Print Advertising Effectiveness of Female Chefs as Restaurant Endorsers: Does Respondents’ Gender Make a Difference?

骆香妃 (Hsiang-Fei Luoh)
辅仁大学餐旅管理学系助理教授
sophielo@ms37.hinet.net

陈玫妤 (Wen-Yu Chen)
元培科技大学餐飲管理系助理教授
wenyu668@ms68.hinet.net

吴许得 (Sheu-Der Wu)
远东科技大学餐饮管理系副教授
wsd8245@yahoo.com.tw

骆佩君 (Pei-Chun Lo)
北台湾科学技术学院通识中心讲师
zoelo@ms43.hinet.net

ABSTRACT
The use of employee endorsers in advertising has received growing attention in academic literature because the presence of a chef in the advertisement may help visualize the service offered for the customer by providing a physical representation of the service provider. Moreover, a decrease in occupational segregation indicates a potential need to reposition traditionally gender-based services. The study will examine the advertising effectiveness through the gender of endorsers in restaurant advertisements, and explore the influence that respondents’ gender has on the endorsement advertising effectiveness by employees who, for the purposes of this study, are restaurant chefs. We use the chef’s gender as the independent variable, the effectiveness of advertising as the dependent variable, and the customer’s gender as moderating variables. Using consumers as respondents, an experimental design was conducted under conditions which varied the gender (female vs. male) of chefs. With a sample size of 422, we prepared a proper questionnaire to investigate the consumer’s attitude of advertising effectiveness. The results indicated that a middle-age male chef rather than a middle-age/young female chef has better endorsement advertising effectiveness. Furthermore, respondents’ gender could moderate the attitude toward advertising.

Key words: Advertising effectiveness, Female chef, Endorser