

MESSAGE FRAMING AND SOURCE CREDIBILITY IN FUNCTIONAL FOOD ADVERTISEMENTS

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ABSTRACT

This study sought to investigate the influence of message framing and source credibility on consumer risk perception on functional food products. See the inconsistencies in previous studies, the problems in this study were a) Which is more effective positive or negative message framing in a functional food product advertising; b) Which is more effective high or low source credibility in the functional food product advertising? The general objective of this study was to analyze the use of message framing and source credibility of the right to use in functional food product advertising. Research strategy used by researchers is the experimental method. In this study selected participants were adults. Participants were chosen voluntary. In the selection of group experiments was with randomized assignment. Testing hypotheses 1 and 2 with one way ANOVA, while the third hypothesis testing with two ways ANOVA. So the overall testing of the hypothesis can be concluded that in the functional food products, a more effective used is a negative message framing. Consumers feel less risk perception in functional food advertisements with a negative message framing. Source credibility is more effectively used in functional food products is high source credibility. Consumers feel less risk perception in functional food advertisements delivered by endorser with high source credibility.

Keywords: functional food, message framing, source credibility, consumer risk perception

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INTRODUCTION

Promotion is important in marketing. A wide range of promotional activities conducted marketers. One such tool is the advertising campaign. Advertising intended to inform, persuade, or remind. In order to achieve these objectives, advertising must be packaged properly so that consumers respond as expected.

Marketers need to pay attention to the importance of endorser is used in advertising. Endorser will convey information, persuade, or warned consumers about a product or service. In terms of advertising, as the source who gave information to support a very important role, so that marketers should be able to choose the proper endorser in the advertisement.

In general, few empirical studies that support a strong communicator, interesting, and more effective than experts who do not have these attributes, as seen in the study Giffin (1967), McGuire (1985), Pornpitakpan (2004) in Pratkanis and Gilner (2004-2005). Soliha and Zulfa (2009) showed differences in consumer risk perception in advertisements using celebrity endorser and expert endorser. Consumers can experience a lower risk perception with the support of expert endorser than celebrity endorser. It is relevant to the research Biswas, Biswas, and Das (2006). Related to that, the price effect on the perception that the greater the performance risk as low credibility source (Grewal, Godlieb, and Marmorstein, 1994).

Meanwhile, research Walster, Aronson, and Abraham (1966) in Pratkanis and Gilner (2004-2005) showed that the low source credibility

is more effective than high source credibility. Aronson and Golden (1962) showed that members outside the group is more effective than the members of the group. Likewise, research, White and Harkins (1994) also showed that participants with low involvement would encourage higher to process the message delivered by the source of the black race.

In marketing and advertising, marketers often have difficulty expressing the message. Messages can be expressed in positive or negative framing. Research also indicates that the message is not the same effect on all conditions and can be moderated by other factors. When people expect a negative message framing, the message will be received positively framed more carefully as positively framed messages would cause a conflict with the expectations of individuals. Some research on the message framing is still shown to the contrary. Price effect on the perception that the greater the performance risk when negative message framing and affect prices on the perception that the greater financial risk when the positive message framing (Grewal et al., 1994). Research Buda and Zhang (2000) showed a significant difference in the message framing. Subjects who receive a positive message framing has the attitude toward the product is significantly greater than subjects who receive a negative message framing. Levin and Gaeth (1988) showed that positive framing is more superior than negative framing, as Smith (1996) concluded the same opinion.

In contrast, some studies suggest that the negative message framing is more effective than positive

message framing such as research Ganzah and Karsahi (1995) as well as research Meyerowitz and Chaiken (1987). Rothman and Salovey (1997) showed that the negative message framing are more effective in influencing cognition and behavior to the behavior of the detection of disease, whereas more positive message framing influence the behavior of disease prevention. Maheswaran and Levy (1990) showed that negative framing is more effective in influencing attitudes towards cholesterol testing in subjects with high involvement, while the positive framing is more effective for subjects with low involvement.

For functional food marketers, advertising is also an important thing. Functional food manufacturers to inform consumers and potential consumers of its products. The Institute of Food Technologists (IFT) (2005) have found that consumers get information about the functional food of the media (like television, internet) are often complementary opposition claims the particulars of the various components of the health benefits of functional foods (Naylor, Droms, and haws, 2009).

This functional food phenomenon has given rise to a new paradigm for the development of food science and technology, which does a variety of modifications of processed food products that are functional. This was immediately arrested by the manufacturers started to produce functional food. Put simply, functional foods can be defined as food that has health benefits for people who eat them. Until now there is no agreed definition of functional food is

universal. The International Food Information Council (IFIC) defines functional foods as foods that provide health benefits beyond basic substances. According to the consensus of The First International Conference on East-West Perspectives on Functional Foods in 1996, functional foods as food that is because the content of active components may provide health benefits, beyond the benefits provided by the nutrients contained therein. Definition of functional food according to Badan Pengawas Obat dan Makanan (BPOM) is a food naturally or have been through the process, contain one or more compounds based on scientific studies are considered to have specific physiological functions that are beneficial to health as well as the withdrawal of food consumed or beverages, sensory characteristics of appearance, color, texture and flavor that is acceptable to consumers (Astawan 2005). This functional food do not give a contraindication is not side effects on the amount of the recommended use of the metabolism of other nutrients. Consumer's decision to choose a functional food requires high involvement. According Bornkessel, Broring, and Omta (2011) health status of individual consumers to determine the involvement of consumers in the search for functional food information. Factors affecting consumer acceptance of functional foods among consumer characteristics associated with health status to be associated with one's level of involvement. Consumers will consider various matters relating to the purchase decision of functional food. This is consistent with a functional food is a credence quality product.

Typically a customer will find information about the functional food to be chosen. Decision in choosing a functional food consumers will deal with various risks, including risks of social and psychological risk. The higher product prices and products with higher consumer involvement, the higher the risk perception of consumers.

Studies carried out experiments to be important and interesting because this study sought to investigate the influence of message framing and source credibility on consumer risk perception on functional food products. See the inconsistencies in previous studies, the problems in this study were a) Which is more effective positive or negative message framing in a functional food product advertising; b) Which is more effective high or low source credibility in the functional food product advertising? The general objective of this study was to analyze the use of message framing and source credibility of the right to use in functional food product advertising.

THEORETICAL FRAMEWORK AND HYPOTHESIS

The Elaboration Likelihood Model (ELM)

In the ELM, there are two routes to convince or persuade, the central and peripheral. The central route to convincing arguments consists of a variety of messages like the idea and content of the message. When recipients process centrally, a person will become an active participant in the process of convincing. A central processing has two prerequisites, namely that this only happens when the

recipient has the motivation and ability to think about the message and the topic. If the recipient does not care about the persuasive message, then he lacks the motivation to perform central processing. On the other hand, if the recipient is interrupted or has difficulty understanding the message, then he lacks the ability to perform central processing. The peripheral processing occurs when the receiver decides to accept the message based on cues other than the force of argument or idea in the message. For example, to decide the recipient received the message as an expert source or interesting. Peripheral route occurs when the receiver is affected because he noticed that the message has several arguments, but lack the ability or motivation to think about it individually.

Attribution theory

This theory emphasizes how individuals regardless of background communicators who convey messages of persuasion. When the communicator is deemed not to have personal interests to the message, then people will see the message based on a sincere intention. This will be a consideration in decisions on the part of the message listener. In this case, the individual emphasis on the reasons why a communicator takes a particular position in relation to the message it conveys (Ramdhani, 2007-2008).

Consumer Risk Perceptions

Jacoby and Kaplan (1972) in Friedman and Friedman (1979) identify five types of perceived risk, the financial risk, performance risk, physical risk, psychological risk and social risk. Performance risk is the risk associated with uncertainty about

product performance is not as expected. Financial risk is the risk associated with all costs and expenses to acquire the product and the face of uncertainty about the product. The risks were assessed with a sum of money (Grewal et al., 1994).

Social risk is the possible use of the product will affect the way people think about her. Psychological risk is the possibility of a product does not comply with consumer self-image. Physical risk is the possibility of product would be dangerous to users (Jacoby and Kaplan, 1972 as quoted by Friedman and Friedman, 1979).

The Relationship between Message Framing and Consumer Risk Perceptions

When people expect a negative message framing, the message will be received positively framed more carefully as positively framed messages would cause a conflict with the expectations of individuals. Hopes of the message framing in advertising is generally positive, but negative in a case known, for example healthcare advertising. In healthcare advertising, consumers typically want to know what the danger or the result if a person does not eat certain foods or not do certain things.

The positive message framing is defined as a message that emphasizes the benefits of the brand communication or potential benefits of consumer in a given situation. While the negative framing is defined as message that indicate communication brand disadvantage or potentially harm consumers in a situation (Grewal et al., 1994).

When marketers deliver the message, the message framing needs to be a concern. The message framing is likely to affect consumer perceptions of an advertisement. Based on the description on the face of unity hypothesis can be formulated as follows

H1: There are differences in perceived psychological risk and perceived social risk in the advertising with positive and negative message framing.

The Relationship between Source Credibility and Consumer Risk Perceptions

The source credibility consists of three dimensions, namely the skills, confidence, and physical attractiveness (Ohanian, 1990). Soliha and Zulfa (2009) showed differences in consumer risk perception in advertisements using celebrity endorsers and expert endorser. These results are also consumer risk perception is lower in the ad with a celebrity endorser than the expert endorser. When source credibility is low, attribution theory suggests that consumers will ignore the arguments in the message (Eagly and Chaiken, 1975, in Grewal et al., 1994). By contrast, consumers tend to accept the argument in a message when a high source credibility (Mizerski, Golden, and Kernan, 1979, in Grewal et al., 1994).

Endorser to the attention of marketers in the message. Marketers may consider whether to use a credible endorser of high or low. The existence of this possible source credibility can influence consumer perceptions on the ad. Based on the description on the face

of the second hypothesis can be formulated as follows

H2: There are differences in perceived psychological risk and perceived social risk in the advertising with high and low credibility sources.

The Relationship between Message Framing and Source Credibility on Consumer Risk Perceptions

Research Grewal et al., (1994) showed that the price effect on the perception that the greater the performance risk when negative message framing and affect prices on the perception that the greater financial risk when the positive message framing. Research Buda and Zhang (2000) showed significant differences in message framing, subjects who receive a positive message framing have an attitude towards a product that is greater than subjects who receive a negative message framing.

Soliha and Dharmmesta (2012) developed a model of research that

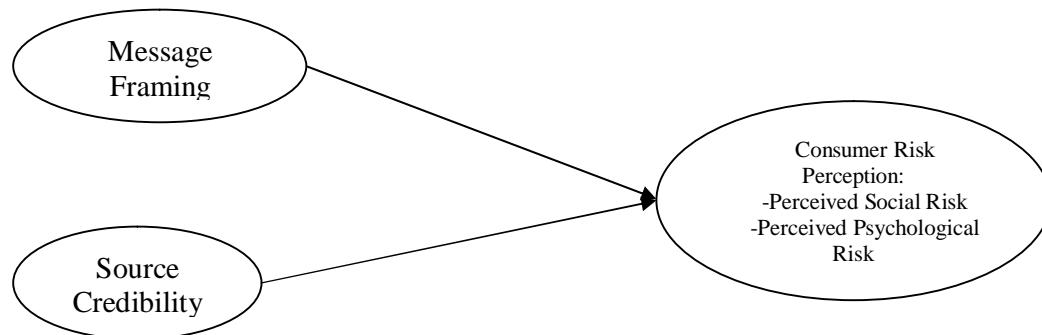
shows consumer perceptions of risk as the dependent variable, the manipulated source credibility in the high and low as the independent variables, message framing is manipulated in a positive and negative message framing as an independent variable, as well as variable levels of consumer knowledge moderation. Use of the endorser and the framing of this message will affect the consumer perception on the ad. Marketers can choose whether to use the message with high or low credibility and whether to use positive or negative message framing. Based on the description on the face of these three hypotheses can be formulated as follows

H3: There are differences in perceived psychological risk and perceived social risk in the advertising with positive and negative message framing and high and low source credibility.

Research Model

Figure 1

Research Model



Sources: Compiled by the research Grewal et al. (1994), Zhang and Buda (1999), Buda and Zhang (2000), Biswas et al. (2006), Soliha and Zulfa

(2009), Soliha and Purwanto (2011), as well as Soliha and Dharmmesta (2012).

RESEARCH METHOD

Research strategy

Research strategy used by researchers is the experimental method. Researchers used an experimental method for experimental research approach is a research approach that aims to identify causal relationships between variables.

The study participants

In this study selected participants were adults. Participants were chosen voluntary. In the selection of group experiments was with randomized assignment.

Preliminary Study Result

Based on the results of in-depth interviews were functional food products that have been known and consumed by the participants is at most high calcium milk that are beneficial to prevent osteoporosis. Researchers therefore decided to choose high calcium dairy products as functional food products used in experimental studies. Aspects to consider in the message which is then used in the framing of the message are the benefits and nutritional aspects. Based on focus group discussions conducted by researchers with the seven people who participated with respect to brand high calcium milk that is then used in the ad,

it was decided that the brand name "Hi-Cal" to be used as treatments in the experiment.

Manipulation Checks

The results of the source credibility manipulation check showed that there were significant differences in the ads appeal to expert and non expert endorser. Message framing anipulation check results showed that there are significant differences in perceived psychological risk in the advertising with positive and negative message framing. The results also indicate that there are significant differences in perceived social risks in the advertising with positive and negative message framing. From these test results can be concluded that the ads with positive and negative message framing can be distinguished.

RESULTS

Testing hypotheses 1 and 2 with one way ANOVA, while the third hypothesis testing with two ways ANOVA. Results of testing hypothesis 1, 2, and 3 can be seen in table 1, 2, and 3 below.

Table 1

**The results of Anova Differences Consumer Risk Perceptions
Based on Positive and Negative Message Framing**

Dependent Variable	Positive Message Framing	Number of Participants	Negative Message Framing	Number of Participants	F Statistic	Value of P
Psychological Risk	3,5586	37	2,6111	36	16,637	0,000
Social Risk	3,4054	37	2,5093	36	17,110	0,000

Table 2

**The results of Anova Differences Consumer Risk Perceptions
Based on High and Low Source Credibility**

Dependent Variable	High Source Credibility	Number of Participants	Low Source Credibility	Number of Participants	F Statistic	Value of P
Psychological Risk	2,8018	37	3,9570	31	23,859	0,000
Social Risk	2,5856	37	3,4839	31	24,763	0,000

Table 3
The results of Anova Differences Consumer Risk Perceptions
Based on Positive and Negative Message Framing and High and Low Source
Credibility

Dependent Variable	Positive Message Framing		Number of Participants	Negative Message Framing		Number of Participants	F Statistic	Value of P
	High Source Credibility	Low Source Credibility		High Source Credibility	Low Source Credibility			
Psychological Risk	High Source Credibility	2,8762	35	High Source Credibility	2,7037	36	3,204	0,76
	Low Source Credibility	3,6476	35	Low Source Credibility	2,8387	31		
Social Risk	High Source Credibility	2,6657	35	High Source Credibility	2,4259	36	2,457	0,119
	Low Source Credibility	3,1333	35	Low Source Credibility	2,4086	31		

The results of a test of the hypothesis with the dependent variable perceived psychological risk and perceived social risk showed significant results. This suggests that there are differences in perceived psychological risk and perceived social risk on advertising with positive than negative message framing. Consumers feel the psychological risk is lower in the ad with a negative message framing, as well as the perception of lower social risk perceived in the ad with a negative message framing. In the negative framing of ads consumers will know what will happen if the consumer does not consume functional

foods, high calcium milk so that consumers will feel the perception of lower risk. The results are consistent with Rothman and Salovey (1997) which indicates that the framing of the negative messages are more effective in influencing cognition and behavior to the behavior of detection, while the more positive message framing influence in preventive behavior. Ganzah and Karsahi (1995) which suggests that the negative message framing is more effective than positive framing of messages in the use of credit cards. Mahesrawan and Levy (1990) which showed that negative framing is more effective in

influencing attitudes towards cholesterol testing in subjects with high involvement, while the positive framing is more effective for subjects with low involvement. Similarly, research Meyerowitz and Chaiken (1987) who showed that the pamphlets that highlight the negative consequences of breast self-examination is more persuasive than the pamphlets that emphasize the positive consequences. All these studies indicate that the negative message framing is more effective than positive. The results of this study is different from research Soliha and Purwanto (2011) who studied at universities ad which shows that the negative message framing in advertising are likely to generate perceptions of performance risk, financial risk, social risk and psychological risk perception of risk is higher than that generated by positive message framing. Consumers feel the perception of performance risk, financial risk, social risk, and psychological risk is lower in the framing of the ad with a positive rather than a negative message framing. Buda and Zhang (2000) who examined the electronic product advertising, Grewal, et al. (1994) who examined the electronic product advertising, as well as Levin and Gaeth (1988) which examined the meat ads. All these studies indicate that the positive message framing is more effective than a negative message framing. Thus, it can be concluded that the functional food ads more effective use of negative message framing.

The results of testing of the hypothesis 2 showed significant results. This suggests that consumers feel the psychological risk of lower on

advertising by using high source credibility, as well as the perception of lower social risk is felt in advertising by using high source credibility. On advertising by using high source credibility, consumers have a higher confidence to the benefits gained when consumers eating high calcium milk or to the effect if consumers do not eat them. This will reduce the perceived risks. The results are consistent with the Soliha and Zulfa (2009) which suggests that there are differences in risk perception of consumers on college advertising using celebrity endorser and expert endorser. Consumers feel the perception of lower risk with expert endorser than celebrity endorser. This suggests that the use of expert endorser are more effective than celebrity endorsers in advertising. Ads college with expert endorser provide assurance to consumers on the quality of the college, thereby reducing the perception of risks. Biswas et al. (2006) showed that there are different perceptions of risk are lower in the ad with a celebrity endorser than the expert endorser. Pornpitakpan, McGuire, and Giffin (Pratkainis and Gilner, 2004-2005) showed that a strong communicator, interesting, and more effective than experts who do not have these attributes. Thus, it can be concluded that the advertisement of functional foods, consumers feel less risk perception in the ad with high source credibility.

The results of testing of the hypothesis 3 showed no significant results. This suggests that there are no significant differences in psychological risk and social risk in the advertising with positive and negative message framing and high and low source credibility. Consumers do not feel the

difference in psychological risk and social risk in the ad with a positive and negative message framing as well as high and low source credibility. Based on the ELM theory and the results of focus group discussions it can be concluded that the ads that combine the credibility of the source and the message framing, consumers were more affected in the framing of which is the central message in the message. It can also occur due to the participants that the researchers use in these experiments were adults with education level S-1 so that the characteristics of participants as this is generally to be rational.

CONCLUSION AND RESEARCH IMPLICATIONS

Conclusion

There are significant differences in consumer risk perception on the advertising with positive and negative message framing. Consumers feel a lower risk perception on advertising with a negative message framing. Meticulous researcher perceptions of risk can be divided into two, namely the perception of psychological risk and social risk. Both the perception of risk is different. Psychological risk perception is likely the product not in accordance with the consumer's self-image, while the perception of social risk is the possible use of the product will affect the way people think about her. So in the functional food advertising would be more effective by using a negative message framing. There are significant differences in risk perception on advertising with high and low source credibility. Consumers feel a lower risk

perception on advertising with high source credibility. So the ad functional food would be more effective using high source credibility.

There were no significant differences in consumer risk perception on the advertising with positive and negative message framing and high and low source credibility. This suggests that differences in perceptions of psychological risk and social risk perception of consumers is felt only in the framing of advertising messages by using it as well as differences in perceptions of psychological risk and social risk perception of consumers is felt only on an ad by using the credibility of the source alone. In the ad that combines message framing and source credibility were no differences in risk perception of the psychological and social risk perception. So the overall testing of the hypothesis can be concluded that the functional food products, a more effective used is a negative message framing. Consumers feel less risk perception in functional food advertisements with a negative message framing. Source credibility is more effectively used in functional food products is high source credibility. Consumers feel less risk perception in functional food advertisements delivered by endorser with high source credibility.

Research Implications

In the practical results of this study can be applied to improve the effectiveness of an ad. Especially for marketers of functional food products, these results can be used as a reference in making decisions about the use of message framing and source credibility are effective. In the functional food advertising could use high source

credibility in advertising as evidenced by the use of high source credibility, perceptions of the perceived risk of consumers getting smaller. In the functional food advertising could use a negative message framing in advertising because it is proven by using a negative message framing, risk perception of consumers who felt less.

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