

The power of hispanic voice-over in radio:

Comparing the effect of gendered voice-overs between hispanics and non-hispanics audiences

Resumen

Este estudio examinó la forma en la que el género de la voz utilizada en los comerciales de radio influye en la opinión de hombres y mujeres, y en la de los hispanos y no-hispanos en los Estados Unidos. Con esta investigación se pretendió corroborar las teorías que sustentan que la efectividad o ineffectividad del comercial, en función del género usado, dependen de la cultura y el género de la audiencia. Con tal propósito, se practicó un estudio cuasi-experimental que comparó el impacto de comerciales usando una voz masculina, una voz femenina, y la combinación de ambas voces (mixto). El estudio sirvió para comparar audiencias, entre hispanos y aquellos identificados como no-hispanos, en el Estado de Texas. El experimento consistió en comparar el impacto de la voz utilizando un comercial de radio que promocionó un producto de categoría unisex neutral (usando una compañía ficticia de seguro médico). Luego, se midió la opinión, aceptación e intención de compra del producto. Los resultados revelaron que no existen diferencias significativas entre hombre y mujeres hispanas, pero sí una inclinación más positiva entre los hispanos que escucharon la voz masculina comparada con la de aquellos que escucharon la voz femenina o las voces mixtas. Consecutivamente, se encontró que la influencia del comercial de radio con voces mixtas fue mayor que el de la voz femenina. Al comparar los resultados entre hispanos y no-hispanos, se encontró diferencias significativa de género entre las dos audiencias (raza). Contrario a las mujeres hispanas, la mujeres en Estados Unidos que no son hispanas prefirieron la voz femenina; luego el comercial con voces mixtas, y en último lugar la voz masculina.

Abstract

This study examined how gendered voice-over in radio advertising influences the judgment of males and females, among Hispanics and Non-Hispanics

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Palabras clave

Mercadeo hispánico, voz en *off*, cuñas radiales, radio, audiencias hispánicas y publicidad de género.

Keywords

Hispanic Marketing, voice-over, radio spots, radio, Hispanic Audiences and gendered advertising.

in the United States. The study intended to support the contention that gendered commercials may be effectual or ineffectual with regards to the audience's culture and gender. For the purpose of this study, a quasi-experiment design was conducted in the State of Texas. Overall, the results suggested that no gender difference exists among Hispanics when a male voice over was used to advertise a gendered product (Health Insurance). Contrary, significant gender differences exist among Non-Hispanics whose voice-over preferences are in accordance with their gender. In addition, Hispanics attitudes toward the ad and commercial are higher when a male voice was used, followed by mix voice-over (female and male voices), and last by a female voice. That is, Hispanic males and females perceive a male voice-over more positively than Non-Hispanics, whereas an individual female voice-over was preferred and perceived more positively by Non-Hispanics females in the U.S.

Every day, all day, whether at home or away from home, the radio is one of the primary media platforms used in reaching out to Hispanics in the United States, yet little research has been done regarding gendered effects and differences toward this mass medium. Previous studies expressed interest in the roles played by men and women in advertising (Gilly, 1988; Wee, Meilan, & Tambyah, 1995; Oliver, Sargent, & Weaver, 1998; Taris & Bok, 1998; Bartsch, Burnett, Diller, & Rankiun-Williams, 2000).¹

Although a substantial amount of research has explored the content of portrayals of gender role in the media (Gilly, 1988; Wee et al., 1995; Oliver et al., 1998; Taris and Bok, 1998; Bartsch et al., 2000), only a small number of studies have examined their effect on viewers (Oliver et al., 1998; Bellizzi & Milner, 1991; Smith, 1994), and none have been directed to radio listeners. Findings revealed the importance of gender and gender role on television viewers' affective responses to media entertainment (Oliver et al. 1998), yet little has been said with regards to the impact of voice-overs. Therefore, this study aims to explore the effect of gendered voice-overs by comparing female, male, and mix voice-overs.

According to United States Census Bureau (2013) there is an estimated 54 million Hispanics living in the United States. As the population of Hispanics grows, so does the number of Spanish-language radio stations (Albarran & Hutton, 2009). According to Albarran (2009), there are over 800 Spanish-language stations throughout the United States. Approximately 72 percent of Hispanic radio listeners are employed and most Hispanics tune to the radio while at work. In addition, Albarran (2009) reported that 95 percent of Hispanic Consumers in the U.S. listen to radio at least once per week, thus highlighting a strong relationship between the radio and a rising and important sector of the population.

¹ This interest was based on the belief that advertising influences societal perceptions of appropriate sex roles (Gilly, 1988; Bartsch et al., 2000).

What we know about the Hispanic listeners with regards to radio voice-overs is limited. That is, the literature suggests that individuals perceive advertisement information differently with regards to their membership in groups defined by ethnicity and gender (Bhat, Leigh, & Wardlow, 1998), but a lack of empirical research was found identifying the differences between the preferences of Hispanics and non-Hispanics toward radio voice-over commercials. Thus, the following research questions are developed for this study: How do radio voice-overs utilized in advertising influence the judgment of males and females about the advertised products? How do those judgments differ between Hispanics and non-Hispanics in the United States?

Previous studies claimed that women respond more positively to female-positioned advertisements than male-positioned advertisements, but men responded much less positively to female-positioned advertisements than to male-positioned advertisements (i.e. Bellizzi & Milner, 1991). Consistent with these findings, is the claim that masculine products are more positively perceived by both men and women when promoted by male models; likewise, men and women preferred female models for promotion of feminine products (Kanungo & Pang, 1973). That is, an evident recommendation can be made with regards to the gendered product category whether it is a male or female dominant product. However, what happens with neutral products that are purchased individually or jointly and used by both genders? To answer these research questions, this study aimed to examine how gendered voice-overs, when utilized in neutral product advertising, influence males and females among Hispanic and non-Hispanic groups in the United States.

This paper is divided into six sections. The first provides a brief explanation of the literature pertaining to the impact of spokespeople on consumers. The second presents a short literature review on gender differences based on psychological studies, and a series of hypotheses are formulated from earlier conclusions. The third section discusses the cultural differences between Hispanics and non-Hispanics, and an alternative set of hypotheses are developed. The fourth section discusses the research method and procedures of the data collection. The fifth section analyzes the results obtained in the study and a conclusion is presented in the sixth section.

Literature Review and Hypotheses

Spokespeople in Advertising

According to Whipple and McManamon (2002), a spokesperson can be a model, actor, product user, celebrity, etc. that serves as a narrator or voice of authority in a commercial. The use of spokespeople is a widely

used technique in advertisements around the world, so it is important to understand how different endorsers affect consumers. It has been suggested that the type of endorser used in a commercial (celebrity, expert, ordinary person, male, female, etc.) has a major impact on consumer attitudes towards a product (Jain, Roy, Daswani, & Sudha, 2011). Research indicates that if consumers believe an endorser is trustworthy, they associate the product with high value and will have higher purchase intention (Chi, Yeh, & Tsai, 2011). This tells advertisers that the endorser chosen for a commercial not only impacts consumers' perception of a product or brand, but can also have a direct impact on their purchasing habits.

For this reason, it is important to understand the effects of different endorser characteristics on consumers. In this study, we are interested in the preference of listeners among male, female, and mix voice-overs. As of now, men still narrate most commercials on TV (Whipple & McManamon, 2002). Furnham and Li (2008), found that in both Hong Kong and many major Western countries, male voices were used in more voice-over roles, while women were restricted to more visual ones. This is likely the result of a long-held industry belief that people want to hear a recommendation from an authoritative man over a woman (Whipple & McManamon, 2002).

While it is clear that male endorsers are more prevalent than female endorsers, researchers have shown conflicting results regarding the preference of male or female voice-overs. Some research suggests that men prefer male endorsers and women prefer female endorsers because they relate to and trust endorsers of their own gender for information about products (Boyd & Shank, 2004).

On the other hand, Whipple and McManamon (2002), looked at the impact of the spokesperson's sex on consumer attitudes toward the advertisement and found that women were received equally to men and even preferred in some situations. When the product advertised was gender-neutral, the sex of the endorser had no impact on consumer evaluations. The only scenario where the endorser's sex mattered was when the product being advertised was focused on the female gender (perfume, shampoo, etc.), where men preferred to hear from women about the female products, while women preferred to hear from other women. It is evident from the contradictory results of these studies that further research is needed to understand the impact of men and women as voice-over endorsers on consumer perceptions and purchase behavior.

Gendered Differences

Research has indicated that males and females respond differently to advertisements. For example, it was revealed that women responded

somewhat more positively to female-positioned advertisements than to male-positioned advertisements, whereas men responded much less positively to female-positioned advertisements than to male-positioned advertisements (Bellizzi & Milner, 1991). In some situations, males and females were in agreement on their preferences. For example, Kanungo and Pang (1973) found masculine products to be more positively perceived by both men and women when promoted by male models; likewise, men and women preferred female models for promotion of feminine products. Recent studies support the proposition that a product's gender endorser is related to the sex of its most likely users (Whipple & McManamon, 2002).

In the psychological literature, one of the major differences between the genders is the achievement and affiliation orientation. Males are believed to have a higher level of achievement orientation than women (McClelland, Atkinson, Clark, & Lowell, 1976). Achievement orientation involves the drive to accomplish external goals, to achieve success, and such personal characteristics as being assertive, independent, and self-centered. The affiliation orientation involves concern for other people's feelings, seeking approval from others, creating nurturing relationships with others, and maintaining interpersonal harmony. McClelland et al. (1976) stated that women have an affiliation-orientation associated with getting along well with other people, whereas men have an achievement-orientation associated with getting a good job, leading others, and so on.

Parallel to the achievement-affiliation dichotomy, Bakan (1966) suggested that men are more agentic and women are more alterocentrist, meaning that they are more communal. The agentic orientation is characterized by such behavior as being achievement-oriented, aggressive, and self-centered. Communal orientation is represented by being affiliation-oriented, concerned with social acceptability, and being alterocentrist. In other words, men themselves are supposed to be egocentrist, making their pleasures and their activities the center of the world in which they live, whereas women are presumed to be alterocentrists, focusing on their feelings, their enjoyment, and their ambitions on something outside themselves (Bakan, 1966).

Thus, the literature suggests that an achievement-affiliation dichotomy and a similar agentic-communal dichotomy exists and separates the genders. We now turn to utilizing these dichotomous orientations, and other evidence, to develop hypotheses about products.

Gender-Neutral Products

Neutral products are positioned as neither male-dominant nor female-dominant, and are purchased and used by both sexes (Chapa, Minor, &

Pope, 2003). A neutral product should not be positioned as an ethnic product or associated to any country of origin. For example, some may consider a convertible car a neutral product because it can be used by males and females, but previous research argues that a convertible is a male-dominant product (Kanungo & Pang, 1973). Similarly, a sofa might be considered a neutral product, but it is actually positioned as a female-dominant product (Kanungo & Pang, 1973; Whipple & McManamon, 2002). So, in order for a product to be considered gender-neutral it has to be perceived as neither masculine nor feminine, and it has to be a desirable choice for both males and females. Examples of neutral products would include a credit card, a soft drink, a health insurance policy, a stapler, and an internet service provider, among others (Chapa, Minor, & Pope, 2003).

Therefore, a neutral product is positioned as neither a male-dominant nor a female-dominant product: thus the advertising is addressed to consumers as “people” regardless of gender. The pre-testing of the selection of the product determined that “health insurance” was the most appropriate neutral product category for this study.

Hypotheses Development

Individual Perception Towards Advertisements

Consumers’ responses to advertisements have been a topic of interest in marketing research since the 1970s. Researchers (e.g. Mitchell & Olson, 1981; Shimp, 1981; Lutz, Mackenzie, & Belch 1983) have investigated the influence of (1) attitudes toward the advertisement (Aad) and (2) brand attitudes, and found strong support for a positive relationship between them. As supported by a large number of studies in attitude towards the advertisement, “emotion” as well as “cognition” play an important role in consumer response to the advertisement (Allen & Madden, 1988; Batra & Ray, 1986; Edell & Burke, 1987; Stout & Rust, 1987).

In addition, marketing literature suggests that other variables, such as brand attitudes, might also affect people’s responses to the advertisement (Lutz et al., 1983). For the purpose of this study, the effectiveness of the advertisement is measured by exploring the listeners’ responses to the advertisement in terms of emotions, attitudes toward the advertisement, attitudes toward the brand, and intention to acquire the product.

Spokesperson Effects

Few studies have addressed the effect of gendered radio voice-over commercials for neutrally-positioned products, and most of those that have done so have been focused on the effect of male and female voices (Whipple & McManamon, 2002; Debevec & Iyer, 1986). Research by Alreck, Settle, and Belch (1982) determined that men would be less likely to use neutral products that are positioned to appear more feminine than women would be to use neutral products that are positioned as masculine.

A later study, which focused exclusively on the effect of spokespeople on gendered products, found the effectiveness rating to be more favorable with a male spokesperson than with a female spokesperson for neutral products (Debevec & Iyer, 1986). In addition, "it has been considered safer to advertise neutral products to males because females will use males' product, but males will not use products considered feminine," (Smith, 1994). Based on these assumptions this study proposed the following hypotheses:

H₁: Female radio voice-over advertising for neutral products is perceived more positively by females than by males.

H₂: Male radio voice-over advertising for neutral products is perceived equally by males and females.

Orientation

We now return to our earlier discussion concerning achievement and communal orientation. Based on the assumption that men are likely to be egocentrists, whereas women are assumed to be alterocentrists with an affiliation-orientation, which is associated with getting along successfully with other people (McClelland et al., 1976; Bakan, 1966), it was hypothesized:

H₃: A mix female – male radio voice over advertising for a neutral product is perceived more positively by females than males.

Cultural Differences Between Hispanic and Non-Hispanics

A cultural explanation is provided because it is necessary to understand the implications and results of a cross-cultural study. Research on cultural distinctions broadly classifies cultures from individualist to collectivist, high to low uncertainty avoidance, high to low power distance, and masculinity to femininity dimension (Hofstede, 1980). For the purpose of this study, the individualism-collectivism and masculinity-femininity frameworks will be employed to distinguish non-Hispanic Whites, as individualists and relatively

masculine, from Hispanics, as collectivists and highly masculine (Hofstede, 1980; Korzenny & Korzenny, 2011). We will employ the phrase “medium masculine” to position the non-Hispanics orientation along a masculinity-femininity continuum, with Hispanics rated as “highly” masculine.

Individualistic attributes identify people with a highly developed independent self-concept as being likely to express individual priority over group goals whereas collectivists are more subordinated to collective goals (Triandis, 1989; Yamaguchi, 1994). The social behavior of collectivists is more likely to be driven by social norms, duties, and obligations, whereas individualists are more likely to be driven by their own beliefs, values, and attitudes (Bontempo & Rivero, 1992).

Regarding relationships, individualists are more oriented on task achievement, sometimes at the expense of relationships, whereas collectivists put more emphasis on harmonious relationships, sometimes at the expense of task accomplishment (Kim, Triandis, Kagitcibasi, Choi, & Yoon, 1994). Non-Hispanic Whites who are classified as being individualistic (Cateora and Graham, 2001) tend to develop a high independent self-concept that makes them see themselves as “an individual,” whereas Hispanics, identified as collectivists, tend to be attached to a group, and so they see themselves acting as a group or society. These beliefs lead to the following hypothesis:

H₄: A mix female – male radio voice-over advertising for neutral products is perceived more positively among Hispanics than by non-Hispanics in the U.S.

On the other hand, the masculinity framework basically refers to the expected gender roles in a culture. It is based on the extent to which traditionally “male” goals of wealth and recognition are acknowledged. Cultures that are classified in relation to what Hofstede (1980) referred to as “masculine” tend to have very distinct expectations of male and female roles in society. There is the belief in the superiority of the male when the culture is “masculine” oriented. The more “feminine” cultures are more ambiguous about what is expected of each gender.

Hispanics are not only classified as masculine-oriented but also as “machistas” (Quintero & Estrada, 1998). Ingoldsby (1991) suggests that Hispanic men, characterized as macho, are not only self-perceived as superior but are also centered on aggression and sexual exploitation. The literature shows that Hispanic males are taught to be emotionally detached and dominant, while Hispanic females are taught to be wives and mothers whose sacrifices are part of her role (i.e. Webster, 1994; Korzenny & Korzenny, 2011). Given this subordinate and self-sacrificial role for Hispanic females, it is expected to

find a less positive response to female voice-over by Hispanics than by non-Hispanics. Therefore, the last hypothesis asserts the following:

H₅: The impact of a male radio voice-over advertising for neutral product is greater among Hispanics than non-Hispanics in the U.S.

Research Design

This study used a quasi-experimental method, using a one ad design. The participants were asked to listen to one radio commercial, and then to answer a survey. In order to test the impact of the voice-overs a simulated neutral product advertisement was created. To select the product category and its simulated name, a focus group was conducted with graduate students from the school of communication at Texas State University. Then, a pilot study testing for the inter-judge reliability of the products showed that “a health insurance” product named “Green Shield of Texas” had the highest level of validation. That is why *the Green Shield of Texas Health Insurance* was selected as a gender-neutral product and used to produce the simulated radio commercial.

Then, a content analysis was conducted to select the script to be used to produce the simulated radio spots. See appendix A. Furthermore, two series of three simulated commercials in two languages (English and Spanish) were recorded; a male voice-over, a female voice-over, and a mix male and female voice-over in each language. A total of six commercials were used in the data collection process. The voices used in the experiment were from the same man and woman, they recorded the voice-over in English and Spanish. This means that the experiment controlled for any confounding variables regarding the spokesperson’s tone of voice.

Instrument

The questionnaire comprised 25 likert-scale questions plus demographics. Twenty questions were taken from the semantic differential attitude toward advertising scale developed by Grossbart, Muehling, and Kangun in 1986 (Bruner & Howard, 1994). Five questions were adopted from the viewer judgment of advertisements scale (PDI) developed by Tammi S. Feltham in 1994 (Bearden and Netemeyer, 1999). These scales have been used and validated in previous studies. The last questions were demographic in nature and included gender, ethnicity, age, and occupation.

Data Collection

This experiment used a snowball sample technique to collect the data. Students in a Mass Media and Culture class were trained by the principal investigator on how to conduct the experiment. Using a paper survey and ipods or MP3 players, each student became a recruiter for the quasi-experiment. Each recruiter was in charge of either conducting experiment in English or Spanish. Using ipods or MP3 players, the recruiters invited the participants to use a pair of head-phones to listen to a radio spot, then they were invited to answer a short survey. The radio commercial was randomly assigned to the participants in an attempt to increase internal validity. Each recruiter collected a minimum of 6 surveys (3x2 commercials). The data was collected in San Antonio, San Marcos, and Austin in Texas.

There was a total sample of 400. Male respondents accounted for 202 (50.5%) surveys, and females accounted for 194 (49.5%) surveys. Of the respondents, 57 percent of the participants were in the 18-24 age range. There were 147 female voice-overs heard, 126 male voice-overs, and 124 of mix voices heard. Of the male respondents, 76 heard the female voice, 65 heard the male voice, and 59 heard the mix female and male combination. Of the female respondents, 70 heard the female voice, 59 heard the male voice, and 64 heard the combination voice-over. Overall, the distribution of the treatments was equivalent across voice-overs.

Data Analysis and Results

In order to validate the scales used in the questionnaire, a structural equation modeling technique was used. Most fit indicators were higher than the recommended levels (GFI = .98 - .99, AGFI = .96 - .95, TLI = .97 - .98, CFI = .99 - .95). Further, residual errors were at acceptable levels (RMSEA = .07 - .007). The p-value was not significant (.16) and the chi-squared ratio was within the desired range of 1 to 2. Finally, to measure the reliability of the constructs, Cronbach's alphas were tested. The alphas ranged between .80-.90, with an overall reliability of .86, above the minimum recommended of .70 (Nunnally, 1978). See results in Table 1.

To validate the model, a structural equation was performed, which indicated that emotions impacted "attitudes toward the ad" and "attitudes toward the brand", which in turn impacted the listener's intentions to purchase the product. Overall, the fit measurements of the structural equation modeling indicated a good fit. The fit indicators showed the model fit at acceptable levels with a low margin of error (GFI = .97, AGFI = .95, TLI = .94, CFI = .96, and RMSEA = .06). The p-value was .004 and the chi-squared ratio was 2.48. The

regression weights indicated that the value for the “emotions” variable was positively related to “attitudes toward the ad” ($\lambda = .34$, $p = .000$), which in turn was positively related to “attitude toward the brand” ($\lambda = .69$, $p = .000$), and finally “attitude toward the brand” related to “intention to purchase Green Shield of Texas” ($\lambda_s = .69$ and $p = .000$). The findings, support the premises in advertising about the effect of the message elude by a voice-over on emotions, attitude toward the ad, attitude toward the brand and intention to purchase.

MANOVA tests were conducted to measure the differences among voice-overs across Hispanic and non-Hispanic groups. The Pillais,’ Hottelling’s, Wilks,’ Lamba, and Roy’s GCR estimates were significant at .000, indicating that group differences occurred in the equation. In order to explore the direction of the means’ differences, the Bonferroni and Scheffe multiple comparison tests were also examined. The means comparison tests showed that generally male voice-overs were more likely to produce positive: emotions, attitudes toward the ad, attitudes toward the brand, and intention to purchase the neutral product when compared to female or mixed voice-over advertisements. These findings indicate that a significant difference exists between Hispanic and non-Hispanics across voice-overs. However, a further examination of the Univariate test as well as logistic regression was run to test the hypotheses.

Logistic regression was used to investigate if it was possible to predict whether males/females or Hispanic/non-Hispanic listeners would exhibit positive attitudes and intention to purchase. The binary group for the dependent variable was defined as 0 for the females and 1 for males, and 0 for non- Hispanics and 1 for Hispanic. The results indicated positive coefficients suggesting that Hispanic listeners are more likely to exhibit higher attitudes towards the ad, attitudes towards the brand, and intention to purchase the product when a male voice-over is heard. The next most effective would be a mixed voice-over, and the least effective would be a female voice-over. In regards to male and female non-Hispanics, the results indicated that they were more likely to exhibit higher attitudes when they were exposed to their own gendered voice over.

To test hypotheses H_1 and H_2 , logistic regression tests were run between genders. The logistic regression method is appropriate for this study because the dependent variables (gender and culture) only have two categories (and are thus dichotomous). Dichotomous variables tend to have skewed distributions that violate the assumption of normality, whereas logistic regression is less affected than other methods by the variance and covariance of the inequalities across the groups. The results indicated that there was no significant difference between males and females when they heard the

male voice over (sig. = .10). That is, the result showed female radio voice-over advertising for neutral products is not perceived more positively by females than by males, and therefore H_1 was rejected. This means that the results indicated that male radio voice-over advertising for neutral products was perceived equally positively by males, and females were not supported. The results showed a significant difference (sig. <.05), therefore H_2 was rejected.

As previously discussed, a MANOVA test was conducted to measure the differences among voice-overs across groups. The Pillais', Hottelling's, Wilks', Lamba, and Roy's GCR estimates were significant at .05, indicating that group differences occurred in the equation. However, a further examination of the Univariate was used to test the hypotheses while looking to the intentions of individuals to purchase the product. The results indicated that a mix female – male radio voice-over advertising for neutral products is perceived more positively by females than by males (sig.= 03), so H_3 is supported.

In addition, the results indicated that a mix female – male radio-voice over advertising for neutral products is perceived more positively among Hispanics than by non-Hispanics in the U.S. (sig.=.00) Therefore H_4 is supported. Finally, contrary to what was expected, the impact of male radio voice-over advertising for neutral products was not significantly (sig. = .09) greater among Hispanics and non-Hispanic in the U.S. Therefore, H_5 was rejected.

Conclusion and Discussion

The findings of this study are important for theory and practice. Theoretically, the model used to measure the effect of gendered voice over on Hispanic and non-Hispanics was validated. Consistent with the literature, we found a validation to claim that emotions eluded by a spokesperson have an impact on attitudes toward the ad and attitudes toward the brands, which in turn are significant predictors of intention to purchase (Ajzen, 1991).

From a practical perspective, the results can be used by the radio and advertising industries to identify the correct spokesperson to use in leading a neutral product campaign geared to attracting the Hispanic markets in the U.S. First, the result showed that contrary to a generalized assumption in the literature, female radio voice-over advertising for neutral products is not perceived more positively by females than by males. Furthermore, this study shows that Hispanic females prefer male voice-overs more so than female voice-overs for neutral products. Thus, a generalization is not accepted with regards to culture-related or ethnic-specific advertising campaigns.

Second, the premise that male radio voice-over advertising for neutral products is perceived equally positively by males and females was not supported. This study found that non-Hispanics prefer female voice-overs regardless of whether or not the product is in a neutral-gendered product category.

Third, consistent with previous premises, it was learned that a mixed female-male radio voice-over advertisement for a neutral product is perceived more positively by females in general than males. Fourth, as hypothesized, based on the culture-related theories, it was revealed that a mixed female – male radio voice-over advertisement for neutral products is perceived more positively among Hispanics than by non-Hispanics in the U.S.. Finally, although the results of this study indicated that the impact of male radio voice-over advertising for neutral products is greater among Hispanics than non-Hispanics in the U.S., the difference was not significantly different between these two groups.

Despite the theoretical and practical contributions of this study, it is important to highlight its limitations. First the data collection was limited to Texas, in the United States, which limits the generalization for the findings to the other 49 states. Second, the sample distribution between Hispanics and non-Hispanics was not equivalent; therefore, future research should consider expanding the sample size. Finally, the product category was limited to one: “health insurance.” Future research should include other neutral products such as credit cards, apparel, or beverages.

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Table 1
Models Fits and Cronbach's Alphas

Variable	Items	X ² /df	GFI	CFI	RMSEA	Alpha
Emotions	10	2.06	.992	.994	.052	.834
Aad	9	3.39	.994	.953	.077	.807
Ab	5	3.10	.987	.994	.073	.908
Intention to purchase	3	-	1	1	.007	.893

Appendix A

Green Shield of Texas

English Script

- How does your health plan make you feel? Would you recommend it to your family and friends?
- We are GREEN SHIELD OF TEXAS, the largest health provider in the state.
- We serve more than 2 million customers, and our main concern is member satisfaction
- Earning your trust every day, making sure you get the highest level of service and support.
- That's why we offer flexible benefits design, giving you control over your health needs,
- You can choose your own doctor from the widest network in the state, and then make the medical decision together,
- Just like it has been at GREEN SHIELD OF TEXAS for more than 50 years.
- Rather than get in the way, GREEN SHIELD OF TEXAS will show you the way,
- The way to use your health plan is to take charge of your health care, and to stay in the best of health
- GREEN SHIELD OF TEXAS

Green Shield of Texas

Spanish Script

- ¿Cómo se siente usted con su seguro médico? ¿Se lo recomendaría a sus familiares y amigos?
- Nosotros somos GREEN SHIELD OF TEXAS, el proveedor de seguros médicos más grandes de Texas
- Servimos a más de 2 millones de personas, y nuestro mayor interés es la satisfacción de nuestros clientes.
- Para que día a día usted confíe más en nosotros, le garantizamos la calidad de nuestros servicios.
- Por eso ofrecemos varias opciones de beneficios, para que usted tenga el control adecuado según sus necesidades de seguridad.
- Usted puede escoger su propio médico de la red más extensa del estado, y luego, juntos tomaremos las decisiones médicas, tal y como lo hemos hecho por más de 50 años.
- En lugar de encaminarlo, GREEN SHIELD OF TEXAS camina con usted. Para que mantenga el control de su seguridad y el cuidado de su salud.
- GREEN SHIELD OF TEXAS