

To Study the Effect of Rate of Speech, Gender and Language on Trust and Persuasion.

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Abstract

The present study was conducted to observe the effect of rate of speech, gender and language on trust and persuasion. The objectives of the study was to understand whether there lies a significant difference between the effect of rate of speech, gender and difference in language on trust and persuasion. The sample comprised of 167 participants, with 80 males and 87 females with the age range between 16- 22 years ($M= 17.91$, $SD=1.96$) the participants were exposed to auditory clips. After listening to the clips, the participants were presented with two hypothetical conditions and were asked to rate their answer on a 5-point Likert scale. The results obtained showed that there lies a significant difference for trust and persuasion between gender of the participant and the gender of voice but no significant difference between rate of speech and language.

Keywords: *Trust, persuasion, gender, language, speech, voice*

Author Note:

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