

Impact of Message Framing on Consumer Decision Making in FMCG Industry

Dr. Seyed Ali Fallahchay¹, Jonah C. Pardillo²

¹Business Management Professor, Raffles Institute Indonesia

²Business Management Senior Lecturer, Raffles Institute Indonesia

Abstract

Framing effect refers to the cognitive bias in which decisions are made depending upon how information is being presented. It is crucial for a marketer to acknowledge how communication translates into behavior, and how the presentation of information can affect purchase decision making. This study focused on the fast-moving consumer goods (FMCG) industry, an industry with huge potential and considerable risks. The study aimed to observe and analyze the effectiveness of message framing on affecting consumers purchase decision making.

This study utilizes a survey as the primary data collection tool with a total of 385 respondents. Logistic regression is used to determine the effect of types of frames, content of messages, and focus of frames on purchase decision making. Results indicated that message framing is proven to be effective in affecting Indonesian purchase decision making in the FMCG Industry. Types of frames do not significantly affect the effectiveness of framing on Indonesian consumers in the FMCG industry. However, the content of message and focus of frames do contribute to consumers' purchase decision making. It is recommended that marketers should understand other relevant factors of message framing including current industry practice, personal connection, and combination of frame types, content of messages, and focus of frames.

Keywords: Message Framing, Framing Effect, Fast Moving Consumer Goods (FMGC), Consumers Purchase Decision Making, Types of Frames, Content of Messages, Focus of Frames

Introduction

Humans are not entirely rational, as it is common to make thinking errors when involved in a decision-making process. The term 'Framing effect' was first defined by Daniel Kahneman and Amos Trevisky in the 1970s. It essentially refers to the cognitive bias in which decisions are made depending upon how information is being presented. To influence decision-makers and purchases, the framing effect is usually used in marketing. It exploits the inclination for individuals to view the same information but react to it in various ways, contingent upon whether a particular choice is introduced in a positive frame or in a negative frame. Therefore, it can be utilized as a tool to change the way that a purchaser sees an item essentially by manipulating the choice of words in an advertisement. The framing of the product itself can be in a form of gain or loss, given the information that consumers want certainty with gains but are risk-seeking with loss. It's nothing unexpected that marketing agencies all throughout the world have incorporated framing effects into their advertisement, deliberately attempting to impact clients' decision-making process. By doing this, they can gain more engagement which will eventually lead to boosting

their sales. Customers are driven away from rational thinking into irrational thinking, where decision making is produced from a consciousness that has been manipulated and controlled in the zones where it is most susceptible. Various researchers have discovered that even a slight adjustment to the way something is presented can bring out entirely different responses or decisions. Contingent on the products being promoted, marketers will decide to utilize a wide range of frames, for example positive, negative, emotional, and statistical.

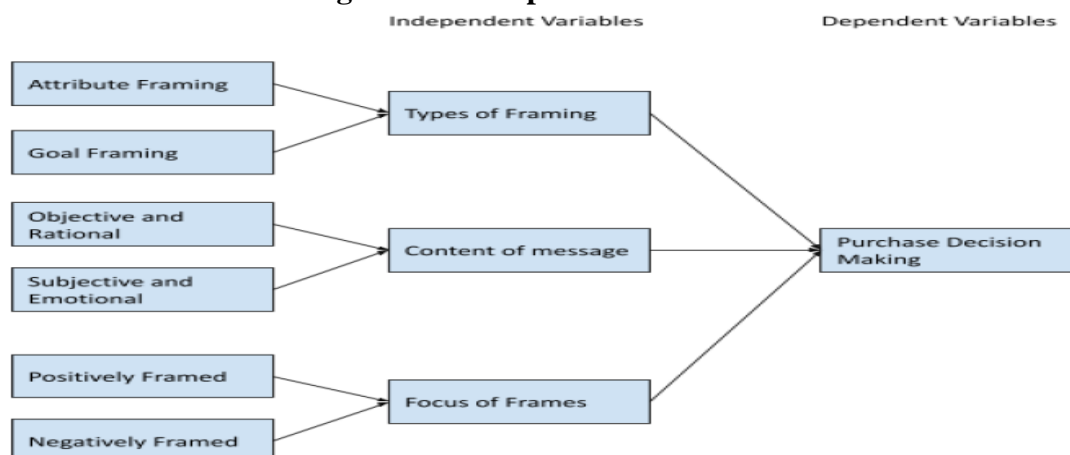
Therefore, it is crucial for a marketer to acknowledge how communication translates into behavior, and how the presentation of information can lead to various behaviors. Understanding the framing effect gives a marketer the ability to be more influential and persuasive when delivering product values. It is important to figure out the most suitable type of framing for the product, through associating it with the values and goal of the target market.

Through this, it is hoped that insights of the effectiveness of message framing on Indonesian consumers can be used wisely by marketers in Indonesia. Marketers need to conduct analysis on the product, target market, and other influencing factors to determine the best strategy. By doing this, marketers can hopefully attract more engagement and boost sales by implementing the suitable framing effect in marketing strategy.

This study will focus on the fast-moving consumer goods (FMCG) industry, which is one of the large-scale industries in Indonesia that contributes significantly to the country's economic growth. The main driver of the growth occurs because of the increase in people's purchasing power due to increased personal income, as well as increasing urbanization which is changing people's lifestyles and behavior. Indonesia's FMCG forecast is highlighted by huge potentials and considerable risks. However, to venture into the future, it is crucial to carry on the spirit of openness and competitiveness. The spirit of openness will bring Indonesia deeper into global value chains and deepen engagements with partners at the bilateral, regional, and multilateral or international levels. FMCG has a high quick turnover rate, and relatively low cost. Through advertising, companies can increase the awareness of their products to fulfil their needs and spell out the differential benefits in competitive situations. FMCG is an industry where advertising has a huge role in it. The nature of the FMCG industry itself is very competitive where there are lots of competitors that sell similar products. So, it is important for companies to know how to communicate their products.

Conceptual Framework

Figure 1: Conceptual Framework



The dependent variable here is purchase decision making. There are three independent variables being covered in the study, including types of frames, content of message and focus of frames. Based on studies by (Gursoy, 2022), (Maček, 2019) and (Sunitha, 2017), these three independent variables have significant impact on purchase decision making. Each of these independent variables have been affected by two independent variables, which are being covered in this study.

This study aims to find out the relationship between the three independent variables and the dependent variable.

Moreover, each of these independent variables are further broken down into two types. The first independent variable, types of framing, consists of attribute and goal framing (Levin and Gaeth, 1988). The second independent variable, content of messages, consists of objective and rational and subjective and emotional (Edell and Staelin, 1983). The third independent variable, focus of frames, consists of positive or negative frames. (Ganzach and Karsahi, 1995). The comparison between these different types has always been a piece of debate among the researchers.

Related Research Work

Effectiveness of Framing

Framing is an important area of marketing, especially in advertising. A simple way of presenting information can attract customers to buy a certain product. Throughout the years, researchers have tried to prove how framing affected the customer's way of thinking. One of the research projects by Peter Gál (2018) has evaluated the impact of framing on the decision-making process. The framing effect was examined by the investigation of replies to three issues, which were part of a more extensive questionnaire study. The survey was done on 176 graduates from management majors, which might represent a more educated community. The outcomes demonstrated the way the issue was framed to the respondents affected the results of their decision-making.

The research has resulted in simple and very effective methods of individuals' judgment manipulation through the presentation of data in a specific setting. Furthermore, it can also be derived from the research that if framing effects work well on educated individuals, the effect on the less educated populace, might be significantly more recognizable. The manipulation of judgment might be observable likewise in other contexts that involve the decision-making process, not only in the specific area of marketing. Indeed, experienced managers also showed similar bias as did the students and were no better than students in using data applicable to rational decision making. This research implies that framing did have a significant influence on consumers' decisions.

Message framing is viewed as a powerful communication approach for impacting individuals' attitudes and ways of behaving. The best mix of frame and threat may as a matter of fact rely upon the action used to assess its impact on behavior. The literature suggests that the impact of frame and association might be most effective in changing perspectives toward the way of behaving. (Cheng et al., 2011). How a message is framed can essentially affect the message persuasiveness (Smith and Petty, 1996). Discoveries demonstrate that framing of advertising messages applies huge effects on purchasers' decision making and selection process. (Zhang, Zhang, Gursoy, and Fu, 2018).

Content of message

Notwithstanding the framing of the message, the substance of the message can likewise impact message influence (Chi, Denton, and Gursoy, 2021). Past data handling research recognized the difference

between objective (actual) and subjective (evaluative) data. Objective data (e.g. the nicotine level of a cigarette brand) incorporates a particular statement with respect to the fact, while emotional data (e.g. the taste of this cigarette is rich) frequently contains judgements from others (Edell and Staelin, 1983). Studies propose that people who get objective and rational data are bound to use a more deliberate way to deal with processing the message when contrasted with people who get emotional and subjective data (Chi et al., 2021).

Risky Choice Framing

Tversky and Kahneman (1981) introduced the framing effect by proving that individuals appear to display a general tendency to be risk seeking when presented with positively framed problems. Tversky and Kahneman inspected decisions between two strategies for managing a crisis circumstance, where several lives would be lost except if one of the strategies were embraced. Options varied depending upon whether the methodologies were portrayed as losses and gains, even though the objective information was the same for each situation. In explaining this bias, Tversky and Kahneman used the prospect theory. This theory proposes two significant results about the impact of framing a decision problem in either gain or loss terms. To begin with, it holds that individuals are risk averse when a choice issue is formulated in terms of gain and risk prone when the choice is formulated in terms of loss.

Moreover, individuals display loss aversion, where the pain of losing is psychologically twice as powerful as the pleasure of gaining.

Tversky and Kahneman (1981) have conducted the following experiment: Imagine the U.S. is preparing for the outbreak of an unusual Asian disease, which is expected to kill 600 people. There are two alternative programs to combat the disease that have been proposed.

Assume the exact scientific estimates of the consequences are as follows:

- The first condition presented to the participants is as follows: If Program A is adopted, 200 people will be saved. If Program B is adopted, there is a one-third probability that 600 people will be saved and a two-thirds probability that no people will be saved.

- Participants in the other condition received the following: If Program C is adopted, 400 people will die. If Program D is adopted, there is a one-third probability that nobody will die and a two-thirds probability that 600 people will die.

In each condition, participants were then asked which option they would favor. It is found that most participants in the first ('saved') condition favored Program A (with 72% selecting this option). In the second ('die') condition, most participants favored Program D (78%).

Nonetheless, throughout the years, different types of framing have been examined and utilized in the marketing field to impact consumers' choices. Two other framing effects to be considered are attribute framing and goal framing. These framing effects are not the same as each other in three perspectives: what is framed, what the frame apparently influences and how the situation is usually estimated.

Attribute Framing

Attribute framing is viewed as the simplest frame type. The subject of the framing control is just a single attribute, and the relevant proportion of interest is a fundamental course of assessment, as opposed to a choice between independent options. Since attribute framing is confined to the basic case, it permits the most clear test of the impact of positive and negative framing. Assessments can appear as appraisals of favorability or as yes/no decisions, implying that people pick either to accept or reject a given choice.

The most popular illustration of attribute framing was led by Levin and Gaeth (1988), they exhibited how attributes of an item impact consumers decisions. During their trial, consumers' view of the nature of ground beef was displayed to rely upon whether the meat was framed as "75% lean" or "25% fat". Results from the study revealed that when the ground meat was marked as "75% lean" or labeled by positive frame, it was appraised as better tasting and less oily in comparison to the ground meat labeled as "25% fat" or negatively framed. From this analysis, they derived that attribute framing impacts happen on the grounds that information is encoded in the illustrative valence and the positive marking, which prompts the way that information will in general bring out more favorable memory affiliations. In contrast, the

negative naming of the same item is more likely to be associated with unfavorable memory affiliations. Another research by Brauti (1997) has revealed the same results, however in more complex circumstances. Similarly with the previous research, they framed a milk chocolate bar in two perspectives including "80% fat-free" as the positive labeling and "20% fat" as the negative labeling. It was found that a more complex environment can lead to differential frame effects, in which the more salient the item is, the greater the frame effects. The study revealed that women used the framed information more in their decision-making process, in comparison to men. There is no product involvement difference between genders that might account for the difference. The framing was affecting their decision on both affective and cognitive levels

From these findings, it can be concluded that attribute framing can impact the encoding and portrayal of information in acquainted memory, and this illustrative distinction is considered the reason for valence-consistent changes in reactions. It has been shown that the simple presence of a positive memory relationship for one thing in a decision set can prompt generous positive contortions of that item. It can be derived that there is proof of valence-consistent changes in the assessment, not just concerning the controlled element of fat or lean, yet additionally associated with other measurements including taste, healthiness, and quality.

Goal Framing

Goal Framing encourages individuals by focusing on the negative outcome of not participating or encourages participation by emphasizing the positive outcome of participating. The risk-choice frame and goal frame are substantially different as in the risky-choice frame, loss aversion happens within the sight of risk, while there is absence of risk in the goal framing. Meyerowitz and Chaiken (1987) gave a reasonable illustration of goal framing effect, introducing how women are more ready to take part in bosom self-assessment (BSE) when confronted with messages focusing on the unfortunate results of not participating in BSE, as opposed to focusing on the positive outcomes of participating. Subsequently, a negatively framed message which stated, "Studies show that women who don't do BSE have a diminished chance at finding a tumor in the early, more treatable phases", is more powerful than its positive label of "Studies show that ladies who do BSE have an increased chance at finding a tumor in the early, more treatable phases". It is found that even though the above expressions convey the same meaning, women were more encouraged to prevent loss by doing BSE, than they were to receive gain by doing BSE. Therefore, it can be derived from the research that the negatively framed encoding was more effective in comparison to positively framed encoding.

Negative and Positive Framing

Determining whether to choose between negative and positive framing has also been a piece of the debate regarding framing effect. In risky choice framing and goal framing, a negatively framed strategy has been proven to be more effective than a positively framed strategy. This is due to the negative bias that exists in the decision-making process. However, there are also studies that show how a positively framed strategy is more effective than a negatively framed strategy. Therefore, in this section, several other studies will be utilized to clarify the debate between the strategies.

Ganzach and Karsahi (1995) attempted to persuade individuals to embrace a particular conduct as opposed to persuading them to abstain from performing that conduct. They inspected the impact of framing on human behavior, especially in the financial field. Ganzach and Karsahi initiated by telling the customers whether in positive frame or negative frame. In their investigation, credit card owners who didn't utilize the card for a time of 90 days got a message with respect to either the advantages of using the card, or the disadvantage of not using the card. Results showed that loss framing had a much more grounded impact on the behavior of the credit card owners in comparison to gain frame. The level of clients who began to use the card in the loss condition was over two times the rate in the gain condition. Therefore, it can be concluded that loss framing brought a more grounded influence of the message.

Ganzach and Karsahi's research doesn't recommend marketers to leave positive framing to use negative framing, yet rather to question the effectiveness of gain and loss framing, depending on the products being advertised. Another more current study by Edward (2017) has also revealed that negative framing was found to be more effective than positive framing. Studies suggest that people tend to be more sensitive to losses than benefits or rewards, as greater fear arousal is associated with greater engagement with persuasive messages, and negative information and events are more potent than their positive counterparts. (O'Keefe and Jensen, 2008).

In contrast, Burböck, Kubli, Maček and Bobek (2019) conducted research for both attribute framing and goal framing which resulted in positive frames being more efficient than negative frames. This study seeks to investigate the occurrence of a framing effect in advertising messages when confronted with different types of frames. During the experiment, a positive and a negative publicizing message were made for both types. The item picked to be publicized in the review was toothpaste named Dentagold. In the attribute framing type, either 99% removal rate of dental caries was featured in the positive frame or the 1% dental caries not eliminated by using Dentagold toothpaste was used in the negative frame. In the goal framing messages, the positive results of buying the item were referenced in the positive frame, such as the prevention of dental caries, fresh breath and white teeth. Meanwhile the negative frame included the unfortunate results related because of not buying the product that was used, such as, leading to dental caries, awful breath and yellow teeth. In the attribute framing test, respondents in the positive framing condition assigned higher scores than to the negative publicizing message. Similarly, in the goal framing test, critical outcomes were acquired. The positively framed promoting message, featuring the positive outcomes related with the acquisition of the toothpaste, scored higher in contrast with the negatively framed message. From this research, individuals are bound to show higher favorability toward the item when the critical characteristics of an item are outlined positively instead of negatively.

Besides, a concentrate by Kim and Kim (2014) has uncovered the impact of message framing on potential hotel clients' perspectives, behavioral intention, consideration, and activities. With 386 members, it is found messages from a valid source that are positively framed prompted the best

perspectives toward the actual messages, visit intention, and EFAs. The implication for hospitality practitioners is to keep a positive casing for messages that urge visitors to take part in a lodging's supportability programs, and to add a credible source for additional message strength.

Gursoy, D., Ekinci, Y., Can, A. S., & Murray, J. C. (2022) looks at the viability of message framing, in changing respondents' COVID-19 vaccination intentions. The survey incorporates a 2 (message frame: gain, loss) x 2 (message appeal: rational, emotional) x 2 (information content: subjective, objective) experimental design. The positive framing incorporates the beneficial outcome of getting the vaccine, while the loss-framed message highlighted the expense of not taking a protective action. Rational message reminds people to be mindful of health in general, while emotional appeal reminds the protection of loved ones. Objective information includes statements of facts whereas subjective information includes statements of opinions. Discoveries suggest that loss-framed messages are more effective than gain-framed. In addition, rational and objective messages are more effective messages in changing vaccination intentions.

Pervan and Vocino (2008) in their research have explained the lack of consistency in real-life marketing practice. Results from their research have shown an absence of consistency between marketing practice and scholarly findings. Contrary to scholastic suggestions, marketers utilize positive framing in practically all publicizing messages. Therefore, the most significant finding of the review is the absence of consistency with which scholarly findings mean advertising correspondence practice. Moreover, it was found that the utilization of attribute framing, and combined framing (attribute and goal framing) was more well known than the goal framing itself. This indicates that marketers frequently look to frame how the components and attributes of their items are introduced to buyers. Additionally, in opposition to ideas in scholastic literature, was the predominance of adverts utilizing a mix of framing types. Furthermore, risky-choice framing was an unpopular decision among the marketers, given the idea of risky choice framing which implies an accentuation on risk and the decision between two articles, an improbable situation in marketing practice.

Choosing the Right Frame

Regardless of the debate between negative and positive framing, there are other factors to be considered when determining whether to choose the frame types. Therefore, this section examines the interrelationships between framing, type of individuals and product type. Lee, Liu and Cheng (2018) have revealed that the impact of message framing on an ad's effectiveness differs depending on the consumer's regulatory focus and the product type. They believed that it might be too overly simplistic to emphasize only on a comparison of types of message framing without considering other factors. First, for the product type, the researchers have distinguished between hedonic and utilitarian products. Hedonic consumption is consumed mainly for affective or sensory gratification, as it provides more experiential consumption, pleasure, and excitement. Meanwhile utilitarian consumptions deliver more cognitively oriented benefits, as it includes primarily instrumental and functional goods. Moreover, the researchers have also distinguished types of customers into two. The first type is promotion focused individuals who are concerned with aspirations and achievements, as they emphasize on the presence and absence of positive outcomes. The second type is prevention focused individuals who care about responsibilities and safety and emphasized on the presence and absence of negative outcomes. Promotion focused individuals are more anxious to pursue gain rather than to guard against a loss, while prevention focused individuals focus more on avoidance of loss rather than efforts towards gain. The research has resulted in a more

complex analysis in comparison to the previous research, as it contains a three-way association among framing, types of products, and types of individuals. To begin with, the results indicated the impacts of message framing relied upon the person's regulatory focus. Message framing applied an impact on the attitude and purchase intention of promotion focused individuals. Positive message framing was more powerful on these promotion focused individuals. These discoveries propose that positive message framing is more effective in convincing promotion focused individuals compared to negative message framing. Nonetheless, these distinctions were not clear in prevention focused individuals. For prevention focused individuals, it depends on the product type. Furthermore, based on the product type, the outcomes show that when utilitarian goods are featured, positively framed messages are bound to prompt a more uplifting outlook and increase buying decisions in comparison to negatively framed messages. When confronting an item with utilitarian goods, an individual is inclined to assess the goods by seeing the benefit. A positively framed message coordinates with the objective of the consumer's choice to fulfill the basic needs or functional task. Meanwhile, for hedonic goods, both positive and negative framing have the same effect since both can help mitigate the guilt of purchasing luxurious products.

Furthermore, it is additionally observed that negatively framed messages are more beneficial when hedonic items are promoted to prevention focused individuals. Advertisements utilizing negative framing that focuses on the expected loss if shoppers don't buy an item appear to recommend a larger number of advantages to prevention focused individuals. Moreover, positively framed messages are more beneficial when utilitarian products are promoted to prevention focused individuals. Prevention focused individuals will in general be impacted by the utilitarian idea of the item and are bound to be convinced by positively framed messages. From this research it can be concluded that simply determining whether to choose negative or positive framing is not enough. A further analysis should be conducted to choose the most suitable strategy.

Research Synthesis

Table 1 – Research Synthesis

Contribution	Opinion
The examination incorporates a 2 (message frame: gain, loss) x 2 (message appeal: rational, emotional) x 2 (information content: subjective, objective) experimental design. Main findings to be considered from this research is that loss-framed messages are more effective than gain-framed messages. In addition, rational and objective messages are more effective messages in changing vaccination intentions (Gursoy, D., Ekinici, Y., Can, A. S., & Murray, J. C., 2022)	The results from the research can be used as reference for this study. However, the research does not cover the types of frames. Therefore, this research aims to contribute by covering another independent variable that the research is lacking, which is the effect of type of frames towards the effectiveness of framing.
The research can be used as reference for the occurrence of a framing effect in advertising messages when confronted with different types of frames, along with focus of frames. In the attribute	Even though the research has successfully experimented on FMCG products, which is in line with this research. The research does not cover the importance of content of message.

<p>framing test, respondents in the positive framing condition assigned higher scores than to the negative publicizing message. Similarly, in the goal framing test, critical outcomes were acquired. The positively framed promoting message, featuring the positive outcomes related with the acquisition of the toothpaste, scored higher in contrast with the negatively framed message. (Maček, A., Bobek, V., Kubli, V., & Burböck, B., 2019)</p>	<p>Therefore, this research aims to contribute by covering another independent variable that the research is lacking, which is the content of the message.</p>
<p>The research has been able to look at the impact of message framing and the mediating role of cognitive fluency and emotional state on attribute framing effects. The research includes a more descriptive explanation of message framing. (Zhang, M., Zhang, G.-yu, Gursoy, D., & Fu, X.-rong., 2018)</p>	<p>The research is still lacking in terms of primary data evidence, since it only focuses on the descriptive part of the research. Moreover, it is only catered toward a specific framing type, which is attribute framing. Therefore, this research aims to provide primary data from survey experiments. Furthermore, it will cover a broader type of framing in comparison to the research.</p>
<p>The research evaluated the impacts of message framing marketing campaigns by recognizing the role that positive and negative framing play in affecting purchaser reaction. It can be used as a reference that negative framing gives a more significant reaction towards the marketing campaign. Respondents showed more prominent support when they were told about the negative consequences as against positive results. (Sunitha T.R., & Edward, M., 2017)</p>	<p>The research does not cater to a specific industry, although it covers marketing campaigns for various products. A bias in consumption behavior toward certain products might occur. Therefore, this research aims to only focus on a specific industry, which is the FMCG industry. By focusing on a specific industry, the result will be less biased and more accurate.</p>

Research Methodology

This research was quantitative based, which refers to the process of collecting and analyzing numerical data. The study has been conducted under descriptive research design. The sampling method was random sampling, with 385 sample size. In which randomized selection of a small segment of individuals or members from a whole population. It provides each individual or member of a population with an equal and fair probability of being chosen. To analyze the purchase decision making behavior, the respondents are potential customers of FMCG products.

This research used both primary and secondary data. The data collection tools for primary data involved the use of survey questionnaires. Whereas secondary data collection tools included existing data available, such as reference books, articles, journals, internet-based information, etc. The survey has been distributed through utilization of the internet, using Google Form.

Conclusion

Based on the findings of research, the following were the conclusions:

1. Message framing was effective in affecting Indonesian consumers decision making in the FMCG Industry. This was shown by how framing creates the tendency for individuals to accept the information in a way that they can resonate with the advertisement. Moreover, it is also crucial to note that information displayed on the content can help the respondents to better understand the message conveyed by the advertisement.
2. Types of frames do not significantly affect the Indonesian consumers decision making in the FMCG industry.
3. Goal framing has more tendency to intrigue the respondents in comparison to attribute framing. This was caused by the challenges to create this acquainted memory affiliations in attribute framing, where it was more direct in goal framing.
4. The content of message significantly affects Indonesian consumers' decision making in the FMCG industry. It was the second highest factor that affected consumers decision making, as it falls in between types of frames and focus of frames.
5. Rational and objective data had more tendency to intrigue the respondents in comparison to emotional and subjective data. This was caused by the functionality of the objective and rational data, where one was bound to use a more deliberate way to deal with processing the message in comparison to the emotional and subjective data.
6. Focus of frames significantly affected Indonesian consumers decision making in the FMCG industry. It was the most prominent factor that could contribute to purchase decision making.
7. A negative frame had more tendency to intrigue the respondents in comparison to a positive frame. Negative framing was found to be more effective than positive framing, which was the result of loss aversion theory. It stated that individuals value gains and losses differently, where the pain of losing was psychologically twice as powerful as the pleasure of gaining.
8. Marketers don't need to leave one type for the other in terms of types of frames, content of message, and focus of frames. Yet rather evaluate and measure the difference of effectiveness, depending on the combination of frame types, content of messages, and focus of frames.

Recommendation

Based on the stated conclusions, the following recommendations are:

1. Marketers should understand current industry practices with regards to message framing. It is important to do formal market research to gain broader marketing information, including level of market changes with respect to share, price and other factors. Marketers should always be tapping into regular sources of marketing information about their organization and industry to monitor what's happening generally. From here, marketers can determine the suitable framing strategy for their products.
2. Marketers understand that personal connection is an out-of-control variable that can drive consumers' decision-making behavior. Not all consumers need to feel personally connected, however, it can play a huge role in determining whether the framing effect will be effective or not through acquainted memory affiliations.
3. It is crucial to assess the difference in effectiveness, depending on the combination of frame types, content of messages, and focus of frames. Previous research has shown that utilization of combinations between the three factors in framing can optimize the effect of framing itself.

In addition, recommendations for further studies are:

1. Future studies should take extra caution in gathering their selection of variables to determine the best suited measures for their chosen variables. Subsequent research is expected to explore other relevant factors that could contribute to the effectiveness of framing effect.
2. Future studies should assess whether the current findings can be replicated with different populations. Future studies could employ control variables as part of the model, such as demographic characteristics, pre-existing attitudes, or knowledge or experience toward the experiment.
3. Another recommendation for future studies is to consider the number of exposures to the advertisement. Most advertisements are for highly familiar brands, and consumers are usually exposed to these ads more than once.
4. Future studies should explore the complexity of choices, a different perspective and changing the language, can be linked to the need to put more effort into a decision-making process.

Authors' Biography

Dr. Seyed Ali Fallahchay

Driven by a passion for business and academia, Dr. Seyed Ali Fallahchay has carved a distinguished career as a professor, researcher, and entrepreneur. Holding a PhD in Management from De La Salle Araneta University and an MBA from the Philippines, he brings a wealth of expertise to his role as Professor of Business Administration at Raffles Institute in Indonesia.

Prior to his current position, Dr. Ali honed his teaching skills at various institutions in the Philippines, rising to become a Senior Program Head in Business Administration and Research Director. An accomplished author, he has published eleven academic books, such as: "Trends in e-business, e-services, and e-commerce" and "Data Science for Business and Decision Making," cementing his reputation as a thought leader in the field.

With a diverse background spanning both the classroom and the boardroom, Dr. Ali's unique blend of academic excellence and real-world experience makes him an asset to the Raffles Institute community.

Jonah C. Pardillo

Jonah is an MBA grad from the University of the East in Manila, and she's been rocking the entrepreneurial scene for over 15 years. With more than a decade of teaching experience, she's shared her knowledge on Economics, Financial Management, Marketing, and more at various universities and colleges. Currently, she's inspiring students at Raffles Institute in Indonesia. Jonah has also made waves as a Course Content Developer and mentor for the first Online University in the Philippines. An accomplished author, she's penned 14 academic books, including "Business Informatics" and "Digital Leadership." Plus, she's crafted engaging business subjects for different educational levels, from graduate studies to senior high school. Jonah's passion for education and entrepreneurship shines through everything she does!

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