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## **The Impact of Humor Marketing in Achieving Customer Happiness: An Analytical Study of A Sample of Employees of Three Electrical Appliances Trading Companies (Balsan, Al-Hafdh and Shinon)**

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### **Abstract**

*The current research aims to test the relationship between humor marketing and customer happiness, and to determine the contribution of each dimension in achieving customer happiness. The research also seeks to know the extent to which the researched sample companies depend on humor marketing methods in marketing their products. In other words, the current research aims to provide answers, as to how companies can achieve customer happiness through humor marketing, and to determine the direction and nature of the relationship between the two variables. What distinguishes the research is evident from its use of two variables that were not previously tested together, as far as the researcher's knowledge. It is also aims to pay attention towards an important marketing method, which is humor marketing and determine the best ways to use it. Three large companies working in the electrical devices market were selected: Balsan, Al-Hafdh, and Shinon. The descriptive analytical approach was adopted in analyzing the results. (82) measurable questionnaires were used as a tool for collecting data. It was presented to a set of appropriate statistical tools and measures for the purpose of analysis. SPSS V.26 and SmartPLS programs were used in analyzing the data to reach the results. In its conclusion, the research found that the researched companies have been careful in their application of humor marketing one has to be super-cautious with this type of marketing lest a well-meant message be misunderstood as an implode sick joke or obscenity. According the said companies have applied a constructiveness of humor, whether in advertisement, promotion, or direct contact with potential customers.*

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## **Introduction**

Recently, the concept of customer happiness has aroused increasing interest from researchers working in the field of marketing (Zhong and Moon, 2020). Happiness is a higher level of customer satisfaction (Alexander, 2010). The customer builds judgments and makes decisions based on their levels of happiness. (Chaouali, et al., 2015). Customers don't just want to be satisfied, they want to be happy. (Norton, et al., 2010). Therefore, companies try to make their customers smile and be happy to always deal with the company. Perhaps one of the marketing methods that adopt a pattern that puts happiness in their eyes and will use humor to achieve it is humor marketing. Humor marketing means Use humor in marketing the product or Service, this research attempts to test the relationship between humor marketing and customer happiness and determine the contribution of each of the dimensions in achieving customer happiness. This research attempts to provide answers to how companies can achieve customer happiness through humor marketing and determine the direction and nature of the relationship between the humor marketing and customer happiness. The originality of the research is highlighted in its use of two variables that were not tested together previously as far as the researcher's knowledge, it is also aims to attention towards an important marketing method, which is humor marketing and determining the best ways to use. Three large companies working in the electrical appliances market were selected :(Balsan, Al-Hafdh and Shinon) were chosen due to their popularity and their public base, as well as their use of the humor style in their marketing advertisements, which gained a wide reputation among consumers. The questionnaire was used as a tool to collect data from the sample, which was represented by employees employs working in said companies. (82) Measurable questionnaires were collected. They were presented to a set of appropriate statistical tools and measures for the purpose of analysis. SPSS V.26 and SmartPLS programs were used for analyzing the data to reach results.

### **1. Methodology**

The methodology was divided into the research problem, its importance, and objectives that the research seeks to achieve, as well as a presentation of the research framework and hypotheses that will be tested in the practical side. This part will also deal with the research community and sample, and the techniques and statistical tools used in data analysis in order to reach results.

#### **1.1 Research problem**

Maintaining the customer's satisfaction is one of the difficulties that companies face when marketing their products, so they try as much as possible to use marketing methods that leave a positive effect on the same customer. What makes customers happy is humor and laughter. One of the most important problems that companies face is how they can make the customer happy when marketing their products. Therefore, the main research problem is all about in whether (Balsan, Al-Hafdh and Shinon) the said companies use the humor marketing method in marketing their products to achieve Happiness of the customer. And from here emerged the research problems that presented with the following questions:

1. Is there a role for humor marketing in achieving customer happiness?
2. To what extent companies depend on humor marketing method to promote their product?
3. To what extent does each dimension of humor marketing contribute to achieving customer happiness?
4. Do the research sample companies seek to reach customer happiness?

#### **1.2 Significance of research**

The Significance of the research emerges from using humor marketing methods to promote products to make the customer happier, as well as the importance of the role played by the research sample companies in the electrical appliances market. The Significance of the research can be summarized in the following points:

1. The research dealt with two important variables in the field of marketing, namely humor marketing and customer happiness
2. The research gains its Significance because it represents a philosophical accumulation and a cognitive extension of the literary contributions that dealt with humor marketing and customer happiness. This study comes to bridge the research gap between humor marketing and customer happiness.
3. The Significance of the research appears from the importance of the results that the researchers will reach, these could contribute to improving the marketing methods of the research sample companies, which will reflect on achieving customer happiness.

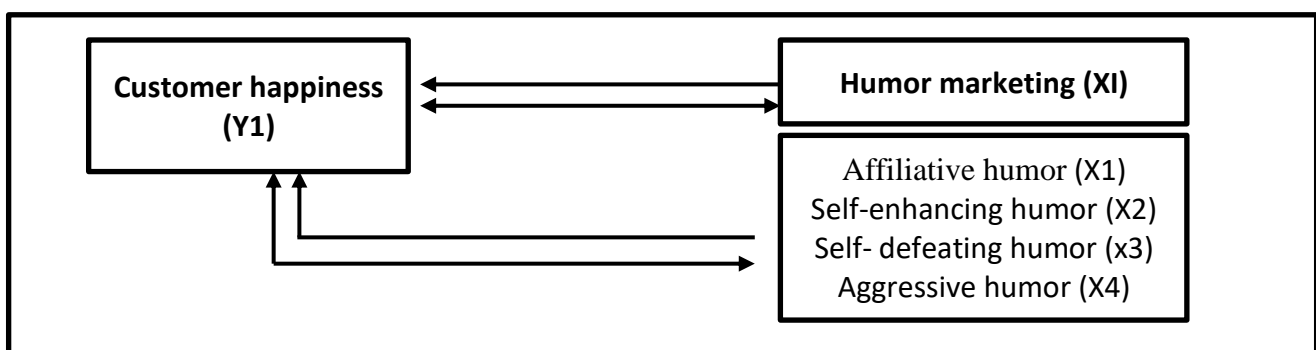
### 1.3 Research objectives

The research aims to:

1. Knowing the nature of the impact relationship and the correlation between humor marketing and customer happiness.
2. The research aims to reveal the contribution of each dimension of humor marketing in achieving customer happiness.
3. The research aims to find out the extent to which the research sample companies rely on humor marketing methods in marketing their products.
4. Shedding light on humor marketing and its dimensions to contribute to strengthening the theoretical framework of humor marketing and providing some basic foundations for building broader future research in this field.
5. Trying to direct the attention of companies towards humor marketing by presenting some suggestions and recommendations that may contribute to achieving customer happiness.

### 1.4 The plan

The procedural scheme of the research was built according to a model (Hashem, 2017) for the independent variable (humor marketing), which included four sub-dimensions (Affiliative humor, self-enhancing humor, self- defeating humor, and aggressive humor), while the dependent variable included (customer happiness), as shown in the Figure (1):



Source: prepared by the researchers

### 1.5 Research hypotheses

The research hypotheses were formulated according to the action research scheme, as two main hypotheses were developed:

The first main hypothesis (H1) which states "There is Positive and significant relationship between humor marketing and customer happiness". Four sub-hypotheses are derived from it:

H1-1: There is Positive and significant relationship between Affiliative humor and customer happiness

H1-2: There is Positive and significant relationship between Self-enhancing humor and customer happiness

H1-3: There is Positive and significant relationship between self- defeating humor and customer happiness

H1-4: There is Positive and significant relationship between aggressive humor and customer happiness

The second main hypothesis (H2) which states “There is Positive and significant Effect between Humor Marketing and customer happiness” From it four sub-hypotheses are derived:

H2-1: There is positive and significant Effect between Affiliative humor and customer happiness

H2-2: There is positive and significant Effect between Self-enhancing humor and customer happiness

H2-3: There is positive and significant Effect between self- defeating humor and customer happiness

H2-4: There is presence Positive effect between aggressive humor and customer happiness

### **1.6 Research Society and Sample**

The research community was chosen, represented by three well-known companies for the trade of electrical appliances, and these companies share their reliance on humor advertising, its spread and marketing policies. They are (Al-Balsan Company, Al-Hafdh Company, and Shinon Company). The research sample consisted of 89 officials and employees working in the said companies.

### **1.7 Research techniques**

A five-graded Likert questionnaire was chosen as a tool for data collection. The questionnaire was designed based on a scale (Hashem, 2017) in formulating the questions of the independent variable (humor marketing) after the researchers made the appropriate adjustments to adapt the scale to suit the nature of the company’s work and the Iraqi environment, The scale (Amin and Mohiuddin, 2020) was relied upon to design the questionnaire of the dependent variable (customer happiness). (89) Questionnaires/ prompts were distributed: (82) audited, measurable responses were received, at a rate of (92%) of the total distributed questionnaires, while the rest of the questionnaires were between damaged and missing.

### **1.8 Methodology**

The analytical study method was applied and the descriptive analytical method was used in analyzing the answers of the sample to reach the results in order to achieve the research objectives.

### **1.9 Statistical tools**

The well-known statistical methods are used the arithmetic mean, standard deviation, and Cronbach's alpha coefficient. The statistical analysis program used are SPSS V.26 and the SmartPLS V.24. Some appropriate measures in data analysis are used.

## **2. Literature review**

In this aspect, the researchers' views and literary contributions will be presented in the concept of humor marketing and its dimensions, and then the concept of customer happiness and its relationship to humor marketing will be presented.

### **2.1 Humor marketing concept**

Humor marketing is the use of humor in marketing a product or service. Humor includes intended verbal or non-verbal messages that provoke laughter and spread pleasure and joy among recipients (Ozyer, 2016). (Petrovska and et al., 2016) define humor marketing It is a marketing feature that wants to put the customer in a good mood through the use of humor and humor in advertising and telling funny jokes. (Eisend, 2021) And the (Ozyer, 2016) both agree that The positive effects of using humor in advertising work on conveying the positive effect to consumers and increasing their interest in the product as well as reducing negative perception due to the effect

of distraction. That's what agreed with (Velde, 2018) in his study, indicating that the inclusion of humor in the advertisement has an indirect effect on making the advertising message more persuasive by reducing the effects of negative perception. Also, the use of humor in marketing is necessary because it leads to the admiration of the customer for the advertisement and then for the brand and raises the intention to purchase (Yoon, 2018) (Limba and at. el, 2012). Thus purchasing behavior is greatly affected by humor marketing because it controls attitudes, behavioral aspects, and the mental image of the product, which in turn affects the purchase decision (Venkatesh and Senthilkumar, 2015). as (Borden and Suggs, 2019) indicates that use of humor in marketing greatly facilitates the reception and remembering of the marketing message, contributes to its acceptance, increases customer confidence and affects behavior change, according to the advertising campaign conducted by the Denver Water Company (Sukle, 2017) "Use only what you need", which aimed to reduce water consumption. The use of humor in the marketing campaign has contributed to changing the behavior of individuals and their rationalization of water consumption by 21% in the first year of the campaign and increased awareness of the importance of water conservation by 89%. And (Warren and et al., 2019) confirm That companies spend more than \$ 20 billion annually for marketing campaigns that entertain the masses, as these companies see that humor marketing campaigns are memorable and they motivate consumers to participate effectively. The use of humor in marketing attracts attention, entertains consumers, and makes shopping more enjoyable (Warren and McGraw, 2013). Also, the use of humor in marketing evokes emotional feelings, increases their impact, and generates positive reactions for the brand (Weinberger and Gulas, 2019). Therefore, most companies seek to use marketing techniques based on humor and humor to increase sales (Hashem, 2017).

(Mathies and et al., 2016) Confirms that humor marketing helps service-providers achieve positive and distinctive communication with customers through humor. Service providers will leave an unforgettable impression on customers and the brand they represent. All agree (Zouin et al., 2019; Mathies and et al., 2016; Mahmood and Masood, 2016; Petrovska and et al., 2016; Warren and et al., 2018) that humor marketing has a number of advantages, including:

1. It increases the customer's interest in the product and raises the purchase decision possibility.
2. It is a powerful means of persuasion.
3. It is Increases the credibility of the marketing message and its source.
4. It is helps to change the mood and enhances the positive mood of the customer, which reflects positively on the purchase and building long-term relationships with them.
5. It is Reduces complaints and reduces negative feedback.
6. It is Raises customer awareness of the brand, products and services provided.
7. It is an effective way to attract attention to the brand and achieve customer well-being (Warren and McGraw, 2016)
8. Ads that include humor in their message get higher views and attract more consumers (Venkatesh and Senthilkumar, 2015; Srivastava, 2016).
9. A humorous advertising enhances brand value more than no humorous advertising (Wischmeyer, 2015).
10. It improves consumers' physical health, stimulates positive emotions, and increases social support.

The use of humor in advertisements is one of the most common and used techniques in modern advertisements, as the use of humor as an advertising strategy is a recent phenomenon (Srivastava, 2016). The study refers (Weinberger and Gulas, 2019) the use of humor in marketing and advertising has tripled from just 21% in the 1920s to 66% in the early 2000s. As the study indicates (Partlow and Talarczyk, 2021) the Internet has contributed greatly to making qualitative shifts in humor marketing, as it sees that the use of meme images (meme) circulated by activists on the Internet contributes to humor and is used by marketers as jokes that provoke ridicule. The use of sound and image effects in displaying the humor ads has a major role in making it funnier (Arning, 2021). (Borah, 2020) believes that the situational humor that is circulated depends on a degree of

good timing and unpredictability, that is, when using humorous marketing, one must take into account the timing of presenting humor appropriate to the event and presenting it in an unexpected, spontaneous manner.

## **2.2 Dimensions of Humor marketing**

All researchers (Arning, 2021; Hashem, 2017; Mathies and et al., 2016; Zouin et al., 2019; Cann and Matson, 2014; Warren and et al., 2018; Martin, 2003) agree that the dimensions of humor marketing are:

### **a) Affiliative humor**

The positive aspect of humor marketing may take the form of Affiliative humor, which includes humor methods that enhance belonging and self. Bombar and et al., 2018). And confirm (Swani and al., 2013) Humor marketing, which adopts Affiliative, positive humor, is seen as more fun, entertaining, useful, non-irritating, and leaves a h'01good impact. In order to achieve its goals, humor advertisements must always be ethical and within the framework of public taste (Mahmood and Masood, 2016). As (Cann and Matson, 2014) indicates, affiliative humor is used to amuse others without harming anyone.

### **b) Self-enhancing humor**

It is a kind of positive humor that aims to enhance the self, strengthen confidence and contribute to increasing the well-being of the person (Warren and et al., 2018).. Self-enhancing humor contributes to raising work standards, increasing self-confidence of service employees, and conveying a positive and funny image of the company (Mathies and Chiew, 2016). It represents a successful strategy for services providers to limit the negative influences in work environment, then It's a method effective to deal with positions nerves in a form good as can be that Availability resource useful Increases of well-being psycho for providers Services (Hashem, 2017).

### **c) Self-defeating humor**

According to (Mathies and et al., 2016) self- defeating humor is the derogatory jokes the sender makes about himself. This type of humor is a mockery of the company itself and uses some self-defeating jokes. Instead of making the customer happy, it makes him feel frustrated and annoyed (Hashem, 2017). The use of this type of humor frustrates customers and underestimates the recipient of the joke and detracts from himself (Zouin et al., 2019). This type of humor aims to try to win the admiration of others and make them laugh, even if it requires making jokes that disparage the person himself (Warren and et al., 2018). Sometimes humor marketing is negative, offensive and harmful to oneself or others and harms the company's relationship with customers (Bombar and et al., 2018).

### **d) Aggressive humor:**

According to (Hashem, 2017) aggressive humor applies vulgar, inappropriate and insulting jokes that degrade customers. (Zouin et al., 2019) believes that this type of humor leads to service failure. In 2009, about 70% of the advertisements used aggressive humor, and he indicated that the use of violence in humor against men was the most common (Swani and al., 2013) and confirms that advertisements that use aggressive humor, include violence, and underestimate the customer, even if they are funny, but they will leave a negative impact that is seen as unhelpful and annoying, and arouses the anger of some, thus conveying a negative image of the brand. Unethical behavior in entertainment can lead to disgust and the formation of negative reactions (Warren and McGraw, 2013). In this regard, both (Warren and McGraw, 2016), (Upadhyaya, 2015) agree that Humor marketing is fraught with risks. Some attempts at humor advertisements may fail to be funny and backfire, disturbing the audience and deeming them provocative. (Warren and McGraw, 2013) Recommends the avoidance of humor that detracts from the beliefs or symbols of customers. Table (1) shows the dimensions of humor marketing as follows:

**Table (1) Dimensions of humor marketing**

kind	Example	Definition	Dimensions
<b>Positive humor</b>	Laughing with friends about a joke the waiter told when they were hosting and trying to serve the restaurant	It is the positive humor that enhances belonging and strengthens the bonds of the relationship between the company and the customer	<b>Affiliative humor</b>
<b>Positive humor</b>	Like making positive jokes about yourself after reading the menu	Good humor is self-enhancing, strengthens confidence and contributes to a person's well-being	<b>Self-enhancing</b>
<b>negative humor</b>	Like making insulting jokes about yourself after reading the menu with the aim of making those around you laugh	It is humor that reduces yourself in order to make others laugh	<b>Self-Defeating humor</b>
<b>negative humor</b>	The waiter's attempt to make an insulting joke detracts from the customer's understanding of some food items	It is negative humor that degrades others and detracts from the customer	<b>Aggressive humor</b>

Source: Prepared by researcher based on the sources (Warren and et al., 2018; Martin, 2003).

### 2.3 Customer happiness Concept

Customer happiness means the customer's feeling of happiness, astonishment, and astonishment in response to the quality of the service or product, so that he feels overwhelming happiness about the respect and appreciation in the service he receives, or the benefit that exceeds expectations in return for using the product (Amin and Mohieddin, 2020). (Khaled and Jacob, 2021) defines customer happiness as positive feelings mixed with joy, joy, and pleasure that exceed expectations during or after using the product or service, as it is the stage that follows satisfaction. Customer happiness means achieving the maximum amount of pleasure when using the product or benefiting from the service (Kumar, 2021; Abdullah, 2022). (Hakim and Al-Hamamy, 2017) believes that customer happiness can be achieved when the company focuses on building sustainable relationships with customers that make purchasing a product or service for their brand a pleasure and make the customer feel interested and achieve well-being and happiness for them. (Amin and Mohiuddin, 2020) indicates that there is a difference between customer satisfaction and customer happiness, as customer satisfaction means feeling satisfied with the product or service provided (performance equal to expectations), while customer happiness is beyond that, when the customer feels happy when he receives a surprise greater than his expectations (performance is greater than expectations). As happiness results from satisfaction (Frank, and Enkawa, 2009). Satisfaction accompanied by tangible positive activities related to life domains that can reinforce customer happiness (Sweeney, et al., 2015). (Kumar, 2021) confirm that customer happiness plays a major role in customer reviews, as happy customers often leave positive reviews. Although Customer happiness is a positive thing, but these feelings are short-term because they are related to the emotional state and quickly fade, so the company should try as much as possible to build sustainable relationships with the customer to achieve satisfaction and then happiness (Niedermeier and et al., 2018). As such (Hashem, 2021) believes that the brand is often associated with the customer's feelings of attraction, comfort, admiration, happiness and satisfaction until it reaches the consolidation of these feelings and creates a positive mental image for customers. (Al-Khafaji, 2018) indicates that the customer's happiness is the result of a judgment issued by the customer regarding the extent of the brand's product contribution in achieving his well-being, improving the quality of his life, and achieving pleasure and satisfaction when shopping for that brand. Customer delight and long-term retention brings brand advantages at the level of loyalty and competition (Kumar, 2021). (Khan, and Hussain, 2013) believes that the value of the customer has a significant impact on the customer's happiness, as the additional benefits and advantages that the customer obtains at a lower cost will lead to greater happiness. Happiness leads to a positive bias in recalling

good memories and improved mood, thus positive evaluation of the product or company (Torricco, et al., 2010). indicates (Fatima, et al., 2020) indicates that caring by customer service staff is important, as positive interaction with the customer has a positive impact on customers' feelings and achieves the happiness that comes with current and future purchase decisions. And confirm (Fatima, and Mascio, 2018) confirms the fact that the ease and pleasure of shopping leads to happiness in buying.

### 2.4 Humor Marketing and Customer Happiness

(Al-Khafaji, 2018) believes that humor marketing plays on the emotions and feelings of consumers and tries to invest in the psychological interactions of customers in its marketing message to achieve insane spread. The marketing message in humor marketing must be promoted in a way that makes customers happy to play their part in making buzz around the product or brand, as (johra and et.al, 2020) indicate that customer happiness comes through experience and participation. Whenever the customer is happy and satisfied with the content and the message, he will adopt and spread it to others. Social media have helped highlight their feelings by sharing them on their personal pages and groups, and expressing their opinions about the marketing campaign. Based on the above, humor marketing can achieve customer happiness by promoting marketing campaigns that exceed customers' expectations in terms of the idea, product, or service, and achieve the customer's feeling of happiness and comfort, which leaves a good impression and positive opinions. (Mathies and et al., 2016) confirm that humor is an effective way to achieve customer happiness and enjoyment of purchase and to achieve satisfaction and well-being, as the study (Srivastava, 2016) indicates that humorous advertisements generate positive feelings among the viewer and develop motives for buying, as laughter secretes hormones that reduce stress, tension and gives the customer a sense of satisfaction by activating the senses of pleasure in the brains, making him feel happy. Thus, the happy customer will have a positive evaluation of the product or service, and the happy customer will tend to enjoy the side stimuli better and interact with them more attractively (Hellén and Sääksjärvi, 2011).

## 3. Results & Analysis

In this part, the validity and reliability of the questionnaire will be tested, and then the data will be analyzed, hypotheses tested, and the research results presented.

### 3.1 preliminary data analysis and descriptive statistics

#### 3.1.1 Stability of the search scale:

Before proceeding with the special statistical tests in this research, it is necessary first to identify the stability of the scale used in collecting data from the studied sample, as the stability consistency its vertebrae it is an important necessity to rely on. And to know whether or not there is validity and reliability in the current research scale The researchers resorted to extracting values Cronbach's alpha coefficient Cronbach's Alpha for the current research scale using a program SPSS V.26, as shown in the results table (2).

**Table (2): Cronbach's alpha coefficient for the search scale**

Alpha Cronbach	Code	The dimension	Alpha Cronbach	Variable
.810	x1	Affiliative humor	.910	Humor marketing (X)
.844	x2	Self-enhancing humor		
.832	x3	Self-defeating humor		
.812	X4	Aggressive humor		
.908				Customer happiness (Y)

Source: SPSS v.26 output.

The results of the table (2) indicated that Values Cronbach's alpha coefficient for the current research variables and their dimensions have ranged between (.910 - .810), And the This indicates stability and consistency internal vertebrae the scale the user.



### 3.2 Descriptive analysis of research variables

The descriptive analysis represents the lens through which it is possible to note the extent of the spread of the variables that the study addressed in the society of the researched organization, by reviewing the arithmetic mean and standard deviation as follows:

#### 3.2.1 Descriptive analysis of the humor marketing variable

**Table (3): Descriptive analysis of the independent variable (Humor marketing)**

Relative importance	standard deviation	SMA	Paragraph	The dimension	variable
76.56%	1,008	3.83	The company's management is interested in providing some humor marketing activities to make customers laugh.	X1-1	Affiliative humor
71.33%	0.982	3.57	The advertising campaigns that the company presents to the public are funny	X1-2	
74.14%	0.922	3.71	The company's advertising campaigns are admired by the public because they carry a meaningful message in a funny way	X1-3	
79.75%	1,006	3.99	Corporate management believes that the use of humor in marketing is the means by which It achieves many goals on a personal level for its customers	X1-4	
76.18%	0.994	3.81	Customer service staff tries to make customers laugh by telling jokes and funny situations to make them happy	X2-1	Self-enhancing humor
69.3%	1,222	3.47	The company provides humor advertisements that increase the confidence of the company and make customers feel joy and happiness when watching them	X2-2	
73.76%	0.883	3.69	The company tries to use humor in some of its marketing activities as a successful and effective method in dealing with or reducing customer problems	x2-3	
75.16%	0.910	3.76	The company does not rely on silly jokes that degrade its value in order to win the admiration and satisfaction of customers	X3-1	Self-defeating humor
73.2%	0.972	3.66	The company does not exaggerate the use of jokes and absurd situations in its marketing activities	X3-2	
71.2%	1,064	3.56	The company's management does not seek to use humor marketing activities that degrade the company, harm its customers, or make them feel uncomfortable.	X3-3	
73.2%	0.972	3.66	The company does not seek to provide marketing activities that offend its customers or degrade or ridicule them	X4-1	Aggressive humor
71.8%	1,012	3.59	The company does not use obscene and insulting jokes in its commercials	X4-2	
74.78%	0.810	3.74	The company does not guarantee sharp and disgraceful jokes against their competitors in its marketing activities	X4-3	
74.65%	1,089	3.73	The company hides some humor advertisements that are not appropriate for the general situation of the country	X4-4	
<b>73.9%</b>	<b>0.989</b>	<b>3.70</b>	<b>Total</b>		

Source: SPSS v.26 output.

To find out the level of availability of the independent variable humor marketing consisting of four dimensions: (Affiliative humor, self-enhancing humor, self-defeating humor, aggressive

humor) in the surveyed companies. table shows (3) A number of tests related to (mean, standard deviation, relative importance).

Table (3) Show a set of results for a sample of (82) respondents, providing evidence of awareness of the humor marketing variable in the companies under study. As this variable achieved a general median of (3.70), which is greater than the hypothetical mean of (3), with a relative importance of (73.9%) with a general standard deviation (0.989), which indicates a slight dispersion in the respondents' answers.

**3.2.2 Descriptive analysis of the dependent variable (customer happiness):**

To find out the level of availability of the dependent variable, customer happiness, which is a one-dimensional variable in the surveyed companies. Table shows (4) a number of tests related to (mean and standard deviation).

**Table (4): Descriptive analysis of the dependent variable (customer happiness)**

Relative importance	Standard Deviation	SMA	Paragraph	variable
71.8%	1,103	3.59	Customers express their feelings of happiness and amazement when they experience the company's products and services	Y1
70.4%	1,039	3.52	Customers are satisfied and feel comfortable and reassured when using the products that bear the company's trademark	Y2
69.4%	1,169	3.47	The product achieves much greater benefits than what customers expect, greater than what is advertised in the company's marketing campaign	Y3
65%	1,079	3.25	Customers interact with the company's marketing campaigns, express their happiness, and leave positive opinions and comments	Y4
67.6%	1,038	3.38	Customers want repeat purchases for the benefits offered by the company	Y5
<b>68.84%</b>	<b>1,086</b>	<b>3.44</b>	<b>Total</b>	

Source: SPSS v.26 output.

The table (4) shows a set of results for a sample of (82) respondents, providing evidence of awareness of the customer happiness variable in the companies under study. As this variable achieved a general median of (3.44), which is thus greater than the hypothetical mean of (3), and a relative importance of (68.84%) with a general standard deviation of (1.086). This indicates that the data is not widely dispersed.

**3.3 Evaluating the structural model and testing hypotheses**

After completing the first step of modeling the structural equation using the partial least squares method PLS-SEM, the second step is represented by evaluating the structural model, which includes testing correlations and finding path coefficients through which direct and indirect effects can be measured, in addition to extracting the value of the interpretation coefficient R2, which is used to determine the extent to which the independent variable interprets the dependent variable through the mediating variable.

**3.3.1 Correlation Test: The First Main Hypothesis**

This paragraph includes testing the first main hypothesis, as follows: It states: There is a positive and significant correlation between humor marketing and customer happiness, and with regard to proving the validity of this hypothesis, the table (5) related to the correlation matrix, the existence of a significant and positive correlation between humor marketing and customer happiness, as the value of the correlation coefficient between them reached (.709) at a significant level (0.01), and this supports the validity of the first main hypothesis, and four sub-hypotheses branch out from this hypothesis, which:

**e) There is a positive and significant correlation between Affiliative humor and customer happiness:**

Table (5) shows related to the correlation matrix, the existence of a significant and positive correlation between Affiliative humor and customer happiness, the value of the correlation coefficient between them was (.671) at a significant level (1%), and this supports the validity of the first sub-hypothesis

**f) There is a positive and significant correlation between self-enhancing humor and customer happiness:**

Table (5) shows related to the correlation matrix, the existence of a significant and positive correlation between self-enhancing humor and customer happiness, the value of the correlation coefficient between them was (.669) at a significant level (0.01), and this supports the validity of the second sub-hypothesis.

**g) There is a positive and significant correlation between self- defeating humor and customer happiness:**

Table (5) shows related to the correlation matrix, there is a significant and positive correlation between self-Defeating humor and customer happiness. The value of the correlation coefficient between them was (.655) at a significant level (0.01). This supports the validity of the third sub-hypothesis.

**h) There is a positive and significant correlation between aggressive humor and customer happiness:**

Table (5) shows Related to the correlation matrix, there is a significant and positive correlation between aggressive humor and customer happiness, as the value of the correlation coefficient between them reached (.680) at a significant level (0.01), and this supports the validity of the fourth sub-hypothesis.

**Table (5): Matrix of correlation between humor marketing and its dimensions with customer happiness**

		X	x1	x2	x3	X4	Y
X	<b>Pearson Correlation</b>	1	.834**	.850**	.848**	.845**	.709**
	<b>Sig. (2-tailed)</b>		.000	.000	.000	.000	.000
	<b>N</b>	82	82	82	82	82	82
x1	<b>Pearson Correlation</b>	.834**	1	.902**	.892**	.889**	.671**
	<b>Sig. (2-tailed)</b>	.000		.000	.000	.000	.000
	<b>N</b>	82	82	82	82	82	82
x2	<b>Pearson Correlation</b>	.850**	.902**	1	.933**	.901**	.669**
	<b>Sig. (2-tailed)</b>	.000	.000		.000	.000	.000
	<b>N</b>	82	82	82	82	82	82
x3	<b>Pearson Correlation</b>	.848**	.892**	.933**	1	.909**	.655**
	<b>Sig. (2-tailed)</b>	.000	.000	.000		.000	.000
	<b>N</b>	82	82	82	82	82	82
X4	<b>Pearson Correlation</b>	.845**	.889**	.901**	.909**	1	.680**
	<b>Sig. (2-tailed)</b>	.000	.000	.000	.000		.000
	<b>N</b>	82	82	82	82	82	82
Y	<b>Pearson Correlation</b>	.709**	.671**	.669**	.655**	.680**	1
	<b>Sig. (2-tailed)</b>	.000	.000	.000	.000	.000	
	<b>N</b>	82	82	82	82	82	82

Source: SPSS v.26 output.

**3.4 Criteria for evaluating the structural model**

It includes criteria for evaluating the structural model according to the method of least squares modeling PLS-SEM It is based on four criteria, as shown in Table (6), and the following is an explanation of these four criteria:

**Table (6): Least squares modeling criteria PLS-SEM**

acceptable limit	Standard
SRMR < 0.08	Model matching quality
VIF < 5	Linear correlation assessment
Values $t > 1.96$ ; Values $p < 0.05$	Significant path coefficients
0.25, 0.50, 0.75 Refers to small, medium, and large impact	The coefficient of determination R <sup>2</sup>
0.02, 0.15, 0.35 indicates small, medium or large effect	effect size f <sup>2</sup>

Source: Prepared by researchers based on:

Hair, J., Hult, T., Ringle, C. & Sarstedt, M. (2017), **A primer on partial least squares structural equation modeling (PLS-SEM)**, Los Angeles: Sage.

**3.4.1 Overall evaluation of the quality of model conformance**

According to (Hair et al., 2017). Currently, there is only one reliable criterion for the conformance quality of the pathway structural model PLS which is the unified mean square root criterion (SRMR) Standardized Root Mean Square Residual, When its value is 0, this indicates a perfect match, while the acceptable value for it is when it is less than 0.08.(Henseler et al., 2016, p. 9).

**3.4.2 Evaluation of Linear Correlation Collinearity Assessment**

Linear correlation indicates a high degree of correlation between two independent variables and is measured by the variance inflation factor Variance Inflation Factor (VIF) whose value must be less than (5) according to (Hair et al., 2017)..

**3.4.3 Track transactions Path coefficients**

These transactions are also called direct effects direct effects It represents the hypothetical relationships between the variables, whose standard values range between +1 and -1, as when the path coefficient approaches one, this indicates a strong positive relationship and vice versa. The significance of these coefficients can be determined by the standard error which is obtained through a process called bootstrapping and performed by the program Smart PLS, through which the value is calculated Which should be higher than 1.96 at a significant level of 0.05(Hair et al., 2017: 195)..

**3.4.4 Coefficient of determination Coefficient of Determination R<sup>2</sup>**

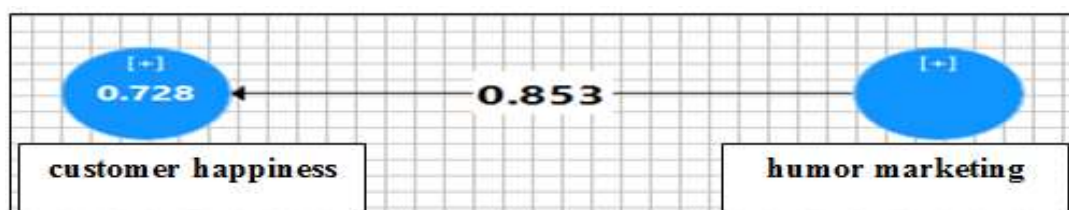
This coefficient is also called the interpretation coefficient because it measures the extent to which the independent variable interprets the dependent variable, and its value ranges from 0 to 1, and the higher it is, the more it indicates higher degrees of interpretation. To evaluate the results, (Hair et al., 2017: 171).It indicated that the values 0.25, 0.50, and 0.75 indicate weak, medium, and large values, respectively.

**3.4.5 Effect size Effect Size f<sup>2</sup>**

In addition to calculating the value R<sup>2</sup> Therefore, researchers must recognize the contribution of each dimension in the formation of this value, and this is called the effect size (f<sup>2</sup>), and to evaluate the results (Hair et al., 2017: 158). It indicated that the values 0.02, 0.15, and 0.35 indicate a small, medium, and large effect, respectively.

**3.4.6 Impact relationships tested the second main hypothesis**

Stated the second main hypothesis on it “There is a positive and significant effect relationship of humor marketing on customer happiness. To test this hypothesis, the structural model shown in Figure (2) was built, the results of which are presented in Table (7).



**Figure (9): the structural model for testing the second main hypothesis**

Note: The numbers in the arrows represent the coefficient of the path, while the numbers in the circles represent the coefficient of determination, and the symbol [+] indicates that the paragraphs belonging to the variable are hidden because they are not needed in evaluating the structural model.

**Table (7) results of evaluating the structural model of the second main hypothesis**

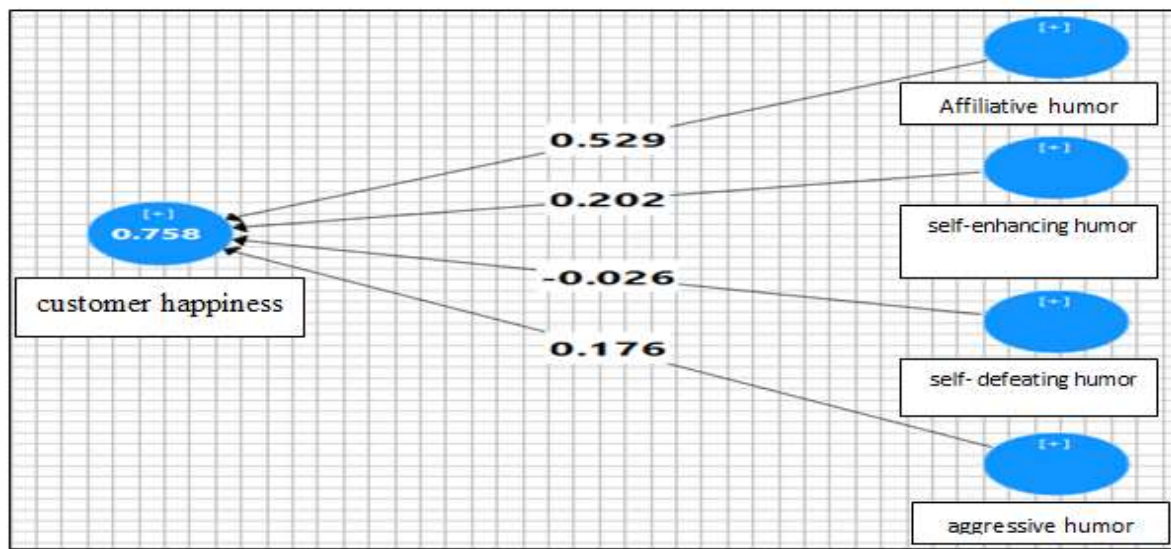
Modified R <sup>2</sup>	The coefficient of determination R <sup>2</sup>	effect size f <sup>2</sup>	The result	p Value	t Value	path parameter	live	track	the premise	Matching quality SRMR
0.682	0.728	0.682	Acceptance	0	10,732	0.853	1	X→Y	H2	<b>0.071</b>

Source: SmartPLS output.

Browse table (7) The results of evaluating the model structure of the main hypothesis The second one showed that standard pan SRMR adult (0.07) Achieves the required standard for conformity quality, and has reached the track coefficient (0.853) And the most delicious Achieves the required standards of values And the Which indicates a significant effect relationship, and therefore the acceptance of the second main hypothesis. It also has a coefficient of determination R2 (0.728) Thus, the independent variable explains the dependent variable by a ratio (72%) and the rest of the value represents other factors not covered by the research.

**3.4.7 Testing the sub-hypotheses of the second main hypothesis**

The researcher built the structural model that appears in the figure (3) For the purpose of testing the sub-hypotheses of the second main hypothesis (H2-1, H2-2, H2-3, H2-4), Table (8) results.



**Figure (3): The structural model for testing the sub-hypotheses emanating from the second main hypothesis**

Source: SmartPLS output.

Note: The numbers in the arrows represent the coefficient of the path, while the numbers in the circles represent the coefficient of determination, and the symbol [+] indicates that the paragraphs belonging to the variable are hidden because they are not needed in evaluating the structural model.

**Table (8): The results of evaluating the structural model of the sub-hypotheses emanating from the second main hypothesis**

Modified R <sup>2</sup>	The coefficient of determination R <sup>2</sup>	Effective size f <sup>2</sup>	The result	p Value	t Value	path parameter	live	Track	the premise	Matching quality SRMR
0.693	0.758	0.87	Acceptance	0	6,103	0.529	1.18	X1→Y	H2-1	<b>0.07</b>
		0.46	to reject	0.07	3,446	0.202	1,271	X2→Y	H2-2	
		0.006	to reject	0	0.937	-0.026	1,251	X3→Y	H2-3	
		0.026	to reject	0	1,337	0.176	1,251	X4→Y	H2-4	

Source: SmartPLS output.

Table (8) show The results of evaluating the model structure of the sub-hypotheses emanating from the second main hypothesis which showed that standard panSRMRadult0.07 Achieves the required criterion for conformity quality, and has achieved track coefficients for hypotheses (H2-1, H2-2,) required standards of values And the Which indicates the significance of these relationships and therefore accepts the sub-hypothesis (first and third, And the fourth (while the sub-hypotheses were not met (H2-2, H2-4) required standards of values And the Which indicates the non-significance of these relationships, and therefore it rejects the sub-hypotheses as well, as the coefficient of determination has reached R2 (0.758) The dimensions of the humor marketing variable explained (75%) of the factors that explain the customer happiness variable, and the rest of the percentage represents factors not addressed in the research.

#### 4. Conclusions and recommendations

##### 4.1 Conclusions

1. The companies (Al-Balsan, Al-Hafiz and Shenon) try to use the humor marketing method in marketing their products and include it in their advertisements, and this is what is noticed in their television advertisements. The companies under study also focused on using Affiliative humor, whether through their promotional campaigns or their direct activities with customers.
2. This type of marketing is very sensitive, as the marketing message may be misunderstood and thus fail to achieve its goals in delighting and influencing the customer, especially when the company uses the wrong tools such as obscene jokes and offensive jokes.
3. The use of aggressive humor brings negative results, which arouses the anger of customers, as it is considered a provocative behavior that degrades the recipient, and thus provokes their anger and anger, and generates adverse reactions that negatively affect the brand.
4. The inclusion of humor marketing in corporate advertising campaigns contributes to achieving customer happiness when the promotional campaign exceeds customer expectations, generates positive feelings that make customers feel comfortable and happy, and leaves a good impression and high impact to buy back and achieve loyalty.

##### 4.2 Recommendations

1. The need to adopt humor marketing methods that spread a positive atmosphere and laughter among customers, as this type of marketing touches the feelings and feelings of the customer and thus helps the company achieve psychological comfort and satisfaction for the customer, followed by happiness.
2. Companies that follow this type of marketing should avoid using aggressive humor and self-defeating humor in marketing their products, as they may fall into the circle of bullying and abuse of the customer, thus frustrating the customer instead of making him happy.

3. Companies that seek to achieve the happiness of their customers must use enhanced humor marketing tools when designing promotional advertisements and take into account the timing of the advertisement, as the effect of humor marketing extends for long periods and is transmitted quickly between customers.

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## اثر التسويق الفكاهي في تحقيق سعادة الزبون: دراسة تحليلية لعينة من موظفي شركات تجارة الاجهزة الكهربائية (البلسان، الحافظ، وشينون)

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التسويق الفكاهي؛ سعادة الزبون؛ شركة البلسان، الحافظ، وشينون.

### المستخلص

يحاول البحث الحالي اختبار العلاقة بين التسويق الفكاهي وسعادة الزبون وتحديد مساهمة كل بعد من الابعاد في تحقيق سعادة الزبون كما ويسعى الى معرفة مدى اعتماد الشركات عينة البحث على اساليب التسويق الفكاهي في تسويق منتجاتها، يحاول البحث الحالي وضع اجابات للكيفية التي يمكن ان تحقق الشركات فيها سعادة الزبون بواسطة التسويق الفكاهي وتحديد اتجاه وطبيعة العلاقة بينهما، تبرز اصالة البحث في استخدامه لمتغيرين لم يختبرا معا سابقا على حد علم الباحثين، فضلا عن توجيه الانظار نحو اسلوب تسويقي مهم وهو التسويق الفكاهي وتحديد الطرق المثلى في استخدامه، جرى اختيار ثلاث شركات كبيرة تعمل في سوق الاجهزة الكهربائية وهي كل من (البلسان، الحافظ، وشينون) اعتمد المنهج التحليلي الوصفي في تحليل النتائج واستخدمت الاستبانة كأداة لجمع البيانات البالغة (82) استبانة صالحة للقياس عرضت على مجموعة من الادوات والمقاييس الاحصائية المناسبة لغرض تحليلها وقد استعين ببرنامج SPSS V.26 و SmartPLS في تحليل البيانات للتوصل الى النتائج، وقد توصل البحث الى ان الشركات محل البحث تستخدم اسلوب التسويق الفكاهي في تسويق منتجاتها وتضمنه في اعلاناتهم مع اخذهم الحيلة عن استخدامه فهذا النوع من التسويق حساس للغاية فمن الممكن ان يساء فهم الرسالة التسويقية وبالتالي يفشل في تحقيق اهدافه في اسعاد الزبون والتأثير فيه خصوصا عندما تستخدم الشركة الادوات الخاطئة كالدعابات البذيئة والنكت المسيئة، كما ركزت الشركات قيد الدراسة على استخدام الفكاهة البناءة سواء عبر حملاتها الترويجية او نشاطاتها المباشرة مع الزبائن.

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