

DOES MESSAGE FRAMING MATTER? THE ROLE OF MESSAGE FRAMING AND INVOLVEMENT IN INFLUENCING ATTITUDES AND RESERVATION PRICE TOWARD ORGANIC PRODUCTS

Andhy Setyawan

Department of Management, Faculty of Business and Economics, University of Surabaya
andhy@staff.ubaya.ac.id

Abstract

Based on Prospect Theory and the Elaboration Likelihood Model (ELM), this article aims to provide a conceptual framework of the role of message framing and involvement in influencing attitudes and reservation price toward organic products. The low consumption of organic compared to conventional products is one of the practical problems faced by marketers in the area of marketing of green products. The high price and availability of organic products are perceived by consumer as the biggest obstacle to consume it. Marketing communication to provide education to the consumer is one way that can do by marketers to encourage a positive attitude towards the use of organic products. The message framing in advertising on organic products can be used as a form of marketing communication. Furthermore, allegedly there is a positive correlation between attitude and the reservation price of organic products based on literature review. The more positive attitudes towards organic products, the higher the reservation price of organic products.

Keywords:: *organic products, attitude, message framing, involvement, reservation price.*

RESEARCH BACKGROUND

Concern for the environment and its sustainability is an important issue to be considered. Steg and Vlek (2009) argue that environmental quality is very dependent on human behavior patterns. Human behavior can cause serious damage to the Earth's environment and also threaten human life and other species in the future (Lehman & Geller, 2004). Land management practices in modern agriculture uses synthetic chemicals, such as pesticides and fertilizers in the long term is also one of the causes of environmental degradation, the pollution of soil and water (Urena et al., 2008). In addition to impacts on land and water, the use of pesticides and food residuals will have a negative impact on health (e.g., see Fantke et al., 2012; Margni et al., 2002; Jeyaratnam, 1990; www.beemagz.com, 2012).

Increased environmental concerns and food safety issues has increasing interest of public and media in products and organic agriculture (Williamson, 2007), as well as