easy to identify and collect as compared to private, spontaneous joking which is dominated by women. Canned jokes have been extensively researched on. This type of jokes is also male dominated (Jenkins 1985, Goodwin 1982). Therefore, due to the nature and bias of humour and gender studies, the general conclusion is that and men are more appreciative of the jokes than the women and that women have less of a sense of humour. There are notable differences that can be observed in men's and women's joke-telling habits. A survey by Mitchell (1985) which involved her collecting 1507 jokes, and classifying them base on the sex of the teller, context, object, form, setting and theme revealed that the sex of the teller and the composition of the audience had significant influence on the choice of joke. The survey findings showed that men told more open and aggressive jokes as compare to women. Moreover men engaged in competitive joke-telling more than women. Women told jokes at home and when in small groups of close friends and family unlike men who prefer to do it in public. Women tell more of question answer jokes while men tell more of narration jokes (Jenkins, 1985). Humour advertising requires advertisements to be structured will depending on the gender that is targeted. This is because there is prove that women can produce and appreciate humour (Jenkins, 1985).

1.2.3 Humour advertising and cultural impacts

Humour has been extensively used in advertising and research reveals that humour has been very the advertising of different classes of products and services (Gulas and Weinberger, 2006). Different factors and the manner in which they are combined determine the success. These factors determine how humour works and what executions will be most effective in advertising. The research will evaluate the importance of humour and combinations of the multiple factors humour advertising to determine how they work together to ensure successful humour ads Previous research on humour advertising reviews the issue from both the consumer or target audience perspective as well as the advertisers perspective (Toncar, 2001; Weinberger and Spotts, 1989) and (Alden, Mukherjee, and Hoyer, 2000). This research critical evaluates the advertisers 'perspective on humour advertising. It gives insight for future research on consumer perspective on humour advertising and creates a platform for future research on humour advertising and comparison between advertiser perspective and consumer perspective.

Advertising practitioners in different countries have engaged themselves in the endless search of the best advertising tactics that can enable them to get to their targets in the most effective way possible. Over the past few decades advertisers have across the world have realized the success of humorous appeals. Several studies show that humour is effective in gaining attention to ads by target audience. A study by Weinberger and Spotts (1989) as well as Toncar (2001), demonstrated the success of humour advertising by using case studies of U.S. and U.K. The finding of these two studies revealed advertising executives in U.K and U.S.A belief that humour is effective in gaining attention to an ad. One important factor that determines the execution and success of humour advertising is culture. The proportions of humorous ads in a culture will be similar between cultures. However, the number may vary between cultures.

There is a close link between humour and culture. Studies on the use of humour advertising within and across different cultures begin with clearly determine the link or the relationship between culture and humour. For instance, Alford (1981) worked with Murdock and White's (1969) in a study to determine the link between culture and humour. The studies focused specifically on the concept of humour by utilising standard cross-cultural sample and consequently expanding the data set with updated materials to gain a probabilistic sample of world cultures and humour. The research findings revealed that every society had humour (Alford, 1981). Further, the research revealed humour is a universal or etic dimension of culture.

However, there exists diversity of what can be considered appropriate expression of humour within a culture in terms of content, subject and object. Content is the subject or theme of the humour, objects is who or what the butt of the humour is. Humour advertising also depends on the type of humour and humour specialists within a culture (Alford, 1981). Political criticism and correctness are acceptable content of humour in the US. In Australia it is socially inappropriate to laugh at of find humour by making fun on the disabled people. In Japan, things are different and humour is about anything including making fun using subjects such as wars, death and Alzheimer's disease (Di Benedetto, Tamate, and Chandran, 1992). It is extremely challenging to use humorous aspects across different cultures. Advertising in a

specific region or nationality should requires one to use humorous or comic words, acts and phrases that the people in the specific culture can understand and connect to.

2. Literature review

Chapter two will discuss the theoretical part related to humour theories and humorous advertising. It will discuss also humour types and how humorous ads effect on attention, memory, attitude towards ads, attitude towards the brand.

2.1 Humour Theories

There are three humour theories which include theories of incongruity, theories of superiority/disparagement and theories of release. This part discusses the three theories of humour briefly.

2.1.1 Incongruity theory

Incongruity theory, for its part, presents a semantic theory based on scripts where the perception of the humour is done through cognitive stages. For the proponents of this approach, the advertisements written and verbal become humorous at the time where the text is compatible with two separate scripts or two possible situations and where the two scripts are opposed in terms of good or bad and real. The element defined as being the punch line directs the receiver to one script to another, this representing the humorous concept. The importance issue is that through the fact that previous studies on the humorous advertising Centre essentially content on the effects of the treatment of information on attitudes towards advertising, recall, etc. With the help of linguistic approach, we were able to highlight the important characteristics that distinguish ads humorous vocation and which are perceived as such and those that are humorous purpose but which are not perceived as such. In short, the type of cognitive structure at the level of advertising plays a key role as perception of humour on the part of the receiver (Galceran and Berry, 1995).

Humour in advertising creates more easily through the use of contrasts expectations/non-attendees rather than with contrasts related to elements possible/impossible. The first factor can be clown further subcategorized in emotional, cognitive and interpersonal mechanisms. Affective mechanisms, rooted in the writings of Freud where humour is perceived as an adaptive behaviour and where the pleasure is the violation of social standards introduced by the humour (this referring to impulses turned back and advocated by the humorous content), seem to be paramount in advertising. Cognitive mechanisms, for their part, are closely related

to the structure of the message where the need to treat and resolve the incongruities and the use of an effect of surprise are sufficient conditions to create humour. Interpersonal mechanisms are linked to the social context where humour is presented, this determining the degree of induced humour (Galceran and Berry, 1995).

2.1.2 Theories of superiority or disparagement

These are also known as theories of criticism, hostility. These theories say that the Producer or user of the humour accentuates the negative attitude of the humour towards his or her targets in an aggressive manner that results to laughter. The producer criticizes or points against a person or group of people like tribe politicians or group of professionals (Speck, 1991). People get the joke since it is aligned to the social context and because they have previously witnessed the ridicule, criticism or things that the producer said about the person or group of people.

2.1.3 Theories of release

These are also known as theories of relief, relaxation or psychoanalytic and were propose by different scholars the most outstanding contributor being Sigmund Freud. These theories focus mainly on the recipient of humour as well as the physiological effects that the humour brings to the recipient. These theories aim at turning something that is viewed as aggressive or taboo into something acceptable and thus help the recipient to stop wasting a lot of mental energy suppressing them (Speck, 1991).

Humour theories of incongruity and superiority are all concerned with the manner in which humans perceive any piece of information. The inclusions of these theories in the print advertisements are linked to more memory, attention and positive attitude among the consumers of such promotional media. Basically, laughter relieves tension thereby allowing the receiver of print advertisement to have relaxation from moments of tension. This has the effect of allowing more attention to the medium and subsequently makes the information stick to the memory of a person. On the other hand, superiority elements of humour reinforce the effects of feeling important. This part of humour allows the consumer to place herself or himself in a higher position, as opposed to the product being promoted, thereby appealing to one's own pleasure of an association with the item becomes eminent. This holds true given

that the goods and services promoted by print advertisements are used by the consumers and so are placed in an inferior position to them (Wilkins & Eisenbraun, 2009).

The effect of humour theories of incongruity and superiority in the audience, however, varies from one form of humour presentation to another. Authors Alden, Mukherjee and Hoyer (2000) reported that the influences of humour on positive responses are perceived by the target audience and surprisingly, especially in television advertisements that carry comics The most reported theory of humour to capture the audience in this manner is the incongruity one, which leads to the association of the object of the subject matter in the advertisement medium to the actual object of the topic. This has the impact of creating a favourable attitude toward the promoted item, thereby luring the consumers to buy it. The association between the humour and action is strong. On the other hand, the use of humour to affect attitude, memory and attention of the audience is questioned in some industries. The application of the theory was assessed in a most recent study in the pharmaceutical industry and despite some variations; some level of influence was determined (Bara & Botelho, 2011). However, it has also agreed that at least one of the humour theories is applicable at any given instance. For instance, the medical leaflets are more appealing when comic is used and helps the audience to relate to the product or service many more times than when plain language is put on the promotional material. Other forms of advertising are found to use humour in a cunning way to lure the audience toward liking a particular product or service. This is mostly found among the theory of superiority that places the potential buyer in a higher position than the product or service. All the same, it works well on masking the deception to the audience (Shabbir & Thwaites, 2007).

This reinforces the fact that the use of humour is, indeed, an effective way of appealing to the memory, attention and attitude. The same view is used by Hsieh, Hsu and Fan (2010) who agree that humour is associated with deceptive claims despite the remarkable effects on marketing through advertising. It remains, therefore, that the various implications of the presence of humour in the advertisements is a factor in reinforcing attention creation, memory sustainability and influence on positive attitude toward a product or service. Humour, therefore, comprises of the three aspects used by advertisers to capture the attention of the audience. It occurs that the memory, attention and attitude of the audience are worked on through humour theories to act as a cue to action in promoting a product or service through

print media. This action is a positive response that eventually leads to a purchase in addition, to reduce mechanism of humour that lets the audience pay attention to an advertisement and so attach sufficient memory to the subject matter, the incongruity reinforces the association between the print subject matter to the item promoted, as the superiority plays with the psychology of the potential buyer so that he or she has authority and is superior to the object on the advertisement in order to lure them into a purchase (Chung, & Zhao, 2003).

2.2 Humour type

There are five different types of humour according to Speck and Beard. These two scholars agree that humour or comedy can be classified into five broad categories. However, the names give to the specific five types of humour by the two scholars differ a little bit in terms of naming. However, the characteristics they give to each of the five types of humour are similar in both of them. Both Speck and Beard classify humour on the basis of basic requirement process employed by each type of humour. The three basic types of processes of humour are incongruity resolution, arousal safety and humorous disparagement. The five classifications can require only one basic humour process or a combination of two or three basic humour processes. According to Speck (1991), these five types of humour include comic, sentimental humour, satire, sentimental comedy and full comedy. Beard classifies humour into comic wit ad, resonant wit ad, resonant humour ad, satirical humour ad and full comedy ad Beard uses the word resonant to describe sentimental comedy or sentimental humour (Beard, 2008). This is because according to him, the term resonant effectively describes humour or comedy better. In addition to Beard and Specks classification of humour, there are other classifications by other known scholars such as Kelly and Solomon (1975), Reich (1997), Catanescu and Tom (2001) and Cho (1995). This research will discuss in details the classification of humour in accordance to different view by different scholars. It will also critically evaluate different theories in humour advertisings. In addition, the research will look at the relationship between humour advertising and various subjects that surround advertising such as product type, cultural impacts and gender.

2.2.1 Humour classification by Specks and Beard

2.2.1.1 Comic wit or comic wit ad

This is the type of humour that requires one basic process which is known as Incongruity resolution. Incongruity resolution means a process that is strange, unease absurd or clash (Beard, 2008). There are no structures or complicate requirement for this type of comedy or humour. This type of humour is simple and commonly encountered during day to day life. It involves visual puns, jokes; comic understatement, silliness, absurdity, humorous stereotypes, exaggeration, parody and comic reversal among other common simple types of humour people find thrilling (Speck, 1991).

2.2.1.2 Sentimental humour/resonant humour

Just like comic wit ad, this type of humour or comedy requires one process also. However, its basic process is different from that for comic wid. The basic process is for sentimental humour is known as arousal safety. This type of humour is not as common as other types. It possesses some effects of minor disaster or disruptions which are experienced by someone to whom the humour or comic is directed (Speck, 1991). Sometimes it involves doing or saying something that disrupts social order or something that is a taboo, shocking or embarrassing. Moreover sentimental or resonant humour may involve a warmly sentimental image and it is most effective when it aims at generating a more positive attitude towards an advert or brand (Speck, 1991 and Beard, 2008). This means that under normal circumstances, the embarrassing or disruptive saying or actions would not be acceptable by people. However, when it is turned into a resonant or sentimental humour, it gives the brand or advert a positive outlook and it becomes thrilling to the audience.

2.2.1.3 Satire ad

This type of humour requires a combination of the two basic humour processes which are humorous disparagement and incongruity resolution (Speck, 1991). This type of humour is more correlated to the social context of humour and it has been commonly used in comparative advertising. It involves things that people understand well and those that are very common in the social setting. For this reason, satire ad is most effective type of humour. It helps the audience to recall and understand the advertising message better than when the other types of humours are used. When using satirical comparative ads, the advertisers select the best suited adverts for the target audience. This is essential since it makes it possible for

the advertisers to influence audience to and thus gain favourable effects. Using satirical comparative ads, it is possible for advertisers to influence all types of people. For instance, they can influence people who don't use either of the brands being compared, people who switch between the brands being compared through the adverts (Speck, 1991 and Beard, 2008).

2.2.1.4 Sentimental comedy/resonant wit

This type of comedy also combines two humour processes which include arousal safety and incongruity resolution (Beard, 2008). It combines the basic requirements for both comic wit and sentimental humour. Nevertheless, it provides positive pleasure through incongruity resolution and cognitive pleasure and arousal safety. Sentimental comedy is neutral. It does not involve disparagement or aggression that is a common character in satire and full comedy (Beard, 2008). It is the type of comedy or humour that is complex, rich, inoffensive and generally effective for many people. Sentimental comedy is a result of incongruity and arousal safety. For instance, it occurs when something like exaggeration or understatement is combines with effects of arousal safety humour.

2.2.1.5 Full comedy ad

This is the type of humour that combines all the three humour processes which include arousal safety, incongruity resolution and humorous disparagement (Speck, 1987). Full comedy involves aggression but it offsets negative effect with sentiment. This type of humour is effective, highly cognitive, complex and socially structured to be in line with social life (Speck, 1987). Full comedy adverts involve comparison between actual and non-actual as well as possible and impossible. Full comedy has been effectively used in attracting attention towards adverts as well as brands. Nevertheless it is also effective in encouraging positive product and service related attitudes, beliefs and perceptions. It is also effective at getting attention from general audience (Speck, 1987). In addition full comedy employs disparagement or aggression that is also a common character in satire.

2.2.2. Humour classification by Kelly and Solomon

These two scholars proposed four types of humour which include pun, joke, understatement, satire/sarcasm, ludicrous and irony. Pun involves the humorous use of a word or a phrase in a manner that suggests two understandings or interpretations. Joke involves

talking or acting in a manner that does not show seriousness. Understatement is the act of representing something as being small or insignificant that it actually is. Satire or sarcasm is used to expose, vice or folly. Irony involves using words to show the opposite meaning in a hilarious manner. Ludicrous involves something that is silly or laughable.

2.2.3. Humour classification by Reich, Catanescu and Tom

Reich (1997) used a practitioner based classification system, whereby he classified humour or comedy into five basic types which include comparison, personification, exaggeration, pun and sarcasm. Catanescu and Tom (2001) went further and added two additional categories to Reich's classification thus giving rise to a total of 7 types of humour. They added silliness and surprise. Therefore, the seven types of humour according to Catanescu and Tom (2001) are comparison, personification, exaggeration, pun, sarcasm, silliness and surprise. Comparison involves putting two or more elements together in a comparative way in order to produce a silly, laughable and humorous satiation. Personification is the act of hilariously giving human characteristics to objects, animals and plants. Exaggeration is the act of overstating or magnifying things either by words or actions. It involves making things seem out of proportion. Pun involves the use of laughable elements of language by giving the new meaning in a manner that result to humour. Sarcasm according to Reich (1997) is silliness and unconcealed ironic responses when someone is asked or faced with obvious questions or situation. Silliness according to Catanescu and Tom (2001), involves varied silly, mad or childish things such as making funny faces as well as ludicrous situations. Surprise involves humour that arises from unexpected situations.

2.2.4 Classification of humour by Cho (1995)

Cho (1995) also gave his six type classification of humour. He classified humour in terms of negativity dimension, retaliation, pessimistic, optimism, exaggerated situations and sarcasm. Negative dimension is the equivalent of disparagement humour process proposed (Beard, 2008). It involves saying cynical things about social life and human progress. Retaliation involves insults that seem like jokes and are laughable. Pessimistic is the type of humour that involves making jokes about people's hopelessness. Optimism involves making jokes or fun about people's hopefulness. Exaggeration involving representing something as small as or bigger than it actually is. Sarcasm involves saying the opposite or expressing a

folly.

2.3 Humour and product type

The type of the product to be advertised determines the most effective humour to be used. For instance non-durable consumer product like soft drinks and snacks can be effectively advertised using humour. Humour is not well suited for business services such as medical and insurance services as well as durable products. In addition, for on-durable and low involvement products, humour advertising is appropriate since there is less information to be relayed to the recipients. Research shows that the colour of the product is also important when determining the effectiveness of message appeal and humour advertising (Gulas & Weinberger, 2006).

2.3.1 White goods

These represent high risk and mostly based on price. They are termed as "big tools", durable; involve consumer comparison during shopping experience due to high financial risk (Weinberger, 1995; Gulas & Weinberger, 2006; Sports, 1997). Examples are automobiles, refrigerators, insurance and many business products which fall under the 1st quadrant of the Foote, Cone, Belding FBC model which Explains strategy matrix, suggesting that advertising works differently depending on the product involved. Adverts for white products are longer, wordy, mentioning or brand names and ideas. They are high involvement and thus humour advertising is not very effective (Vaughn, 1980).

2.3.2 Red goods

These are flamboyant and expressive and represent individuals. They have significant financial and social risk. Red products are viewed as "big toys", luxurious and are used to satisfy conspicuous goal. Include things like sport cars and jewelry. They are used for self-gratification rather than for functional uses (Spotts, 1997). These are high involvement and involve a lot of emotions. They lie under the second quadrant of FCB model. Humour advertising may also not be effective for these types of goods.

2.3.3 Blue goods

These are low risk products and employ low functional decision making habits by consumers during buying experience (Weinberger, 1995). They fall under the 3rd quadrant of FCB model. They involve habit formation and are bough due to their functional nature. They require a lot of information by not as much as in white goods. They are viewed as "little goods" that are consumable and help to perform small functions like cleaning, washing and cooking. Include food items, beauty products, and drugs among others. They appeal to emotional and rational aspects of human beings but lie much to the rational side. Humour advertising may be effective for blue goods to come extent (Vaughn, 1980).

2.3.4 Yellow goods

These are products viewed as little toys and are the day to day consumables with which consumers treat themselves. Fall under 4th quadrant of FCB model and involve habit formation as well as self-satisfaction (Vaughn, 1980). They are low risk, involve routine buying decisions and when consumers buy them they feel better. They focus on satisfaction and expressiveness and include snacks, soft drinks and wine coolers among others (Gulas & Weinberger, 2006). Humour advertising is effective for yellow goods.

2.4 Humour-Related Functions

It is possible to assign several functions to the concept of humour. Indeed, it is highlighted that several related humour including three main features: the social function, psychological function and biological function (Hofstede, 1980).

2.4.1 The social function

The importance of this function is that it allows reducing the hostility prevailing between individuals and even to prevent the manifestation of more violent actions, these being replaced by a type of humour any. Freud was the first to describe the phenomenon. Thus, it denotes the fact that some individuals tend to sublimate their devastating impulses at the level of social interactions by transforming these same impulses in socially acceptable conduct. Therefore, humour tends to replace hostility which would be directed towards an individual or even a group of individuals. The smile is at the base of laughter, it appearing during ontogeny of the child. With age, the smile became more often caused by humour and

fun. Thus, humour can be regarded as a social creation whose primary purpose is to establish relations between individuals in a societal context. In addition, the use of the scapegoat used target for jokes and anecdotes strengthens the ties that exist in a group and ensures cohesion. Thus, the social hierarchy which prevails in society is established and consolidated by the use of humour. It should be noted, however, that the humorous topics depend on the social context in which the individual operates. Humour will be greatly involved in standards, customs and to the history of the culture from which it comes (Gregory, 1997).

2.4.2 The psychological function

Humour also has a defensive function we will later see how certain similarities with the social function with respect to the use of humour surfaced. Laughter delivers us discomfort, tension, and anxiety. Therefore, we can say that humour is the main reason for laughter and provides a defines for situations that provoke feelings of anxiety. With regard to the psychoanalytic perspective, several designs have been developed to describe the mechanisms of defines of self, as for example the rationalization. This mechanism is to invent reasons to explain failures that threaten the mental image of itself and the balance of the self as perceived by the individual (Gurhan, 2000).

I can be described as the mental representation that the individual makes of himself. Another means of defense of the image of the self is represented by the use of humour. Indeed, it allows defending me from situations that cause a certain fear or anguish. Thus, the fact of use reproduced humour for the individual to control his anguish against the threatening elements of its environment. Also, defensive humour has a completely different side which can be considered its own humour depends on. Indeed, make fun of oneself is a very good means of defense and protection of self. The self-mockery in his more scientific term shows a higher degree of self-acceptance. Thus, less than notes can reduce the individual psychologically and threaten the image he has of him even because he knows its own flaws better than anyone else. There is humour and self-deprecating have a link: to maintain a good image of themselves and safeguard the mental equilibrium. In addition, they help reduce chances left to others to make fun of the individual who uses these strategies. According to Freud, there is the result of an economic phenomenon of psychic energy. According to him, when it is forecast or mental representations of the future, we build up of psychic energy. But, as well often the accumulated energy is not that required the upcoming event; we end up with a

surplus. If the overflow is discharged slowly through laughter during the realization of the event, it follows a sense of triumph facing... anxiety any (Gurhan, 2000).

2.4.3 Biological function

The last function developed in this study is the biological function. A recent study by René Breton (2001) has shown that when people listen to good jokes, a very specific part of their brains is widely used to understand how the joke in question is funny. Obviously, the researchers discovered this principle with the advent of imaging MRI (magnetic resonance imaging) device, a medical device used to view images of internal organs such as the brain. The region in question related to brain activity necessary for the assessment of the humour would be located on the back of the frontal lobes of the brain. Individuals with damage to the level of this part of the brain lose their sense of humour itself. This part shows brain activity when there is an effect of surprise, central element in respect of humorous subjects. In addition, when they are compared the brain before the presentation, a humorous punch and the brain after this punch researchers have noticed that at the end of the joke, there were more brain activity in the prefrontal cortex of the brain. It is interesting to mention the fact that the type of joke used causes brain activity in different regions of the brain. For example, a joke of a cognitive nature, relating to the reasoning and learning, would react more regions to decode the language. With regard to the phonetic jokes, these representing the play on words and puns, it is worth noting that they stimulate especially the region which allows for processing of sounds, i.e. the temporal lobes (Goldstein and Mcghee, 1972).

2.5 Humour in advertisements

Marketers must consider at the time where you use the humorous advertising as a communicational means can persuade the target audience and lead it to the final behaviour that is referred: the buying process. The implications built which will be developed take their importance from the fact that marketers can now arming techniques and formal procedures that apply differently based on market segments that are covered. In the advertising field researchers now know that it is inconceivable to offer a unique marketing mix, serving most of the consumers. Indeed, consumer covered by business segments varies profoundly in terms of social, psychological, demographic and cultural characteristics this being the psychographic consumer aspect. In short, marketers segment priori present consumers in the environment where they work for them to position their products according to the characteristics of the target audience. Taking into account that consumers differ in several points, it is important to tailor the offer to these differential aspects. The study will focus first on individual differences which may remain and, thereby, influence the perception of individuals facing the humorous advertising. Next, we distinguish several global components that may explain the effects of culture in general on this type of advertising while having previously defined categories of humour (Goldstein and Mcghee, 1972).

The literature review that was presented was designed to highlight the main findings on the use of humour in advertisements and the media used to convey these. To do this, we started the argument around the different functions assigned to humour, or social, psychological, and biological functions. Thus, it is necessary to understand the different roles played by humour, because this reproduced to legitimize its existence. Subsequently, we have highlighted several approaches to humour and the reasons that explain what content is considered as being humorous in nature or not. In addition, we discussed the effects of cognitive processes on the appreciation of humour as well as persuasion on advertising plan taking into account of various psychological with the level of attention, attitudes about brand and the product, the level of cognitive need and the level We have seen that the use of humour varies according to the type of media that is used written, television or radio. In short, humorous ad type used must first take into account the media through which it will be conveyed. to highlight the fact that cultural characteristics such as individualism and collectivism, masculinity and the hierarchical distance can greatly influence the type of advertising that is presented and thus allow to optimize the effects on persuasion to purchasing behaviour (Beard, 2008). In the

light of this literature review, it is clear that most of the research in the advertising field take into account especially the effects of the concept of individualism and collectivism on the appreciation of humour in advertising. In addition, research which we have discussed in the previous paragraphs distinguishes that rarely the differences between French Canadians and English Canadians as to the appreciation of humour in Advertising.

Little research focused on cultural differences between French Canadians and English Canadians and Mexicans in the dimensions of masculinity and the hierarchical distance on the rate of use of type aggressive and sexual humour. Therefore, this review of literature allows us to wonder about the effects of the concept of masculinity on the use of sexual and aggressive humour in terms of written advertisements. In addition, we also wonder about the effects of the hierarchical distance on the number of players involved in including this time French Canadians. Through these findings, we therefore formulate research hypotheses which will be the subject of the next section (Liebowitz, 2007).

According to Madden and Weinberger survey (1984), they fund that executives agreed humour being effective to attract attention, especially for new products. In addition, humour and could help consumers to switch brands by creating a positive mood that enhances persuasion (Duncan (1979). Advertising whose main purpose is to encourage the caller to laugh or to simply create a positive sense of well-being in it in the form of joy. It uses aspects of life that are fun, funny, unusual, embarrassing or pleasant to create a comic judged situation by the interlocutor to which this advertisement is intended (Liebowitz, 2007).

Marketers can use humorous when advertising the product has no competitive advantages and where the use of arguments is a daunting task. In the same vein, it is preferable to use this form of advertising when a competitor has strong arguments. Zhang and Yong (1996) have also attempted to highlight the effects of individual differences regarding the level of NFC on the influences and the persuasion of the humorous advertising. The results of the study support some previously stated assumptions. Indeed, the authors demonstrate that the effects of humour on the advertising level are moderate above all by the degree of targeted consumers NFC. Thus, they argue that the humorous advertising is more effective as a persuasive tool encouraging consumers to buy when their NFC is low. Moreover, they have once again highlighted the fact that the effects of humour on attitudes towards the trademark

Act in concert with attitudes towards advertising. In another idea and despite the fact that the results are mixed regarding the actual effects on the credibility of the source (Zandpour, 1980).

2.5.1 Slice of life adverts

In making ads, the ideas or classifications of humour as proposed by all the different scholars are put under consideration. A slice of life ad is one to which most people can find connection to. It is usually determined by arousal safety mechanism and mostly involves warm sentimental ads (Beard, 2008). Slice of life ads involve ordinary people going about their normal hustles of life, trying to achieve personal competency or overcome and handle difficulty and uncomfortable situations. These ads target middle class middle class values and it focuses on the predicament or dilemmas faced by the characters.

2.5.2 Humorous relativism

Despite the previous mechanisms, the authors argue around the notion of humorous relativism consisting of three levels: intentioru1el, structural and thematic. The intentioru1el relativism refers to how humour is related to the message type and the processing of the information. At the level of commercials where humour dominates, processing for the humorous character is greater than the processing of the message, so if the humorous items are removed, the advertising is no more meaning for the individual. Structural relativism in a humorous advertising represents the relationship between humour and the parts of the message contained within the advertisement. With humorous commercials, structural relativism refers to integration or not of the elements of the message with the humorous content. Finally, the thematic relativism represents the relationship between humour and the content of the message. In related thematic advertising, humour is attached to the product, its use, profits and its name. In terms of thematic unrelated ads, humour is not associated with these concepts. The implications are many, they are noted later (Zn, 1987). The third assumption is that relativism intentioru1 where the content is based either on the humour, the message acts differently according to the classes of products. The ads based on the message are linked to the central information processing, so for these advertisements, the impact of humour on the attention will be moderate or low and the call back to the elements of the message will be facilitated.

Humorous content, for its hand, is related to the peripheral information processing, so the impact of the humour will be higher than for individuals dealing with information centrally (Zn, 1987).

2.5.3 Aggressive marketing

An aggressive marketing approach is done with the aim of creating brand responsiveness as well as creates a centre of attraction for new subscribers, and is spending greatly on its marketing and advertising operations to form brand reliability, and to boost its clientele by profoundly promoting its broadband services (Zeynep and Gurhan, 2000).

2.5.3.1 Aggressive humorous advertising

Advertising whose main purpose is to encourage the other person to laugh or even simply to create a positive sense of well-being in it through a verbal or physical assault of an individual or group of individuals against another individual, group or object being the victim of this form of violence. It is worth noting that an individual or a group of individuals can to inflict or suffer himself aggression, either on a voluntary basis is not. The fact that an individual or a group of individuals suffer a bad physical or moral enough to create a comic judged situation by the interlocutor to whom the advertising is directed (Zeynep and Gurham, 2000).

2.5.4 Sexual humorous advertising

Advertising whose main purpose is to encourage the other person to laugh or even simply to create a positive sense of well-being among it and whose humour comes from a context related to sexuality and everything related. It therefore presents a situation where the various aspects of human sexuality are highlighted scenes of nudity, sex scenes, and scenes of flirting or just scenes where the attention is directed to the private parts of the human body. It is often embarrassing situations that involve most of the time of individuals of the opposite sex who are in a context of seduction causing humour (Hoyer, 2001).

2.5.4.1 Humour: Expression of Aggression and Sexuality

Humour, as an expression of aggression, has a long tradition. It is possible to see one of his first appearances in the Bible where it is present with an aggressive connotation. Subsequently, the Greek thinkers also focused on the subject. Plato was the main source of laughter in the ridicule of others and in the attack on their weaknesses. Aristotle, he thought that laughter was pleased to lower the other: laughing at someone it is making it ridiculous and disgusting.

On the other hand, it has not only the ancient Greeks who used humour as a tool for attack. Indeed, in the middle ages, the Arab tribes used humour as a preparation to combat it in the form of satire named. Before the war, a poet composed satire ridiculing the enemy. Thus, humour allowed reducing uncertainty, fear and anxiety as to the enemy (Eastman, 1997).

2.5.4.2 Humour and irritation

In terms of human relations, aggression produced by frustration runs particularly placed individuals, relative to others, within the social hierarchy. This can be explained by the fact that when we are faced with our equal or superior, it is more difficult to dispose of frustrations in light of possible consequences due to the public unveiling of these. So humour let's just dispel this aggression in a form less obvious and especially less damaging socially to the individual. You can also connect the aggressive function of humour to another theory: the clearing of a feeling of inferiority. Indeed, sometimes used aggressive humour to offset the inferiority complex, which lives in us and which is a normal stage of development of the human being. Thus, the others an individual can in turn, boost his own self esteem face itself or well in the eyes of others (Douglass, 2000). In short, humour allows saying or proposing unpleasant without ideas to fear violent reaction or retaliation that might normally ensue.

2.5.4.3 Humour: sexual expression

Humour also has a sexual function. Most of the research on sexuality was unveiled by Freud who dared to drill one of the most taboo subjects of the company. According to him, sexuality, like aggressiveness, sometimes runs into powerful bans on the part of the company. Thus, its expression is repressed and a certain amount of psychic energy must be used to contain it. Humour is to express ideas in a socially acceptable and devious manner. It is what allows releasing this accumulation of psychic energy which was used at the base to block

impulses. So the logical consequence of the Freudian theory goes as follows: over the taboo of the expression of sexuality decreased, less it should occur through channels diverted as humour. Of course, humour to discuss several topics still taboo within modern societies such as homosexuality, impotence, etc. When one ridicules these topics, it succeeds to dominate and reduce their eerie effects for certain individuals. Take the example of homosexuality. Freud sought to understand. According to him, the entire population is bisexual. Thus, a homosexual tendency remains latent throughout our lives. This unconscious and sometimes trend makes us fear anything that is related to homosexuality, hence the existence of a vast repertoire of jokes directed against homosexuals (Galceran and Berry, 1995).

2.5.5 Individual differences in the assessment of humorous advertising

The effects of humour and the cognitive need (Need for Cognition) on the responses of individuals to written advertisements. They demonstrate how the effects of the use of a humorous advertising are moderated by the factor variant at the individual level that is the cognitive need, being an intrinsic motivational drive which leads to the cognitive information processing. In addition, they say that with regard to the measurement of attitudes and purchasing intentions, humour is used more effectively to create favourable responses in individuals with a low cognitive need. The protagonists are also attempting to demonstrate that the influence of humour on attitudes towards the brand depends above all on attitude towards advertising. The central proposal of the authors can be summarized as follows: given that individuals vary intrinsically at the level of the degree of cognitive need (need for cognition), these conditions allow believing that some contexts are optimal for the use of humour in advertising. The attitudes of individuals with a low level of NFC are influenced primarily by peripheral cues to make reference to the concepts of Petty and Cacioppo (1983), while the attitudes of individuals having a high level of NFC are influenced mainly by central clues related to the quality of the argument. The implications of these concepts are revealed through the fact that differential levels of NFC to understand why humorous advertising is not similarly to all consumers. In short, individuals with a high level of NFC form attitudes based on the quality of the argument while individuals with a low level of NFC form attitudes towards the product by associating it with a device index such as humour, latter acting as a heuristic (Gurhan 2000).

2.5.6 Humorous advertising and differences

Individuals differ in terms of NFC, this influencing the treatment of humorous ads and affecting attitudes toward the brand, advertising and purchase intentions. Individuals with a high level of NFC deal the advertising message more deeply and differently from individuals with a low level of NFC. Thus, individuals with a low level of NFC are more influenced effects of a humorous advertising. Humour is a topic increasingly in vogue, this being observed by the number of publications increasingly high in the area. However, it seems that the cross-cultural research on the subject is less elaborate. Thus, the following articles attempt to draw up a summary but sufficient with respect to the use, effects and intercultural differences associated with the humorous advertising (Douglass, 2000).

2.5.7 Humorous advertising and attention

The first thing must advertiser's needs to be to grab attention. If they couldn't that mean you are losing customer attention immediately for good (Anderson & Lorch, 1983). Attention can be considered how people experience their viewing about ads (Reeves & Thorson, 1986). According to Speck (1987) found that humorous advertising attract more customer attentions. Spotts, Weinberger, and Parsons (1997) suggested that humour enables to enhance initial human attentions and holds them. The use of humorous appeals will enhance attentions (Madden & Weinberger, 1982 ; Speck, 1991). Nevertheless, the use of humorous advertising must meet certain conditions to be optimum. In fact, Provo (2000) highlights the fact that the use of humorous advertising must be moderate, it being used only when certain characteristics of the target audience are present. Thus, they argue, as demonstrated most of the studies on the subject that certain factors make the use of a humorous message.

In short, sex, ethnicity and culture invite or not the use of such advertising practice in moderating or increasing its effects. In addition, the effectiveness of humour is reflected mainly in respect of low involvement products and is more efficient than non-humour antique advertising when the target has a priori positive attitude towards the brand. Also, humour appropriate to a class of products, and which is associated with the message, promotes attention, credibility, recall, and evaluation and purchase intentions. These effects can be explained by the fact that the humour tends to reduce arguments contradict or restrict the scope of negative thoughts by increasing the transfer of effect of advertising to the mark. The

originality of this study is that most previous studies have used a model resolution of incongruity to explain how humour affects the consumer, whereas in this case, the authors will incorporate the incongruity of content, the surprise effect and the perception of humour. All this is done in the case of TV commercials. Three emotional factors are proposed: the ease of resolution of the incongruity, the warm nature of the announcement and mentioned, these moderating assessment humorous ad (Gurhan, 2000).

Fugate suggested that people are able to respond positively regard Advertising humour particular when one or others are portrayed in a playful manner to get their attention. He fund that there is a positive relationship between humour and attention as people are normally find it easy to be attentive to the advertising message if it is exposed in a playful manner. Advertiser must understand how humour should not divert attention from the message. According to Stern (1996) it is important for adverts to know individual and cross-cultural differences about what is humorous and could attract people attention and what is not. Therefore, gathering and between humorous advertising and brand or product characteristics can not only can grab consumers' attentions, but also can ease break the boredom of consumers. The humour provides some benefit on advertising. Overall, around 15 % to over 40 % of advertising media, such TV, print media, and so on (Kelly & Solomon, 1975) believed that Humour is may have positive influence on advertising.

2.5.8 Humorous Advertising and Customers Memory

The previous work in marketing have demonstrated the importance of emotional responses upon advertising effectiveness as intellectualized by attitudes and purchase intents, advertising experts are often so much into other procedures of advertising efficiency, such as recall (Lynch and Srull 1982, Krishnan and Chakravarti, 1993). According to this sphere, the impact of feeling attached advertisements is much less clear. A good number of dedicated researchers have already found that emotional based advertisements often do not do so well on various measures such as the day after recall, suggesting that some emotional responses that are often evoked by advertisements are clearly out of poor retrieval cues that are compared to cognitive responses. This instead results into widespread practitioner believing that emotional based commercials do so poorly in regular memory assessments (Berger, 1981).

Contrary to that, there are others which have already shown that emotional advertisements doesn't necessarily have any recall advantage associated to it, but at least under recovery conditions that embolden the exploration of sporadic memory. According to two scholars, Thorson and Friestad, they assert that advertisements might be encoded into episodic memory that could be done on the mental storage that was associated with personal experiences as well as their spatial and temporal context. Having had a trace that could be strengthened through real life experiences such as emotional arousal, they tend to show that they had typical semantic retrieval cues that included product category cues that contained in the ordinary indicated reminiscence procedures that are normally unsuitable, and could lead to underprivileged recall presentation for emotional appeals. Even in this type of body of work, the impressions of emotional advertising appeals on consumer memory have been proved to be somewhat unreliable (Berger, 1981).

The seemingly inconsistent impact of emotional advertisements upon the consumer's memory has implied that the roles of attaching various feelings in memory might not be properly intellectualized. Almost all of the preceding work based on this topic has theorized emotional responses that are stored in the memory as it is available to the conscious or deliberate retrieval processes that are tapped by open measures of memory. According to Feldman and Lynch (1988) studies that were interested in investigating the customer's memory suggested that despite the emotional responses being well coded into the memory, therefore posing easy retrieval they might not be considered in such searches. In addition to that, there might arise in a situation where the feelings might be evoked with response to advertisements which are less conscious. This simply means that they are more implicit in nature. Therefore if this is true, it suggests that customer's memory cannot be relied so much to deliver more advantages when it comes to the advertisement of a particular product. The customer's memory should not be relied so much to deliver any form of benefits to a particular brand; this is as a result of its forgetful nature. Therefore humorous advertising cannot blend entirely if it depends on the customer's memory. In conclusion, for every business to prosper and maximize profits, it should put into consideration some advertisement aspects that are aimed at ensuring that the brand attracts more attention from more consumers. That said, a product would outsmart the competing brands and earn more profits (Lynch, 1988).

2.5.9 Humorous Advertising and Attitude toward Advertising

Attitude can be defined as an individual's internal evaluation of a particular object such as a branded product. According to Wright, attitude could be a feeling as well as beliefs which are produced by humans towards specific objects, occasions through learning as well as interactions that are experienced with people and the environment (Kelly, 1975). It is said that attitude comprises of three components; first, there is the cognitive component; secondly, there is the affective and lastly the cognitive component (Kelly, 1975).

Attitude has become an important concept as far as marketing research is concerned since 1960s. Hoyer and McInnis in the year 1997 defined attitude as the relatively global as well as enduring evaluation of a specific object, issue, person, or action. Therefore, there have been mainly two major reasons for this long-term interest (Duncan, 1985). Primarily, similar to Hoyer and McInnis definitions, attitude can be said to be relatively stable as well as enduring predispositions that makes the consumer to behave in a particular way. For this reason, there should be adequate and reliable predictors when it comes to consumer behaviours towards a particular product or service. Secondly, there are several models of theories on attitude, which are available on various psychology literatures mainly through research by Fishbein and Ajzen. The research has stimulated attitude research as far as marketing is concerned. Studies conducted previously by various scholars in the field have referred attitude towards other specific proportions, such as the attitude towards advertisers, secondly attitudes towards brands, and lastly attitude towards advertisements.

Attitude towards advertisements can be defined as the predisposition to respond in either a favourable or unfavourable manner with regards to a particular advertising stimulus in a certain exposure situations. Occasionally, an individual's attitude towards an object can have a direct effect on his /her attitude towards other objects that are associated with the one he/she dislikes (Duncan, 1985). In simple words, if a customer likes a particular advertisement, then he/she might even like the brand that has been portrayed the advertisement. For this reason, attitude towards advertisement has a major role in that it affects the consumer's attitude towards the said brand itself (Goldsmith., 2000; 2002; Gresham & Shimp, 1985; Yi, 1990).

On the other hand, humour is experienced when a consumer gets it either by having feeling of it, or even by laughing at it. Attitude can be formed after watching some of the available humorous appeals. Fugate on his studies said that cognitive structuring was the key humour comprehension issue (Brown and Stayman, 2004). Therefore, humour is seen pictured to be an abstraction that requires mental juxtapositions as well as mental imagery and linguistic interpretations. Humour is used to add laughter on a certain advertisement. This makes the advertisement more interesting as well as entertaining. Although advertisements that attempt to add humorous on their work ensures that humorous varies dramatically in the consumer's evaluation of humorous related content. According to Clow and Baack, funny advertisements have the power to increase positive feelings among different viewers towards a specific brand. For example happy viewers would tend to generate positive ambience towards the product that is being advertised. Statistics conducted by scholars have showed that, Humour appeals have yielded very significant factors that have influenced buyer's intentions to make a purchase. For instance, take the case of the U.S, the presence of humorous in advertisements have positively affected the purchases that are made. This means that advertisements that have humour in them have had their brands sell quicker than advertisements that lack humour in them.

2.5.10 Humorous Advertising and Brand Attitude

The perception of Humorous is slightly personal. For instance, what is funny to one individual could be so irritating to another person. Marketing researchers as well as practitioners have tended to believe that in one way or the other humorous advertising is so beneficial. They have cautioned against an exclusively positive view in the field of humorous advertising (Mitchell, 1981). Some research conducted outside of marketing has demonstrated that humorous experiences often have a negative groundwork. Ideas from Caleb Warren and A. Peter McGraw are that humour arises from the acuity of something menacing or wrong in order to document how marketing communications that have attempted humour could backfire and stimulate negative state of mind, even in times when consumers are fully amused. Contrary to that, Brand Attitude is the general opinion of a specific consumer towards a particular product that is determined through market research. The brand attitude normally provides information of how people think and react over a specific product or service. The knowledge of brand is so important as far as planning a successful advertising campaign is concerned (Mitchell, 1981). When you are well aware of the brand it highs and

lows you are most likely to develop clear guidelines in terms of advertisements. When a brand appears to be weaker as a result of peoples disliking or negative attitudes, that particular brand is most likely to suffer a great deal in the market. This is because of the competition that might arise from other reputable brands.

Consequently, humorous advertising can change the whole perception of a specific brand. It can change the people's negative attitude towards that particular brand. For instance, when you make a funny commercial or advertisement emulating a certain brand, how you carry out the whole process can change the attitude of consumers who might tend to like the brand rather than dislike that particular brand (Aaker, 1996). On the other hand, if the humorous advertisement is irrelevant, then the brand will have to suffer double basing it on the advert. Humorous r means that you incorporate funny material in your advertisements can be a bad idea in that they might leave your company's reputation in a funny situation. For those reasons, the use of humorous in advertising should only be limited to the most relevant content. This is because, irrelevant content could weaken your brand in manner that the brand would not bounce back in the market.

It is also notable that while people are selecting the brand they require, they will look out on several factors like the name of the brand, the reputation of the brand, the pros and the cons of the brand (Gardner, 1991). After careful considerations, then the consumers may decide to pick the product that addresses his/her needs satisfactorily. Humorous advertising therefore, should aim at ensuring that awareness has been created regarding the potential of particular brand, making a joke out of the brand will create more attention and most consumers will try to acquire that product so that they would feel the same as the person in the advertisement. If the product is of superior quality and has the same effect as on the advertisement, then the brand is most likely to strengthen. The perception of humour induces positive attitudes toward the brand. The general conclusions are that the level of incongruity is high; more surprise at the individual level is high, especially when it is familiar to the situation presented. Thus surprise effect will be higher on the perception of humour; -the effects of surprise on the perception of humour are higher when the facilitated resolution of incongruity is high; surprise on the mood effect will be higher when the warm character the announcement is high; a high level of perception of humour promotes positive attitudes towards the brand. In the perspective of the attitudes, humour is specifically on advertising and later on the mark

(Zandpour, 1980).

2.5.10.1 Attitude toward ads and brand with familiar and unfamiliar brand

The messages of advertisement have affected the relationship between attitude toward ads and brand, particular with the unfamiliar brand. The familiarity of brand plays important role regard the relation between attitude toward ads and brand. It may because customers have no knowledge regard the brand. As results, audience is more likely to rely on attitude towards advertisement before forming their attitude towards the brand. However, audience with known brand more likely to find existence brands knowledge to reduce the impact of attitude toward advertising on attitude toward the brand. As a result, the influence of attitude towards ads should be more than attitude the brand for unknown brand than known brand (Machleit & Madden 1993; Machleit & Wilson, 1988; Campbell & Keller, 2003). Thus; there is agreement that attitude towards ads affect attitude towards brand when unknown brands tested (Batra & Ray, 1985; Phelps & Hoy, 1996). Many studies found direct influence of attitude toward advertising on attitude toward brand when unknown brand tests (Campbell and Keller, 2003).

However, there is a disagreement regard the influence of attitude towards ads on attitude towards brand for known brand because customer already have their knowledge toward the brand (Gresham & Shrimp, 1985; Phelps & Hoy, 1996). Many studies found no significant impact of attitude towards ads on attitude towards brand when known brand tested (Machleit & Wilson, 1988).

2.5.10.2 Use of a humorous advertising in view of announcement and the brand

Hoyer (2001) arrives at similar conclusions as meaning that effects on attitudes towards the announcement and the brand are favoured by the use of a humorous advertising. In respect of the involvement, these authors denote that humour is more appropriate for low involvement products since the Obelisk seen as a bad decision is quite low and that individuals do not want to invest to produce psychic energy less expensive, this would be a difficult and lengthy task. Given that individuals invest any energy to process the information, humour is used to create a positive affect available to counteract this lack of treatment (Zeynep and Gurham, 2000).

2.5.10.3 Ambush marketing and branding

According to the dictionary meaning it is "a marketing strategy in which a competing brand connects itself with a major sporting event without paying sponsorship fees (Kerry, 2010). The notion of ambush marketing is developed in the early era of nineties by the Jerry Welsh who was the marketing professional and used to do his job in American Express. According to the Welsh it is the notion about the healthy competition with official procedures, but by the passage of time this notion is transformed as an unethical and negative activity and sometime it is also pronounced as an act of commercial theft (Kerry, 2010). Despite the criticisms of deceitful and sneakiest approach, Ambush marketing itself is the powerful tool to promote the business by keep reaping the benefits of any key event, but surprisingly without paying any sponsorship fees. Furthermore, there are numbers of tools and techniques that are available to promote the ambush marketing such as the banner or billboards, etc. that are usually installed around the ground, besides, Ambush marketers also use to giveaway the T-shirts, hats and different types of promotional souvenirs, etc. to the audience so that their brand name could easily be highlighted throughout the events. In that connection, the cheerleader's concept is also used to blend it with this marketing technique (Melissa, 2009). However, despite the proven effective tool of marketing, Ambush marketing is the sheer rival against the official sponsors because the Ambush marketers has not any obligation of paying sponsorship fees while the official sponsors have to. Furthermore, despite the fact of heavy financing by the official sponsors, Ambush marketers and their techniques usually overlap the officials for example during any sports events Ambush marketers giveaway their souvenirs such as T-shirts and hats, etc. As discussed earlier and it is the practice that on the key sports moments such as in cricket, at the moments of scoring six and fours, etc. electronic media focus the audience and their sentiments that is the time for Ambush marketers who already planned to reap the utmost benefits by projecting their souvenirs by audience (Chadwick & Burton, 2010).

2.5.10.4 Brand loyalty, Brand Awareness and Brand Association

Brand loyalty refers to the consumer behaviour toward the brand and his or her purchasing pattern in the perspective of their repetition about any particular brand. It is the depiction of consumer attachment with any particular brand and their habits about the purchasing decisions. However, the brand loyalty and its level in the perspective of consumer can never be understand and determined without the determination of consumer awareness

about the particular brands. Brand awareness is about the ability of consumer that he or she has in the perspective of their name, quality, prices and attributes, etc. as far as the brand association is concerned, it seems closely related with the brand loyalty. This brand association is the linchpin that define or redefine the brand awareness and brand loyalty such as there are famous food restaurant and shopping malls that offer a specializes kids playing areas, these add-ons or brand associations are the key factors that induce the consumer to keep having the particular brands or not (Kotler, 2009).

2.6. Transfers of customers from attitude to purchasing intention

2.6.1 Attitude toward the ad models

There are four possible specifications of the causal role of a general hierarchy-of-effects framework. Cognitions act as antecedents of attitudes, and then behaviour effects purchase intention are followed. For example, in all four alternatives, ad cognitions influence Aad, and brand cognitions have effects on Ab. Each of attitudes finally has linkage with purchase intention depending on the role of Aad.

2.6.1.1 Affect Transfer Hypothesis (ATH)

The Affect Transfer Hypothesis postulates that attitudes that consumers have on advertisements will directly influence their attitudes towards the brand being advertised without any brand cognitions. In this regard, if an individual prefers a certain advertisement, it is possible that he will express similar preferences towards its brand. However, this case is prevalent among prospects/ consumers with low involvement. It was proposed by Mackenzie in 1986. In this regard, Petty, Cacioppo and Schumann (1983) have expressed that some attitudes towards an object may change through a central or peripheral root. In a peripheral root, consumers will appraise a commodity according to positive or negative clues they hear about it. In this regard, these clues are advertisements by which individuals will estimate actual attributes of the commodity. I would indicate also that Aad can transfer directly purchasing intention according to ATH model.

Figure 1 - Affect Transfer Hypothesis (ATH)

Cad ⟶ Aad

Cb ⟶ AB ⟶ pI
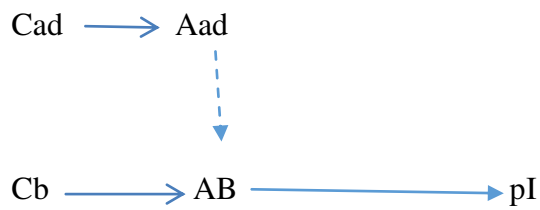
(Oliver Rimoldi, 2008)

2.6.1.2 Dual Mediation Hypothesis (DMH)

This hypothesis indicates that advertisement is indirectly causal to brand attitudes. In this regard, an advertisement will influence consumer's brand cognition before influencing indirectly, brand attitudes and purchase intentions. They are these brand cognitions and purchase intentions that will influence brand attitudes. Hence Dual Mediation Hypothesis DHM states that advertisement indirectly influences brand attitudes and purchase intentions through brand cognition. When consumers receive brand messages through advertisement stimuli, for instance from field experts and celebrities, they will start being in processes that cognize their essences and the origin of the message about the brand. From the cognitions consumers' direct attitudes towards the brand will develop, which will obviously affect their purchase decisions. The development of this model was influenced by cognition structure/ cognition response model that had been first put forward (Lutz and Swasy, 1977).

Figure 2 - Dual Mediation Hypothesis (DMH)

Cad ⟶ Aad

Cb ⟶ AB ⟶ pI
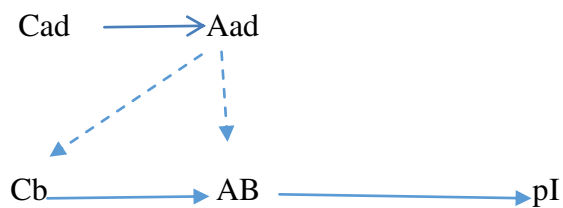
(Oliver Rimoldi, 2008)

2.6.1.3 Reciprocal Mediation Hypothesis (RMH)

This theory postulates that there is a balanced relation between an advert and a brand. In this regard, since causal flows between the brand and the advert are interdependent, the consumer will always sustain a balanced relationship between them (Heider, 1946). Hence the correlation between the two is very much positive, and the consumer will manifest a balanced configuration of either rejecting or liking both. However, Burke and Edell (1984) confirm that the causation between the two concepts will depend on a particular situation. There are certain

situations when a brand can be mature, and it will causally dominate the advertisement. In this case, when the brand is already established, brand attitudes would have been formed, and there will be dominant over promotional messages. Conversely, when a product is new on the market, causal relationship will depict a strong causal flow from advertisement to the brand. In this regard, the product is experiencing its first exposure on the market and nobody can know it without promotional messages.

Figure 3 - Reciprocal Mediation Hypothesis (RMH*)*

Cad ⟶ Aad

Cb ⟶ AB ⟶ PI
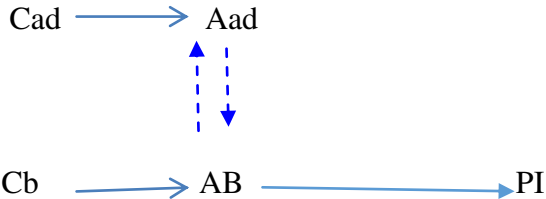
(Oliver Rimoldi, 2008)

In RMH model also Aad or Ab should one of them has strong influence on other because the power or familiarity of brand can influence positively or negatively on Aad and vice versa.

2.6.1.4 Independent Influences Hypothesis (IIH)

This theory does not maintain any strong relationship between the brand and advertisement. In this regard, the two concepts exist independently under this theory. Its proponent, Howard (1977), has distinguished two relative concepts: impersonal attitudes and brand concepts. By brand concept, he means the perceptions that consumers have about the brand, and they are relatively stable especially if he maintains routine behaviours like buying them. This concept has been related to the brand concept Ab in previous theories and hypotheses. Impersonal attitudes are those attitudes that are formed due to the consumer's feelings about the ensuing purchase conditions. In this regard, these attitudes do no relate to the endogenous properties of the brand itself. They may include availability, price, and advertisement appeal among others, which may all contribute in determining consumers' purchase intentions. However, by postulating that both brand attitudes and advertisement likeability contribute to consumer purchasing behaviours, the hypothesis seems to content that both brand and advertisement have interdependent causal link. Further, by the fact that purchasing decisions by consumers can be influenced directly advertisement with no

evaluation of the real products, it indicates that it supports direct link between advertisement and brand attitudes.

Figure 4 - Independent Influence Hypothesis (IIH)
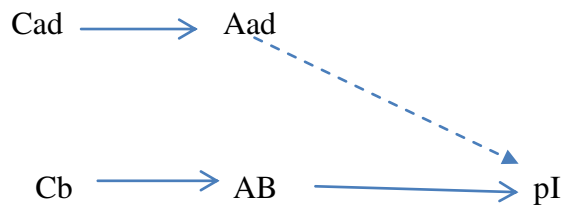
(Oliver Rimoldi, 2008)

In real marketing situation plays important role to transfer directly to purchasing intention based on IIH model. In special event neither ad nor brand has influence on customer but Situation. For instance, when customers found great deal or discount it can attract them to buy the brand or the product not because they affected by ad or brand but because of price. As results IIH will be useful to use in special event.

2.6.1.5 Dual Mediation Hypothesis and image of brand transfer to purchasing intention

Brand image refers to brand that is brought to the consumer's mind by the brand association (Keller, 1993). According to Hsieh and Li (2008), the power of brand image does create superior brand messages of a particular brand over the rivalry brand. Consequently, customer's react will be affected and determined by brand image (Burmann, 2008). Consumers employ a product's brand image in deriving overall perceptions of the specified product, a product with higher brand image may be inferred by consumers as product of superior quality and value (Richardson, 1994). Dual Mediation Hypothesis DHM states that advertisement indirectly influences brand attitudes and purchase intentions through brand cognition which is a key and essential element of brand equity which is often overlooked Aaker (1996), and it is a prevalent selecting factor among customers (Cobb and Walgren, 1995). Aaker (1996) defines brand cognition as the durability of a brand that embedded in the customer memory. Therefore, brand cognition will be created by on going visibility, enhancing familiarity and powerful of brand. According to Keller (1993, 1998) further argues that brand recognition could influence customer purchasing Intention. It suggested that image of brand could create brand cognition and this is a key and essential element of brand equity. Thus, image of brand transfer indirect to brand cognition, brand attitude and purchasing intention.

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Studies have found that a consumer increases brand familiarity through exposure by a knowledgeable person and advertisements about it, or by its purchase and usage. DMH can be used in selling some goods of technical nature that require expert knowledge such as ICT and lab equipment's. In this regard, when goods are very new to the market, it should be expected that they will be unfamiliar to prospects or customers (Sundaram and Webster, 1998). Although they would have developed strong loyalty to other products, customers are always free to evaluate the emerging brands. Since the customers will have a stock of information concerning brands of similar kind, the unfamiliar brand will always be evaluated against such information. Importantly, too, it has been noted that when customers are familiar with a certain product, their levels of purchase involvements are likely to be lower, and they may choose a commodity or a brand of low quality because of their predetermined preferences (Sundaram and Webster, 1998). Luckily, it has been found that a consumer will show a higher level of involvement while dealing with unfamiliar goods. In this regard, it becomes a good opportunity for a company to arm itself with professional experts to explain the superior attributes of the new good at greater lengths and breadths so that they can change their attitudes about the other brands and make purchasing decisions that concern the unfamiliar products.

In regard to reciprocal mediation hypothesis, when the brand it too mature to be recognized by itself, consumers can just make direct acquisition from the seller without waiting to be influenced by advertisements. For a customer who has been loyal to a certain company due to the trust he has in its goods, it will be hard to change commodity preferences and hence choice. For instance since some customers have been used to Microsoft Office and Microsoft window software, it may be hard to convince them to turn to new or unknown software's from companies like Apple. In this regard, their preferences and hence choice will rest on Microsoft's commodities (Cummings and Worley, 2009). However, some factors can influence one to change from familiar brands to unfamiliar one (Campbell and Keller, 2003). Even though customers may have reached the level of brand insistence in their loyalty to the brand and hence familiarity with it, lack of innovation on it to make its attributes superior will make customers to switch to brands with superior attributes, however unfamiliar they may seem. Further, in securities market, if the company's share prices do not increase, there is no doubt buyers will switch to unfamiliar stocks which seem to perform well. In this regard, since a new company's brands will be unfamiliar in the market, it should make sure that they

have superior attributes to those from other companies (Campbell and Keller, 2003). Moreover, apart from being accessible, they should be affordable. In this way customers will cognize and switch from the familiar products to unfamiliar ones.

2.6.1.6 Reciprocal Mediation Hypothesis (RMH) and image of brand transfer to purchasing intention

Brand image effect on customer preferences and choices because it created the loyalty of particular brand. This is an essential element when it comes to evaluate a brand in terms of value because loyalty can generate profit (Aaker, 1991). It is also generate preferences and loyalty between brand A and brand B or familiar and unfamiliar brand. According to Reciprocal Mediation Hypothesis RMH consumer will manifest a balanced configuration of either rejecting or liking both. However, Burke and Edell (1984) confirm that the causation between the two concepts will depend on a particular situation. As results, image of brand can transfer customer attitude toward brand to competitive brand.

RMH hypothesis states that there is a balanced relationship between brand and advertisement, and that the two are correlated. In this regard, the positive image of one will influence the other's likeability. Under this hypothesis, in advertisement, it will be the duty of the firm to engage in effective and repetitive communications for promotional purposes. Customer exposure to repeated images may influence cognitive responses that will create attitude towards the brand (Campbell and Keller, 2003). Advertising organizations are now using images of celebrities in Entertainment and Sports to associate them with their brands. In fact, in advertising literature, it is argued that since people do not have a lot of time to read words, images will account for 94% views of the article. In e-commerce, it is said that the quality of the brand picture really matters. In this regard, as customers associate the quality of the image with the quality of the products, the firm should expect to receive a lot of calls when it uses quality images (Sundaram and Webster, 1998). RMH hypothesis states that there is a balanced relationship between brand and advertisement, and that the two are correlated. In this regard, the positive image of one will influence the other's likeability. In the case of Coca-Cola, it is important to note that its drinks do not have special values like health and nutrition aspects that could attract customers. Therefore, to boost its image above other products and attract new customers and maintain the old ones, the company have to make strong advertisements with attractive images using any media that customers can be reached.

In this way, positive images will always be correlated with the goodness of the drinks (Dudovskiy, 2012).

2.6.2 Women and Humorous advertising pictures, characters

At many instances, women are extensively labelled in all the cartoons. Jessie proves herself as a problem solver and computer programmer but she is still referred to as "my little girl" by her father. Quite similar to comment of "blondie" this comment too underestimates the accomplishments of female characters. Male characters in the cartoon often tend to place females in the role of child. Very interestingly, in the same episode, Jonny who is of the same age as Jessie is never referred to as "boy" by anyone in the program. In a meta-analysis of 217 studies on the relationship between TV violence and aggression, violent humorous characters and/or pictures had a stronger effect than any other type of program Paik and Comstock and there is substantial evidence that this effect is gender-specific. Male-to-male aggression is no greater after exposure to violent TV programs. These humorous characters and/or pictures serve to ignite Male-to-female aggression (Hae-Kyong, 2003).

2.6.3 Humorous advertising and Consumer behaviour

Advertising in general leading to impact on customer mind, as its exposure is much more (Katke, 2007). The major object of advertising is to influence on buying behaviour; on the other hand, this impact about brand is changed or strengthened frequently people's memories. Memories about the brand consist of those related to brand name in consumer mind. These brand cognitions influence consideration, evaluation, and finally buying products or services (RomaniukD and Sharp, 2004). Advertising has a psychological impact on consumers and influences the buying decisions of consumers. One of advantages for marketing is to persuasion of potential customers (Kotler and Armstrong, 2010). A mean to achieve this ultimate goal is advertising appeal, which is a force that stimulates customer mindset towards the product or service and initiates buying decision. The authors also claim that humour related to the product is a better indicator regarding future purchasing behaviour, compared to a humorous advertising non-related to the mentioned product. Characteristics of the targeted segments hearing factors affect responses to advertisements to humorous. In addition, the use of humour should depend on the nature of the product and is more appropriate in respect of existing products compared to new products. Therefore, the

emphasis is placed here on the fact that certain conditions prevail for the optimization of the effects related to the use of humour. The theoretical appol1 of this article reveals him through the fact that it introduces some potential effects related to the use of humour in advertising. In respect to the persuasive character of the humorous advertising, the results are mixed. Some believe that humour promotes persuasion by distracting individuals and creating a pleasant mood so that they are not against argues. Others, more sceptical believe that humour helps to persuasion. Creating a cognitive environment that facilitates the change of attitude to long time. In the same way, the mother exposure, regularly presenting a humorous ad should act positively on attitudes toward the announcement, then towards the brand. The effects of humour on persuasion therefore depend on the objectives of the Communicator. If it wants to draw attention to the message, then the use of humour is appropriate. On the other hand, if the purpose of the Communicator is to foster the understanding of the message, then the use of humour is deprecated (Goldstein and Mcghee, 1972).

2.6.4 Humorous advertising and news media

With regard to the rate of use of humorous advertising according to the various news media, some researchers come to the conclusion that there is a differential use of humour depending on the type of media as well as according to the characteristics of the product or service. The amount of humorous advertising varies depending on the media used. Television is the medium through which the highest rate of humorous advertising is presented, followed by radio and written announcements, this is explained by the fact that individuals tend to be passive with respect to the information presented, and this involving that they do not always provide the necessary effort to treat a written announcement. According to Hoyer (2001) humour uses mainly the television as a media vehicle since this media allows you to express more depth and how verbal and visual content humoristique. In addition, as noted previously, the authors argue that the use of humorous advertising rate decreases with the perception of risk perceived as complex and expensive purchases (Gregory, 1997). Overall, research fund that television and radio are the best media tools for humorous advertising, magazines, newspapers and billboards came after. Television and radio gave the necessary tools for effective execution of humour (Gulas and Weinberger, 2006).

2.6.5 Pictures and sense of responsibility

The insinuation of such a discrepancy between the gender roles has been a matter of heated debate over a period of time. Previous researches on this subject have also pinpointed the significant disparity between the numbers of males and females in this regard. No female leads were found and the rest of the major female characters were stereotyped in a very subtle and tacit manner. Findings point out that even with the female humorous characters and/or pictures being at liberty to assume the male jobs, stereotypes are still infused. For example in an episode of the new adventures of Captain Planet, a woman plays the role of judge but the villains at end turn out victorious. At three different instances in the 30-minute show, she remarks "There is nothing I can do." Another female character named Link follows around one of the males accompanies one of the male characters Wheeler who tries to capture the picture of an endangered owl. They must work together and in close coordination but Link is not even permitted to hold camera let alone taking the picture. Though, Wheeler himself is too naïve and inept to use the camera deftly, Link is kept at arm's length. Link lashes out at Wheeler to no avail. Instead, he belittles her dubbing her "blondie." Apparently, female are allowed to become the superheroes but they do not get a chance to be recognized as the lead superhero. Female characters are allowed to operate machinery such as flying planes and cars but they are left out of important decision- makings. Recurrently, women are kept away from the decision making process becoming vulnerable to some danger (Eastman, 1997).

This is a very implicit way of excluding them from important decisions. The character in The New Adventures of Captain Planet, spend the last half of one episode stuck in an underwater observatory and instead of trying to rescue herself she begins to make useless and futile comments to the captor such as "you'll never get away with this". In all the analysed episodes, there was no female character that instigated plot resolution though many male characters did. All the analysed humorous characters and/or pictures project the female characters in a very disturbing manner. For example, in Scooby Doo: Where Are You neither Daphne nor Judy in The Jetsons partake in the process of conflict resolution. Both are depicted as preoccupied with the petty quarrels and problems amid intense conflict resolution being carried out by the male characters. Their gender performance consumes all of their screen time. At one point, Daphne yells "Oh! My hairdo!" as she, Velma and Fred are trapped in a sinking boat. Daphne and Judy are portrayed as attractive but in effect they do not have much to offer to the major conflict resolution process (Eastman, 1997).

Though Velma and above mentioned judge contribute more to the story but they are shown to be physically unattractive. The judge has what can be dubbed as "butch" haircut whereas Velma is overweight and wears shabby clothing and large black-rimmed eyeglasses. Quite surprisingly, the same goes with the male characters but they are shown to useless to major conflict resolution in the story (Eastman, 1997). According to Crawford (1989) he fund that many studies of gender and humour have involved bias. Many focused on humour occurring in the public sphere. This is clearly easier to collect than private, spontaneous joking, but, as the public sphere is generally the domain of males, observed women's humour is unlikely to be typical. Jenkins (1985) and Goodwin (1982) found that, men more appreciative of humour than women. This often leads to conclude that women have less of a sense of humour.

2.6.6 Market Standing

For market standing, two important decisions must be taken before setting goals: the decision on the merger and the decision on market position. The merger decision converts the definition of what the company is committed too through significant operational processes. Another important decision is on the market standing. Some say they want to be the leader, others do not care what market share they have as long as sales increase. It is obvious that not everyone can be the leader. And to be marginal in this competitive market is very dangerous for the long-term survival. There is also a market position that maximum shall not be exceeded (Kotler and Keller, 2009). Identifying key communities and opinion leaders who could easily become skilled evangelists of your product and service, sharing opinions, comments and experiences (Reingen and Kernan, 1986).

2.6.7 Benefits of humour in advertising

Humour in advertising has a lot of benefits. Humour can attract attention. It is also not harm comprehension. Humour makes consumer more optimistic and positive regard ads. Humour is strongly supported in the educational research and in the views of British advertising (Fatt, 2002). Humour enhances liking. In fact, the link between humour and liking is stronger than for any of the other factors. In light of an increased emphasis in advertising on affect, this finding should not be underestimated. The nature of the product affects the appropriateness of a humour treatment. Though humour is used with many types of products, its use is more successful with existing rather than new products. Humour also appears to be

more appropriate for low involvement products and feeling-oriented products. Weinberger & Gulas (1992) further state that humour is not, and never has been, a maybe wand that ensures more successful advertising, however success is defined. In spite of the wave of increasing numbers of humorous advertisements that may lead one into overstating the case for humour in advertising, it is important to understand that humour can be appropriate and Effective in some situations and not in others. Fugate (1998) humour advertising also encourages consumers to remember advertising and brand and enhancing the positive attitude toward the advertised product. Indeed, the message of humour will make us smile and laugh just like other people around the world which extension and improves brand image (Belch and Belch, 1984)

3. Research objectives and methodology

Chapter three will discuss the research objectives and methodology. The main purpose is to clarify process that the researcher had done to collect and analyse the research data.

3.1 Research Questions

This research seeks to answer the following questions:

1) Does attention towards printed humorous advertising differ between the target groups of males to females in Libya and Czech Republic?

2) Does memorizing of printed humorous Advertising differ between the target group of males and females Libya and Czech Republic?

3) Do attitude towards the advertising to printed humorous Advertising differ between the target groups of males and females in Libya and Czech Republic?

4) Do attitude toward the ad 2 and 3 for familiar brands is different than toward attitude the ad 1 for unfamiliar brand between the target groups of males and females in Libya and Czech Republic?

5) Do attitude towards the brand to printed humorous Advertising differs between the target group of males to females in Libya and Czech Republic?

6) Does humor advertising can transfer image of brand from familiar and unfamiliar brand to purchase intention?

3.2 Research objectives

The research aims to a prove the possibility of transfer image between an unfamiliar brand (Coffee Alive), familiar brand (Coca Cola and Pepsi) by humour advertising. Advancement of transfers of brand image will be measured on attitude toward ad (Aad), attitude towards brand (Ab) in comparison with general attitude towards advertising (AG) and purchase intention (PI). Direction of transfers will be measured according to:

- Affect transfer hypothesis (ATH) for relationship between Aad to PI.
- Dual mediation hypothesis (DMH) for relationship from Aad to Ab.
- Reciprocal mediation hypothesis (RMH) for relationship from Ab to Aad.
- Independent influence hypothesis (IIH) for relationship between target segment and PI.

The target segments are students with measured values of attention, memory, attitude towards ad, and brand to printed humour ads according to hypotheses below.

3.3 Research hypotheses

There are four main research hypotheses proposed the following:

HO1: Attention towards printed humorous Ad differs between the target groups of males and females in Libya and Czech Republic

> **H01.1:** Attention towards printed humorous Ad differs between the target groups of males in Libya and Czech Republic
>
> **H01.2:** Attention towards printed humorous Ad differs between the target groups of females in Libya and Czech Republic

HO2: The memorizing of printed humorous ads differs between the target groups of males and females in Libya and Czech Republic

> **HO2.1:** The memorizing of printed humorous ads differs between the target groups of males in Libya and Czech Republic
>
> **HO2.2:** The memorizing of printed humorous ads differs between the target groups of females in Libya and Czech Republic

HO3: Attitude towards the advertising of Printed humorous is different between the target groups of males and females in Libya and Czech Republic

> **HO3.1:** Attitude towards the advertising of Printed humorous is different between the target groups of males in Libya and Czech Republic
>
> **HO3.2:** Attitude towards the advertising of Printed humorous is different between the target groups of females in Libya and Czech Republic

HO4: Attitude towards the brand for Printed humorous Advertising is different between the target groups of males to females in Libya and Czech Republic

> **HO4.1:** Attitude towards the brand for Printed humorous Advertising is different between the target groups of males in Libya and Czech Republic
>
> **HO4.2:** Attitude towards the brand for Printed humorous Advertising is different between the target groups of females in Libya and Czech Republic

3. 4 The importance of research

The importance of research is to find the similarities and differences between genders regarding the influence of humorous ads in different countries. This will help advertisers to understand how humour can be used in advertising to enhance familiar and unfamiliar brand in both countries. The influence of humour can be different from people in different place. Therefore, the target market must always be considered. What's funny in a client presentation may not be funny on other country. As result, it is important for marketers to consider that because that could effect on brand. That is why this research is important to make connection between humour in ad and brand.

3.5 Research model

Figure 5 - Research model
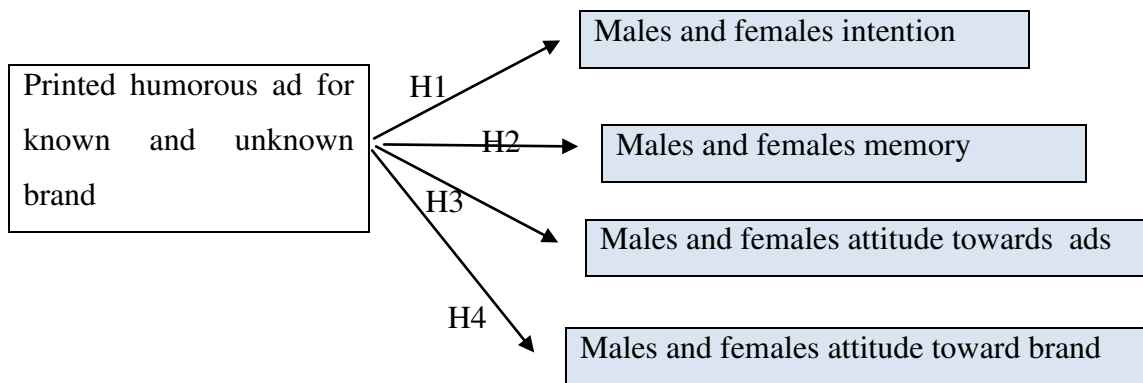
Created by the author

3.6 Research methodology

3.6.1 Research approach

There are two general approaches to conducting research work, the deductive approach and the inductive approach (Saunders, 2007). These two approaches outline the nature of the relationship between3 theory and research (Bryman, 2004; Collis and Hussey, 2003). According to the deductive approach, researchers deduce their studies' hypotheses based on known facts theories, translate them into operational terms and test them in empirical ways by using statistical methods (Bryman, 2004 and Sunders, 2007). Therefore, the deductive approach helps in confirming, modifying, or rejecting theories from which hypotheses were deduced.

The deductive approach involves moving from the general (theoretical position) to the specific inquiry of the research. The inductive approach starts from a set of observations to build a theory. Theory is generated through establishing general propositions about the nature of what has been observed over a period of time (Anderson, 2004). Generally, the inductive approach involves moving from the specific to the general. Figure 2 show the two approaches. The deductive approach tends to make use of a hypothesis to test specific outcomes – one significant characteristic of which - is the search for examining the specific outcome of the inquiry (Saunders, 2003). However, the deductive approach argues that the social world of business is far too complex to theorize by definite 'laws' in the same way as the physical sciences. A second criticism of the deductive approach is the tendency to construct a rigid methodology that does not allow for alternative explanations for what is occurring (Bryman, 2004 and Saunders, 2007).

The inductive Approach is an alternative to the deductive approach. This approach provides a close understanding of the research context, the collection of qualitative data, a more flexible structure to permit changes of research emphasis as the research changes, less concern on generalization and it also allows for the analysis of small sample sizes (Saunders, 2007). This research will use a deductive approach to examine humour advertising and genders attitude toward ads and brand, as the researcher believes that they could observable and measurable reality.

Quantitative method will use in this research as well to understand technical analysis and interpretation of such data. The process of building and pointed out that the data collected by the data analysis. After the data collected through these methods explained earlier, these data have been analysed using various statistical techniques and quality tools. Analysis of data depends on the methods of data collection and research design. Validity and reliability is an important role in analysis of quantitative data and Presentation and interpretation of numerical data of a quantitative method of data analysis and Charts and graphs to describe and examine the data and the relationship between different variables. Quantitative analysis of the data gives a clear picture of the data collected and the methods of the investigation. Qualitative data is rather difficult to analyse than quantitative data. The qualitative data analysis is to look for the relationship between classified information and general statements (Creswell, 2009). The research will analyze data regard printed humour advertising elements that are presented in the

advertisements and find differences between attention, memory, attitude towards the ad, and attitude towards the brand for the target groups of males and females in Libya and Czech Republic. Therefore, this will allows understand of humour advertising better.

3.6.2 Reason of selected methodology

In this study Survey questionnaire had chosen to collect data about printed humorous ads and how males and female's attention, memory, and attitude towards are different between Libya and Czech Republic. The survey allows for the collection of a certain amount of data from a sizeable population in a highly economical way (Leedy and Ormrod, 2001). In addition, the survey allows a significant degree of control over the research process and it is easy to undertake (Sekaran, 2003). Also the survey method that used in this research is the questionnaire. Saunders (2007) emphasizes that questionnaires are best used in exploratory and descriptive research. According to Gulas and Weinberger (2006) humour advertising is effective more for yellow goods like snacks, soft drinks and wine coolers among others. For this reason the survey examined three printed humorous ads and three brands Coffee alive, Coca-Cola and Pepsi.

3.6.3 Testing questionnaire

The researcher has distributed more the 20 printed humour advertising to some Responds before designing the questionnaire. The aim of that was to find more effective humour pictures. Three pictures which in the questionnaire got high number of responds. Researcher also had chosen 30 students as an exploratory sample 15 students from Czech University of Life sciences Prague and 15 students from University of Tripoli. The main purpose of that was to make sure that all questions and statements are clear and easy to understand as well as to measure the reliability and validity.

3.6.4 Reason of choosing three ads

The choosing of pictures in this research was based on how funny they are also they should be from Yellow products that will be more effective. In addition, the pictures should be understandable and convincing to respondents. Three types of humorous ads were tested. First ad was pun ad for unknown brand of Coffee Alive pouring cup of coffee on alarm clock in morning bedroom. Second ad was comic ad; appeal of nudity was purposely used on Coca Cola

ad to distinguish reaction of Libya and Czech students. Third irony ad with monkey receiving car keys from truck with bananas for Pepsi from driver have tested impact of animals and brand image. Pepsi has bigger turnover in Libya than Coca Cola.

3.6.5 Questionnaire design

There are 54 questions are designed to measure the relation between the dependent and independent variables. The independent variables including three kinds of printed humour advertising and Three kinds of brands one for unknowing brand Coffee Alive and two for known and competitive brands Coca Cola and Pepsi. Depended variables include four factors attention, memory, attitude toward the ad, and attitude toward the brand. The questioner divided to six parts. First part including 7 questions about general attitude toward humorous advertising and Second part of the questioner including 12 questions about printed humour advertising for unknown brand Coffee alive. The third and fourth part including 12 questions to humour advertising for known Coca-Cola 12 questions to competitive brand Pepsi. Part five including 7 questions to summarize previous answers in comparison. Last part including 4 personal questions about respondents. Note that the questioner designed in two languages English and Arabic. Questions are designed to collect information about attitudes and opinions of the respondents to identify and describe the variability of various phenomena. Explanatory research enables the researcher to be able to identify and explain the relationships between variables especially cause and affect relationships.

3.6.6 Reasons of using models of attitude

The main reasons of using four significant models in the research are to Link the theory with practical aspects and practice it on real marketing research. That will support this models and use them in future to transfer image of familiar and unfamiliar brand in humorous advertising to Aad, Ab and PI.

3.7 Data Source & Collection

Data could be collected in different stages that are: Primary data collected in the survey method in which the structured questionnaires to the respondents. The time for collecting research data by survey was for two months from the first of November 2013 and finished on the 25 of January 2014. A literature review, researchers Authentic items, books, books, and the

number of theoretical background, magazines, internal controls, newspapers, magazines and other relevant documents. Secondary data is collected through several means (Arbnor and Bjerke, 1994).

3.8 Data Analysis

Data analysis is so important because research and development results are derived from solidified. Various statistical tools applied to analyze the data included in the regression analysis, and much more. There is a number of statistical software used for data analysis, SPSS. Data analysis is in many respects, and looms around the different methods under different names in different trade, science and public science. Data analysis for this claim is a descriptive form. Investigators have interviewed the participants and discussed with the support to identify and analyze the literature and discussion sections (Creswell, 2009). Many static techniques used in this research to find relationship between depended and independent variables as fallowing:

1. Test Reliability

Technically, reliability shows the extent to which test scores are free from errors of measurement. No classroom test is perfectly reliable because random errors operate to cause scores to vary or be inconsistent from time to time and situation to situation. The goal is to try to minimize these inevitable errors of measurement and thus increase reliability. The key to performing a good experiment is to make sure that your results are as reliable as is possible; if anybody repeats the experiment, powerful statistical tests will be able to compare the results and the scientist can make a solid estimate of statistical reliability.

Reliability, in simple terms, describes the repeatability and consistency of a test. Validity defines the strength of the final results and whether they can be regarded as accurately describing the real world. Alpha is an important concept in the evaluation of assessments and questionnaires. It is mandatory that assessors and researchers should estimate this quantity to add validity and accuracy to the interpretation of their data. For validity if the present was up then 0.60 that mean the measurement is acceptable. Cronbach Alpha Testing 10 items for every advertising after avoid the first and second statements for each advertising (How do you feel about this advertising? and 2- For you, this ad is) because in this kinds of statement we will get just frequencies and percent. However, in other 10 statements there are five squares agree,

strongly agree, neutral disagree, and strongly agree. So it is easy to find the mean and standard deviation for this statement and measure the reliability.

2. Frequencies

Frequency is an easy concept to understand. The count of how many data values fall into a certain class constitutes the frequency for this class. Classes with greater frequencies have higher bars and classes with lesser frequencies have lower bars. Relative frequency requires one step more. Relative frequency is a measure of what proportion or percent of the data values fall into a particular class. A straightforward calculation determines the relative frequency from the frequency. All that we need to do is add up all of the frequencies. We then divide the count from each.

3. The mean and standard deviation

A measure of the dispersion of a set of data from its mean. The more spread apart the data, the higher the deviation. Standard deviation is calculated as the square root of variance. In probability and statistics, the standard deviation of a probability distribution, random variable, or population or multi set of values is a measure of the spread of its values.

4. T- Test

A hypothesis test that is used to determine questions related to the mean in situations where data is collected from two random data samples. The two sample t-test is often used for evaluating the means of two variables or distinct groups, providing information as to whether the means between the two populations differs. For example, a two sample t-test can be used to compare the responses who have each received different treatment within an experiment. The purposes of using T-test are following:

-   To test hypothesis about the population mean;
-   To test whether the means of two independent samples are different;
-   To test whether the means of two dependent samples are different;
-   To construct a confidence interval for the population mean.

5. Levene's Test

By using "Levene's Test for Equality of Variances" tell us whether an assumption of the t-test has been met. The t-test assumes that the variability of each group is approximately equal. If that assumption isn't met, then a special form of the t-test should be used. Look at the column labeled "Sig." under the heading "Levene's Test for Equality of Variances. The significance p value of Levene's test is to see If this value is less than or equal to your level for the test (usually.05), then you can reject the null hypothesis that the variability of the two groups is equal, implying that the variants are unequal. If the p value is less than or equal to the level, then you should use the bottom row of the output (the row labeled "Equal variances not assumed."). If the p value is greater than you're α level, then you should use the middle row of the output the row labelled "Equal variants assumed. Notec that the questioner was proceeds by SPSS package.

6. Brand Recalled Test

A qualitative measure of how well a brand name is connected with a product type or class of products by consumers. Often tested through surveys or interviews, in this research testing brand recall by asking participants to write down name of brand which they saw in AD1, AD2 and AD3.

3.9 Validity

An instrument is valid when the outcome of the measuring process has really measured what it was designed to measure. According to Eriksson and Wiederscheim-Paul (1997), validity can be defined as: The ability of a scale or measuring instrument to measure what is intended to be measure (Eriksson and Wiederscheim-Paul, 1997). According to Hardy and Bryman (2004), there are different types of validity: Face validity requires a thorough examination of the wording of the items included in the instrument and their connection to the relevant frame of reference used in the particular study. Face validity can also be examined through the use of the opinion and judgment of experts concerning the items and wording used. Criterion related validity evaluates a scale in term of a criterion on which people tend to differ. This includes concurrent and predictive validity. Construct validity requires "an examination of the theoretical inferences that might be made about the underlying construct" (Hardy and Bryman, 2004).

The face validity in this research will be obtained by the consistent effort of the researcher throughout the questionnaire development process. Firstly by relating literature; secondly by receiving feedback from academics and practitioners locally and abroad and thirdly by piloting the questionnaire to capture the appropriate right faces validity. For this research face validity is the assessment of the correspondence of the variables to be included in a summated scale and its conceptual definition (Hair, 1998).

3.10. Research sample

The purpose of this section is to explain how we sampled the respondents for the focus group when printed humour advertisements were showing. As far as the sampling method is concerned, we will explain in this part our target group and sample producer.

3.10.1 Target group

Target group is a particular group of people that is identified as the intended recipient of an advertisement, product, or campaign. Also called target audience. Our target groups in this research are Libyan and Czech students at Czech University of life sciences in Prague and University of Tripoli. We have only one set of data, which was used not for application of ads to target segment, but for recognition of attitudes and cognition.

The choice of students has been subject to some criticism Soley and Reid (1983), though it provides a major advantage in this context, because we can ensure homogeneous groups in each country which are easy to compare, and which are likely to represent an identical target for international brands and likely to constitute segment being able to be treated with a comprehensive approach (Lambin, 2000). Students are widely used for various kinds of academic research. Student samples are used in this research because they can enhance homogeneity and it is much easier to control error during theory testing (Goldsmith, 2002; Malhotra and King, 2003). Moreover, findings reveal that homogeneous respondents can help reduce the possibility of measurement model error (Assael and Keon, 1982). Hence, though a homogeneous sample has lesser degree of external validity, this can be sacrificed for a greater degree of internal validity (Carpenter and Fairhurst, 2005). Since we know students as participants in our focus group, this will be limitation for our research because we cannot be able to generalize the results to wider segments.

3.10.2 Sampling produce

Sampling produce refer to the process of choosing a sampling method and size. The total number of students in Czech University of Life Sciences Prague was 28000 students while the total number of students in University of Tripoli was 21300 students. The fact that the research sample comprised of students compared to other segments of the sample, high-achieving students are the most similar around the world (Tafarodi, 2012). Large sizes of sample usually ensure the benefits of the central limit theorem. However, the author also concedes that choice of sample size is often a function of budgetary constraints but what is really important is that, target group should be presented with suitable sample size and this was done.

Selection of student's respondents was purposely biased on students having marketing seminar to distinguish only gender differences. Since we comparing between genders in different culture, Selection sample based on homogeneity was needed. Homogeneous sampling is a purposive sampling technique that aims to achieve a homogeneous sample; that is, a sample whose units, people, cases and etc. Share the same or very similar characteristics or traits like a group of people that are similar in terms of age, gender, background, occupation, etc. In this respect, homogeneous sampling is the opposite of maximum variation sampling. Homogeneous sample is often chosen when the research question that is being address is specific to the characteristics of the particular group of interest, which is subsequently examined in detail (Patton, 2001). For this study, a total sample of 850 students the survey period of two months was chosen to participate in the survey. 425 students from University of Tripoli and 425 students from Czech University of Life science Prague. 712 questionnaires filled and were ready to analyze. The total sample in Libya was 360 students 200 males and160 females while 352 students in Czech Republic153 males and 199 females. Individual had chosen during the time of class and after class in student's house. The questionnaires were distributed by hand and returned by hand as well.

There are various formulas for calculating the required sample size based upon whether the data collected is to be of a categorical or quantitative nature is to estimate a proportion or a mean. These formulas require knowledge of the variance or proportion in the population and a determination as to the maximum desirable error, as well as the acceptable Type I error risk confidence level. It is possible to use one of them to construct a table that suggests the optimal

sample size given a population size, a specific Margin of error, and a desired confidence interval. This can help researchers avoid the formulas altogether. The table below presents the results of one set of these calculations. It may be used to determine the appropriate sample size for almost any study.

Table 1: Margin table for sample size

	Confidence = 95%				Confidence = 99%			
	Margin of error				Margin of Error			
Population Size	5.0%	3.5%	2.5%	1.0%	5.0%	3.5%	2.5%	1.0%
10	10	10	10	10	10	10	10	10
20	19	20	20	20	19	20	20	20
30	28	29	29	30	29	29	30	30
50	44	47	48	50	47	48	49	50
75	63	69	72	74	67	71	73	75
100	80	89	94	99	87	93	96	99
150	108	126	137	148	122	135	142	149
200	132	160	177	196	154	174	186	198
250	152	190	215	244	182	211	229	246
300	169	217	251	291	207	246	270	295
400	146	265	318	384	250	309	348	391
500	217	306	377	475	285	365	421	485
600	234	340	432	565	315	416	490	579
700	248	370	481	653	341	462	554	672
800	260	396	526	739	363	503	615	763
1,000	278	440	606	906	399	575	727	943
1,200	291	474	674	1,067	427	636	827	1,119
1,500	306	515	759	1,297	460	712	959	1,376
2,000	322	563	869	1,655	498	808	1,141	1,785
2,500	333	597	952	1,984	524	879	1,288	2,173
3,500	346	641	1,068	2,565	558	977	1,510	2,890
5,000	357	678	1,176	3,288	586	1,066	1,734	3,842
7,500	365	710	1,275	4,211	610	1,147	1,960	5,165
10,000	370	727	1,332	4,899	622	1,193	2,098	6,239
25,000	378	760	1,448	6,939	646	1,285	2,399	9,972
50,000	381	772	1,491	8,056	655	1,318	2,520	12,455
75,000	382	776	1,506	8,514	658	1,330	2,563	13,583
100,000	383	778	1,513	8,762	659	1,336	2,585	14,227
250,000	384	782	1,527	9,248	662	1,347	2,626	15,555
500,000	384	783	1,532	9,423	663	1,350	2,640	16,055
1,000,000	384	783	1,534	9,512	663	1,352	2,647	16,317
2,500,000	384	783	1,536	9,567	663	1,353	2,651	16,478
10,000,000	384	784	1,536	9,594	663	1,354	2,653	16,560
100,000,000	384	784	1,537	9,603	663	1,354	2,654	16,584
300,000,000	384	784	1,537	9,603	663	1,354	2,654	16,586

Source: Adapted from Krejcie, Robert and Morgan, Daryle (1970)

3.11 Ethical Statement

Sproull (1995) defined the ethical research practices as those practices that protect respondents through using the appropriate methodology, to come up with conclusions and recommendations based on actual findings. Zikmund (2003) stated that the purpose of research should be research, and that surveys should be objective with high standards being met for accurate data collection. Sproull (1995) suggested considering the following points:

- Obtaining free consent from the respondent
- Assuring and maintaining confidentiality and anonymity
- Using appropriate methodology
- Reporting of the research appropriately and completely

The respondents will be contacted in the Libyan after getting their initial approval to participate in the questionnaire. The researcher will collect their responses through questionnaires and the filled questionnaires will be stored in the researcher's private office at the University Of Czech University of life science in Prague. The data will not be kept longer than necessary to complete my PhD studies and publishing academic papers, and no company or individual will be contacted as a result of the information respondents provide.

4. Results

Chapter four presents the results of this research by way of tables and figures. The data are clustered around the research hypothesis by way of descriptive and analytical statistics.

4.1 Data analysis

Chapter 4 presents the samples and results of this research using a variety of tables and the data is clustered around the research hypothesis by way of descriptive and analytical statistics. Statistical package software SPSS was used in this research to analyze the data. Many statistical techniques are used in this research to find the relationship between dependent and independent variables.

4.2 Validity and Reliability

The validity of a test means to which extent the survey measures what it is supposed to measure (Thanasegaran, 2009). The content validity refers to whether the questionnaire includes all areas necessary to answer the research question (Thanasegaran, 2009). To maximize content validity, a comprehensive literature review was done in order to get an overall comprehension of the domain of attitude toward ad and brand involvement and more specifically to humor advertising. To ensure that there is content validity the questionnaire was first tested with 15 students at Czech university of life sciences in Prague and 15 students at university of Tripoli in at to make sure the language, spelling and tone was correct. In the study we conducted, primary data was collected in the term of questionnaire and our target participant group focuses on the students at Czech university of life sciences in Prague and students at university of Tripoli. The design of questionnaire to make sure that the questions included in the questionnaire serve the purpose of the research as directly as possible, and can be supported by the theory we used. The validity of a questionnaire assesses the extent to which a scale or set of measures accurately represents the concept of interest (Hair, 2006). In order to guarantee external validity, measures were taken to collect a sample that is as representative target group as possible.

Reliability refers to the degree to which an instrument or technique generates the same results each time it is used. The consistency of the results refers to similar observations being undertaken by different researchers on different occasions (Saunders, 2007). Reliable

instruments are refined to the degree that they are useful enough at different times and under different conditions. The test results are summarised in the following table.

Table 2: The Reliability Analysis-Scale (ALPHA)

Dimensions	No. of Statements	Coefficient Alpha	Validity
General attitude	6	0.710	0.84
Ad1	10	0.601	0.77
Ad2	10	0.782	0.88
Ad3	10	0.747	0.86
Total score	36	0.826	0.90

Source: Own calculation in SW SPSS based on questionnaires data 2014

The equivalent measure of reliability for this study was done to focus on the internal consistence or internal homogeneity of the set of statements, which formed the statements in the questionnaire and divided into 2 groups of 15 subjects 15 Libyan and 15 Czech subjects. In this study, the researcher has decided to use the coefficient Alpha score to measure the reliability of the survey questionnaire. Reliability tests were carried out on all groups of data 1) General attitude 2) Ad1) Ad2), and Ad3) and the total score of the four dimensions. The coefficient Alpha in this research was 0.826 which is greater than 0.60. This is confirming that the scales are reliable.

4.3 Biographical information of respondents

The chart and table below will describe gender by using frequencies and percent.

Gender

Figure 6 - Gender

Czech Female 28%

Libyan Male 28%

Libyan Female 22%
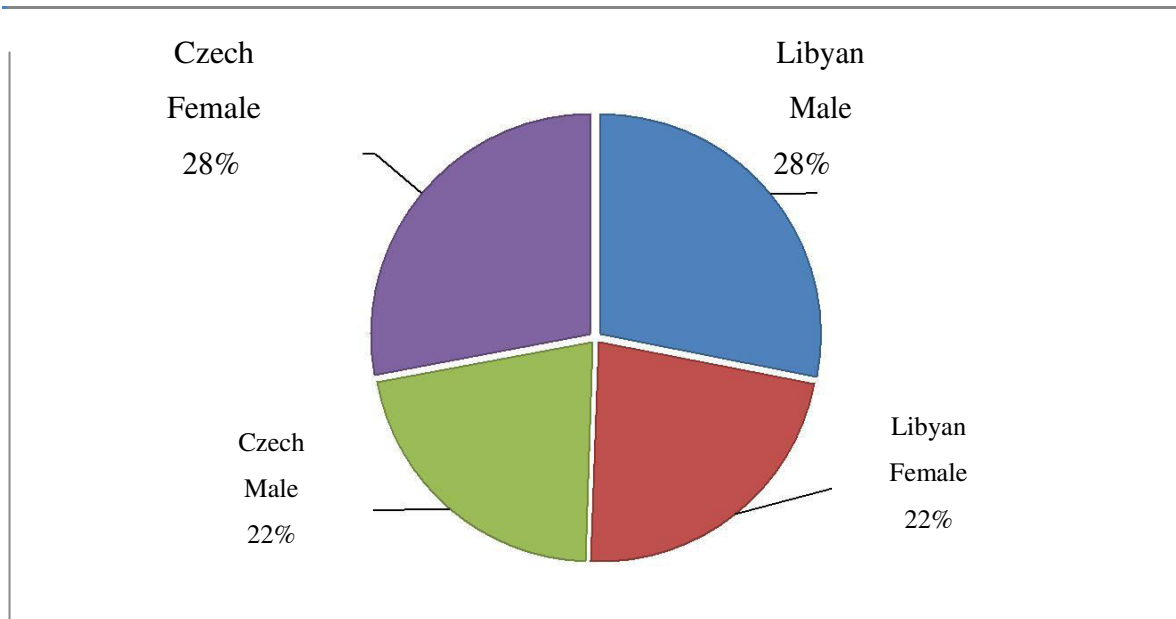
Czech Male 22%

Source: Own calculation in MS Excel based on questionnaires data 2014

Table 3 shows that the target group of Libyan males was 28.1 % while target group of Libyan females was 22.5 %. The target group of Czech males was 21.5 % while target group of Czech female was 27.9 %.

Table 3: Gender

	Libyan		Czech		Total
	Male	**Female**	**Male**	**Female**	
N	200	160	153	199	217
%	28.1	22.5	21.5	27.9	100.0

Source: Own calculation in SW SPSS based on questionnaires data 2014

Level of education

The table below will describe level of education by using frequencies and present for research sample.

Table 4: Level of education

	Libyan								Czech							
N	Male				female				Male				female			
	Hight school	bachelor	master	Phd	Hight school	bachelor	master	Phd	Hight school	bachelor	master	Phd	Hight school	bachelor	master	Phd
N	47	91	54	8	53	84	16	7	46	52	43	12	50	79	52	18
%	23.5	45.5	27.0	4.0	33.1	52.5	10.0	4.4	30.1	34.0	28.1	7.8	25.1	39.7	26.1	9.0

Source: Own calculation in SW SPSS based on questionnaires data 2014

The results in table 4 with regards to the educational levels for the target group of Libyan males show that, the respondents educated to Undergraduate level percentage was 45.5 %, respondents educated to Masters level percentage was 27.0 and of high school educated

respondents was 23.5 %. Finally, the respondents educated to PhD level percentage was 8.0 %. However, the educational level for the target group of Libyan females. Undergraduate respondents percentage was 52.5% while the respondents of masters educational level percentage was 33.1 %, the respondents of high school educated respondents was 10.0 % and finally the respondents of the PhD educated was 4.4 %.

The educational level for the target group of Czech males shows that undergraduate percentage was 34.0 % of respondents, while the respondents of the masters level percentage was 30.1%, the respondents of the high school educated was 28.1% finally the respondents of the PhD educated was 7.8 %. On the other hand, the educational level for the target group of Czech females shows that undergraduate percentage was 39.7 % of the respondents, while the respondents of the masters educated percentage was 26.1 % and the respondents of the high school educated was 25.1 %. Finally the respondents of PhD rate were 9.0 %.

4.4 General perception of advertising

The table below will describe general opinion about advertising by using frequencies and percent for research sample.

Table 5: General opinion about advertising

N	Libyan										Czech									
	Male					female					Male					female				
	Good	uncomfortab le	boring	intersting	disturbining	Good	uncomfortab le	boring	intersting	disturbining	Good	uncomfortab le	boring	intersting	disturbining	Good	uncomfortab le	boring	intersting	disturbining
N	49	32	74	32	13	64	24	29	32	11	45	28	37	32	11	44	45	48	45	17
%	24.5	16.0	37.0	16.0	6.5	40.0	15.0	18.1	20.0	6.9	29.4	18.3	24.2	20.9	7.2	22.1	22.6	24.1	22.6	8.5

Source: Own calculation in SW SPSS based on questionnaires data 2014

Table 5 show the general opinion about advertising. For the target group of Libyan males 37.0 % of the respondents considered ads as boring whilst 24.5 % of the respondents considered ads as being good. 16.0 % considered ads uncomfortable and finally, another 16.0 % consider them interesting. The table also shows the general opinion about advertising for the target group of Libyan females 40.0 % of respondents considered advertising as good and

20.0 % considered ads interesting, whilst 18.1 % considered ads as being boring. Finally, 18.3 % of respondents considered ads in general are uncomfortable.

For the target group of Czech male 24.2 % of the respondents considered ads as boring whilst 29.4 % of the respondents considered ads as being good. 22.6 % considered ads are uncomfortable and finally, 20.9 % considered ads as being interesting. However, the general opinion about advertising for the target group of Czech female varied slightly. 22.1 % considered advertising as being good and 22.6 % considered ads interesting, whilst 24.1 % considered ads boring and finally, 22.6 % of respondents considered ads uncomfortable. Based on the answers of the respondents, the general opinion about advertising we can see that the target group of Libyan males interact more with ads on a daily basis, as well as Czech females. However, the target group of Libyan females do not generally interact with ads on a daily basis just like Czech males.

4.5 General attitude toward humours advertising

The table below will describe general attitude toward humorous advertising by using frequencies, percent, mean, and standard deviation for research sample.

Table 6: General attitude toward humours advertising

Time		Libyan								Czech							
		Male				female				Male				female			
		Agree	Disagree	Mean	Std.	Agree	Disagree	Mean	Std.	Agree	Disagree	Mean	Std.	Agree	Disagree	Mean	Std.
2	N	157	19	3.72	0.82	123	18	3.73	0.92	136	7	4.39	0.82	172	9	4.33	0.94
	%	78.5	9.5			76.9	11.3			91.6	4.6			86.5	4.5		
3	N	89	25	3.50	1.00	78	28	3.50	1.01	91	12	3.56	0.90	118	11	3.60	0.83
	%	44.5	12.5			48.8	17.5			59.5	7.8			59.3	5.5		
4	N	130	38	3.60	1.07	92	28	3.56	1.05	84	29	3.47	1.31	120	26	3.62	1.21
	%	65.0	19.0			57.5	17.5			54.9	19.0			60.3	13.1		
5	N	78	59	3.19	1.01	93	42	3.48	1.18	80	34	3.42	1.30	113	31	3.55	1.21
	%	39.0	29.5			58.2	26.3			52.3	22.2			56.8	15.6		
6	N	162	11	3.89	0.79	115	24	3.71	1.03	98	26	3.81	1.30	122	27	3.82	1.24
	%	81.0	5.5			71.9	15.0			64.1	17.0			61.3	13.5		
7	N	97	36	3.50	1.13	87	35	3.51	1.22	90	22	3.60	1.08	130	27	3.58	1.06
	%	48.5	18.0			54.4	21.9			58.9	14.4			65.4	13.5		

Source: Own calculation in SW SPSS based on questionnaires data 2014

Looking at the results in table 6 regarding statement 2 that humorous advertising is very interesting, 78.5 % of the target group for Libyan males consider it interesting with a mean of 3.72 and a standard deviation of 0.82. On the other hand, 76.9 % of the target group for Libyan females considered humorous advertising as interesting with a mean of 3.73 and a standard deviation of 0.92. 91.6 % of the target group for Czech males consider humorous advertising as very interesting with a mean of 3.73 and a standard deviation of 0.92. However, 86.5 % of the target group for Czech females considered humorous advertising as interesting with a mean of 4.33 and a standard deviation of 0.94. Based on the answers, the target group of Czech males considered humorous ads as more interesting than Czech females just like the target group of Libyan males and females.

Regard statement 3 if humorous advertising being exciting, 44.5 % of the target group for Libyan males considered humorous advertising as exciting with a mean of 3.50 and a standard deviation of 1.00. On the other hand, 48.8 % of the target group for Libyan females consider humorous advertising as exciting with a mean of 3.50 and a standard deviation of 1.01. 59.5 % of the target group for Czech males consider humorous advertising as very exiting with a mean of 3.56 and a standard deviation of 0.90. However, 59.3 % of the target group for Czech females consider humorous advertising as exciting with mean of 3.60 and a standard deviation of 0.83. Based on the answers, the target group Czech females consider a humorous ad as more exciting than Czech male's consideration, just like the target group of Libyan females and males.

Regarding statement 4 if humorous advertising is being funny; 65.0 % of the target group for Libyan males consider humorous advertising as being funny with a mean of 3.60 and a standard deviation of 1.07. On the other hand, 57.5 % of the target group for Libyan females consider humorous advertising as being exciting with a mean of 3.56 and a standard deviation of 1.05. 54.9 % of Czech males considered humorous advertising as being very funny with a mean of 3.47 and a standard deviation of 1.31. However, 60.3 % of the target group for Czech females consider humorous advertising as being funny with a mean of 3.62 and a standard deviation of 1.21. Based on the answers, the target group of Libyan males perceive humorous ads as funny, which is higher than Libyan females. However, the target group of Czech females perceive humorous ads as funny, which is higher than males.

Regarding statement 5 whether humorous advertising providing safe information in a funny way; 81.0 % of the target group for Libyan males considered humorous advertising as providing safe information in a funny way with a mean of 3.19 and a standard deviation of 1.01. On the other hand, 8.2% of the target group for Libyan females consider humorous advertising as providing safe information in funny way with a mean of 3.48 and a standard deviation of 1.18. 52.3 % of the target group for Czech males considered humorous advertising as providing safe information in a funny way with a mean of 3.42 and a standard deviation of 1.30. However, 56.8 % of the target group for Czech females consider humorous advertising as providing safe information in funny way with a mean of 3.55 and a standard deviation of 1.21. Indeed, the target group of Libyan males considered humorous advertising as providing safe information in funny way more than Libyan females. However, both the target group of Czech males and females considered humorous ads as providing safe information in funny way more than Czech males.

Regarding statement 6 of humorous advertising making you feel positive about the brand; 81.0 % of the target group for Libyan males considered humorous advertising as making them feel positive about the brand with a mean of 3.89 and a standard deviation of 0.79. On the other hand, 71.9 % of the target group for Libyan females considered humorous advertising as making them feel positive about the brand with a mean of 3.71 and a standard deviation of 1.03. For the target group for Czech males, 64.1 % considered humorous advertising as making them feel positive about the brand with a mean of 3.81 and a standard deviation of 1.30. However, 61.3 % of the target group for Czech females considered humorous advertising as making them feel positive about the brand with a mean of 3.82 and a standard deviation of 1.24. Based on the answers, the target group for Libyan males considered humorous advertising as making them feel positive about the brand, which is higher than Libyan females but show similarities with the target group of Czech males and Czech females.

Regarding statement 7 if respondents remembering humorous advertising for a long period of time; 48.5 % of the target group for Libyan males can remember humorous Advertising for long period of time with a mean of 3.50 and a standard deviation of 1.13. On the other hand, 54.4 % of the target group for Libyan females can remember humorous advertising for a long period of time with a mean of 3.5 and a standard deviation of 1.22. For the target group of

Czech males, 58.9 % can remember humorous advertising for a long period of time with a mean of 3.60 and a standard deviation of 1.08. However, 65.4 % of the target group for Czech females can remember humorous advertising for long period of time with a mean of 3.58 and a standard deviation of 1.06. Based on the answers, the target group of Czech females can remember humorous advertising longer then Czech males just like the target group of Libyan males and females.

4.6 AD1 - General description

The table below will describe regard how responds feel about AD1 by using frequencies and percent for research sample.

Table 7: Respondents' perception of AD1 - unknown brand (coffee Alive)

	Libyan										Czech									
	Male					female					Male					female				
N	Good	uncomfortab le	boring	intersting	disturbining	Good	uncomfortab le	boring	intersting	disturbining	Good	uncomfortab le	boring	intersting	disturbining	Good	uncomfortab le	boring	intersting	disturbining
N	28	21	65	62	24	26	17	40	30	47	34	39	45	25	10	44	36	69	39	11
%	14.0	10.5	32.5	31.0	12.0	16.3	10.6	25.0	18.8	29.4	22.2	25.5	29.4	16.3	6.5	22.1	18.1	34.7	19.6	5.5

Source: Own calculation in SW SPSS based on questionnaires data 2014

The results of table 7 show the general opinion about humorous ad for an unknown brand Coffee Alive. For the target group of males in Libya 32.5 % of the respondents consider this ad as boring, while 14.0 % of them considered it good, 31.0 % considered it as interesting and 10.5 % considered it uncomfortable. However, for the target group of Libyan female 25.0 % considered this ad as boring, while 16.3 % considered it good, 18.8 % considered it interesting, and finally 10.6 % considered it uncomfortable. For the target group of Czech males 29.4 % of the respondents considered this ad as boring, while 22.2 % considered it good, 16.3 % considered it interesting, although 25.5 % considered it uncomfortable. On the other hand, 34.7 % of the target group for Czech female consider this ad as boring, while 22.1 % considered it to be good, 19.6 % considered it interesting, and finally 18.1 % considered it uncomfortable.

The next table below describing what responds think about AD1 by using frequencies and percent for research sample.

Table 8: Opinion of respondents on AD1

	Libyan								Czech							
	Male				female				Male				female			
N	Entertaining	attractive	honest	Informative	Entertaining	attractive	honest	Informative	Entertaining	attractive	Honest	Informative	Entertaining	attractive	honest	Informative
N	44	33	97	26	60	34	45	21	36	52	34	31	48	70	50	31
%	22.0	16.5	48.5	13.0	37.5	21.3	28.1	13.1	23.5	34.0	22.2	20.3	24.1	35.2	25.1	15.6

Source: Own calculation in SW SPSS based on questionnaires data 2014

The results of table 8 show the general opinion about humorous ad for unknown brand Coffee Alive; For the target group of males in Libya, 22.2 % of the respondents considered this ad as entertaining, whilst 16.5 % consider them attractive, 48.5 % considered them to be honest, and finally 13.0 % considered them informative. However, for the target group of Libyan females 37.5 % of the respondents considered the ad entertaining, whilst 21.3 % considered them to be attractive, 28.1 % considered them to be honest, and finally 13.1 % of the target group for Libyan females considered this ad to be informative. For the target group of Czech males 23.5 % of the respondents considered this ad entertaining, whilst 34.0 % considered them to be attractive, 22.2 % considered them to be honest, and finally 20.3 % considered them to be informative. However, for the target group of Czech females 24.1 % of the respondents considered this ad entertaining, whilst 35.2 % considered them to be attractive, 25.1 % considered them to be honest, and finally 15.6 % considered them informative.

The table below describing general attitude toward the advertising for humorous AD1 by using frequencies, percent, mean, and standard deviation for research sample.

Table 9: General description of humorous AD1 - unknown brand (coffee Alive)

Question		Libyan								Czech							
		Male				female				Male				female			
		Agree	Disagree	Mean	Std.	Agree	Disagree	Mean	Std.	Agree	Disagree	Mean	Std.	Agree	Disagree	Mean	Std.
10	N	119	28	3.59	0.99	72	60	3.06	1.17	99	28	3.88	1.39	130	39	3.82	1.27
	%	59.5	14.0			45.1	37.5			64.7	18.3			65.3	19.6		
11	N	137	26	3.73	1.02	80	49	3.25	1.24	83	23	3.37	1.06	121	26	3.49	0.96
	%	68.5	13.0			50.1	30.6			54.3	15.1			60.8	13.0		
12	N	92	46	3.26	1.03	65	68	2.94	1.18	67	33	3.30	1.34	115	40	3.52	1.35
	%	46.0	23.0			40.6	42.6			43.8	21.5			57.7	20.1		
13	N	108	38	3.36	1.04	85	35	3.36	1.11	72	38	3.25	1.39	108	33	3.46	1.15
	%	53.5	19.0			53.1	21.9			47.1	24.8			54.3	16.5		
14	N	89	65	3.11	1.21	68	59	3.04	1.24	65	33	3.18	1.30	105	29	3.53	1.17
	%	44.5	32.5			42.5	36.9			42.5	21.6			52.7	14.5		
15	N	106	37	3.36	1.02	70	62	3.03	1.19	63	46	3.08	1.37	106	46	3.36	1.32
	%	53.0	18.5			43.8	38.7			41.2	30.1			53.3	23.1		
16	N	70	64	3.02	1.08	61	69	2.96	1.19	75	28	3.38	1.26	108	42	3.35	1.27
	%	35.0	32.0			38.1	43.2			49.1	18.3			54.3	21.1		
17	N	104	49	3.30	1.12	49	72	2.78	1.06	65	40	3.17	1.31	94	29	3.45	1.11
	%	52.0	24.5			30.6	45.0			42.5	26.2			47.2	14.5		
18	N	72	62	3.07	1.15	53	73	2.76	1.15	74	27	3.39	1.23	98	42	3.35	1.29
	%	36.0	31.0			33.2	45.6			48.4	17.6			49.2	21.1		
91	N	100	57	3.20	1.16	62	64	2.95	1.19	82	27	3.58	1.24	101	32	3.50	1.16
	%	50.0	28.5			38.8	40.0			53.6	17.7			50.7	16.0		

Source: Own calculation in SW SPSS based on questionnaires data 2014

The results of table 9 regarding statement 10 perceived this advertising to be funny. The rate of 59.5 % of the target group for Libyan males considered the ad to be funny with a mean of 3.59 and standard deviation of 0.99. On the other hand, 45.1 % of the target group for Libyan females considered this ad to be funny with a mean of 3.06 and a standard deviation of 1.17. For the target group of Czech males 64.7 % considered this ad funny with a mean of 3.88 and a standard deviation of 1.39. However, 65.3 % of the target group for Czech female considered this ad to be funny with a mean of 3.82 and a standard deviation of 1.27. Based on answers, the target group of Czech female perceived this ad to be funnier than Czech males. However, the target group of Libyan males considered this ad to be funnier than the Libyan females.

Moving to statement 11 and looking into whether the message of this advertising was understood. It was found that 68.5 % of the target group for Libyan males understood the message of the ad with a mean of 3.73 and a standard deviation of 1.02. On the other hand, 50.1 % of the target group for Libyan females understood the message of the ad with a mean

of 3.25 and a standard deviation of 1.24. For the target group of Czech male 54.3 % understood the message of ad with a mean of 3.37 and a standard deviation of 1.06. However, 65.3 % of Czech female understood the message of ad with a mean of 3.49 and a standard deviation of 0.96. Based on answers, the target group of Libyan males understood the message of ad 1 more than Libyan females. Conversely, the target group of Czech females understood the message of ad1 more than Czech males.

In statement 12 we looked at the content of the message in this ad being relevant to the picture; 42.6 % of the target group for Libyan males considered the picture relevant to the ad with a mean of 2.94 and a standard deviation of 1.18. On the other hand, 46.0 % of the target group for Libyan females considered them relevant with a mean of 3.25 and a standard deviation of 1.24. For the target group of Czech males 43.8 % considered them relevant with mean of 3.30 and a standard deviation of 1.34. However, 57.7% of the target group for Czech females considered the content relevant to the picture with a mean of 3.52 and a standard deviation of 1.35. Based on answers, the target group of females in Czech considered the content relevant to the picture more than Czech males same as the target group of Libyan females and males.

In statement 13 we looked at if the respondents paid attention to this ad; 53.5 % of the target group for Libyan males considered this ad to have an effect on their attention with a mean of 3.36 and a standard deviation of 1.04. On the other hand, 53.1 % of the target group for Libyan females considered this ad to have an effect on their attention with a mean of 3.36 and a standard deviation of 1.11. For the target group of Czech males, 47.1 % considered this ad to have an effect on their attention regarding the brand with a mean of 3.25 and a standard deviation of 1.39. However, 54.3 % of the target group for Czech females considered this ad to have an effect on their attention regarding the brand with a mean of 3.46 and a standard deviation of 1.15. Based the on answers, the target group of Czech females paid more attention to this ad than Czech males. However, the target group of Libyan males paid more attention to this ad than Libyan females.

In statement 14 we looked if ad1 had any effect on the respondent's attitude towards the brand; 44.5 % of the target group for Libyan males considered the ad to effect on their attitude about the brand with a mean of 3.11 and a standard deviation of 1.21. On the other

hand, 42.5 % of the target group for Libyan females considered the ad to have an effect on their attitude about the brand with a mean of 3.04 and a standard deviation of 1.24. For the target group of Czech males, 42.5 % considered that the ad had an effect on their attitude about the brand with a mean of 3.18 and a standard deviation of 1.30. However, 52.7 % of the target group for Czech females considered that the ad had an effect on their attitude about the brand with a mean of 3.53 and a standard deviation of 1.17. Based on the answers, this ad has an effect on brand attitude for the target group of Czech females than Czech males. However, this ad has more an effect on brand attitude for the target group of Libyan males than Libyan females.

In statement 15 we looked whether this ad would make you remember the coffee brand for long time; 53.0 % of the target group for Libyan males stated that this ad would make them remember the coffee brand for long time with a mean of 3.36 and a standard deviation of 1.02. On the other hand, 43.8 % of the target group for Libyan females stated that this ad would make them remember the coffee brand for long time with a mean of 3.03 and a standard deviation of 1.19. For the target group of Czech males, 41.2 % stated that this ad would make them remember the coffee brand for long time with a mean of 3.08 and standard deviation of 1.37. However, 53.3 % of the target group for Czech females stated that this ad would make them remember the coffee brand for long time with a mean of 3.36 and a standard deviation of 1.32. Based on the answers, the target group of Czech females tended to remember the coffee brand longer than Czech males. Conversely, the target group of Libyan males remembered the coffee brand longer than Libyan males.

In statement 16 we looked whether this Advertisement presented the product and brand in funny way; 35.0 % of the target group for Libyan males perceived this advertising as presenting the product and brand in funny way with a mean of 3.02 and a standard deviation of 1.08. On the other hand, 43.2 % of the target group for Libyan females perceived this advertising as presenting the product and brand in funny way with a mean of 2.96 and a standard deviation of 1.19. For the target group of Czech males, 49.1 % perceived this advertising as presenting the product and brand in funny way with a mean of 3.38 and a standard deviation of 1.26. However, 54.3 % of the target group for Czech females perceived this advertising as presenting the product and brand in funny way with mean of 3.35 and a standard deviation of 1.27. Based on answers, the target group of Czech females tended to be

more positive about the funny way of presenting the brand than Czech males. However, the target group of Libyan males tended to be more positive about the funny way of presenting this brand than Libyan females.

In statement 17 we looked at if the respondents came out with a good knowledge about brand after seeing the advertisements; 52.0 % of the target group for Libyan males have a good knowledge about brand with a mean of 3.30 and a standard deviation of 1.12. On the other hand, 45.0 % of the target group for Libyan females considered themselves to have a good knowledge about brand with a mean of 2.78 and a standard deviation of 1.06. For the target group of Czech males 42.5 % considered themselves to have a good knowledge about brand with a mean of 3.17 and a standard deviation of 1.31. However, 47.2 % of the target group for Czech females considered themselves to have a good knowledge about brand with a mean of 3.45 and a standard deviation of 1.11. Based on the answers, the target group of Czech females have a better knowledge about brand than Czech males. However, the target group of Libyan males have a better knowledge about brand than Libyan females.

In statement 18 we looked if the ad appealed more to the feelings of some than others; 36.0 % of the target group for Libyan males considered the ad to appeal more to the feelings than others with a mean of 3.07 and a standard deviation of 1.15. On the other hand, 45.6 % of the target groups for Libyan females the ad to appeal more to the feelings than others with a mean of 2.76 and a standard deviation of 1.15. For the target group of Czech males 48.4 % considered the ad to appeal more to the feelings than others with a mean of 3.39 and a standard deviation of 1.23. However, 49.2 % of the target group for Czech females consider this ad to appeal more to the feelings than others with a mean of 3.35 and a standard deviation of 1.29. Based on the answers, the target group of Czech females considered the ad to appeal more to the feelings than others than Czech males. Similarly, the same results were found between the target group of Libyan males and females.

In statement 19 we looked if the ad were completely convincing; 50.0 % of the target group for Libyan males considered the ad is completely convincing with a mean of 3.20 and a standard deviation 1.16. On the other hand, the rate of 40.0 % of the target group for Libyan females considered the ad is completely convincing with a mean of 2.95 and a standard deviation of 1.19. For the target group of Czech males 53.6 % considered the ad is completely

convincing with a mean of 3.58 and a standard deviation of 1.24. However, 50.7 % of the target group for Czech females considered the ad is completely convincing with a mean of 3.50 and a standard deviation of 1.16. Based on the answers, the target group of Czech females considered ad1 is completely convincing than Czech males. However, the target group of Libyan males considered the ad to be more completely convincing than Libyan female.

4.7 AD2 - General description

The table below describing what responds feel about AD2 by using frequencies and percent for research sample.

Table 10: Respondents' perception of AD2 - known brand (Coca-Cola)

Z	Libyan										Czech									
	Male					female					Male					female				
	Good	uncomfortab le	boring	intersting	disturbining	Good	uncomfortab le	boring	intersting	disturbining	Good	uncomfortab le	boring	intersting	disturbining	Good	uncomfortab le	boring	intersting	disturbining
N	47	32	65	41	15	21	43	26	17	53	46	25	27	25	30	48	35	35	44	37
%	23.5	16.0	32.5	20.5	7.5	13.1	26.9	16.3	10.6	33.1	30.1	16.3	17.6	16.3	19.6	24.1	17.6	17.6	22.1	18.6

Source: Own calculation in SW SPSS based on questionnaires data 2014

The results of table 10 show that general opinion about humorous ad for a known brand Coca Cola; For the target group of males in Libya, 32.5 % of the respondents perceived the ad to be boring, whilst 13.1 % of them perceived the ad to be good, 20.5 % of respondents considered them interesting, and finally 26.9 % considered them to be uncomfortable. However, the target group of Libyan females 16.3 % perceived the ad to be boring, whilst 13.1 % perceived them to be good 10.6 % consider this ad interesting and finally 26.9 % considered them to be uncomfortable. For the target group of Czech males 17.6 % of the respondents of them perceived the ad to be boring, whilst 30.1 % perceived them to be good, 16.3 % perceived them to be interesting, and finally 16.3 % considered them to be uncomfortable. On the other hand, 17.6 % of the target group for Czech female's perceived the ad to be boring whilst, 24.1 % perceived them to be good, 22.1 % perceived the ad to be interesting and finally 17.6 % considered them to be uncomfortable.

The next table describing what responds think about AD2 by using frequencies and percent for research sample.

Table 11: Opinion of respondents on AD2 - known brand (Coca-Cola)

N	Libyan								Czech							
	Male				female				Male				female			
	Entertaining	attractive	honest	Informative	Entertaining	attractive	honest	Informative	Entertaining	attractive	honest	Informative	Entertaining	attractive	honest	Informative
N	49	43	90	18	57	48	39	16	58	40	28	27	62	54	56	27
%	24.5	21.5	45.0	9.0	35.6	30.0	24.4	10.0	37.9	26.1	18.3	17.6	31.2	27.1	28.1	13.6

Source: Own calculation in SW SPSS based on questionnaires data 2014

The results of table 11 show that general opinion about humorous ad for a known brand Coca Cola; For the target group of male in Libya, 24.5 % of the respondents considered the ad to be entertaining, whilst 21.5 % considered them attractive, 45.0 % considered them to be honest, and finally 9.0 % considered them to be informative. However, for the target group of Libyan females 35.6 % of the respondents considered the ad to be entertaining, whilst 30.0 % considered them to be attractive, 24.4 % considered them to be honest, and finally 10.0 % considered them to be informative. However, for the target group of Czech males 37.9 % of the respondents considered the ad to be entertaining, whilst 26.1 % considered them to be attractive, 18.3 % considered them to be honest and finally 17.6 % considered them to be informative. However, for the target group of Czech females 31.2 % of the respondents considered the ad to be entertaining, whilst 27.1 % considered them attractive, 28.1 % considered them to be honest, and finally, 13.6 % considered them to be informative.

Table 12 describes the general attitude toward the advertising for humorous AD2 by using frequencies, percent, mean, and standard deviation for research sample.

Table 12: General description of humorous AD2 - known brand (Coca-Cola)

Question		Libyan								Czech							
		Male				female				Male				female			
		Agree	Disagree	Mean	Std.	Agree	Disagree	Mean	Std.	Agree	Disagree	Mean	Std.	Agree	Disagree	Mean	Std.
22	N	157	19	3.73	0.93	82	52	3.03	1.28	112	20	4.09	1.19	130	24	3.92	1.17
	%	78.5	9.5			51.3	35.0			73.2	13.1			65.3	12.0		
23	N	133	19	3.81	1.04	95	42	3.43	1.24	94	17	3.58	0.99	110	27	3.45	1.02
	%	66.5	9.5			59.4	26.3			61.5	11.1			55.3	13.5		
24	N	107	44	3.34	1.08	67	61	2.91	1.29	85	33	3.47	1.39	122	30	3.64	1.24
	%	53.5	22.0			42.1	41.9			55.5	21.5			61.3	15.1		
25	N	93	33	3.38	1.00	65	55	2.98	1.21	81	36	3.38	1.32	106	35	3.49	1.22
	%	46.5	16.5			40.6	34.4			52.9	23.6			53.2	17.6		
26	N	106	46	3.33	1.09	80	50	3.16	1.24	93	29	3.77	1.32	120	47	3.75	1.35
	%	53.0	23.0			50.1	31.3			60.8	18.9			60.3	23.6		
27	N	93	50	3.22	1.10	69	59	3.06	1.26	87	31	3.44	1.21	121	34	3.44	1.09
	%	46.5	25.0			43.2	36.9			56.9	20.3			60.9	17.1		
28	N	116	34	3.52	1.08	64	62	2.92	1.22	75	39	3.32	1.43	112	43	3.49	1.34
	%	58.0	17.0			40.0	38.8			49.1	25.5			56.2	21.6		
29	N	104	41	3.37	1.01	80	42	3.31	1.18	88	18	3.69	1.18	115	38	3.43	1.24
	%	52.0	20.5			50.1	26.2			57.5	11.7			57.8	19.1		
30	N	92	47	3.25	1.09	52	75	2.73	1.30	78	26	3.43	1.22	105	38	3.48	1.26
	%	46.0	23.5			32.5	46.9			51.0	17.0			52.7	19.1		
31	N	79	52	3.17	1.19	51	75	2.75	1.24	83	25	3.62	1.20	115	29	3.60	1.19
	%	39.5	26.0			31.9	46.9			54.2	16.3			57.8	14.5		

Source: Own calculation in SW SPSS based on questionnaires data 2014

The results in table 12 regarding statement 22 whether this advertising is funny; 78.5 % of the target group for Libyan males considered this ad to be funny with a mean of 3.73 and a standard deviation of 0.93. On the other hand, 51.3 % of the target group for Libyan females considered this ad to be funny with a mean of 3.03 and a standard deviation of 1.28. For the target group of Czech males 73.2 % considered this ad to be funny with a mean of 4.09 and a standard deviation of 1.19. However, 65.3 % of the target group for Czech females considered this ad to be funny with a mean of 3.92 and a standard deviation of 1.17. Based on answers, the target group of Czech females considered this ad to be funnier than Czech males. Conversely, the target group of Libyan males considered this ad to be funnier than Libyan females.

In statement 23 we looked whether the message in this advertising was very understandable; 66.5 % of the target group for Libyan males considered this ad as understandable with a mean of 3.81 and a standard deviation of 1.04. On the other hand, 59.4 % of the target group for Libyan females considered this ad as understandable with a mean of 3.34 and standard deviation of 1.24. For the target group of Czech males 61.5 % considered this ad as

understandable with a mean of 3.58 and a standard deviation of 1.06. However, 55.3 % of the target group for Czech females considered this ad as understandable with a mean of 3.45 and a standard deviation of 1.02. Based on the answers, the target group of Libyan males considered the ad to be more understandable than Libyan females. Conversely, the target group of Czech females considered the ad to be more understandable than Czech males.

In statement 24 we looked at the content of the message in this ad being relevant to the picture; 53.5 % of the target group for Libyan males considered this ad to be relevant to the picture with a mean of 3.34 and a standard deviation of 1.08. On the other hand, 42.1 % of the target group for Libyan females considered this ad to be relevant to the picture with a mean of 2.91 and a standard deviation of 1.9. For the target group of Czech males 55.5 % considered this ad to be relevant to the picture with a mean of 3.47 and standard deviation of 1.39. However, 61.3 % of the target group for Czech females considered this ad to be relevant to the picture with a mean of 3.64 and a standard deviation of 1.24.

In statement 25 we looked if the respondents paid attention to this ad; 46.5 % of the target group for Libyan males considered this ad had an effect on their attention with a mean of 3.38 and a standard deviation of 1.00. On the other hand, 40.6 % of the target group for Libyan females considered this ad had an effect on their attention with a mean of 2.98 and a standard deviation of 1.21. For the target group of Czech males 52.9 % considered this ad has an effect on their attention with a mean of 3.38 and a standard deviation of 1.34. However, 53.2 % of the target group of Czech females considered this ad had an effect on their attention with a mean of 3.49 and a standard deviation of 1.22. Based on the answers, the target group of Czech females paid more attention to this ad than Czech males. However, the target group of Libyan males paid attention to these ad more than Libyan females just like in ad 1.

In statement 26 we looked if this ad had an effect on their attitude of the brand; 53.0 % of the target group for Libyan males considered that this ad had an effect on their attitude about the brand with a mean of 3.33 and a standard deviation of 1.09. On the other hand, 50.1 % of the target group for Libyan females considered that this ad had an effect on their attitude about the brand with a mean of 3.16 and a standard deviation of 1.24. For the target group of Czech males 60.8 % considered that this ad had an effect on their attitude about the brand with a mean of 3.77 and standard deviation of 1.2. However, 60.3 % of the target group for Czech

females considered that this ad had an effect on their attitude about the brand with a mean of 3.75 and a standard deviation of 1.35. Based on the answers, this ad has more an effect on brand attitude for the target group of Czech males than females, same as with the target group of Libyan males and females.

In statement 27 we look at whether this ad make you remember the Coca Cola brand for a long time; 46.5 % of the target group for Libyan males thought this ad made them remember the Coca Cola brand for long time with a mean of 3.22 and a standard deviation of 1.10. On the other hand, 43.2 % of the target group for Libyan females thought that this ad made them remember the Coca Cola brand for long time with a mean of 3.06 and a standard deviation of 1.26. For the target group of Czech males 56.9 % thought that this ad made them remember the Coca Cola brand for long time with a mean of 3.44 and standard deviation of 1.21. However, 60.9 % of the target group for Czech females thought that this ad made them remember the Coca Cola brand for long time with a mean of 3.44 and a standard deviation of 1.26. Based on the answers, the target group of Czech females remembered the Coca Cola brand longer than Czech males. However, the target group of Libyan males remembered the Coca Cola brand longer than females.

In statement 28 we looked whether this ad presented the product and brand in funny way; 58.0 % of the target group for Libyan males considered this ad presented the product and brand in funny way with a mean of 3.52 and a standard deviation of 1.08. On the other hand, 40.0 % of the target group for Libyan females considered this ad presented the product and brand in funny way with a mean of 2.92 and a standard deviation of 1.22. For the target group of Czech males, 49.1 % considered this ad presented the product and brand in funny way with a mean of 3.32 and a standard deviation of 1.43. However, 56.2 % of the target group for Czech females considered this ad presented the product and brand in funny way with a mean of 3.49 and a standard deviation of 1.34. Based on the answers, the target group of Czech females are more positive about the funny way of presenting the brand than Czech males. However, the target group of Libyan males are more positive about the funny way of presenting this brand than Libyan females.

In statement 28 we looked at if the respondents had a good knowledge about the brand; 52.0 % of the target group for Libyan males have good knowledge about the brand with a mean of 3.37 and a standard deviation of 1.01. On the other hand, 50.1 % of the target group for Libyan females considered themselves to have a good knowledge about the brand with a mean of 3.31 and a standard deviation of 1.18. For the target group of Czech males 57.5 % considered themselves to have a good knowledge about the brand with a mean of 3.69 and standard deviation of 1.18. However, 57.8 % of the target group for Czech females considered themselves to have a good knowledge about the brand with a mean of 3.43 and a standard deviation of 1.24. Based on the answers, the target group of Czech males have a better knowledge about the brand than Czech females, same as with the target group of Libyan males and females.

In statement 30 we looked at if this ad would appeal to the feelings more than others; 46.0 % of the target group for Libyan males considered that this ad would appeal to the feelings more than others with a mean of 3.25 and a standard deviation of 1.09. On the other hand, 49.9 % of the target group for Libyan females considered that this ad would appeal to the feelings more than others with a mean of 2.73 and a standard deviation of 1.30. For the target group of Czech males 51.0 % considered that this ad would appeal to the feelings more than others with a mean of 3.43 and a standard deviation of 1.22. However, 52.7 % of the target group for Czech females considered that this ad would appeal to the feelings more than others with a mean of 3.48 and a standard deviation of 1.26. Based on the answers, the target group of Czech females considered this ad would appeal to the feelings more than others than Czech males. Just like the target group of Libyan females who consider this ad would appeal to the feelings more than Libyan males.

In statement 31 we looked at if the ad were completely convincing; 39.5 % of the target group for Libyan males considered the ad to be completely convincing with a mean of 3.17 and a standard deviation of 1.19. On the other hand, 46.9 % of the target group for Libyan females considered the ad to be completely convincing with a mean of 2.75 and a standard deviation of 1.24. For the target group of Czech males 54.2 % considered the ad to be completely convincing with a mean of 3.62 and a standard deviation of 1.20. However, 57.8 % of the target group for Czech females considered the ad to be completely convincing with a mean of 3.60 and a standard deviation of 1.19. Based on answers, the target group of Czech females

consider the ad to be completely convincing more than Czech males. We find the same as the target group of Libyan females considered the ad to be completely convincing more than Libyan males.

4.8 AD3 - General description

The table below describing what responds feel about AD3 by using frequencies and present for research sample.

Table 13: Respondents' perception of AD3 - known brand (Pepsi)

N	Libyan										Czech									
	Male					female					Male					female				
	Good	unconfortable	boring	intersting	disturbining	Good	unconfortable	boring	intersting	disturbining	Good	unconfortable	boring	intersting	disturbining	Good	unconfortable	boring	intersting	disturbining
N	55	38	48	48	11	53	25	32	35	15	40	32	24	34	23	58	21	39	39	42
%	27.5	19.0	24.0	24.0	5.5	33.1	15.6	20.0	21.9	9.4	26.1	20.9	15.7	22.2	15.0	29.1	10.6	19.6	19.6	21.1

Source: Own calculation in SW SPSS based on questionnaires data 2014

The result of table 13 shows that the general opinion about humorous ad for the known brand Pepsi. For the target group of males in Libya, 24.0 % of the respondents considered the ad to be boring, whilst 27.5 % of them considered them to be good, 24.0 % considered them to be interesting and finally 19.0 % considered them uncomfortable. However, for the target group of Libyan females, 20.0 % considered the ad to be boring, whilst 33.1 % considered them good, 21.9 % considered them interesting and finally 15.6 % considered them uncomfortable. For the target group of Czech males 15.7 % of the respondents considered the ad to be boring, whilst 26.1 % consider them to be good, 22.2 % consider them interesting and finally 20.9 % considered them to be uncomfortable. On the other hand, 19.6 % of the target group for Czech females considered the ad boring, whilst 29.1 % considered them to be good, 19.6 % considered them interesting and finally 10.6 % considered them to be uncomfortable. Based on the results above, we can deduce that the target group of males and females in Libya and the Czech Republic consider this ad to be good but boring.

Table 14 describes what respondents think about AD3 by using frequencies and percent for research sample.

Table14: Opinion of respondents on AD3 - known brand (Pepsi)

| | Libya | | | | | | | | Czech | | | | | | | |
| | Male | | | | female | | | | Male | | | | female | | | |
N	Entertainin g	attractive	honest	Informative	Entertainin g	attractive	honest	Informative	Entertainin g	attractive	honest	Informative	Entertainin g	attractive	honest	Informative
N	51	42	89	18	55	41	47	17	49	44	35	25	55	67	55	22
%	25.5	21.0	44.5	9.0	34.4	25.6	29.4	10.6	32.0	28.8	22.9	16.3	27.6	33.7	27.6	11.1

Source: Own calculation in SW SPSS based on questionnaires data 2014

The result of table 14 shows that the general opinion about humorous ad for the known and comparative brand Pepsi. For the target group of males in Libya, 25.5 % of the respondents consider the ad to be entertaining whilst 21.0 % considered them to be attractive and 44.5 % considered them to be honest. Finally, 9.0% considered them to be informative. However, for the target group of Libyan females 34.4 % of the respondents consider the ad to be entertaining whilst 25.6 % considered them to be attractive and 29.4 % considered them to be honest. Finally, 10.6 % considered them to be informative. For the target group of males in Czech, 32.0 % of the respondents considered this ad to be entertaining whilst 28.8 % considered them to be attractive and 22.9 % considered them to be honest. Finally, 16.3 % considered them to be informative. However, for the target group of Czech females 27.6 % of the respondents considered the ad to be entertaining whilst 33.7 % considered them to be attractive and 27.6 % considered them to be honest. Finally, 11.1 % considered them to be informative. Based on the result above, we can see that the target group of males and females in Libya and the Czech Republic considered the ad to be honest, attractive, and entertaining.

The table below will describe general attitude toward the advertising for humorous AD3 by using frequencies, percent, mean, and standard deviation for research sample.

Table 15: General description of humorous AD3 - known competitive brand (Pepsi)

		Libya								Czech							
		Male				female				Male				female			
		Agree	Disagree	Mean	Std.	Agree	Disagree	Mean	Std.	Agree	Disagree	Mean	Std.	Agree	Disagree	Mean	Std.
34	N	122	20	3.65	0.99	88	34	3.37	1.10	117	22	4.14	1.20	141	19	4.03	1.12
	%	61.0	10.0			55.0	21.2			76.5	14.6			70.8	9.5		
35	N	175	9	3.91	0.65	112	34	3.48	1.09	88	20	3.53	1.02	122	22	3.56	1.05
	%	87.5	4.5			70.1	21.3			57.5	13.1			61.3	11.0		
36	N	124	25	3.78	1.16	91	41	3.42	1.26	77	36	3.35	1.42	119	28	3.67	1.26
	%	62.0	12.5			56.9	25.6			50.3	23.6			59.8	14.1		
37	N	122	29	3.56	0.92	90	30	3.41	1.06	10	2	3.05	0.41	10	1	3.06	0.33
	%	61.0	14.5			56.3	18.8			6.6	1.3			5.0	0.5		
38	N	89	43	3.26	1.04	70	54	3.11	1.22	91	34	3.66	1.32	112	52	3.55	1.37
	%	44.5	21.5			43.7	33.8			59.5	22.2			56.3	27.6		
39	N	119	44	3.43	1.09	80	49	3.25	1.17	86	20	3.45	1.08	113	28	3.45	1.10
	%	59.5	22.0			50.0	30.6			56.2	13.1			56.8	14.1		
40	N	97	41	3.38	1.04	80	43	3.26	1.23	79	34	3.39	1.38	106	41	3.44	1.34
	%	48.5	20.5			50.0	26.9			51.7	22.2			53.2	20.6		
41	N	122	41	3.47	1.10	72	51	3.15	1.17	76	28	3.39	1.24	111	30	3.43	1.14
	%	61.0	20.5			45.0	31.9			49.7	18.3			55.8	15.1		
42	N	78	47	3.19	1.14	70	43	3.20	1.16	90	22	3.60	1.23	105	34	3.46	1.27
	%	39.0	23.5			43.7	26.9			58.8	14.4			52.7	17.1		
43	N	104	54	3.27	1.23	56	68	2.83	1.21	81	25	3.51	1.23	111	34	3.48	1.19
	%	52.0	27.0			35.0	42.6			53.0	16.4			55.8	17.1		

Source: Own calculation in SW SPSS based on questionnaires data 2014

The results of table 15 with regards to statement 34 that this advertising is funny show that 61.0 % of the target group for Libyan males consider the ad to be funny with a mean of 3.65 and a standard deviation of 0.99. On the other hand, 55.0 % of the target group for Libyan females consider the ad to be funny with a mean of 3.37 and a standard deviation of 1.12. For the target group of Czech males 76.5 % consider the ad to be funny with a mean of 4.14 and a standard deviation of 1.20. However, 70.8 % of the target group for Czech females consider the ad to be funny with a mean of 4.03 and a standard deviation of 1.12. Based on answers, the target group of Czech females consider the ad to be funnier than Czech males. However, the target group of Libyan males consider the ad to be funnier than Libyan females.

In statement 35 we look at whether the message in this advertising is very understandable. 87.5 % of the target group of Libyan males considered the ad are understandable with a mean 3.91 and a standard deviation of 0.65. On the other hand, 70.1 % of the target group for Libyan females considered the ad are understandable with a mean of 3.48 and a standard

deviation of 1.09. For the target group of Czech males 57.5 % considered the ad to be very understandable with a mean of 3.53 and a standard deviation of 1.02. However, 61.3 % of the target group for Czech females considered this ad to be very understandable with a mean of 3.56 and a standard deviation of 1.05. Based on answers, the target group of Libyan males considered this ad to be fully understandable more than Libyan females. However, the target group of Czech female considered this ad to be fully understandable more than Czech males.

In statement 36 we looked at the content of the message in this ad being relevant to the picture. 62.0 % of the target group for Libyan males considered the content of the message in this ad being relevant to the picture 3.78 and a standard deviation of 1.16. On the other hand, 56.9 % of the target group for Libyan females considered the content of the message in this ad being relevant to the picture with a mean of 3.42 and a standard deviation of 1.96. For the target group of Czech males 50.3 % considered the content of the message in this ad being relevant to the picture with a mean of 3.35 and a standard deviation of 1.42. However, 59.8 % of the target group for Czech females considered the content of the message in this ad being relevant to the picture with a mean of 3.67 and a standard deviation of 1.26. Based on answers, the target group of females in Czech considered the content of the message in this ad being relevant to the picture more than Czech males however, the target group of Libyan males considered the content of the message in this ad being relevant to the picture more than females.

In statement 37 we looked at if the respondents paid attention to this ad. 61.0 % of the target group for Libyan males considered the ad had an effect on their attention with a mean of 3.56 and a standard deviation of 0.29. On the other hand, 56.3 of the target group for Libyan females considered the ad had an effect on their attention with a mean of 3.41 and a standard deviation of 1.06. For the target group of Czech males 6.6% considered the ad had an effect on their attention with a mean of 3.05 and standard deviation of 0.41, and 92.2 % answered neutral. However, 5.0 % of the target group for Czech females considered the ad had an effect on their attention with a mean of 3.06 and a standard deviation of 0.33 and 94.5% answered neutral. Based on answers, the target group of Libyan males paid attention to the ad than Libyan females just like with ad1 and ad2. However, the target group of Czech males and females pay attention to the ad but most of them were neutral regarding this statement. They are not sure if humorous ad for Pepsi affected their attention which leaves a question mark.

In statement 38 we looked at how this ad affected their attitude about the brand. 44.5 % of the target group for Libyan males considered the ad to have an effect on their attitude about the brand with a mean of 3.26 and a standard deviation of 1.04. On the other hand, 43.7 % of the target group for Libyan females considered the ad to have an effect on their attitude about the brand with a mean of 3.11 and a standard deviation of 1.22. For the target group of Czech males 59.5 % considered the ad to have an effect on their attitude about the brand with a mean of 3.66 and standard deviation of 1.32. However, 56.3 % of the target group for Czech females considered the ad to have an effect on their attitude about the brand with a mean of 3.55 and a standard deviation of 1.37. Based on answers, the target group of males and females considered the ad to have an effect on their attitude about the brand but that this ad have more of an effect on brand attitude for the target group of Czech males than Czech females, same as with the target group of Libyan males and females.

In statement 39 we looked at whether this ad made you remember the Pepsi brand for a long time. 59.5 % of the target group for Libyan males considered this ad made them remember the Pepsi brand for long time with mean of 3.43 and a standard deviation of 1.09. On the other hand, the rate of 50.0 % of the target group for Libyan females considered this ad made them remember the Pepsi brand for long time with mean of 3.25 and a standard deviation of 1.17. For the target group of Czech males 56.2 % considered this ad made them remember the Pepsi brand for long time with mean of 3.45 and standard deviation of 1.08. However, 56.8 % of the target group for Czech females considered this ad made them remember the Pepsi brand for long time with mean of 3.45 and a standard deviation of 1.10. Based on answers, the target group of Czech females tend to remember the Pepsi brand longer then Czech males. However the target group of Libyan males remember the Pepsi brand longer than females just like in ad 1 and ad 2.

In statement 40 we looked at the way advertising presented the product and brand in a funny way. 48.5 % of the target group for Libyan males considered the way advertising presented the product and brand in a funny way with a mean of 3.38 and a standard deviation of 1.04. On the other hand, 50.0 % of the target group for Libyan females considered the way advertising presented the product and brand in a funny way with a mean of 3.26 and a standard deviation of 1.23. For the target group of Czech males 51.7 % considered the way

advertising presented the product and brand in a funny way with a mean of 3.39 and a standard deviation of 1.38. However, 53.2 % of the target group for Czech females considered the way advertising presented the product and brand in a funny way with a mean of 3.44 and a standard deviation of 1.34. Based on answers, the target group of males and females in Libya and Czech considered the way advertising presented the product and brand in a funny way. The target group of Czech females are more positive about the funny way of presenting the brand then Czech males were, same as with the target group of Libyan female and male.

In statement 41 we looked at if the respondents had a good knowledge about the Pepsi brand. 61.0 % of the target group for Libyan males considered themselves to have a good knowledge about the Pepsi brand with a mean of 3.47 and a standard deviation of 1.10. On the other hand, 45.5 % of the target group for Libyan females considered themselves to have a good knowledge about the Pepsi brand with a mean of 3.15 and a standard deviation of 1.17. For the target group of Czech males, 49.7 % considered themselves to have a good knowledge about the Pepsi brand with a mean of 3.39 and a standard deviation of 1.24. However, 55.8 % of the target group for Czech females considered themselves to have a good knowledge about the Pepsi brand with a mean of 3.43 and a standard deviation of 1.14. Based on answers, the target group of Czech females consider themselves to have a good knowledge about the Pepsi brand more than Czech males; however, the target group of Libyan males consider themselves to have a good knowledge about the Pepsi brand more than females.

In statement 42 we look at if the ad appeals more to their feelings than others. 39.0 % of the target group for Libyan males consider this ad to appeal more to their feelings than others with a mean of 3.19 and a standard deviation of 1.14. On the other hand, 43.7 % of the target group for Libyan females consider this ad to appeal more to their feelings than others with a mean of 3.20 and a standard deviation of 1.16. For the target group of Czech males 58.8 % consider this ad to appeal more to their feelings than others with a mean of 3.60 and a standard deviation of 1.23. However, 52.7 % of the target group for Czech females consider this ad to appeal more to their feelings than others with a mean of 3.46 and a standard deviation of 1.27. Based on answers, the target group of Czech males consider this ad to appeal more to their feelings than Czech females. However, the target group of Libyan females consider this ad to appeal more to their feelings than Libyan males.

In statement 43 we looked at if the ad were completely convincing. 52.0 % of the target group

for Libyan males considered the ad as being completely convincing with a mean of 3.27 and a standard deviation of 1.23. On the other hand, 42.6 % of the target group for Libyan females considered the ad as being completely convincing with a mean of 2.83 and a standard deviation of 1.21. For the target group of Czech males 53.0 % considered the ad as being completely convincing with a mean of 3.51 and a standard deviation of 1.23. However, 55.8 % of the target group for Czech females considered the ad as being completely convincing with a mean of 3.48 and a standard deviation of 1.19. Based on answers, the target group of Czech females perceive the ad to be more completely convincing than Czech males; however, the target group of Libyan males perceive the ad to be more completely convincing than Libyan females.

4.9 Hypothesis testing

This research includes four main hypothesis and for the next pages will testing research hypothesis.

4.9.1 Testing Hypotheses 1

This part seeks to approving or denying of the hypothesis 1, but before starting to test the hypothesis we must know what type of data we are about to use. First we have to know that if the data follows a normal distribution, or does not follow the normal distribution. Based on the data distribution, we could choose the best test for the hypothesis. We can formulate the hypothesis of the normal distribution of the data as follows:

H0: The sample data does not follow the normal distribution.

H1: The sample data follows the normal distribution.

To test the hypothesis above we should use a test called (Kolmogorov-Smirnov) and is based on the test results as shown in Table (16) below:

Table16: One-Sample Kolmogorov-Smirnov Test hypothesis 1

		General attitude
N		712
Normal Parameters[a,b]	Mean	3.6561
	Std. Deviation	.56109
Most Extreme Differences	Absolute	.074
	Positive	.050
	Negative	-.074-
Kolmogorov-Smirnov Z		1.985
Asymp. Sig. (2-tailed)		.001

Source: Own calculation in SW SPSS based on questionnaires data 2014

Test distribution is Normal.

Calculated from data.

The value of probability was p-value was 0.001 and it is less than the level of statistical significance 0.005. Therefore, it can reject the null hypothesis and accept the alternative hypothesis and data are followed a normal distribution. By using Normal Q-Q Plot test based on chart below we could confirm that the data is almost on a straight line which proves that the data is following a normal distribution.

Figure 7 - The normal distribution hypothesis 1
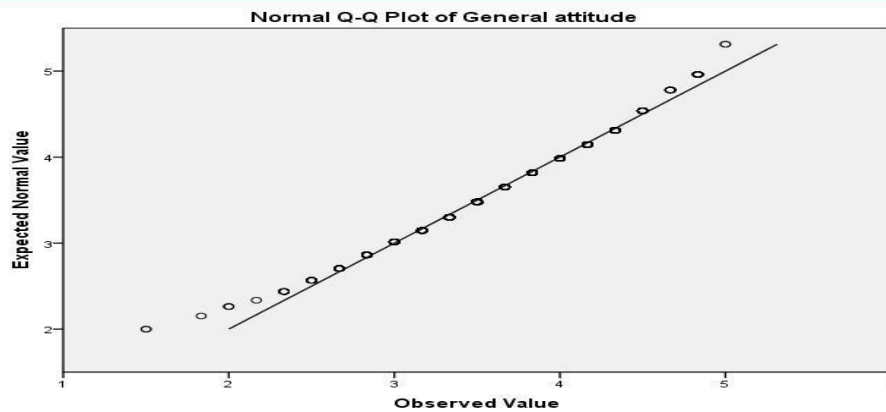
Source: Own calculation in SW SPSS based on questionnaires data 2014

After the process of testing the normal distribution of the data which could use, we used the t-test for independent samples. The t-test is a common and widely accepted tool to measure the moral differences between two independent samples. To make a comparison between responses regarding attention to humorous ads in hypothesis 1 the hypothesis could be formulated as follows:

Null hypothesis H0: There are no statistically significant differences regarding the effect of printed humorous advertising on males and females attention in Libya and Czech Republic

Alternative hypothesis H1: There are statistically significant differences statistically significant differences regarding the effect of printed humorous advertising on males and females attention in Libya and Czech Republic

Using the t-test in order to compare between the two independent groups. Note that the test is going to use two cases, if there is equal variance for the two groups or variance are not equal. Therefore, the hypothesis could be formulated as follows:

$$H_0 : \sigma_1^2 = \sigma_2^2$$
$$H_1 : \sigma_1^2 \neq \sigma_2^2$$

Through using Levene's test according to the table below the value of F was 21.79 and the value p-value was 0.000 which is less than the significance 0.05, therefore, we could imply that the variances are unequal.

Table17: Male and female attention to printed humorous ad

Nationality	Gender	N	Mean	Std. Deviation	Levenes F	Sig	t	df	p-vales
Libyan	Male	200	3.43	0.59	21.79	0.000	2.35	358	0.019
	Female	161	3.25	0.82			2.27	279.3	0.024
Czech	Male	151	3.23	0.69	5.806	0.016	-1.56	350	0.119
	Female	111	3.34	0.60			-1.53	303.9	0.125

Source: Own calculation in SW SPSS based on questionnaires data 2014

By using the t- test for the second row we can see that the table above the value of t was 2.27 and P-Value was 0.024 for the target group of Libyan females, which is less than the significance 0.05. That leads us to reject the null hypothesis which assumes there is no significant difference attention regarding printed humorous ads between the target group of males and females in Libya, and accept the alternative hypothesis there is significant difference attention regarding printed humorous ads between the target group of males and females in Libya for higher mean which are Libyan males 3.43.

However, through using Levene's test again for Czech respondents, according to the table above the value of F was 5.806 and p-value was 0.016, which is less than the significance 0.05, therefore, we could imply that the variances are unequal. By using the t- test for the second row for the target group of Czech females, result shows that the value of t was 1.53 and P-Value was 0.125 which is greater than the significance 0.05, therefore, this leads us to accept the null hypothesis which assumes that there is no significant difference of attention regarding the printed humorous ads between the target group of males and females in Czech Republic. Therefore, the target group of Libyan males give more attention to printed humorous ads than Libyan females. However, there is no significance difference of attention to printed humorous ads between the target group of males and females in Czech Republic.

Table 18: Male and female attention regard printed humorous ad

Nationality	Gender	N	Mean	Std. Deviation	Levees F	Sig	t	df	p-vales
Libya	Male	200	3.43	0.59	10.503	0.001	2.943	351	0.003
Czech	Male	151	3.23	0.82			2.885	299.52	0.004
Libya	Female	160	3.25	0.69	15.716	0.000	-1.099	357	0.273
Czech	Female	111	3.34	0.60			-1.063	283.83	0.288

Source: Own calculation in SW SPSS based on questionnaires data 2014

Table above is comparing between same gender for the target group of Libya and Czech Republic by using levene's test. Based on result above the value of F was 10.503 and the value p-value was 0.001 which is less than the significance 0.05. Therefore, we could imply that the variances are unequal. By using the t - test for the second row for the target group of Czech males we can see that the value of t was 2.885 and P-Value was 0.004 for Czech males, which is less than the significance 0.05. That leads us to reject the null hypothesis which assumes there is no significant difference of attention regarding printed humorous ads between the target group of males in Libya and Czech Republic, and accept the alternative hypothesis that there is significance difference of attention to printed humorous ads between the target group of males in Libya and Czech Republic for higher mean Czech males 3.43.

However, through using Levene's test again comparing between the target group of females in Libya and Czech females; we can from results above that value of F was 15.716 and p-value was 0.000, which is less than the significance 0.05. Therefore, we could imply that the variances are unequal. By using the t- test for the second row, the table above shows that the value of t was -1.063 and P-Value was 0.288, which is greater than the significance 0.05. Therefore, the target group of Libyan males give more attention to printed humorous ads than Czech males. However, there is no significance difference of attention between the target group of females in Czech Republic and Libyan.

Table 19: Printed humorous advertising effect on male and female attention

Nationality	Libya				Czech			
Gender	Male		Female		Male		Female	
	frequency	percent	frequency	percent	frequency	percent	frequency	percent
Ad1	37	18.5	36	22.5	**55**	**35.9**	**81**	**40.7**
Ad2	39	19.5	39	24.4	44	28.8	55	27.6
Ad3	**124**	**62.0**	**85**	**53.1**	54	35.3	63	31.7
Total	200	100.0	160	100.0	153	100.0	199	100.0

Source: Own calculation in SW SPSS based on questionnaires data 2014

Based on the results of table 19 it is clear that the most humorous advertising is effective on attention for the target group of male and female in Libya as we saw ad 3 for the known brand Pepsi. Maybe because they see a lot of ads about it, however, the most humorous advertising is effective on attention for the target group of males and females in Czech was ad 1 for the unknown brand, coffee alive.

Table 20: Influence of brand on male and female attention

Nationality	Libya				Czech			
Gender	Male		Female		Male		Female	
Brand 1	frequeny	percent	frequeny	percent	frequeny	percent	frequeny	percent
Coffee alive	55	27.5	36	22.5	60	39.2	**86**	**43.2**
Ad2 **Coca-Cola**	34	17.0	51	31.9	**61**	**39.9**	73	36.7
Ad3 **Pepsi**	**111**	**55.5**	**73**	**45.6**	32	20.9	40	20.1
Total	200	100.0	160	100.0	153	100.0	199	100.0

Source: Own calculation in SW SPSS based on questionnaires data 2014

The result of table 20 shows that the brand has more of an influence on attention for the target group of males and females in both countries. It is clear that the most brand effect on the target group of male and female's attention in Libya is the known and comparative brand Pepsi brand 3. However, the brand that has more effect on the target group of male's attention in Czech is the known Coca-Cola brand 2. On the other hand, the most brand effect on the target group of female attention in the Czech Republic is the unknown brand Coffee alive. So this kind of humorous ad could be used to grab attention for the target group of females in Czech but it would not be good to use it to grab attention for the target group of females in Libya. Furthermost, for the known and comparative brand, these kinds of ad could grab the target group of male's attention in Libya but not in the Czech Republic.

4.9.2 Testing Hypotheses 2

This part seeks to approving or denying of the hypothesis 2, but before starting to test the hypothesis we must know what type of data we are about to use. First we have to know that if the data follows a normal distribution, or does not follow the normal distribution. Based on the data distribution, we could choose the best test for the hypothesis. We can formulate the hypothesis of the normal distribution of the data as follows:

H0: The sample data does not follow the normal distribution.
H1: The sample data follows the normal distribution.

To test the hypothesis above we should use a test called (Kolmogorov-Smirnov) and is based on the test results as shown in Table 21 below:

Table 21: One-Sample Kolmogorov-Smirnov Test

		memory
N		712
Normal Parameters[a,b]	Mean	3.3099
	Std. Deviation	.78731
Most Extreme Differences	Absolute	.117
	Positive	.060
	Negative	-.117-
Kolmogorov-Smirnov Z		3.127
Asymp. Sig. (2-tailed)		.000

Source: Own calculation in SW SPSS based on questionnaires data 2014

Test distribution is Normal.

Calculated from data.

The value of probability was p-value was 0.000 and it is less than the level of statistical significance 0.005. Therefore, it can reject the null hypothesis and accept the alternative hypothesis and data are followed a normal distribution. By using Normal Q-Q Plot test based on chart below we could confirm that the data is almost on a straight line which proves that the data is following a normal distribution.

Figure (8) the normal distribution hypothesis 2

Source: Own calculation in SW SPSS based on questionnaires data 2014

After the process of testing the normal distribution of the data which could use, we used the t-test for independent samples. The t-test is a common and widely accepted tool to measure the moral differences between two independent samples. To make a comparison between responses regarding attention to humorous ads in hypothesis 2 the hypothesis could be formulated as follows:

Null hypothesis H0: there is no statistically significant differences regard the effect of printing humorous advertising on memory between the target group of males and females

Alternative hypothesis H1: there is statistically significant differences regard the effect of printing humorous advertising on memory between the target group of males and females

Using the t-test in order to compare between the two independent groups. Note that the test is going to use two cases, if there is equal variance for the two groups or variance are not equal. Therefore, the hypothesis could be formulated as follows:

$$H_0 : \sigma^2_1 = \sigma^2_2$$
$$H_1 : \sigma^2_1 \neq \sigma^2_2$$

Table 22: Males and female memory to printed humorous ads

p-values	df	t	Levenes		Std. Deviation	Mean	N	Gender	Nationality
			Sig	F					
0.007	358	2.70	0.001	11.541	0.71	3.340	200	Male	Libyan
0.008	313.5	2.65			0.83	3.118	160	Female	
0.271	350	1.102-	0.229	1.450	0.77	3.326	153	Male	Czech
0.270	331.2	1.106-			0.79	3.420	199	Female	

Source: Own calculation in SW SPSS based on questionnaires data 2014

By once again using Levene's test, we can see from result above the value of F was 11.541 and the value p-value was 0.001 which is less than the significance 0.05. Therefore, we could imply that the variances are unequal. By using t-test for second row we can see that value of t was 2.65 and P-Value was 0.008, for on memory between for the target group of males and females Libyan females, which is less than the significance 0.05. This would lead us to reject the null hypothesis which assumes that, there are no statistically significant differences

regarding the effect of printing humorous ads on memory between the target group of males and females in Libya, and accept the alternative hypothesis which assumes that there are statistically significant differences regarding the effect of printing humorous ads on memory for the target group of males and females in Libya for higher mean Libyan males 3.340.

However, through using Levene's test again for the target group of Czech respondents, we can see from the result above the value of F was1.450 and the value p-value was 0.229 which is bigger than the significance 0.05. Therefore, we could Imply that the variances of the two groups is equal. By using t-test for the first row for the target group of Czech females the result above shows that, the value of t was -1.102 and P-Value was 0.271, which is greater than the significance 0.05. Therefore, this leads us to accept the null hypothesis which assumes there are no statistically significant differences affecting the printed humorous ads on memory for the target group of males and females in Czech Republic.

Table 23: Males and female memory regard printed humorous ads

| p-values | df | t | Levenes | | Std. Deviation | Mean | N | Gender | Nationality |
			Sig	F					
0.869	351	0.65	0.058	2.990	0.8283	3.340	200	Male	Libyan
0.870	312.42	0.163			0.6080	3.326	153	male	Czech
0.001	357	3.479-	0.000	15.716	0.837	3.118	160	female	Libya
0.001	333.3	3.461-			0.799	3.420	199	Female	Czech

Source: Own calculation in SW SPSS based on questionnaires data 2014

Table above is comparing between same gender for the target group of Libya and Czech Republic by using levene's test. Results above show that the value of F was 2.990 and the value p-value was 0.058 which is greater than the significance 0.05, therefore, we could imply that the variances of the two groups are equal. By using t-test for the first row we can see that the value of T was 0.65 and P-Value was 0.869 for the target group of Libyan males, which is greater than the significance 0.05. This would lead us to accept the null hypothesis, which assumes that there are no statistically significant differences regarding the effect of printing humorous ads on memory between the target group of males in Libyan and Czech.

However, through using Levene's test again for the target group of females in Czech and Libya, we can see the value F was 15.716 and value p-value was 0.000 which is less than the

significance 0.05. Therefore, we could imply that the variances are unequal. By using t-test for the second row the results show that the value t was -3.461 and P-Value was 0.001. This is less than the significance 0.05. Therefore, this leads us to reject the null hypothesis which assumes there are no statistically significant differences for printed humorous ads on memory between the target group of females in Libyan and Czech females, and accept alternative hypothesis which assumes there are statistically significant differences for printed humorous ads on memory between the target group of females in Libyan and Czech for higher mean Czech females 3.420.

4.9.2.1 Brand recall Test

The researcher measured brand recall by asking respondents questions after the fill down the questioner to write the name of the brand which they saw. The result was as see the table below:

Table 24: Brand recall Test

		Libya		Czech Republic	
		Male	Female	Male	Female
Ad1 unknown brand (coffee Alive)	N	106	70	74	106
	%	53	43.8	48.4	53.3
Ad2 known brand (Coca-Cola)	N	93	69	**87**	**121**
	%	46.5	43.2	**56.9**	**60.9**
Ad3 known brand (Pepsi)	N	**119**	**80**	86	113
	%	**59.5**	**50**	56	56.8

Source: Own calculation in SW SPSS based on questionnaires data 2014

Based on the result above 53 % of the target group for Libyan males recall unknown brand for ad1. However, 43% of Libyan females recall the unknown brand in ad1.meanwhile, 84.4 % of the target group for Czech males recall the known brand in ad1 and 53.3 % of the target group for Czech females recall unknown brand in ad1. For ad2 46.5 % of the target group for Libyan males recall known brand. However, 43.2 % of the target group for Libyan females recall the brand in ad2.meanwhile, 56.9 % of the target group for Czech males recall the known brand in ad 2 and 60.9 % of the target group for Czech females recall known brand in ad 2. For ad3 59.5 % of the target group for Libyan males recall known and competitive brand. However, 50 % of the target group for Libyan females recall the known and competitive brand in ad3. Meanwhile, 56.2 % of the target group for Czech males recall the known and competitive brand in ad3 and 56.8 % of the target group for Czech females recall known and competitive brand in ad3. Overall, the target group of males and females in could recall brands for each humorous ad but the target group of males in Libya recall the brand better than Libyan females. However, the target group of Czech females recall the brand better than Czech males.

Table 25: printed humorous advertising which male and female recall the most

Nationality	Libya				Czech			
Gender	Male		Female		Male		Female	
	frequeny	Percent	frequency	percent	frequency	percent	frequency	percent
Ad1	30	15.0	37	23.1	33	21.6	48	24.1
Ad2	**124**	**62.0**	**78**	**48.8**	**90**	**58.8**	**113**	**56.8**
Ad3	46	23.0	45	28.1	30	19.0	38	19.1
Total	200	100.0	160	100.0	153	100.0	199	100.0

Source: Own calculation in SW SPSS based on questionnaires data 2014

Based on the results of table 25 it is clear that the humorous advertising had the same effect on the target group of male and female memory in Libya and Czech Republic is ad 2 for the known brand Coca Cola.

Table 26: The brand has more influence on males and female's memory

Nationality	Libya				Czech			
Gender	Male		Female		Male		Female	
	frequency	percent	frequency	percent	frequency	percent	frequeny	percent
Brand 1 **Coffee alive**	35	17.5	25	15.6	45	29.4	56	28.1
Ad2 **Coca-Cola**	**114**	**57.0**	**79**	**49.4**	**64**	**41.8**	**73**	**36.7**
Ad3 **Pepsi**	51	25.5	56	35.0	44	28.8	70	35.2
total	200	100.0	160	100.0	153	100.0	199	100.0

Source: Own calculation in SW SPSS based on questionnaires data 2014

Based on the results of table 26 it is clear that brand that has more effect on memory for the target group of males and females in Libya and the Czech Republic is ad 2 for the known brand Coca Cola.

4.9.3 Testing Hypotheses 3

This part seeks to approving or denying of the hypothesis 2, but before starting to test the hypothesis we must know what type of data we are about to use. First we have to know that if the data follows a normal distribution, or does not follow the normal distribution. Based on the data distribution, we could choose the best test for the hypothesis. We can formulate the hypothesis of the normal distribution of the data as follows:

H0: The sample data does not follow the normal distribution.
H1: The sample data follows the normal distribution.

To test the hypothesis above we should use a test called (Kolmogorov-Smirnov) and is based on the test results as shown in table 27 below:

Table 27: One-Sample Kolmogorov-Smirnov Test hypothesis 3

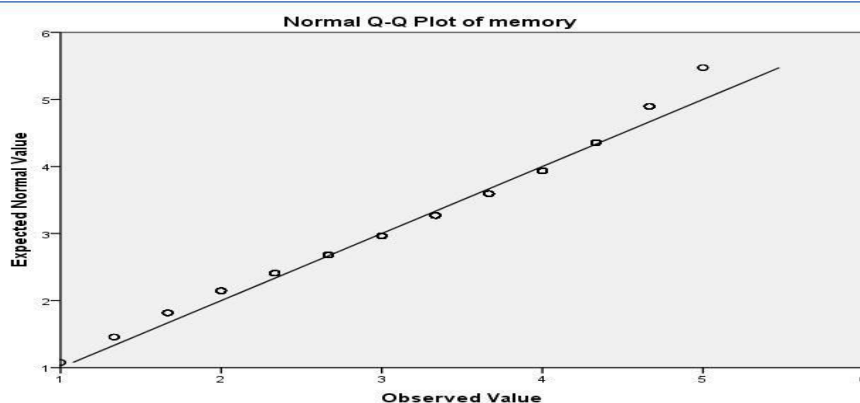|		General attitude
N		712
Normal Parameters[a,b]	Mean	3.6561
	Std. Deviation	.56109
Most Extreme Differences	Absolute	.074
	Positive	.050
	Negative	-.074-
Kolmogorov-Smirnov Z		1.985
Asymp. Sig. (2-tailed)		.001

Source: Own calculation in SW SPSS based on questionnaires data 2014

Test distribution is Normal.

Calculated from data.

The value of probability was p-value was 0.001 and it is less than the level of statistical significance 0.005. Therefore, it can reject the null hypothesis and accept the alternative hypothesis and data are followed a normal distribution. By using Normal Q-Q Plot test based on chart below we could confirm that the data is almost on a straight line which proves that the data is following a normal distribution.

Figure (9) the normal distribution hypothesis 3

After the process of testing the normal distribution of the data which could use, we used the t-test for independent samples. The t-test is a common and widely accepted tool to measure the moral differences between two independent samples. To make a comparison between responses regarding attention to humorous ads in hypothesis 2. The hypothesis could be formulated as follows:

Null hypothesis H0: There is no statistically significant differences regard the effect of printed humorous advertising on attitude towards advertising for the target group of males and females in Libya and the Czech Republic

Alternative hypothesis H1: - There is significant differences regard the effect of printed humorous ads on attitude towards advertising for the target group of males and females in Libya and the Czech Republic

Using the t-test in order to compare between the two independent groups. Note that the test is going to use two cases, if there is equal variance for the two groups or variance are not equal. Therefore, the hypothesis could be formulated as follows:

$$H_0 : \sigma_1^2 = \sigma_2^2$$
$$H_1 : \sigma_1^2 \neq \sigma_2^2$$

Through using Levene's test as we can see the table below the value of F was 11.46 and the value p-value was 0.001 which is less than the significance 0.05. Therefore, we could imply that the variances are unequal.

Table 28: Difference attitude toward advertising between male and female

| p-values | df | t | Levenes | | Std. Deviation | Mean | N | Gender | Nationality |
			Sig	F					
0.767	358	0.299-	0.001	11.46	0.454	3.570	200	Male	Libyan
0.773	290.8	0.288-			0.596	3.586	160	Female	
0.497	350	0.679-	0.226	1.474	0.565	3.712	153	Male	Czech
0.493	337.3	0.686-			0.606	3.755	199	Female	

Source: Own calculation in SW SPSS based on questionnaires data 2014

Through using the t- test for the second row we can see from results above the value of t was -0.288 and P-Value was 0.773 for the target group of Libyan females, which is greater than the significance 0.05. That would lead us to accept the null hypothesis which assumes there is no significant difference regarding the effect of printed humorous ads on attitude towards advertising between the target group of males and females in Libya.

Meanwhile, through using Levene's test again for the target group of Czech respondents we can see the table above the value of F was 1.474 and value p-value was 0.226 which is greater than the significance 0.05. Therefore, we could imply that the variances of the two groups are equal. By using t- test for first row the results show that the value of t was -0.679 and P-Value was 0.497 is greater than the significance 0.05. Therefore, this leads us to accept the null hypothesis that assume there is no significant difference regarding the effect of printed humorous ads on attitude towards advertising between the target group of males and females In Czech Republic.

Table 29: Male and female attitude toward advertising

| p-values | df | t | Levenes | | Std. Deviation | Mean | N | Gender | Nationality |
			Sig	F					
0.009	351	2.626-	0.000	13.073	0.454	3.570	200	Male	Libya
0.011	286.1	2.549-			0.565	3.712	153	Male	Czech
0.009	357	2.642-	0.253	1.313	0.596	3.586	160	Female	Libya
0.008	3430.3	2.648-			0.606	3.755	199	Female	Czech

Source: Own calculation in SW SPSS based on questionnaires data 2014

Table above is comparing between same gender in Libya and Czech Republic by using levene's test. Results above show that the value of F was 13.073 and value p-value was 0.000 which is less than the significance 0.05, therefore, we could imply that the variances are unequal.

Through using the t- test for the second row, we can see from results above the value of T was -2.549 and P-Value was 0.011 for the target group of Czech males, which is less than the significance 0.05. That would lead us to reject the null hypothesis which assumes there is no significant difference regarding the effect of printed humorous ads on attitude towards advertising between the target group of males in Libya and Czech for higher mean Czech males 3.712. Meanwhile, through using Levene's test again for the target group of females in

Libya and Czech we can see results above the value of F was 1.313 and the value p-value was 0.253 which is greater than the significance 0.05. Therefore, we could imply that the variances of the two groups are not equal. By using a t- test for first row the table above shows that the value of t was -2.642 and P-Value was 0.009 is less than the significance 0.05. Therefore, this leads us to reject the null hypothesis that there is no significant difference regarding the effect of printed humorous ads on attitude towards advertising between the target group of females in Libya and Czech Republic, and accept the alternative hypothesis that there is significant difference regarding the effect of printed humorous ads on attitude towards advertising between the target group of females in Libya and Czech Republic for higher mean Czech females 3.755.

Table 30: Male and female attitude toward printed humorous advertising

Nationality			Libya				Czech			
Gender		Male		Female		Male		Female		
	frequency	percent	frequency	percent	frequency	percent	frequency	percent
Ad1	37	18.5	41	25.6	50	32.7	**80**	**40.2**
Ad2	43	21.5	41	25.6	44	28.8	41	20.6
Ad3	**120**	**60.0**	**78**	**48.8**	**59**	**38.6**	78	39.2
total	200	100.0	160	100.0	153	100.0	199	100.0

Source: Own calculation in SW SPSS based on questionnaires data 2014

From the results of table 30 it is clear that the most humorous advertising effect on attitude for the target group of males and females in Libya is similar to ad3 for the well-known and comparative brand Pepsi, as well as on the target group of Czech males, however, the most humorous advertising effect on attitude for the target group of females in Czech Republic is ad 1 for the unknown brand Coffee, Alive.so that means this kind of ads for unknown brands could be perfect for the target group of females in the Czech Republic but not for the target group of Libyan females because these kind of ads had more of an influence on the target group of females in the Czech Republic.

4.9.4 Testing Hypothesis 4

This part seeks to approving or denying of the hypothesis 4, but before starting to test the hypothesis we must know what type of data we are about to use. First we have to know

that if the data follows a normal distribution, or does not follow the normal distribution. Based on the data distribution, we could choose the best test for the hypothesis. We can formulate the hypothesis of the normal distribution of the data as follows:

H0: The sample data does not follow the normal distribution.

H1: The sample data follows the normal distribution.

To test the hypothesis above we should use a test called (Kolmogorov-Smirnov) and is based on the test results as shown in Table (31) below:

Table 31: One-Sample Kolmogorov-Smirnov Test Hypothesis 4

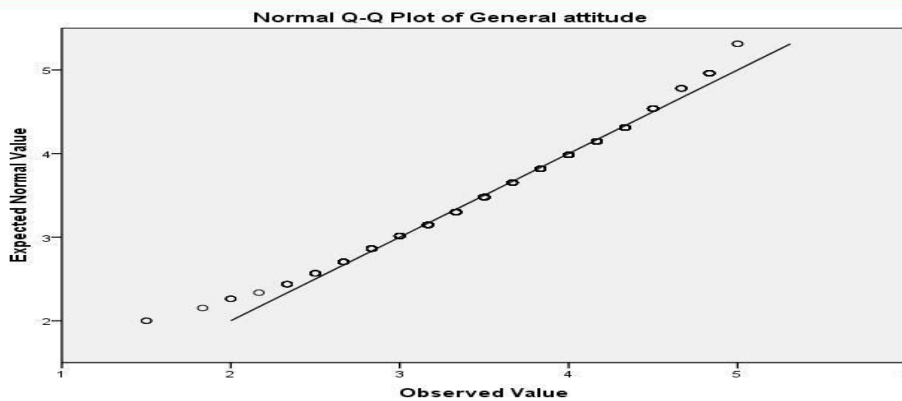|		toward attitude
N		712
Normal Parameters^{a,b}	Mean	3.3797
	Std. Deviation	.87500
Most Extreme Differences	Absolute	.088
	Positive	.088
	Negative	-.073-
Kolmogorov-Smirnov Z		2.342
Asymp. Sig. (2-tailed)		.000

Source: Own calculation in SW SPSS based on questionnaires data 2014

Test distribution is Normal.

Calculated from data.

The value of probability was p-value was 0.000 and it is less than the level of statistical significance 0.005. Therefore, it can reject the null hypothesis and accept the alternative hypothesis and data are followed a normal distribution. By using Normal Q-Q Plot test based on chart below we could confirm that the data is almost on a straight line which proves that the data is following a normal distribution.

Figure (10) the normal distribution hypothesis 4

Source: Own calculation in SW SPSS based on questionnaires data 2014

After the process of testing the normal distribution of the data which could use, we used the t-test for independent samples. The t-test is a common and widely accepted tool to measure the moral differences between two independent samples. To make a comparison between responses regarding attention to humorous ads in hypothesis 2. The hypothesis could be formulated as follows:

Null hypothesis H0: - There is no statistically significant differences regard printed humorous advertising on attitude toward the brand for the target group of males and females

Alternative hypothesis H1: There is statistically significant differences regard printed humorous advertising on attitude toward the brand for the target group of males and females

Using the t-test in order to compare between the two independent groups. Note that the test is going to use two cases, if there is equal variance for the two groups or variance are not equal. Therefore, the hypothesis could be formulated as follows:

$$H_0 : \sigma_1^2 = \sigma_2^2$$
$$H_1 : \sigma_1^2 \neq \sigma_2^2$$

Through using Levine's test as we can see the table below the value of F was 3.046 and the p-value was 0.082 which is greater than the significance 0.05, therefore, we could imply that the variances of the two groups are not equal.

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Table 32: Male and female Attitude towards the brand - Independent Samples Test

| p-values | df | t | Levenes | | Std. Deviation | Mean | N | Gender | Nationality |
			Sig	F					
0.122	358	1.549	0.082	3.046	0.711	3.235	200	Male	Libyan
0.129	311.7	1.521			0.839	3.108	160	Female	
0.448	350	0.759-	0.006	7.798	0.846	3.542	153	Male	Czech
0.439	345.5	0.774-			0.983	3.618	199	Female	

Source: Own calculation in SW SPSS based on questionnaires data 2014

Through using the t- test for the first row we can see from results table value of t was 1.549 and P-Value was 0.122 for the target group of Libyan females, which is greater than the significance 0.05. That would lead us to accept the null hypothesis which assumes there is no significant difference regarding the effect of printed humorous ads on attitude towards **the** brand between the target group of males and females in Libya. Through using Levene's test in Czech as we can see results above the value of F was 7.798 and value p-value was 0.006 which is less than the significance 0.05. Therefore, we could imply that the variances of the two groups are not equal. By using t- test for second row the table above shows that the value of t was 0.774 and P-Value was 0.439 is greater than the significance 0.05. Therefore, this leads us to accept the null hypothesis that there is no significant difference regarding the effect of printing humorous ads on attitude towards advertising between the target group of males and females Czech Republic.

Table 33: Male and female attitude toward brand

| p- vales | df | t | Levenes | | Std. Deviation | Mean | N | Gender | Nationality |
			Sig	F					
0.000	351	3.706-	0.005	7.967	0.711	3.235	200	Male	Libya
0.000	294.83	3.621-			0.846	3.542	153	male	Czech
0.000	357	5.206-	0.000	12.688	0.839	3.108	160	female	Libya
0.000	35567.	5.296-			0.983	3.618	199	Female	Czech

Source: Own calculation in SW SPSS based on questionnaires data 2014

Table above is comparing between same gender in Libya and Czech Republic by using levene's test. Results above show that the value of F was 7.967 and the p-value was 0.005 which is less than the significance 0.05, therefore, we could imply that the variances of the two groups are equal. Through using the t- test for the second row, we can see from results

above the value of t was -3.621 and P-Value was 0.000 for the target group of Czech males, which is less than the significance 0.05. That would lead us to reject the null hypothesis which assumes there is no significant difference regarding the effect of printed humorous ads on attitude towards brand between the target group of males an in Libya and Czech Republic for higher mean Czech males 3.542. Through using Levene's test for the target group of Czech and Libyan females as we can see from results above the value of F was 12.688 and p-value was 0.000, which is less than the significance 0.05. Therefore, we could imply that the variances of the two groups are equal.

By using t- test for second row the table above shows that the value of t was -5.296 and P-Value was 0.000 less than the significance 0.05. Therefore, this leads us to reject the null hypothesis that there is no significant difference regarding the effect of printing humorous ads on attitude towards abrandg between the target group of females in Libya and Czech Republic for higher mean Czech females 3.618.

Table 34: Influence of brand on male and female attitude towards the brand

Nationality			Libya				Czech		
Gender		Male		Female		Male		Female	
Brand 1 **Coffee alive**	frequency	percent	frequency	percent	frequency	percent	frequency	percent
	46	23.0	34	21.3	49	32.0	67	33.7
Ad2 **Coca-Cola**	50	25.0	50	31.3	**58**	**37.9**	**84**	**42.2**
Ad3 **Pepsi**	**104**	**52.0**	**76**	**47.5**	46	30.1	48	24.1
total	200	100.0	160	100.0	153	100.0	199	100.0

Source: Own calculation in SW SPSS based on questionnaires data 2014

Results of table 34 shows that the brand that has more of an effect on attitude the brand for the target group of male and females in Libya and is brand 3 for the known and comparative brand, however, the brand that has more effect on attitude the brand for the target group of male and females in the Czech Republic is brand 2 Coca Cola. So these kinds of ads could be used to influence on attitude towards brand for the target group of males and females is known and comparative brands in Libya and the Czech Republic.

5. Transferability of humour

Significant differences between the target group of males' and females 'attention, memory, and attitude toward humorous ads and brands being advertised in Libya and Czech Republic are showing that humour cannot be transferred. And vice versa not significant differences means that humour at ad can be transferred from AG to Aad or Ab for free. Therefore, transfer may decrease costs of advertising or increase efficiency of promotion. Significant differences between ad constructs Aad and Ab are showing that its uniqueness is need for transition of attitude to purchase intention.

5.1 Transfers in case of unfamiliar brand 1 – Coffee Alive

Transfers are possible differently according to gender and ad constructs in figures 11, 12, 13, 14. Lacking reliable difference shows some relationship between two variables, where transition is possible.

No AG neither Aad can support unfamiliar brand for the target group of Czech mails (Figure 11). Were they so attentive or sleeping?

Figure 11 – Answers of the target group of Czech males relating AG, Aad1 and Ab1 for unfamiliar brand Coffee Alive


```
        0.008
AG ─────────────► Aad1
   0.000        0.000
        │        │
        ▼        ▼
       Ab1 ·············►PI
```
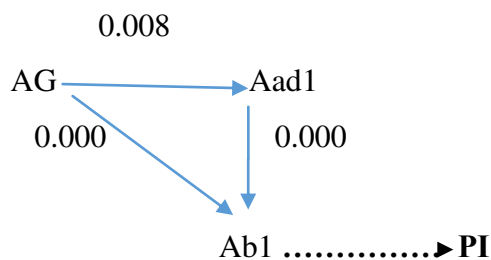
Based on table above and tested relationship between AG to Aad1 for unknown brand Coffee a Live the resulting p-value of the target group of Libyan males 0.938 and p-value for Czech females 0.108 proves no significant difference. All other relationships are significantly different. Generally, we may say that the target group of Libyan males and Czech females use their AG values, for example symbolism or humour to better understand to same values in ad

during personal communication. Therefore, transfer of specific humour can strengthen Aad (Figure 12).

Figure 12 - Answers of the target group of Czech females relating AG, Aad1 and Ab1 for unfamiliar brand Coffee Alive

0.108

AG ⟷ **Aad1**

0.018   0.018

Ab1 ....▸ **PI**
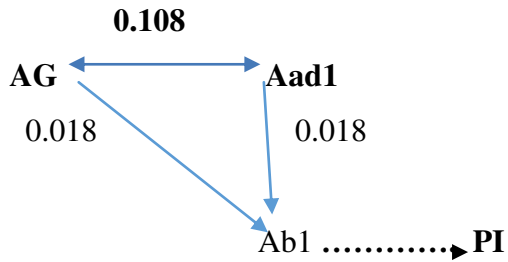
For the target group of Libyan males AG values can be used to build Aad because of no significant difference 0.938 (Figure 13). Remaining transfers to Ab are excluded.

Figure 13 - Answers of the target group of Libyan males relating AG, Aad1 and Ab1 for unfamiliar brand Coffee Alive

0.938

AG ⟷ Aad1

0.000   0.000

Ab**1**..............▸**PI**
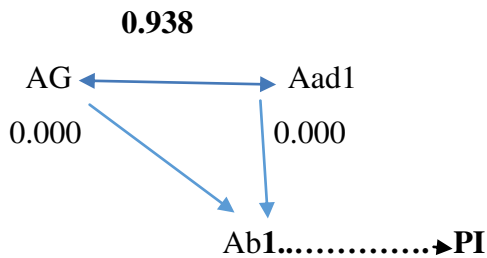
Figure 14 - Answers of the target group of Libyan females relating AG, Aad1 and Ab1 for unfamiliar brand Coffee Alive

0.000

AG ⟶ Aad1

0.000   **0.890**

Ab1.............▸ **PI**
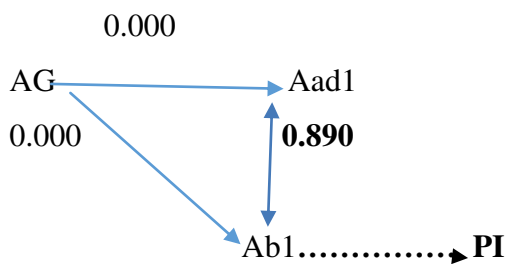
Result also not confirmed differences between brand and ad or between Aad1 to Ab1 0.890 of the target group for Libyan females, that shows understanding to advertised humorous situation of Coffee alive ad. Therefore, transfer strengthening recall according to RMH is possible and the target group of Libyan females have transferred humour of ad to brand. It indicates that the target group of Libyan females consider ad1 humorous more than other groups of respondents. If ad comes with humour it may replace unknown brand for the target group of Libya females (Figure 14).

The table and figures below are figures 11-14 for unknown brand Coffee Alive. Raw data are available at index (109, 111, and 114) AT pages (188. 190. 192).

Table 35: Relations for AG to Aad1, Ab1 and Aad1 to Ab1 for ad1

	Transfer		Gender			
	AD	Brand	Male		Female	
			CZ	LIB	CZ	LIB
AG to Aad1 Q4A with Q10B	1	Coffee alive	0.008	0.938	0.108	0.000
			sig	Not sig	Not sig	sig
AG to Ab1 Q6A with Q14B	1	Coffee alive	0.000	0.000	0.018	0.000
			sig	gis	sig	sig
Aad1 to Ab1 Q14B with Q10B	1	Coffee alive	0.000	0.000	0.018	0.890
			sig	sig	sig	Not sig

Source: Own calculation in SW SPSS based on questions

Regards results of relation between AG and Ab1 show no transfer from AG to Ab1 for unfamiliar brand (Coffee alive) is possible (Figure 11, 12, 13 and 14). It would be useless to use AG in ads promoting brand. In other words it is possible to generalize that there is no effect of AG on any no name brand and vice versa.

5.2 Transfers in case of brand 2 – Coca Cola

Figures 15, 16, 17, and 18 have similar logic as figures 11, 12, 13, 14. Only brand Coca cola has replaced no name Coffee Alive here.

In relation between AG and Ab2 for the target group of Czech males p-value 0.828 and for Czech females p-value 0.616 show no significantly difference. This means that transfer of AG humour to Ab2 for familiar brand Coca Cola is possible according to RMH. This transfer is not because of ad but because of the power of Coca Cola brand, which is more respected in Czech than Pepsi, contrary to the target group of Libyans who love Pepsi, not Coca Cola (Figures 15 and 16).

Figure 15 - Answers of the target group of Czech males relating AG, Aad2 and Ab2 for familiar brand Coca-Cola

```
           0.000
AG ───────────────▶ Aad2
 0.828                0.027
                         │
                         ▼
           Ab2 …………▶ PI
```
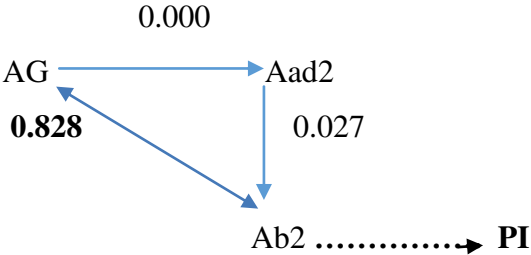
Figure 16 - Answers of the target group of Czech females relating AG, Aad2 and Ab2 for familiar brand Coca-Cola

```
           0.012
    AG ───────────▶ Aad2
 0.616               0.180
                         ▲
                         │
           Ab2……▶ PI
```
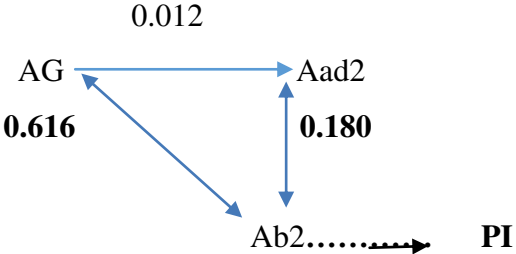
The relationship between AG and Aad1 for known brand Coca Cola the p-value 0.191 of the target group of Libyan males has no significant difference. Relationships between all other observed indices are significantly different. We may say that the target group of Libyan males may use their AG values, for example symbolism or humour to strengthen impact of ad. Therefore, transfer strengthening recall according to ATH is possible (Figure 17). In case of the target group of Libya males and females there is no transfer possible between AG to Ab2 for Coca Cola brand. Regard the relationship between Aad2 to Ab2 for familiar brand Coca Cola is confirmed no transfer mediated by humour from AG to Ab2 for Libyan males and females (Figure 17 and 18).

Figure 17 - Answers of the target group of Libyan males relating AG, Aad2 and Ab2 for familiar brand Coca-Cola

0.191

AG ⟷ Aad2

0.000   0.000

Ab2 ……………▸**PI**
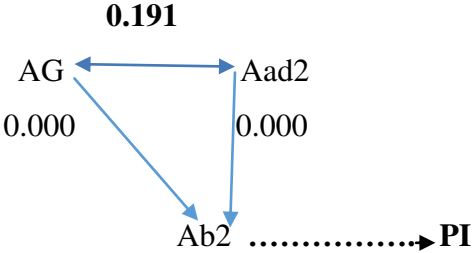
Very strong similarities between the target group of females in Libya p-value was 0.378 and Czech females 0.378 shows that transfer of Aad2 to Ab2 for Coca Cola according to RMH model is possible. Nevertheless, humour more than Coca Cola brand at ad2 for the target group of Czech and Libyan females have denied significant difference between Aad2 and Ab2. We could say that if you want advertise to females make fun on males (Figure 15 and 17). It also indicates that the target group of female winning humour at ad2 have insulted more Libyan 0.000 than Czech 0.027 males, probably because of man with beer belly in ad2 (Figure16 and 18). But, the target group of Czech males are still keeping their general attitude toward Coca Cola brand.

Figure 18 - Answers of the target group of Libyan females relating AG, Aad2 and Ab2 for familiar brand Coca-Cola

```
            0.000
AG ─────────► Aad2
0.000            │ 0.378
        ╲        ▲▼
          Ab2 ·················· ► PI
```
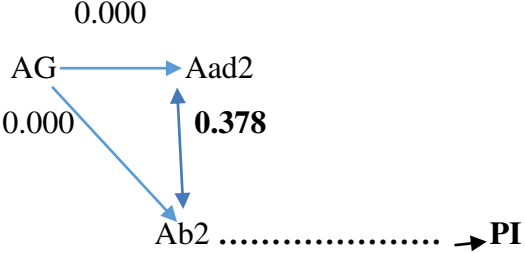
The table and figures below are figures 15-18 for unknown brand coca cola raw data are available at index (117. 120.123) at pages (194. 196. 198)

Table 36: Relations for AG, to Aad2, Ab2 and Aad2 to Ab2 for ad2

	Transfer		Gender			
	AD	Brand	Male		Female	
			CZ	LIB	Cz	LIB
AG Aad2 Q4AwithQ22C	2	Coca-Cola	0.000	0.191	0.012	0.00
			sig	Not sig	sig	sig
AG to Ab2 Q6Awith Q26C	2	Coca-coal	0.828	0.000	0.616	0.000
			Not sig	sig	Not sig	sig
Aad2 toAb2 Q26C with Q22C	2	Coca-Cola	0.027	0.000	0.180	0.378
			sig	sig	Not sig	Not sig

Source: Own calculation in SW SPSS based on questions

Beads on results above may say that the target group of females in Libya and Czech Republic are affected by humour in ad 2. The target group of females in Libya and Czech have transferred humour of ad2 to brand2. It indicates that they consider ad2 humorous more than

other groups of respondents. If ad comes with humour it may replace known brand for the target group of Libya and Czech females (Figure16.18).

5.3 Transfers in case of brand 3 – Pepsi

Figures 19, 20, 21, and 22 have similar logic as figures 11, 12, 13, 14. Only brand Pepsi has replaced.

In relation between AG and Ab3 for the target group of Czech male's p-value 0.318 this is confirmed that transfer of AG to Ab2 Pepsi is possible according to RMH model. This transfer is not because of ad but because of the familiarity of Pepsi brand (Figure 19). Results show transfer is not possible between AG and Ab3 for the target group of Czech females, Libyan males and females (Figure 20, 21, 22).

Figure 19 - Answers of the target group of Czech males relating AG, Aad3 and Ab3 for familiar brand Pepsi

```
        0.000
AG ──────────► Aad3
0.318              0.001

      Ab ·············► PI
```
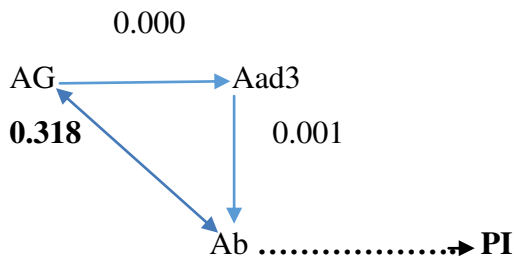
Results also show no transfer is possible from Aad3 to Ab3 for the target group of males, females in Czech and Libyan males. This could because the ad3 wasn't presented brand 3 good and strongly (Figue19, 20, 21).

Figure 20 - Answers of the target group of Czech females relating AG, Aad3 and Ab3 for familiar brand Pepsi

```
         0.001
 AG ──────────► Aad3
 0.043            0.000

        Ab3·············► PI
```
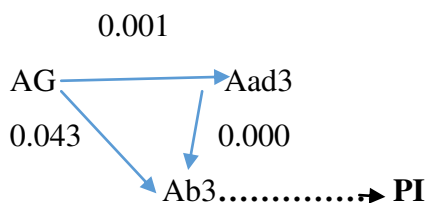
In relationship between AG to Aad1 for known brand Pepsi, Results show p-value for the target group of Libyan females0.122 while the p-value for Libyan males was 0.650. Relationships between all other observed indices are significantly different. We may say that the target group of Libyan males and females may use their AG values, for example symbolism or humour to strengthen impact of ad. Therefore, transfer strengthening recall according to ATH is possible (Figure 21, 22).

Figure 21 - Answers of the target group of Libyan males relating AG, Aad3 and Ab3 for familiar brand Pepsi

0.650

AG ← → Aad3

0.000   0.000

Ab3 …………… → **PI**
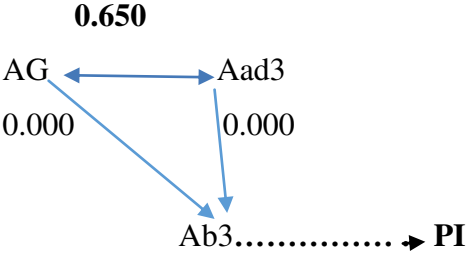
In relationship between Aad3 to Ab3 for familiar brand Pepsi results show that p-value for **the** target group of Libyan females 0.051 this confirm a possibility of transfer Aad3 to Ab3 according to RMH model. It is also insuring again that Libyan female's seen ad3 as humours more than other groups. This transfer is because of ad and humorous but not because of brand (Figure 22).

Figure 22 - Answers of the target group of Libyan females relating AG, Aad3 and Ab3 for familiar brand Pepsi

0.122

AG ← → Aad3

0.000   **0.051**

Ab3 …………→PI
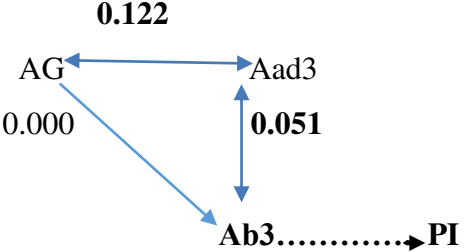
The table and figures below are figures 15-18 for unknown brand Coca-Cola raw data are available at index (126. 129.132) at pages (200. 202. 204)

Table 37: Relations for AG to Aad3, Ab3 and Aad3 to Ab3 for ad3

	Transfer		Gender			
	AD	Brand	Male		Female	
			Cz	Lib	Cz	Lib
AG Aad3 Q4Awith Q34D	3	Pepsi	0.000	0.650	0.001	0.122
			sig	Not sig	sig	Not sig
AG to Ab3 Q6Awith Q38D	3	Pepsi	0.318	0.000	0.043	0.000
			Not sig	sig	sig	sig
Aad3 toAb3 Q38Dwith Q34D	3	Pepsi	0.001	0.000	0.000	0.051
			sig	sig	sig	sig

Source: Own calculation in SW SPSS based on questionnaires data 2014

To conclude that results confirm that the target group of Libyan females are affected by humour in ad3 which indicate that they appreciate humour more than other groups of respondents? Nevertheless, Pepsi is part of culture inherited in Libya so that could indicate that transfer is possible according to IIH. In other word, ad and brand has no effect on Ab3 for Pepsi in the target group of Libya but situation (Figure 20, 21).

6. Result discussions

In this chapter, the author will give the summary of the research, recommendations, and suggestions for future research will be given. The research has found a significant difference between attention, memory, attitude towards advertising and attitude toward brands in Libya and Czech Republic regarding printed humorous advertisements.

HO1: Attention towards printed humorous Ad differs between the target group of males and females in Libya and Czech Republic

The research proved that there is a significant difference in the attention between the target group of males and females in Libya regarding printed humorous ads in level 0.05. The results found that target group of males Libyan males give more attention to printed humorous ads than Libyan females. However, it has been a proved that there are no significant differences regarding the effect of printed humorous ads on attention between target group of males and females in Czech Republic. This shows that in Libya the target group of males are more attentive to humorous advertising than females in Libya and consider humorous advertising with a degree of importance. It has been researched also that there is a positive relationship between humour and attention as the audience normally find it easy to be attentive to the message if it is exposed in a playful manner. Stern (1996) claims individual and cross-cultural differences also may explain what is humorous and what is not.

The research also proved that there is a significant difference in level 0.05 between printed humorous ads on attention between the target group of males in Libya and Czech males. The results showed that the target group of males in Libya gave more attention than Czech males. However, the study proved that there is no significant difference in level 0.05 regarding printed humorous ads between the target group of Czech females and Libyan female's attention. Even though Czech females have high average than Libyan females but the differences are not significant.

This significant difference between the target group of males in Libya and Czech Republic could refer to cultural impact. Differences in cultural plays a fundamental aspect in humorous advertising. For example Czech culture is different from Libyan culture therefore humour is seen differently in each country. Hatzithomas (2011), this research found the difference in respondents regarding use of humour within printed advertisement between the UK and

Greece.

Based on table 19 the results found that printed humorous advertising has more effect the target group of males and female's attention in Libya was ad 3 for a known competitive brand. However, printed humorous advertising has more effect on the target group of males and female's attention in Czech was ad 1 for the unknown brand. Based on table 18 brands have more influence on the target group of males and female's attention In Libya was known and comparative brand 3. However, brands have more influence on the target group of Czech males attention was known brand 2 and unknown brand 1 for Czech females. The results of table 20 show that the brand has more of an influence on the target group of males and female's attention in Libya was brand 3 known brand and for Czech males was brand 2 known brand and for the target group of Czech females was brand 2 unknown brand. It is clear that the most brand effect on the target group of males and females attention in Libya is the known and comparative brand Pepsi. However, the brand that has more effect on the target group of male attention in Czech is the known brand Coca-Cola brand 2. On the other hand, the most brand effect on the target group of female attention in Czech Republic is the unknown brand. As results, this kind of humorous ad could be used to attract female's attention in Czech Rep but it will be that useful to use it to attract female's attention in Libya. Furthermost, for the known and comparative brand, these kinds of ad could attract male's attention in the target group of Libya but not in the Czech Republic.

The research has found that familiar brands have more of an effect on males and females on the target group of Libya and Czech males. However, unfamiliar brands have more of an effect on the target group of Czech females. Overall, high brand awareness enables to create a more positive response than low brand awareness. Known brands have more ability to reduce the perceived risk and increase the positive appraisal. The higher brand awareness level can lead to attract the customer's attention than low awareness brand (Simon, 1970). This is in agreement with the research that found humour effectiveness way to gain customers' attention and very effective to enhancing comprehension and recognition of a brand (Newman, 2004; Gulas and Weinberger, 2006).

HO2: The memorizing of printed humorous ads differs between the target group of males and females in Libya and Czech Republic

The study proved that there is a significant difference in level 0.05 regard the effect of printed humour ads on the target group of males and females in Libya and Czech Republic. The target group of Libyan males memorize humour ads better than Libyan females and Czech females memorize humour ads better than Libyan females. This is due to Libyan males are attracted more to humorous advertising so they can remember the humorous advertising more than Libyan females. It is also because people in differences place can be seen humour differently. The target group of Czech females are more responsive to humorous advertising. This is due to the modern differences in each state. The target group of Females in the Czech Rep are more open to humorous advertising then females in Libya. Therefore the study also shows that what could be more humorous for the target group of Czech females is not so humorous for Libyan females. The study found significant difference between printed humorous ads and memory and these differences were different from gender to gender and for country to country and it could refer to individuals and culture differences between the respondents. According to (Chung & Zhao, 2003, Duncan, Nelson, & Frontczak, 1984, Furnham, Gunter, & Walsh, 1998, and Yong & Zinkhan, 1991), they all found a positive effect of humour advertising and on memory. Based on table 24 the target group of Libyan males recall unknown and known brands better than Libyan females. However, the target group of Czech females recall unknown and known brands better than Czech males.

Based on table 25 and 26 printed humorous advertising has effect on memory for the target group of male and female in Libya and Czech Republic is ad 2 for known brand Coca-Cola. This could because this kind of brand is very famous in both the countries. It is clear that the Coca Cola Company use effective humorous advertising to influence the customer's memory. Therefore, this strategy is effective both in Libya and the Czech Republic. Moreover, the effective brand on the target group of males and females in Libya and Czech is brand 2 Coca-Cola. Therefore, printed humorous known brands could easily recall the known brand. Indeed, Coca Cola Company should not have to spend a lot of money for ads in these countries because the brand already exists in the target group of males and females in Libya and Czech Republic. The brand has more effect on male and female's memory with familiar brand such as coca cola. Respondents choose Coca Cola when a test was performed to write the effective brands on their memory they could easily recall Coca Cola because it is

familiarity. According to (Kent and Allen, 1994), familiar brands typically have an elaborate and strong network of associations (schema) in memory which makes it easy for activation to spread, and hence, consumers will easily recall the brand name when prompted both confirmed that recall of familiar brand names was higher than that for unfamiliar brands. According to Stewart (1992) Familiar brands have more of an influence on customers mind and people normally remember familiar brands because they have experience about them better than unfamiliar brands.

HO3: Attitude towards the advertising of Printed humorous is different between the target group of males and females in Libya and Czech Republic

The research found there is no significant difference in level 0.05 regarding the effect of printed humorous ads on attitude towards advertising between the target group of males and females In Libya, and Czech Republic. The results proved that there is no significant difference in level 0.05 regarding the effect of printed humorous ads on attitude towards the ad between the target group of males and females in Libya, and between males and females Czech Republic. However, the research found the target group of Czech male's attitude toward humour ads is more positive than Libyan males, and the target group of Czech female's attitude toward humour ads is more positive than the target group of Libyan females. Differences are due to culture for example alcohol advertisements in the Czech Rep are accepted whilst in Libya they are not. As well as slight sexual exposure on advertisements are not accepted in Libya but are in the Czech Rep. Religious reasons also have an effect on the attitudes of advertisements.

It is clear that the attitude towards advertising regard printed humorous ads is different between the target group of Libya then the Czech Republic. The target group of Czech Males and females attitude toward ad is different from Libyan males and females. The interpretation for this result is that the situation in Libya is the reason for the negative attitude. Generally, studies found that the attitude towards the ad to humour cross culture could be different from one place to another. It agrees with the research that found different attitude toward humour between Chinese and American (Feng. Jian, G and Xiao, dong and Yuewhich, 2011).

From the results of table 30 it is clear that the most humorous advertising effect on the target group of males and females attitude in Libya was ad3 for -known and competitive brands as well as on Czech males. However, printed humorous advertising effect on the target group of female's attitude in the Czech Republic was for ad1 for the unknown brand. The research has found again the difference between females in two countries. Printed humorous for unknown brand has more effect on the target group of female's attitude towards the advertising in Czech. However, printed humorous for known brand has more effect on the target group of female's attitude towards the advertising in Libyan and for male's attitude towards the advertising was the same in two countries. Humorous advertisements can elicit a favourable attitude towards the advertisement and further increase favourable attitude towards the advertised brand (Batra & Ray 1985; Edell & Burke, 1986).

In addition, Humour can be seen differently by genders. The result of this research could support the idea that males and females find different typologies of humour to be funny (Perry, 2001). In addition, attention towards an advertisement leads to be positive attitude towards the advertisement if we consider ads is humorous, the attitude towards the advertisement will be positive. So the attitude towards the brand will be more positive to effect on purchase intention (Eisend, 2011). According to Wolin & Korgaonkar (2002) Studies investigated the differences between males and females, that found significant differences and attitudes towards advertising that were explained by gender.

HO4: Attitude towards the brand for Printed humorous Advertising is different between the target group of males and females in Libya and Czech Republic

The study proves there is no significant difference in level 0.05 regarding the effect of printing humorous ads on attitude towards brand based on the target group of males and females in Libya, and females in Czech Republic. The target group of Czech female's attitude toward the brand has being advertised is more positive than Libyan females attitude toward the brand. Also the target group of Czech female's attitude toward the brand is more positive than Libyan male's attitude toward the brand. For example brands that are familiar in the Czech Rep may not have the desired effect in Libya even though the advertisements are humorous due to the attitude towards the brand, such as advertisements promoting products that contain forbidden animal such as Pig which most likely have a negative attitude towards the brand.

Table 34 shows that the brand that has more of an effect on the target group of male and female attitude toward the brand in Libya was brand 3 for the known and competitive brand Pepsi, however, the brand has more effect on male and females attitude towards the brand in the Czech Republic was brand 2 Coca Cola. So these kinds of ads could be used to influence the target group of males and females attitude toward the brand for known and competitive brands in Libya and the Czech Republic.

Even though the attitude towards the brand for the target group of males and females in Libya and Czech Republic to known brands, males and females in Libya prefer competitive brand for example Pepsi than the known brand Coca-Cola. On the other hand, there is no attitude towards regard to unknown brands in both countries. Based on the result of printed humorous ads for known and competitive brand has an affect more on the target group of males and females attitude towards the brand in Czech Rep and Libyan than unknown brands. It is clear that this significance effect on printed humorous ads on attitude toward to a familiar brand. Printed humorous ads have different effect from the target group of Czech males and females than Libyan males and females. Familiar brands have the power of impact on attitude towards the brand than unfamiliar brands. This result is also consistent with other studies (Batra and Ray, 1986; Edell and Burke, 1984), which found the familiar brand has more of an effect on brand attitude. In addition, (Batra & Ray 1985; Edell and Burke, 1986) found that humorous advertising worked perfect to give favourable attitudes from the customer, and increasing memory of the advertised brand. Researchers have found that affective reaction to stimulus will increase attitude both towards the ad and towards the brand.

Certain aspects must be taken in consideration when using humour for advertising. This study has found that there are many factors that play an important role in advertising. Culture has a role to play, certain humorous advertisements must be considered for the type of audience it is being presented to. Culture can be also used in a positive way also; with good thought using the culture to form humorous advertising can have a positive effect for the brand and make it more memorable. Religious aspect must also be considered carefully to not have a negative effect on the brand. Poor judgment to this cold has a detrimental effect on the company. Exposure to products that may be forbidden in Libya may not be forbidden in Czech Rep for example Alcohol brands, foods containing Pig. Whilst humorous advertising on alcohol products in the Czech Republic have had a positive effect on the brands it could have the

opposite effect in Libya. Humorous advertising should not only be used to attract attention to the brand but most importantly increase sales. So to have an effect on the memory of the consumer is vital.

Although the recalled test found that familiar brand is better recall than unfamiliar brand, the results approve that the competitive brand Pepsi has more effect on males and females attitude toward the brand than coca cola. As results, the humour ads could play important role to change customer attitude toward brand or change customer loyalty toward the familiar brand particular if this brands are competing to each other and this is what advertiser always looking for.

Using models of attitude has shown important and interesting results regard transfer AG to Aad1 and Ab1 for unfamiliar brand Coffee Alive. No transfer is possible towards unfamiliar brand coffee Alive from AG to Ab1. This could be logical because respondents are not familiar with the brand or they do not use the brand. As results, there is no possibility of transfer of attitude towards brand for name brand in both the target group of Libya and Czech. However, results shows that there is possibility of transfer of AG to Aad1 for unfamiliar brand coffee a life for the target group of Libyan males and Czech females according to ATH model. We could indicate that in ad1 the Aid is stronger than Ab and that could enhance and build Aad1.

Results also show that transfer of Aad1 to Ab1 is possible just for the target group of Libyan females according to RMH models. Only Libyan females are seen this ad1 is humour doesn't matter if the brand is unfamiliar as long as the ad come with humour the target group of Libyan females can associate the brand. There is general agreement that Aad is stronger than Ab when familiar brands are tested. When consumers are unfamiliar with an advertised brand, they lack prior knowledge on which to base attitudes toward the brand. Thus, they are more likely to rely on attitudes toward the ad in forming attitudes toward the brand. Thus, the effect of attitude toward the ad on brand evaluations should be greater when the ad is for an unfamiliar rather than a familiar brand (Machleit, Allen, and Madden, 1993; Machleit and Wilson, 1988).

Testing models of attitude has shown also that the target group of Czech males and females are respecting Coca-Cola brand. This respect was obvious in relation between AG and Ab 2 in ad 2. We may say that coca cola is more popular brand in Czech than Pepsi. However, we did not see same respect of coca cola brand in Libya in ad 2 because Libyans prefer Pepsi which is widely used in their country. Therefore, brand cognition can influence Ab according to DMH model. Results also show that the target group of females in Libya and Czech Republic consider ad2 is humour more than males who has showing no transfer is possible from Aad 2 to Ab 2 because of man with big belly. Therefore, humour can use to associate familiar brand for females in both countries also we could indicate that females like to see males in advertising in funny situation.

Surprisingly results have shown no possibility of transfer AG to Ab 3 for Pepsi brand in Libya even though they prefer this brand. It could because ad 2 for coca cola has attacked ad3 for Pepsi however; results show transfer of AG to Aad for the target group of Libyans is possible. Thus, humour can enhance and build attitude towards ad. Results approved for third time that Libyan females consider this ad3 is humour more than other respondents while we did not see any transfer from Aad to Ab for the target group of Libyan and Czech males for three ads. We may say that females are appreciating humour more than females in both countries. Therefore using humour in ad can associate familiar and unfamiliar brand for the target group of Libyan females and familiar brand for Czech females.

7. Conclusion

Overall, the results proved that printed humour advertising has effect on the target group of males and female's attention, memory, attitude toward ad and brand being advertised in Libya and Czech Republic. The results confirm that printed humour ads create positive attitude toward unfamiliar brand in both countries. The results found significant direct effect of Aad on Ab to unfamiliar brand for the target group of Czech males, females and Libyan males. However, results found no direct impact of Aad on Ab for unfamiliar brand for the target group of Libyan females. Nevertheless, results found that humour ads have divergent effect on attitude toward familiar brand. The results proved that there is direct effect of Aad on Ab for familiar brand 2 coca cola for the target group of Czech males Libyan males. On the other hand, results proved that there is no direct effect of Aad on Ab for familiar brand 2 coca cola for the target group of Libyan females and Czech females toward brand coca cola. Moreover,

the results proved that there direct effect of Aad on Ab for familiar brand 3 Pepsi for the target group of Czech males and females as well as Libyan males and females. Therefore, familiar brand Pepsi has more effect of Aad on Ab comparing with other brand.

Using humorous in advertising still have controversial in field of marketing because every time gives different result and this result differs from gender to gender and place to another. Choosing the best humorous types for suitable gender and culture could lead to Success or fail to the aims of marketing and create positive or negative impact to products and the brands. According to (Buijzen & Valkenburgk, 2004) males and females react different regard humour to be funnier than others and demographic factors such as gender, culture, and socioeconomic status to be more important in humour appreciation and get more customers over.

The main contribution to the sciences in this thesis is efficiency of ad using general attitude in the memory. Humor advertising can replace brand or help to invest of brand. Also general attitude toward ad can transferred to Aad, Ab and purchasing intention by using humorous ad and this is will decrease costs of advertising. Transferring image of brand can turn customers from brand to other, which will change preferences of brand and brand loyalty and this beneficial and desirable for advertisers. Humour ads also can transfer image of unfamiliar brand. Therefore, this will be effective way to transfer the image of new brands to purchase intention by using humor.

In link with current study papers, Hatzithomas, Zotos and Bouzouki (2010) designated that the significant difference between the target group of males and female's attention, memory; attitude towards advertising and attitude toward brands are the collective denominator of humorous ads everywhere in the biosphere. Henceforth, conferring to significant difference between the target group of males and females in Libya and Czech Republic regarding printed humorous advertisements, practices might be the fundamental of a worldwide consistent communication approach. Additionally, this study specified that attention, memory, attitude towards advertising and attitude toward brands are of witty execution mechanisms that are favoured frequently in Libya and Czech Republic. Remarkably, both the target group of Libya and Czech Republic selected comparable approaches in expressions of males and females expectations toward brands concerning printed humorous advertisements. Knowing more

regard the effect of humour advertising on Attitude toward advertising and brand in Czech and Libya because this topic need more studies. also The research will be first study will comparing the effect of printed humour ads on Czech and Libyan attention, memory, attitude towards advertising and attitude towards the brand. In addition, the study also will be as literature overview to other researchers who interested to study humour advertising in Libya and Czech Republic, and how genders in these countries look at printed humour advertising. The research results could use for other researcher for further studies especially for comparative studies between Libya and Czech with other people in different countries.

In addition, this research has practical achievement as well. The results of research display that improved advertisement consequence frequently depends on reliability among attention, memory, attitude towards advertising and attitude toward brands regarding printed humorous advertisement. Bara, Roberto and Botelho (2011) recommend that advertising comprising an appropriate prerogative creates a better approach in the direction of the advertisement, and then Chyong-Ling, Jin-Tsann and Wen Chi (2011) initiated that spectators recall precise attention, memory, attitude towards advertising and attitude toward brands further frequently than others. The advertisers, accordingly, must cautiously manage attention, memory, attitude towards advertising and attitude toward brands in Libya and Czech Republic regarding printed humorous advertisements. It is vital to practice an appropriate humour category for certain significant difference. This study offers understanding into the central connection between the target group of males and female's attention, memory, attitude towards advertising and attitude toward brands in Libya and Czech Republic regarding printed humorous advertisements. Mainly, this study did not conceal the lapses of significant difference between males and females for the reason that advertising provocation might be of use.

The contemporary study exposes an amount of substantial dissimilarities among humorous advertising in Libya and Czech Republic. In expressions of the practice of humorous publicity, a substantially and a sophisticated proportion of ads in Libya associated to Czech Republic were initiated to ensure a humorous intention. Moreover, a knowingly greater incidence of humour leading humorous advertisements was generated in Libya and Czech Republic advertisements. Czech Republic advertisers appear to deliberate on further unassuming humorous advertising applications. Consequently, Czech Republic humorous ads involve predominantly the strange resolution practice and put emphasis on comical humour.

Furthermore, the study outcomes deliver substantiation of the importance between the target group of males and female's attention, memory, attitude towards advertising and attitude toward brands in form of publication and product classification in contents of humorous advertising. The significant difference between males and female's attention, memory, attitude towards advertising and attitude toward brands do employ substantially aggressive forms of humour, like satire, whereas some publications assume additional emotional attitudes, such as romantic humour (Hsieh, Hsu & Fan, 2010). On the additional pointer, in overall difference between males and female's attention, memory, attitude towards advertising and attitude toward brands, unbiased categories of humour are favoured for example, comical humour. Additionally, printed humorous advertisement appears to be further suitable for participation of goods and lesser on undesirable motives.

The outcomes likewise specify that as soon as there are optimistic intentions, males and females in Libya and Czech Republic choose humour leading and image leading advertisements. On the opposing, when enthusiasm is undesirable, evidence leading advertisements are deliberated to remain more appropriate. The main marketing associations for the study curtail from the comparisons revealed among the two nations. Both Libya and Czech Republic advertisers practice significant difference between males and female's attention, memory, attitude towards advertising and attitude toward brands in Libya and Czech Republic regarding printed humorous advertisements in command to generate humorous appeals (Wilkins & Eisenbraun, 2009).

7.1 Research Limitations:

Several limitations of this study should be taken into consideration in evaluating the results. First limitation is my Arabic English. Originally the questionnaire was designed in English and then translated into Arabic. Questionnaires in English to Czech students and Arabic to Libyan students were done. The technique that was used is back translation method. Back translation is the process of translating a document that has already been translated into a foreign language back to the original language by an independent translator (Douglas and Craig, 1999). Differences in translation were resolved as a result of comparison between the two versions according to Saunders (2007): direct translation, back translation, parallel translation and mixed techniques was not done because Czech respondents have answered

English questionnaire. Therefore, translation had no meaning for them.

Second, the size of sample was related to three kinds of humor on branded and unknown brand ads. Each of these four factors needs minimally 40 respondents from each country, 160 total for each gender and country. Therefore, in research sample of 200 males and 160 females in Libya and 153 males and 199 females in Czech Republic doesn't fill minimal number of respondents for Czech males. Because of unclear understanding to humor kinds between cultures the sample size should be bigger. We have found other authors who are saying that students are not representative for the rest of population but these authors have not measured attitudes towards advertising. Also others authors are proved that representativeness of students sample selection (Andrews, 1989; Pollay and Mittal, 1993; Ramaprasad and Thurwanger, 1998). Therefore, we have agreed with previously cited authors. Selection of student respondents was purposely biased on students having marketing seminar to distinguish only cultural differences. Moreover, There is little difference between student's attitude towards advertising and those of other segments of the population (Andrews, 1989; Pollay and Mittal, 1993 Ramaprasad and Thurwanger, 1998). Therefore, homogeneity of research sample was needed, and results will Valid for students, people who behaving like students or have the same characteristic.

Third, data were collected in hard time especially in Libya when the situation was unstable because of civil war. Thus, if the data were collected in normal situation may the results would be different.

Fourth, research was focused on printed humor advertising which people care for care for less than TV advertising or social media advertising. Thus, study of attitude towards humor ad in social media network can give different results comparing with research finding.

7.2 Future studies

The study delivers useful perceptions on the significant difference between males and female's attention, memory, attitude towards advertising and attitude toward brands in Libya and Czech Republic regarding printed humorous advertisements. Like some investigation of significant difference between male and female respondents, outcomes and deliberations are noted by the advertisement environment alongside with attention, memory, attitude towards

advertising and attitude toward brands. In detail, the study must be tacit in setting notable advertisements of printed humorous arrangements. Consideration of study using the overall advertising public would be valuable to strengthen significant difference between males and female's attention, memory, attitude towards advertising and attitude toward brands in Libya and Czech Republic. Future study must endeavour connection, participation and handling of printed humorous advertisements. Even though, this study encourages ideal attention, memory, attitude towards advertising and attitude toward brands, printed humorous advertisement takes place simply when situational participations are vital to determine attention, memory, attitude towards advertising and attitude toward brands.

Future study could examine inducements that are appropriate for determination of significant difference between males and female's attention, memory, attitude towards advertising and attitude toward brands or economic goods. Subsequent, as substitutes of humorous advertisements, future study could explore diverse advertisement categories as controlling variables, such as emotional or reasoning advertisements, and study whether these advertisements reason diverse outcomes in Libya and Czech Republic's printed humorous advertisements advertisement consequence. Notwithstanding the connotation of humour in the advertising base, denotes significant difference between males and female's attention, memory, attitude towards advertising and attitude toward brands in Libya and Czech Republic regarding printed humorous advertisements as presented (Hatzithomas, Zotos & Boutsouki, 2010).

Future research also could investigate humour advertising in other countries and studies can focus on other appeal such as fear, sexual, or rational. It would be interesting comparing all the appeals under one project and identify which appeals bring in more revenue to the advertising organization. Differences between the genders regarding benefits and types of humour could be a topic for research as well. I addition research which type of humour that is best and suited for printed humour advertising and which types of humour that is most frequently used in Libya and Czech Republic in advertising and compared to other countries.

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9. Appendix

9.1 Appendix 1 Questionnaire

Esteemed brothers and sisters
Greetings

I am pleased to present to you my survey about printing humorous Advertising. By providing adequate information accurately will lead to achieve the goals of this research. I will be happy if you answer the questions carefully and express any comments you feel useful for the research. All the answers will be used for scientific purposes only.

1 What is your opinion about advertising in general?

Good ☐   Uncomfortable ☐   Boring ☐   Interesting ☐   Disturbing ☐

Please add your general attitude towards humorous advertising

statement	Strongly agree	Agree	Neutral	Strongly disagree	Disagree
2 Humorous advertising is interesting					
3 Humorous Advertising is exciting					
4 Humorous advertising is funny					
5 Humorous advertising provide information					
6 Humorous advertising makes you feel positive about the brand					
7 I remember humorous advertising long time					

Please look at this advertising and answer the following questions

8 What is your feeling about this advertising mark one option or more?

Good ☐   Uncomfortable ☐   Boring ☐   Interesting ☐   Disturbing ☐

9 What is your opinion about this advertising mark one option or more?

Entertaining ☐   Attractive ☐   Honest ☐   Informative ☐

Add your comment about ad processing according to your attitude	Strongly agree	Agree	Neutral	Strongly disagree	Disagree
10 This advertising is funny					
11 The message in this advertising is understandable					
12 The text of message in this ad is in harmony with picture					
13 I paid attention to this ad					
14 This ad effect my attitude towards brand					
15 This coffee brand ad I will remember for long time					
16 This advertising present product and brand in funny way					
17 I have a good knowledge about brand					
18 This ad appeals to feelings					
19 The ad is convincing					

Please look at this advertising and answer the following questions

20 What is your feeling about this advertising mark one option or more?

Good ☐   Uncomfortable ☐   Boring ☐   Interesting ☐   Disturbing ☐

21 What is your opinion about this advertising mark one option or more?

Entertaining ☐   Attractive ☐   Honest ☐   Informative

Add your comment about ad processing according to your attitude	Strongly agree	Agree	Neutral	Strongly disagree	Disagree
22 This advertising is funny					
23 The message in this advertising is understandable					
24 The text of message in this ad is in harmony with picture					
25 I paid attention to this ad					
26 This ad effect my attitude towards brand					
27 This Coca-Cola brand ad i will remember for long time					
28 This advertising present product and brand in funny way					
29 I have a good knowledge about brand					
30 This ad appeals to feelings					
31 The ad is convincing					

Please look at this advertising and answer the following questions

32   What is your feeling about this advertising mark one option or more?

Good ☐   Uncomfortable ☐   Boring ☐   Interesting ☐   Disturbing   ☐

33   What is your opinion about this advertising mark one option or more?

Entertaining   ☐   Attractive   ☐   Honest   ☐   Informative   ☐

Add your comment about ad processing according to your attitude	Strongly agree	Agree	Neutral	Strongly disagree	Disagree
34 This advertising is funny					
35 The message in this advertising is understandable					
35 The text of message in this ad is in harmony with picture					
37 I paid attention to this ad					
38 This ad effect my attitude towards brand					
39 This Pepsi brand ad i will remember for long time					
40 This advertising present product and brand in funny way					
41 I have a good knowledge about brand					
42 This ad appeals to feelings					
43 The ad is convincing					

Let summarize your previous answers in comparison

Question	AD1	AD2	AD3
44 The ad which affected my attention the most is			
45 The ad which I recalled the most is			
46 The ad which affects my attitude toward the ad the most is			

Question	Brand1	Brand2	Brand3
47 The best brand which I paid attention most is			
48 The best brand which effected my memory is			
49 The best brand which affected my attitude is			

50   Please write down the brand that you have seen in

Ad1………………

Ad2………………

Ad3……………….

51   What is your gender?

Male ☐   Female ☐

52 On a spiritual point of view you describe yourself as?

Catholic	Protestants	Orthodox	Muslim	Jewish	Atheist	other	Type it

53 What is your Nationality?

Libyan ☐   Czech ☐

54 Your level of education is?

High school ☐

Bachelor ☐

Master ☐

PHD ☐

9.2 Appendix 2 Reliability

Table: 38 Scale: ALL VARIABLES Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the
procedure.

Table: 39 Reliability Statistics

Cronbach's Alpha	N of Items
.710	6

Table 40: Reliability Scale: ALL VARIABLES Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a.   Listwise deletion based on all variables in
     the procedure.

Table: 41 Reliability Statistics

Cronbach's Alpha	N of Items
.601	10

Table: 42 Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Table: 43

Reliability Statistics

Cronbach's Alpha	N of Items
.782	10

Table: 44: Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Table: 45

Reliability Statistics

Cronbach's Alpha	N of Items
.747	10

Table: 46 Scaleble ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

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Table: 47

Reliability Statistics

Cronbach's Alpha	N of Items
.826	36

9.3 Appendix 3 Testing hypotheses

Attention
NPar Tests

Table 48 :**One-Sample Kolmogorov-Smirnov Tests**

		attention
N		712
Normal Parameters[a,b]	Mean	3.3258
	Std. Deviation	.68123
Most Extreme Differences	Absolute	.141
	Positive	.078
	Negative	-.141-
Kolmogorov-Smirnov Z		3.763
Asymp. Sig. (2-tailed)		.000

a. Test distribution is Normal.

b. Calculated from data.

PPlot

Table: 49 Case Processing Summary

		attention
Series or Sequence Length		712
Number of Missing Values in	User-Missing	0
the Plot	System-Missing	0

The cases are unweighted.

Table : 50 Estimated Distribution Parameters

		attention
Normal Distribution	Location	3.3258
	Scale	.68123

The cases are unweighted.

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Normal Q-Q Plot of attention
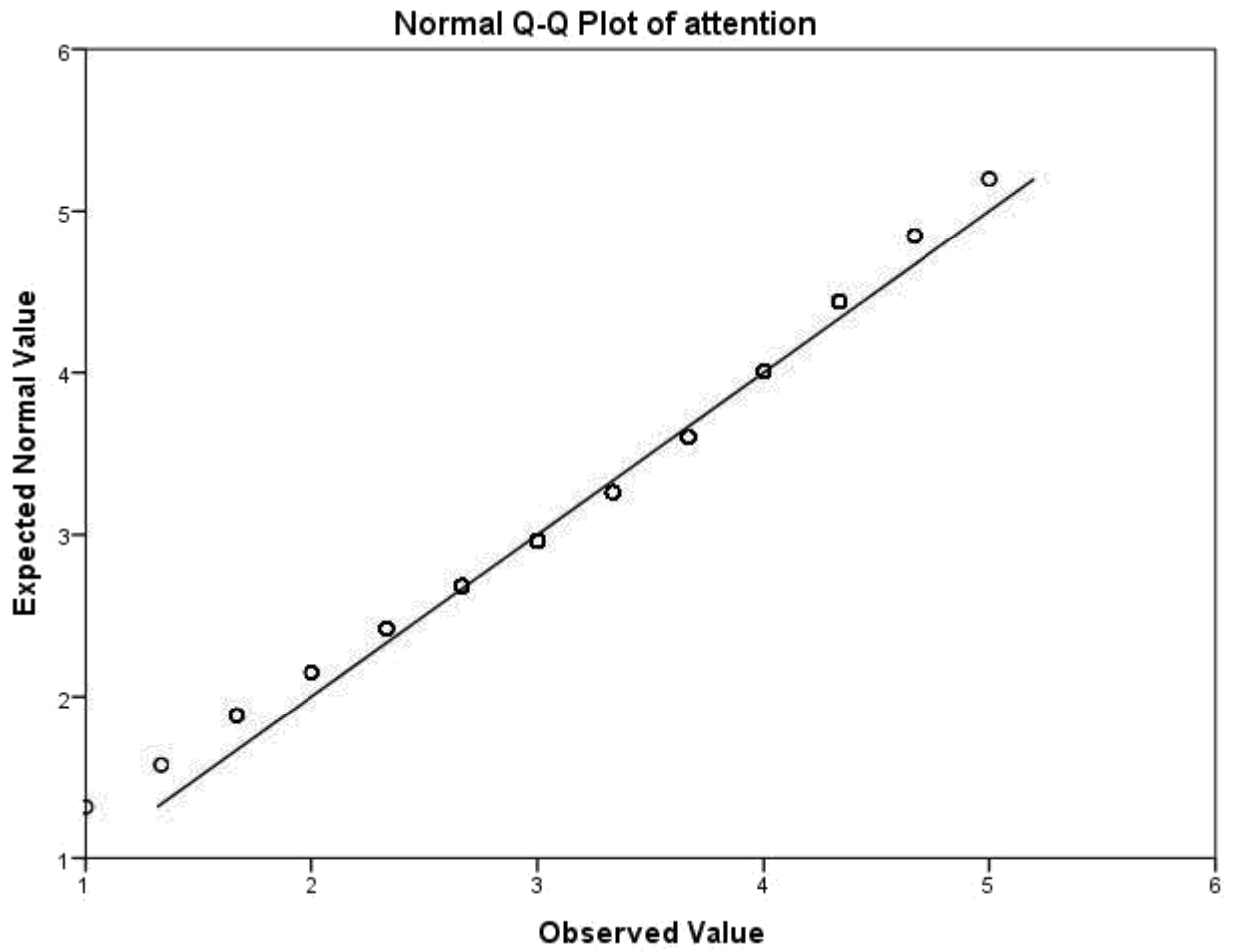
Table: 51 Group Statistics[a]

	Gender	N	Mean	Std. Deviation	Std. Error Mean
attention	Male	200	3.4350	.59516	.04208
	female	160	3.2583	.82835	.06549

a. Nationality = Libyan

Table: 52 Independent Samples Test[a]

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference Lower	Upper
attention	Equal variances assumed	5.806	.016	-1.564	350	.119	-.10859	.06942	-.24513	-.02794
	Equal variances not assumed			-1.538	303.970	.125	-.10859	.07059	-.24751	-.03032

a. Nationality = Czech

Table : 53 Group Statistics[a]

	Gender	N	Mean	Std. Deviation	Std. Error Mean
attention	Male	153	3.2331	.69152	.05591
	female	199	3.3417	.60806	.04310

a. Nationality = Czech

Table: 54 Independent Samples Test[a]

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference Lower	Upper
attention	Equal variances assumed	5.806	.016	-1.564	350	.119	-.10859	.06942	-.24513	-.02794
	Equal variances not assumed			-1.538	303.970	.125	-.10859	.07059	-.24751	-.03032

a. Nationality = Czech

Table: 55 Group Statistics

	Nationality	N	Mean	Std. Deviation	Std. Error Mean
attention	Libyan	200	3.4350	.59516	.04208
	Czech	153	3.2331	.69152	.05591
memory	Libyan	200	3.3400	.71590	.05062
	Czech	153	3.3268	.77843	.06293
General attitude	Libyan	200	3.5700	.45432	.03213
	Czech	153	3.7124	.56527	.04570
toward attitude	Libyan	200	3.2350	.71108	.05028
	Czech	153	3.5425	.84629	.06842

Table: 56 Independent Samples Test

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
									Lower	Upper
attention	Equal variances assumed	10.503	.001	2.943	351	.003	.20188	.06860	.06697	.33680
	Equal variances not assumed			2.885	299.592	.004	.20188	.06998	.06418	.33959
memory	Equal variances assumed	2.990	.085	.165	351	.869	.01320	.07987	-.14388-	.17029
	Equal variances not assumed			.163	312.428	.870	.01320	.08077	-.14571-	.17212
General attitude	Equal variances assumed	13.073	.000	-2.624-	351	.009	-.14242-	.05428	-.24917-	-.03566-
	Equal variances not assumed			-2.549-	286.001	.011	-.14242-	.05586	-.25237-	-.03247-
toward attitude	Equal variances assumed	7.967	.005	-3.706-	351	.000	-.30748-	.08298	-.47068-	-.14429-
	Equal variances not assumed			-3.621-	294.835	.000	-.30748-	.08491	-.47458-	-.14038-

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Table: 57 Group Statistics

	Nationality	N	Mean	Std. Deviation	Std. Error Mean
attention	Libyan	160	3.2583	.82835	.06549
	Czech	199	3.3417	.60806	.04310
memory	Libyan	160	3.1188	.83791	.06624
	Czech	199	3.4204	.79927	.05666
General attitude	Libyan	160	3.5865	.59639	.04715
	Czech	199	3.7554	.60691	.04302
toward attitude	Libyan	160	3.1083	.83974	.06639
	Czech	199	3.6181	.98324	.06970

Table: 58 Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
attention	Equal variances assumed	15.716	.000	-1.099	357	.273	-.08338	.07588	-.23260	.06585
	Equal variances not assumed			-1.063	283.834	.288	-.08338	.07840	-.23769	.07094
memory	Equal variances assumed	.252	.616	-3.479	357	.001	-.30169	.08672	-.47223	-.13114
	Equal variances not assumed			-3.461	333.435	.001	-.30169	.08717	-.47315	-.13022
General attitude	Equal variances assumed	1.313	.253	-2.642	357	.009	-.16899	.06395	-.29475	-.04322
	Equal variances not assumed			-2.648	343.033	.008	-.16899	.06383	-.29453	-.04344
toward attitude	Equal variances assumed	12.668	.000	-5.206	357	.000	-.50976	.09791	-.70231	-.31720
	Equal variances not assumed			-5.296	355.678	.000	-.50976	.09626	-.69906	-.32045

Memory

NPar Tests

Table: 59 One-Sample Kolmogorov-Smirnov Tests

		memory
N		712
Normal Parameters[a,b]	Mean	3.3099
	Std. Deviation	.78731
Most Extreme Differences	Absolute	.117
	Positive	.060
	Negative	-.117-
Kolmogorov-Smirnov Z		3.127
Asymp. Sig. (2-tailed)		.000

a. Test distribution is Normal.

b. Calculated from data.

PPlot

Table: 60 Case Processing Summary

		memory
Series or Sequence Length		712
Number of Missing Values in the Plot	User-Missing	0
	System-Missing	0

The cases are unweighted.

Table: 61 Estimated Distribution Parameters

		memory
Normal Distribution	Location	3.3099
	Scale	.78731

The cases are unweighted.

Normal Q-Q Plot of memory
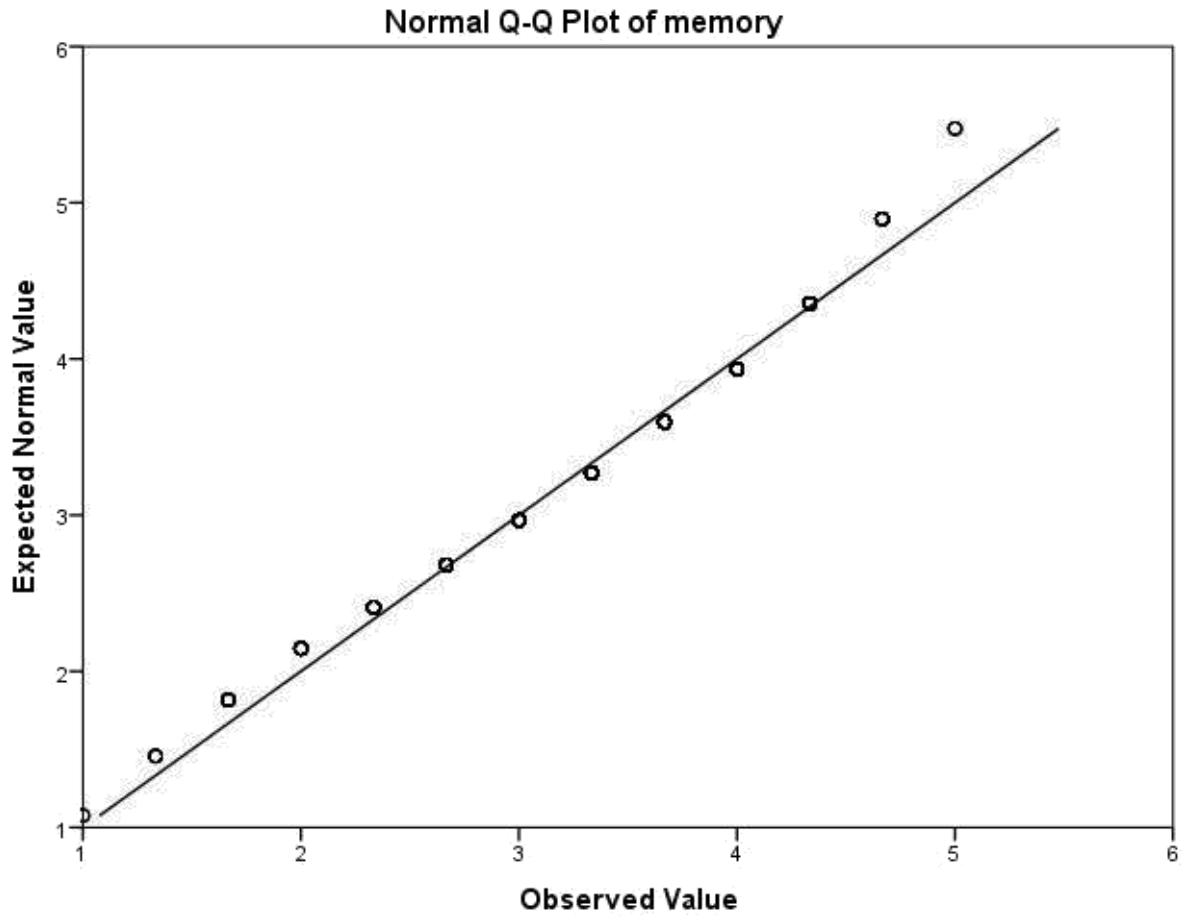
t-test
Nationality = Libyan

Table: 62 Group Statistics^a

	Gender	N	Mean	Std. Deviation	Std. Error Mean
memory	Male	200	3.3400	.71590	.05062
	female	160	3.1188	.83791	.06624

a. Nationality = Libyan

| | | Levene's Test for Equality of Variances | | T-test for Equality of Means | | | | | | |
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
mem ory	Equal variances assumed	11.541	.001	2.700	358	.007	.22125	.08193	.06012	.38238
	Equal variances not assumed			2.654	313.507	.008	.22125	.08337	.05721	.38529

a. Nationality = Libyan

Nationality = Czech

Table: 64 GroupStatistics[a]

Gender	N	Mean	Std. Deviation	Std. Error Mean
memoryMale	153	3.3268	.77843	.06293
female	199	3.4204	.79927	.05666

a. Nationality = Czech

Table: 65 Independent Samples Test[a]

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
me mor y	Equal variances assumed	1.450	.229	-1.102-	350	.271	.09364-	.08497	.26076-	.07349
	Equal variances not assumed			-1.106-	331.220	.270	.09364-	.08468	.26022-	.07294

a. Nationality = Czech

General attitude towards advertising

NPar Tests

Table: 66 One-Sample Kolmogorov-Smirnov Test

		General attitude
N		712
Normal Parameters[a,b]	Mean	3.6561
	Std. Deviation	.56109
Most Extreme Differences	Absolute	.074
	Positive	.050
	Negative	-.074-
Kolmogorov-Smirnov Z		1.985
Asymp. Sig. (2-tailed)		.001

a. Test distribution is Normal.

b. Calculated from data.

PPlot

Table: 67: Case Processing Summary

		General attitude
Series or Sequence Length		712
Number of Missing Values in	User-Missing	0
the Plot	System-Missing	0

The cases are unweighted.

Table: 68 Estimated Distribution Parameters

		General attitude
Normal Distribution	Location	3.6561
	Scale	.56109

The cases are unweighted.

Normal Q-Q Plot of General attitude
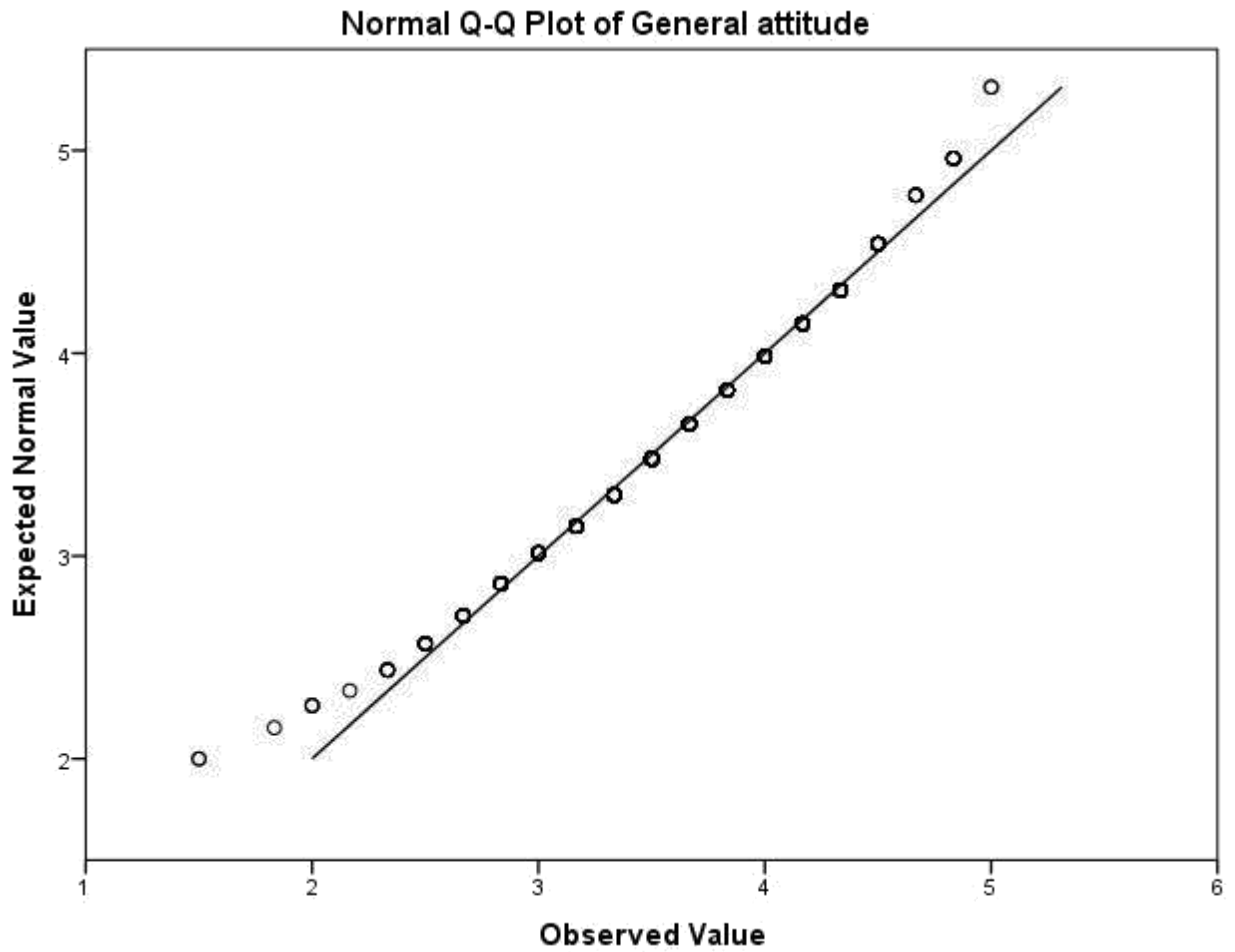
t-test
Nationality = Libyan

Table: 69 general attitudes

	Gender	N	Mean	Std. Deviation	Std. Error Mean
General attitude	Male	200	3.5700	.45432	.03213
	female	160	3.5865	.59639	.04715

a. Nationality = Libyan

Table: 70 Independent Samples Test[a]

		Levene's Test for Equality of Variances		T-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
General attitude	Equal variances assumed	11.469	.001	-.297	358	.767	-.01646	.05539	-.12539	.09247
	Equal variances not assumed			-.288	290.820	.773	-.01646	.05705	-.12875	.09583

a. Nationality = Libyan

Nationality = Czech

Table: 71 Group Statistics[a]

	Gender	N	Mean	Std. Deviation	Std. Error Mean
General attitude	Male	153	3.7124	.56527	.04570
	female	199	3.7554	.60691	.04302

a. Nationality = Czech

Table: 72 Independent Samples Test[a]

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
General attitude	Equal variances assumed	1.474	.226	-.679	350	.497	-.04303	.06335	-.16762	.08157
	Equal variances not assumed			-.686	337.382	.493	-.04303	.06276	-.16648	.08043

a. Nationality = Czech

Attitude Toward the brand

NPar Tests

Table: 73 One-Sample Kolmogorov-Smirnov Test

		toward attitude
N		712
Normal Parameters[a,b]	Mean	3.3797
	Std. Deviation	.87500
Most Extreme Differences	Absolute	.088
	Positive	.088
	Negative	-.073-
Kolmogorov-Smirnov Z		2.342
Asymp. Sig. (2-tailed)		.000

a. Test distribution is Normal.

b. Calculated from data.

PPlot

Table: 74 Case Processing Summary

		toward attitude
Series or Sequence Length		712
Number of Missing Values in the Plot	User-Missing	0
	System-Missing	0

The cases are unweighted.

Table: 75 Estimated Distribution Parameters

		toward attitude
Normal Distribution	Location	3.3797
	Scale	.87500

The cases are unweighted.

Normal Q-Q Plot of toward attitude
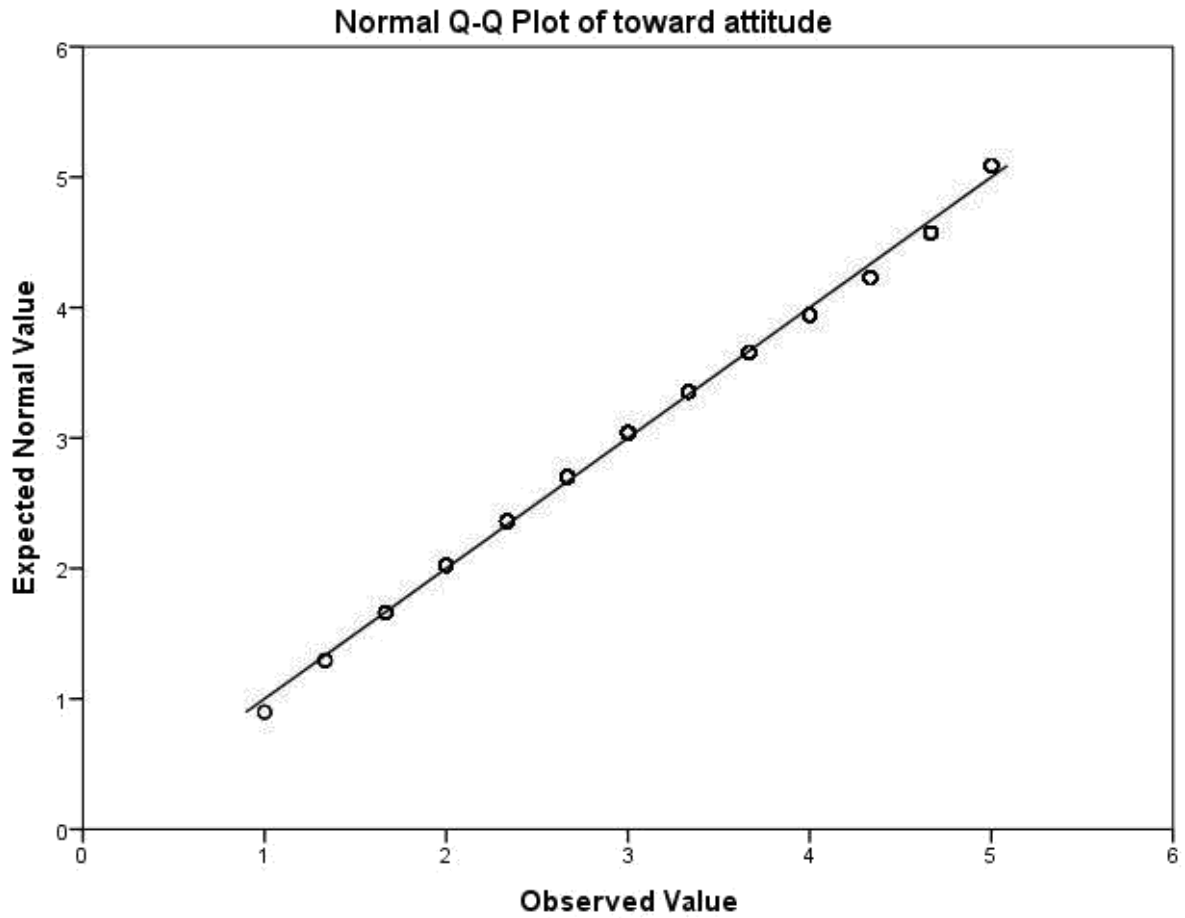
T-Tes

Nationality = Libyan

Table: 76 Group Statistics[a]

	Gender	N	Mean	Std. Deviation	Std. Error Mean
toward attitude	Male	200	3.2350	.71108	.05028
	female	160	3.1083	.83974	.06639

a. Nationality = Libyan

Table: 77 Independent Samples Test[a]

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
toward attitude	Equal variances assumed	3.046	.082	1.549	358	.122	.12667	.08176	-.03413-	.28747
	Equal variances not assumed			1.521	311.767	.129	.12667	.08328	-.03719-	.29053

a. Nationality = Libyan

Nationality = Czech

Table: 78 Group Statistics[a]

Gender	N	Mean	Std. Deviation	Std. Error Mean
toward attitude Male	153	3.5425	.84629	.06842
female	199	3.6181	.98324	.06970

a. Nationality = Czech

Table: 79 Independent Samples Test[a]

		Levene's Test for Equality of Variances		T-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
toward attitude	Equal variances assumed	7.798	.006	-.759-	350	.448	-.07561-	.09959	-.27148-	.12027
	Equal variances not assumed			-.774-	345.521	.439	-.07561-	.09767	-.26771-	.11649

a. Nationality = Czech

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Nationality = Czech

Table: 80 Group Statistics[a]

	Gender	N	Mean	Std. Deviation	Std. Error Mean
toward attitude	Male	153	3.5425	.84629	.06842
	female	199	3.6181	.98324	.06970

a. Nationality = Czech

Table: 81 Independent Samples Test[a]

		Levene's Test for Equality of Variances		t-test for Equality of Means						
							Mean Differen ce	Std. Error Differen ce	95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)			Lower	Upper
toward attitude	Equal variances assumed	7.798	.006	-.759-	350	.448	-.07561-	.09959	-.27148-	.12027
	Equal variances not assumed			-.774-	345.521	.439	-.07561-	.09767	-.26771-	.11649

a. Nationality = Czech

Nationality = Libyan, Gender = Male

Table: 82 Most humorous advertising message Effective on your attention[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ad1	37	18.5	18.5	18.5
	Ad2	39	19.5	19.5	38.0
	Ad3	124	62.0	62.0	100.0
	Total	200	100.0	100.0	

a. Nationality = Libyan, Gender = Male

Table: 83 Most humorous advertising offer Effective on your memory[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ad1	30	15.0	15.0	15.0
	Ad2	124	62.0	62.0	77.0
	Ad3	46	23.0	23.0	100.0
	Total	200	100.0	100.0	

Table: 84 most humorous ads Effective on your attitude[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ad1	37	18.5	18.5	18.5
	Ad2	43	21.5	21.5	40.0
	Ad3	120	60.0	60.0	100.0
	Total	200	100.0	100.0	

a. Nationality = Libyan, Gender = Male

Nationality = Libyan, Gender = female

Table: 85 most humorous advertising messages Effective on your attention[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ad1	36	22.5	22.5	22.5
	Ad2	39	24.4	24.4	46.9
	Ad3	85	53.1	53.1	100.0
	Total	160	100.0	100.0	

a. Nationality = Libyan, Gender = female

Table: 86 Most humorous advertising offer Effective on your memory[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ad1	37	23.1	23.1	23.1
	Ad2	78	48.8	48.8	71.9
	Ad3	45	28.1	28.1	100.0
	Total	160	100.0	100.0	

a. Nationality = Libyan, Gender = female

Table :87 Most humorous ads Effective on your attitude[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ad1	41	25.6	25.6	25.6
	Ad2	41	25.6	25.6	51.3
	Ad3	78	48.8	48.8	100.0
	Total	160	100.0	100.0	

a. Nationality = Libyan, Gender = female

Nationality = Czech, Gender = Male

Table: 88 most humorous advertising message Effective on your attention[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ad1	55	35.9	35.9	35.9
	Ad2	44	28.8	28.8	64.7
	Ad3	54	35.3	35.3	100.0
	Total	153	100.0	100.0	

a. Nationality = Czech, Gender = Male

Table: 89 Most humorous advertising offer Effective on your memory[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ad1	33	21.6	21.6	21.6
	Ad2	90	58.8	58.8	80.4
	Ad3	30	19.6	19.6	100.0
	Total	153	100.0	100.0	

a. Nationality = Czech, Gender = Male

Table: 90 Most humorous ads Effective on your attitude[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ad1	50	32.7	32.7	32.7
	Ad2	44	28.8	28.8	61.4
	Ad3	59	38.6	38.6	100.0
	Total	153	100.0	100.0	

a. Nationality = Czech, Gender = Male

Nationality = Czech, Gender = female

Table: 91 most humorous advertising messages Effective on your attention[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ad1	81	40.7	40.7	40.7
	Ad2	55	27.6	27.6	68.3
	Ad3	63	31.7	31.7	100.0
	Total	199	100.0	100.0	

a. Nationality = Czech, Gender = female

Table: 92 Most humorous advertising offer Effective on your memory[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ad1	48	24.1	24.1	24.1
	Ad2	113	56.8	56.8	80.9
	Ad3	38	19.1	19.1	100.0
	Total	199	100.0	100.0	

a. Nationality = Czech, Gender = female

Tabl e :93 Most humorous ads Effective on your attitude[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ad1	80	40.2	40.2	40.2
	Ad2	41	20.6	20.6	60.8
	Ad3	78	39.2	39.2	100.0
	Total	199	100.0	100.0	

a. Nationality = Czech, Gender = female

```
FREQUENCIES VARIABLES=y1 y2 y3  /ORDER=ANALYSIS.
```

Frequencies
Nationality = Libyan, Gender = Male

Table: 94 the brand has more influence on your attention in this ad is[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Brand1	55	27.5	27.5	27.5
	Brand2	34	17.0	17.0	44.5
	Brand3	111	55.5	55.5	100.0
	Total	200	100.0	100.0	

a. Nationality = Libyan, Gender = Male

Table: 95 the brand has more influence on your memory in this ad is[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Brand1	35	17.5	17.5	17.5
	Brand2	114	57.0	57.0	74.5
	Brand3	51	25.5	25.5	100.0
	Total	200	100.0	100.0	

a. Nationality = Libyan, Gender = Male

Table: 96 the brand has more influence on your attitude in this ad is[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Brand1	46	23.0	23.0	23.0
	Brand2	50	25.0	25.0	48.0
	Brand3	104	52.0	52.0	100.0
	Total	200	100.0	100.0	

a. Nationality = Libyan, Gender = Male

Nationality = Libyan, Gender = female

Table: 97 the brand has more influence on your attention in this ad is[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Brand1	36	22.5	22.5	22.5
	Brand2	51	31.9	31.9	54.4
	Brand3	73	45.6	45.6	100.0
	Total	160	100.0	100.0	

a.   Nationality = Libyan, Gender = female

b.

Table: 98 the brand has more influence on your memory in this ad is[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Brand1	25	15.6	15.6	15.6
	Brand2	79	49.4	49.4	65.0
	Brand3	56	35.0	35.0	100.0
	Total	160	100.0	100.0	

a. Nationality = Libyan, Gender = female

Table: 99 the brand has more influence on your attitude in this ad is^a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Brand1	34	21.3	21.3	21.3
	Brand2	50	31.3	31.3	52.5
	Brand3	76	47.5	47.5	100.0
	Total	160	100.0	100.0	

a. Nationality = Libyan, Gender = female

Nationality = Czech, Gender = Male

Table: 100 the brand has more influence on your attention in this ad is^a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Brand1	60	39.2	39.2	39.2
	Brand2	61	39.9	39.9	79.1
	Brand3	32	20.9	20.9	100.0
	Total	153	100.0	100.0	

a. Nationality = Czech, Gender = Male

b.

Table: 101 the brand has more influence on your memory in this ad is^a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Brand1	45	29.4	29.4	29.4
	Brand2	64	41.8	41.8	71.2
	Brand3	44	28.8	28.8	100.0
	Total	153	100.0	100.0	

a. Nationality = Czech, Gender = Male

Table: 102 the brand has more influence on your attitude in this ad is[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Brand1	49	32.0	32.0	32.0
	Brand2	58	37.9	37.9	69.9
	Brand3	46	30.1	30.1	100.0
	Total	153	100.0	100.0	

a. Nationality = Czech, Gender = Male

Nationality = Czech, Gender = female

Table: 103 the brand has more influence on your attention in this ad is[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Brand1	86	43.2	43.2	43.2
	Brand2	73	36.7	36.7	79.9
	Brand3	40	20.1	20.1	100.0
	Total	199	100.0	100.0	

a. Nationality = Czech, Gender = female

Table: 104 the brand has more influence on your memory in this ad is[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Brand1	56	28.1	28.1	28.1
	Brand2	73	36.7	36.7	64.8
	Brand3	70	35.2	35.2	100.0
	Total	199	100.0	100.0	

a. Nationality = Czech, Gender = female

Table: 105 the **brand has more influence on your attitude in this ad is[a]**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Brand1	67	33.7	33.7	33.7
	Brand2	84	42.2	42.2	75.9
	Brand3	48	24.1	24.1	100.0
	Total	199	100.0	100.0	

a. Nationality = Czech, Gender = female

b.

Table 106: Brand Recall test

	Frequency	Percent
AD1	106	53.0

a. Nationality = Libyan, Gender = Male

	Frequency	Percent
AD1	70	43.8

a. Nationality = Libyan, Gender = female

	frequnces		Persent
AD1	74		48.4

	Frequency	Percent
AD1	106	53.3

a. Nationality = Czech, Gender = female

	Frequency	Percent
AD2	93	46.5

a. Nationality = Libyan, Gender = Male

	Frequency	Percent
AD2	69	43.2

a. Nationality = Libyan, Gender = female

	Frequency	Percent
AD2	87	56.9

a. Nationality = Czech, Gender = Male

	Frequency	Percent
AD2	121	60.9

a. Nationality = Czech, Gender = femal

	Frequency	Percent
AD3	119	59.5

a. Nationality = Libyan, Gender = Male

	Frequency	Percent
AD3	80	50.0

	frequnces	persentt
AD1	68	50.0

a. Nationality = Czech, Gender = Male

	Frequency	Percent
AD3	113	56.8

9.4 Appendix 4 Comparing general AG to Aad, Ab and Aad to Ab for 3 ads

t-test

Table: 107 Group Statistics

Gender	Nationality	X		N	Mean	Std. Deviation
Male	Libyan	4A.10B	4A	199	3.6030	1.07693
			10B	200	3.5950	.99293
	Czech	4A.10B	4A	153	3.4706	1.31319
			10B	153	3.8824	1.39520
female	Libyan	4A.10B	4A	160	3.5625	1.05620
			10B	160	3.0625	1.17996
	Czech	4A.10B	4A	199	3.6281	1.21539
			10B	199	3.8291	1.27166

Table 108: Comparing general attitude advertising attitude toward d1

Gender				Levene's Test for Equality of Variances		t-test for Equality of Means			
		Nationality		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
Male	Libyan	4A.10B	Equal variances assumed	1.230	.268	.077	397	.938	.00802
			Equal variances not assumed			.077	394.082	.938	.00802
	Czech	4A.10B	Equal variances assumed	1.700	.193	-2.658	304	.008	-.41176
			Equal variances not assumed			-2.658	302.891	.008	-.41176
female	Libyan	4A.10B	Equal variances assumed	3.948	.048	3.994	318	.000	.50000
			Equal variances not assumed			3.994	314.175	.000	.50000
	Czech	4A.10B	Equal variances assumed	1.925	.166	-1.612	396	.108	-.20101
			Equal variances not assumed			-1.612	395.192	.108	-.20101

Table: 109 Comparing AG to Aad1

Question	Transfer		Culture		Gender			
	AD	Brad	Lib	Cz	Male		Female	
AG to Aad1	1	Coffee alive			CZ	LIB	CZ	LIB
AG: Q4A humor ads are generally funny N Mean	712		360	352	153 3.4706	200 3.6030	199 3.6281	160 3.5625
Aad1 Q10B-this ad is funny N mean	712		360	352	153 3.8824	200 3.5950	199 3.8291	160 3.0625
T p-value					-2.658 0.008	0.077 0.938	-1.612 0.108	3.994 0.008

Table: 110 Group Statistics Comparing AG to Ab1 unknown brand

t-test

Group Statistics

Gender	Nationality		X	N	Mean	Std. Deviation
Male	Libyan	6A.14B	6A	199	3.8995	.79769
			14B	200	3.1100	1.21874
	Czech	6A.14B	6A	153	3.8105	1.30158
			14B	153	3.1895	1.30158
female	Libyan	6A.14B	6A	160	3.7125	1.03028
			14B	160	3.0438	1.24561
	Czech	6A.14B	6A	199	3.8241	1.24081
			14B	199	3.5377	1.17092

Table: 110 Group Statistics Comparing AG to Ab1 unknown brand

Gender				Levene's Test for Equality of Variances		T-test for Equality of Means			
Nationality				F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
Male	Libyan	6A.14B	Equal variances assumed	67.089	.000	7.652	397	.000	.78950
			Equal variances not assumed			7.660	343.290	.000	.78950
	Czech	6A.14B	Equal variances assumed	.558	.455	4.172	304	.000	.62092
			Equal variances not assumed			4.172	304.000	.000	.62092
female	Libyan	6A.14B	Equal variances assumed	12.518	.000	5.233	318	.000	.66875
			Equal variances not assumed			5.233	307.195	.000	.66875
	Czech	6A.14B	Equal variances assumed	1.470	.226	2.368	396	.018	.28643
			Equal variances not assumed			2.368	394.676	.018	.28643

Table: 111 Comparing AG to Ab1

Question	Transfer		Culture		Gender			
	AD	Brand	Lib	Cz	Male		Female	
AG to Ab1	1	Coffee alive			CZ	LIB	CZ	LIB
Q6A generally humorous advertising makes me feel positive about the brand N mean	712		360	352	153 3.8105	200 3.8995	199 3.8241	160 3.7125
Ab1 (unknown): Q14B This ad effects my attitude to the brand N mean	712		360	352	153 3.1895	200 3.1100	199 3.5377	160 3.0438
T p-value					4.172 0.000	7.652 0.000	2.368 0.018	5.233 0.000

Table: 112 Comparing Aad1 to Ab1 unknown brand

Group Statistics

Gender	Nationality	X		N	Mean	Std. Deviation
Male	Libyan	14B.10B	14B	199	3.1055	1.22017
			10B	200	3.5950	.99293
	Czech	14B.10B	14B	153	3.1895	1.30158
			10B	153	3.8824	1.39520
female	Libyan	14B.10B	14B	160	3.0438	1.24561
			10B	160	3.0625	1.17996
	Czech	14B.10B	14B	199	3.5377	1.17092
			10B	199	3.8291	1.27166

Table: 113Group Statistics

Gender				Levene's Test for Equality of Variances		t-test for Equality of Means			
	Nationality			F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
Male	Libyan	14B.10B	Equal variances assumed	10.741	.001	-4.396	397	.000	-.48947
			Equal variances not assumed			-4.394	380.516	.000	-.48947
	Czech	14B.10B	Equal variances assumed	3.886	.050	-4.491	304	.000	-.69281
			Equal variances not assumed			-4.491	302.545	.000	-.69281
female	Libyan	14B.10B	Equal variances assumed	.202	.653	-.138	318	.890	-.01875
			Equal variances not assumed			-.138	317.072	.890	-.01875
	Czech	14B.10B	Equal variances assumed	2.614	.107	-2.378	396	.018	-.29146
			Equal variances not assumed			-2.378	393.333	.018	-.29146

Table: 114 Comparing Aad1 to Ab1

Question	Transfer		Culture		Gender			
	AD	Brand	Lib	Cz	Male		Female	
Aad1 to Ab1	1	Coffe e alive			CZ	LIB	CZ	LIB
Q14B This ad effects my attitude to the brand N naem	712		360	352	153 3.1895	200 3.1055	199 3.5377	160 3.0438
Q10B -this ad is funny N mean	712		360	352	153 3.8824	200 3.5950	199 3.8291	160 3.0625
T p-value					-4.491 0.000	-4.396 0.000	-2.378 0.018	-0.138 0.890

Table: 115 Comparing AG to Aad 2 known brand

Group Statistics

Gender	Nationality	X		N	Mean	Std. Deviation
Male	Libyan	4A.22C	4A	199	3.6030	1.07693
			22C	200	3.7350	.93227
	Czech	4A.22C	4A	153	3.4706	1.31319
			22C	153	4.0980	1.19629
female	Libyan	4A.22C	4A	160	3.5625	1.05620
			22C	160	3.0375	1.28801
	Czech	4A.22C	4A	199	3.6281	1.21539
			22C	199	3.9296	1.17425

Table: 116 Group Statistics

Gender				Levene's Test for Equality of Variances		t-test for Equality of Means			
Nationality				F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
Male	Libyan	4A.22C	Equal variances assumed	15.034	.000	-1.309	397	.191	-.13198
			Equal variances not assumed			-1.309	388.464	.191	-.13198
	Czech	4A.22C	Equal variances assumed	1.950	.164	-4.369	304	.000	-.62745
			Equal variances not assumed			-4.369	301.395	.000	-.62745
female	Libyan	4A.22C	Equal variances assumed	12.370	.000	3.987	318	.000	.52500
			Equal variances not assumed			3.987	306.253	.000	.52500
	Czech	4A.22C	Equal variances assumed	.005	.944	-2.517	396	.012	-.30151
			Equal variances not assumed			-2.517	395.531	.012	-.30151

Table: 117 Comparing AG to Aad2

Question	Transfer		Culture		Gender			
	AD	Brand	Lib	Cz		Male	Female	
AG to Aad2	2	coca cola			CZ	LIB	CZ	LIB
AG: Q4A ads are generally funny N Mean	712		360	352	153 3.4706	200 3.6030	199 1.21539	160 3.5625
Aad2 Q22CThis ad is funny N Mean	712		360	352	153 4.0980	200 3.7350	199 1.17425	160 3.0375
T p-value					4.369 0.000	1.309 0.191	2.517 0.012	3.987 0.000

Table: 118 Comparing AG to Ab2 known brand

Group Statistics

Gender	Nationality	X		N	Mean	Std. Deviation
Male	Libyan	6A.26C	6A	199	3.8995	.79769
			26C	200	3.3300	1.09411
	Czech	6A.26C	6A	153	3.8105	1.30158
			26C	153	3.7778	1.32398
female	Libyan	6A.26C	6A	160	3.7125	1.03028
			26C	160	3.1625	1.24328
	Czech	6A.26C	6A	199	3.8241	1.24081
			26C	199	3.7588	1.35666

Table: 119 Group Statistics

Gender				Levene's Test for Equality of Variances		t-test for Equality of Means			
	Nationality			F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
Male	Libyan	6A.26C	Equal variances assumed	48.958	.000	5.938	397	.000	.56950
			Equal variances not assumed			5.943	364.005	.000	.56950
	Czech	6A.26C	Equal variances assumed	.474	.492	.218	304	.828	.03268
			Equal variances not assumed			.218	303.911	.828	.03268
female	Libyan	6A.26C	Equal variances assumed	14.223	.000	4.309	318	.000	.55000
			Equal variances not assumed			4.309	307.395	.000	.55000
	Czech	6A.26C	Equal variances assumed	5.938	.015	.501	396	.616	.06533
			Equal variances not assumed			.501	392.887	.616	.06533

Table: 120 Comparing AG to Ab2

Question	Transfer		Culture		Gender			
	AD	Brand	Lib	Cz	Male		Female	
					CZ	LIB	CZ	LIB
AG to Ab2	2	coca cola			CZ	LIB	CZ	LIB
Q6A generally humorous advertising makes me feel positive about the brand N mean	712		360	352	153 3.8105	200 3.8995	199 3.8241	160 3.7125
Ab2 (unknown): Q26C This ad effects my attitude to the brand N mean	712		360	352	153 3.7778	200 3.3300	199 3.7588	160 1.24328
T p-value					0.218 0.828	5.938 0.000	0.501 0.616	4.309 0.000

Table: 121 Comparing Aad2 to Ab2 known brand (Coca-Cola)

Group Statistics

Gender	Nationality		X	N	Mean	Std. Deviation
Male	Libyan	26C.22C	26C	199	3.3266	1.09583
			22C	200	3.7350	.93227
	Czech	26C.22C	26C	153	3.7778	1.32398
			22C	153	4.0980	1.19629
female	Libyan	26C.22C	26C	160	3.1625	1.24328
			22C	160	3.0375	1.28801
	Czech	26C.22C	7C	199	3.7588	1.35666
			3C	199	3.9296	1.17425

Table: 122 Comparing Aad2 to Ab2 known brand (Coca-Cola)

Gender				Levene's Test for Equality of Variances		t-test for Equality of Means			
	Nationality			F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
Male	Libyan	26C.22C	Equal variances assumed	20.090	.000	-4.010	397	.000	-.40837
			Equal variances not assumed			-4.008	386.451	.000	-.40837
	Czech	26C.22C	Equal variances assumed	4.772	.030	-2.220	304	.027	-.32026
			Equal variances not assumed			-2.220	300.926	.027	-.32026
female	Libyan	26C.22C	Equal variances assumed	.761	.384	.883	318	.378	.12500
			Equal variances not assumed			.883	317.604	.378	.12500
	Czech	26C.22C	Equal variances assumed	13.047	.000	-1.343	396	.180	-.17085
			Equal variances not assumed			-1.343	388.021	.180	-.17085

Table: 123 Comparing Aad2 to Ab2

Question	Transfer		Culture		Gender			
	AD	Brand	Lib	Cz	Male		Female	
Aad2 to Ab2	2	coca cola			CZ	LIB	CZ	LIB
Q26C This ad effects my attitude to the brand N Mean	712		360	352	153 3.7778	200 3.3266	199 1.35666	160 3.1625
Q22C This ad is funny N mean	712		360	352	153 4.0980	200 3.7350	199 1.17425	160 1.28801
T p-value					-2.220 0.027	-4.010 0.000	-1.343 0.180	0.883 0.378

Table: 124 Group Statistics Comparing AG to Aad 3 known brand (Pepsi)

t-test

Group Statistics

Gender	Nationality	X		N	Mean	Std. Deviation
Male	Libyan	4A. 34D	4A	199	3.6030	1.07693
			34D	200	3.6500	.99117
	Czech	4A.34D	4A	153	3.4706	1.31319
			34D	153	4.1438	1.20535
female	Libyan	4A.34D	4A	160	3.5625	1.05620
			34D	160	3.3750	1.10886
	Czech	4A.34D	4A	199	3.6281	1.21539
			34D	199	4.0352	1.12984

Table: 125 Group Statistics

Gender				Levene's Test for Equality of Variances		T-test for Equality of Means			
Nationality				F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
Male	Libyan	4A.34D	Equal variances assumed	2.241	.135	-.453	397	.650	-.04698
			Equal variances not assumed			-.453	393.962	.651	-.04698
	Czech	4A.34D	Equal variances assumed	2.058	.152	-4.672	304	.000	-.67320
			Equal variances not assumed			-4.672	301.795	.000	-.67320
female	Libyan	4A.34D	Equal variances assumed	.276	.600	1.549	318	.122	.18750
			Equal variances not assumed			1.549	317.250	.122	.18750
	Czech	4A.34D	Equal variances assumed	1.293	.256	-3.460	396	.001	-.40704
			Equal variances not assumed			-3.460	393.909	.001	-.40704

Table: 126 Comparing AG to Aad3

Question	Transfer		Culture		Gender			
	AD	Brad	Lib	Cz	Male		Female	
					CZ	LIB	CZ	LIB
AG to Aad3	3	Pepsi						
AG: Q4A ads are generally funny N Mean	712		360	352	153 3.4706	200 3.6030	199 1.21539	160 3.5625
Aad3 Q34D This ad is funny N mean	712		360	352	153 4.1438	200 3.6500	199 1.12984	160 3.3750
T p-value					-4.672 0.000	-0.453 0.650	-3.460 0.001	1.549 0.122

Table:127 Ccomparing AG to Ab3 known brand (Pepsi)

Group Statistics

Gender	Nationality	X		N	Mean	Std. Deviation
Male	Libyan	6A.38D	6A	199	3.8995	.79769
			38D	200	3.2650	1.04414
	Czech	6A.38D	6A	153	3.8105	1.30158
			38D	153	3.6601	1.32865
female	Libyan	6A.38D	6A	160	3.7125	1.03028
			38D	160	3.1188	1.22537
	Czech	6A.38D	6A	199	3.8241	1.24081
			38D	199	3.5578	1.37636

Table: 128 Group Statistics

Gender				Levene's Test for Equality of Variances		t-test for Equality of Means			
	Nationality			F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
Male	Libyan	6A.38D	Equal variances assumed	34.408	.000	6.818	397	.000	.63450
			Equal variances not assumed			6.823	372.214	.000	.63450
	Czech	6A.38D	Equal variances assumed	.534	.466	1.000	304	.318	.15033
			Equal variances not assumed			1.000	303.871	.318	.15033
female	Libyan	6A.38D	Equal variances assumed	11.161	.001	4.691	318	.000	.59375
			Equal variances not assumed			4.691	308.894	.000	.59375
	Czech	6A.38D	Equal variances assumed	7.083	.008	2.027	396	.043	.26633
			Equal variances not assumed			2.027	391.818	.043	.26633

Table: 129 Comparing AG to Ab3

Question	Transfer		Culture		Gender			
	AD	Brand	Lib	Cz	Male		Females	
AG to Ab3	2	Pepsi			CZ	LIB	CZ	LIB
generally Q6A, humorous advertising makes me feel positive about the brand N mean	712		360	352	153 3.8105	200 3.8995	199 1.24081	160 3.7125
Ab3 (unknown): Q38D This ad effects my attitude to the brand N mean	712		360	352	153 3.6601	200 3.2650	199 1.37636	160 3.1188
T p-value					1.000 0.318	6.818 0.000	2.027 0.043	4.691 0.000

Table: 130 Comparing AG ad3 to Ab3 known brand (Pepsi)

Group Statistics

Gender	Nationality	X		N	Mean	Std. Deviation
Male	Libyan	38D.34D	38D	199	3.2563	1.03945
			34D	200	3.6500	.99117
	Czech	38D.34D	38D	153	3.6601	1.32865
			34D	153	4.1438	1.20535
female	Libyan	38D.34D	38D	160	3.1188	1.22537
			34D	160	3.3750	1.10886
	Czech	38D.34D	38D	199	3.5578	1.37636
			34D	199	4.0352	1.12984

Table: 131 Group Statistics

Gender				Levene's Test for Equality of Variances		t-test for Equality of Means			
	Nationality			F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
Male	Libyan	38D.34D	Equal variances assumed	.762	.383	-3.872	397	.000	-.39372
			Equal variances not assumed			-3.872	395.907	.000	-.39372
	Czech	38D.34D	Equal variances assumed	5.055	.025	-3.335	304	.001	-.48366
			Equal variances not assumed			-3.335	301.161	.001	-.48366
female	Libyan	38D.34D	Equal variances assumed	2.373	.124	-1.961	318	.051	-.25625
			Equal variances not assumed			-1.961	314.877	.051	-.25625
	Czech	38D.34D	Equal variances assumed	23.793	.000	-3.782	396	.000	-.47739
			Equal variances not assumed			-3.782	381.516	.000	-.47739

Table: 132 Compare Aad3 to Ab3 for ad3 known brand (Pepsi)

Question	Transfer		Culture		Gender			
	AD	Brad	Lib	Cz	Male		Female	
					CZ	LIB	CZ	LIB
Aad3 to Ab3	3	Pepsi						
Q38D This ad effects my attitude to the brand N mean	712		360	352	153 3.660	200 3.256	199 3.557 8	160 3.118 8
Q34D This ad is funny N mean	712		360	352	153 4.143	200 3.6500	199 4.035 2	160 3.375 0
T p-value					3.335 0.001	-3.872 0.000	-3.782 0.000	-1.961 0.051