

TESTIFYING GENDER AS MODERATING VARIABLE DURING CUSTOMER'S DECISION MAKING IS UNDER CONTROL OF ATTRACTION EFFECT

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ABSTRACT

An attraction effect allowed a particular product or brand to be more interesting than before. It might happen when another inferior product or brand came around. A lot of researches concerning the attraction effect had been done. Similarly, the influence of the effect to consumer's decision making became popular topic for some researches. However, the role of gender in decision making when the effect worked was still unclear. Was there any different opinion between man and woman when they were under control of the effect and made a decision to choose? Did gender moderate the influence of attraction effect? The study was exercised under assumption that there was a difference of men and women in making a decision to choose. Sample, which consisted of 121 respondents, was drawn through convenience and judgment technique. Data collected by questionnaires and analysed by employing Amos 22.0 and SPSS 21.0. The results showed that hypotheses relating with attraction effect and consumer's decision making were supported by empirical data, except the influence of subjective norm to behavioural intention. On the contrary, hypotheses pertaining to gender as moderating variables were not supported.

KEYWORDS: *Attraction Effect, Attitude, Subjective Norm, Perceived Behavioural Control, Behavioural Intention*