

The Role of Gender in Consumer Responses to the Preventative Communication

Moon-Yong Kim
Hankuk University of Foreign Studies

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Abstract

This research investigates gender differences in responding to the preventative communication by varying the level of susceptibility-induced threat. Specifically, it is predicted that higher level of susceptibility is more likely to have a negative effect on persuasion for females (vs. males) due to their maladaptive responses to the threatening message.

Keywords: *gender; threat; susceptibility*

Track: Advertising & Marketing Communications