Gender Differences in Advertising Persuasion as a Function of Mood, Argument Quality and Promotional Message Length

Abstract: Experimental data showed that gender differences in responses to advertising depend on interactions between consumers' mood and the number and quality of product-related claims. As hypothesized, specific moods (positive mood for men, negative for women) catalyzed the expression of gender-consistent information processing tendencies. Men and positive-mood participants preferred longer ads, while women and negative-mood participants favored shorter ads. In contrast, when mood-specific and gender-based information processing predispositions were incongruent (i.e., men under negative mood and women in positive mood), gender-specific predispositions overrode mood effects. With regards to claim quality, women favored quality arguments independent of claim quantity, while men consistently preferred longer ads, regardless of claim quality. The effects were consistent on ad persuasion, ad evaluation, and purchase intent.

George Anghelcev*[a] and Sela Sar*[b]

[a]*Department of Journalism and Strategic Communication, Northwestern University in Qatar, Doha, Qatar;* [b]*Charles Sandage College of Media, University of Illinois, Urbana-Champaign, USA*

*corresponding author; george.anghelcev@northwestern.edu selasar@illinois.edu

George Anghelcev, PhD., is professor of strategic communication at Northwestern University in Qatar (NUQ) and faculty affiliate at NUQ's Artificial Intelligence and Media lab.

Sela Sar, PhD., is professor of advertising in the Charles Sandage College of Media at The University of Illinois at Urbana-Champaign and past President of the American Academy of Advertising

Note: the authors contributed equally and are listed in alphabetical order