



**HUMOUR IN ADVERTISEMENT AND ITS INFLUENCE ON
CONSUMERS' ATTITUDE: A SABAHAN PERSPECTIVE**

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ABSTRACT

The advertising industry is a lucrative business. This in turn has impacted the formation of consumers' attitude towards advertising. As such, it is crucial to identify the determinants of their attitude. The aim of this research is to investigate the influence of advertisement with humour appeal on consumers' attitude among those who are in Kota Kinabalu, Sabah. A total of 200 respondents participated in this research. The outcome shows that information, credibility and pleasure of an advertisement with humour appeal does influence the consumers' attitude.