

Abstract

Conducting an experiment in the consumer behavioral context, this study examines 3 moderating variables influencing gender difference in persuasibility: communicator sex, source expertise, and sex role orientation (product type). Testimonial advertisements for two products, one is masculine and the other is feminine, were presented to college students and their responses to the advertisements were collected and analyzed. some 2-way and 3-way interactions were found in attitude toward advertisement, brand attitude, and purchase intention. Results suggested that women are not more persuasible than men. Both men and women have better brand attitude when the advertised product is endorsed by a person less familiar with the product. Possible explanations are discussed.

Keywords: Gender Difference, Communicator Sex, Source Expertise, Product Type