

Combined Effect of Message Framing and Endorser Credibility on Buying Interest of Yoghurt Product

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ABSTRACT: This study aimed to determine the effect of message framing, the credibility of endorser and the combination of message framing with endorser credibility on advertising for consumer buying interest on yoghurt products. This study was an experimental design that involved students as participants. Students were chosen because they are considered as the yoghurt consumer segment and to facilitate homogenization. While the number of students who participated in this study were 275 people. This research used 11 advertising design as treatment, which consisted of 1) a positive message framing, 2) negative message framing, 3) celebrity endorser, 4) expert endorser, 5) expert celebrity endorser, 6) positive message framing and celebrity endorser, 7) positive message framing and expert endorser, 8) message framing and expert celebrity endorser, 9) negative message framing and celebrity endorser, 10) negative message framing and expert endorser, 11) message framing and expert celebrity endorser. This research analysis used paired samples t-test, one way ANOVA and two-ways ANOVA. The results showed that there was a significant difference between the positive message framing and negative message framing on advertising for consumer buying interest in yoghurt. As well as the uses of expert endorser, celebrity endorser and expert celebrity endorser for buying interest of yoghurt. Using of negative message framing and expert endorser in advertising was more effective to create consumers buying interest of the yoghurt products.

Keyword: Message framing, Endorser Credibility, Yoghurt, Buying interest

INTRODUCTION

The increment of society incomes resulting in raising awareness to consume functional food from processed livestock. Society consumption of livestock product increased. It can be seen at table 1.

Table. 1 Consumption of Indonesian people

Years	Energy		Protein	
	Grains	Tubers	Livestock	Fish
1996	57.1	2.9	8.4	13.1
1999	57.7	3.3	5.7	12.5
2002	52.3	2.8	8.4	13.2
2005	50.3	2.8	9.4	14.2
2008	47.5	2.6	9.5	13.8
2011	48.2	1.9	11.0	14.4

Source : SUSENAS

Functional food according to BPOM is food that scientifically and has been through the process, containing one or more compounds based on scientific studies deemed to have certain physiological functions that are beneficial to health (Silalahi, 2006).

Livestock processed products which also includes in functional food is yoghurt. Yoghurt

is the product obtained from milk that has been pasteurized and then fermented by bacteria to obtain the degree of acidity, smell and taste that is typical with or without the addition of other ingredients.

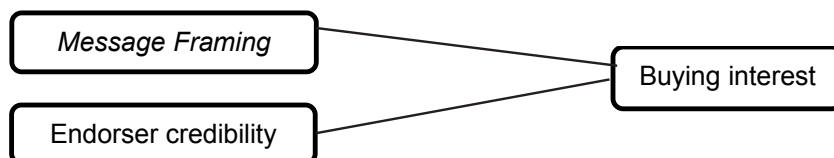
In Indonesia, yoghurt industry grows very rapidly. This can be seen with the appearance of yoghurt brands on the market. Some of them are Cimori, Biokul, Heavenly blush and Sour Sally etc. Seeing the growth of the yoghurt industry, many companies were interested to enter this market. To be able to compete in this market, manufacturers need create a good advertisement. A good advertising is an ads that can make a people interest in their product.

For an advertisement to be successful, Kotler (2005) asserts that information appeal has two parts: (1) rational appeal, which informs consumers of the core values of the product such as practicability, function, and quality; and (2) emotional appeal, which is aimed at stimulating a purchase based on an emotional response to context and image. According to Kotler (2005), the formulation of advertising requires four issues: what to say (message), how to say logically (message structure), how to say it symbolically (message format), and who should say it (the source of the message). In other words, the ads are aspects of message framing and endorser credibility.

Message framing is how a message was designed that can be distinguished in the positive message framing and negative message framing. 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). In addition to message framing, also required endorser credibility.

Information from credible endorser that affect the beliefs, opinions, attitudes, and/or behavior through a process called internalization, which occurs when consumers adopt the opinion of commercials that credible since he believed that the information provided is accurate enough. Source credibility has three dimensions: expertise, trustworthiness, and physical attractiveness (Ohanian, 1990). Seeing that message framing and endorser was important in causing the consumer buying interest in a product, the researchers are interested in doing research on the effect of message framing, endorser credibility and combined of both factors. This study attempts to examine differences in the perceived consumer buying interest on advertising by using various types of endorser and the positive and negative message framing.

Research model



Source : Modified from Soliha (2014)

MATERIALS AND METHOD

Materials required in this study are students as participants and manipulated advertising. Participants consist of undergraduate and graduate student. The amount of participants is 275 persons. It contains of 25 persons each treatment. While the ads are manipulated total is 11 advertising and consisting of 1) ads with positive message framing, 2) ads with negative message framing, 3) ads with celebrity endorser, 4) ads with expert endorser, 5) ads with expert celebrity endorser, 6) ads with positive message framing and celebrity endorser, 7) ads with positive message framing and expert endorser, 8) ads with positive message framing and expert celebrity endorser, 9) ads with negative message framing and celebrity endorser, 10) ads with negative message framing and expert endorser and 11) ads with negative message framing and expert celebrity endorser. All of manipulated advertising pamphlets printed in A4.

Method

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 analysis used in this study is t-test, one-way and two-ways ANOVA.

Research procedure

Participant choose the advertising and read it around 3 minutes. After that the manipulated advertising withdrawn by researcher and participant fill the questionnaire.

RESULT AND DISCUSSION

In this study selected participants were adults. Participants were voluntarily chosen. In the selection of groups experiments with randomized assignment. The characteristics of participants seen by age, gender and allowance per month as follows :

In table 2 can be seen participants characteristic based on age. Most Participant aged 17-22 years were 228 persons or 82.91%. While aged 23-28 y.o were 42 persons or 15.27%, aged 29 – 34 y.o are 2 persons and more than 34 y.o are 3 persons or 1.1%

Table 2. Participant characteristics based age

No	Age	Amount	Percentage (%)
1	17 – 22 y.o	228 persons	82.91
2	23 – 28 y.o	42 persons	15.27
3	29 – 34 y.o	2 persons	0.72
4	> 34 y.o	3 persons	1.1
Total		275 persons	100

Source : Primary data processed (2015)

Table 3 shows participant characteristic by gender. Most of participant is a woman amounted to 150 persons or 54.55% and man amounts to 125 persons or 45.45%. Table 4 shows participant by allowance per month. Most of participants have allowance less than IDR 1,000,000 were 138 persons or 50.18%. Participant that have allowance IDR 1,000,000 – 2,000,000 were 116 persons or 42.18%, that have allowance IDR 2,000,000 – 3,000,000 were 13 persons or 4.73% and participant that have allowance more than IDR 3,000,000 were 8 persons or 2.91%.

Table 3. Participant characteristic based gender

No	Gender	Amount	Percentage (%)
1	Male	125 persons	45.45
2	Female	150 persons	54.55
Total		275 persons	100

Table 4. Participant characteristic based allowance

No	Allowance per month	Amount	Percentage (%)
1	< IDR 1,000,000	138 persons	50.18
2	IDR 1,000,000 – 2,000,000	116 persons	42.18
3	IDR 2,000,000 – 3,000,000	13 persons	4.73
4	>IDR 3,000,000	8 persons	2.91
Total		275 persons	100

Validity and realibility test

Based on the validity test, it showed that the amount of the questionnaire were 0.724, 0.885 and 0.922 that were higher than 0.5 so it's valid. The result of reliability test showed that *Cronbach's*

Alpha is 0.72 and already qualified. According to Hair et al (2006), Cronbach's *Alpha* must be greater than 0.60.

Manipulation check

The results of the endorser credibility manipulation check showed that there were significant differences in the advertising appeal for celebrity, expert and expert celebrity (table 5). Message framing manipulation check results showed that there are significant differences in the advertising with positive and negative message framing (table 6). From these test results can be concluded that the ads with positive and negative message framing also celebrity, expert and expert celebrity can be distinguished.

Table 5. Average of endorser's manipulation check

No	Endorser	Mean of attractiveness	Mean of expertise	Mean of trustworthiness
1	Celebrity	3.03	2.65	2.8
2	Expert	3.27	3.74	3.69
3	Expert celebrity	2.96	3.81	3.5

Table 6. Average of message framing manipulation check

No	Message framing	Average
1	Positive (+)	4.39
2	Negative (-)	2.51

Hypothesis test

H1 : Using negative message framing in advertising has a better influence than positive message framing on buying interest in yoghurt product.

Table 7. Result of T-test buying interest based on message framing

Message framing	Mean	Standart deviation	Sig.
Positive	3.11	0.65	0.000
Negative	3.30	0.52	0.000

Source: Primary data processed (2015)

The results of a test of the hypothesis 1 with the dependent variable is buying interest and independent variable are positive and negative message framing showed significant results (Table 7). This suggests that there are significant differences in buying interest on advertising use positive and negative message framing. Consumers feel the buying interest is higher in the advertising with a negative message framing that positive message. In this case, the message turned out to be more negative framing affects consumers. Thus, it can be concluded that the yoghurt ads more effective using negative message framing. This result is similar to the studies that have been conducted by Soliha (2014), in the functional food product advertising, framing the message that more effective is framing a negative message.

H2 : Using expert endorser in advertising has a better influence than celebrity and expert celebrity endorser on buying interest in yoghurt product.

Table 8. Result of one way anova buying interest based on endorser

No	Type of endorser	Mean	Standart Deviation	Sig.
1	Celebrity	2.67	1.01	
2	Expert	3.21	0.45	0.021
3	Expert Celebrity	3.15	0.64	

Source: Primary data processed (2015)

The results of a test of the hypothesis 2 with the dependent variable is buying interest and independent variable are celebrity, expert and expert celebrity endorser showed significant results (Table 8). This suggests that there are significant differences in buying interest on advertising use celebrity, expert and expert celebrity. Consumers feel the buying interest was higher in the advertising with a expert endorser than using celebrity and expert celebrity. In this case the message that delivered by expert endorser was more affected on consumer. Thus, it can be concluded that the yoghurt ads more effective using expert endorser. This result is similar to the studies that have been conducted by Soliha (2007), which said that the use of expert endorser is more effective than the celebrity endorser in advertising.

H3 : Using negative message framing and expert endorser in advertising has a better influence than the other combination of message framing and endorser.

Table 9. Result of two ways anova buying interest based on combination

No	Treatment	Mean	Standart Deviation	Sig.
1	Endorser celebrity message (+)	3.04	0.69	0.108
2	Endorser expert message (+)	3.01	0.76	
3	Endorser expert celebrity (+)	3.16	0.74	
4	Endorser celebrity message (-)	3.03	0.40	
5	Endorser expert message (-)	3.48	0.49	
6	Endorser expert celebrity (-)	3.16	0.57	

The result of a test of the hypothesis 3 showed not significant difference result (Table 9). Consumers do not feel any significant difference regarding buying interest based advertising that have been combined. This is because the combination of these advertising generates buying interest is almost the same.

CONCLUSION

This research conclude that, using negative message framing is more effective than positive message framing to induce buying interest of yoghurt products, and expert endorser effect is more effective than using celebrity endorser and expert celebrity endorser to induce buying interest on yoghurt products.

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