

## **Message Framing, Source Credibility, and Consumer Risk Perception with Motivation as Moderating Variable in Functional Food Advertisements**

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### **Abstract**

*Promotion is important in marketing. One such tool is the advertising campaign. Advertising is meant to inform, persuade, or remind. In order to achieve these objectives, the ad must be packaged properly in order for consumers to respond as expected. There are some things that need to be considered by marketers in advertising, among endorser and message framing. For functional food marketers, advertising is also an important thing. Functional food manufacturers need to inform customers and prospects about the product. This study was to analyze the use of message framing and source credibility appropriate use of functional food products in advertising. The research strategy used by the researchers is the experimental method. Categories experimental design used in this study is experimental lab. Factorial design experiments in this study are: 2x1 between subjects at the time of testing of hypotheses 1 and 2; 2x2 between subjects at the time of testing hypothesis 3, 4, 5; 2x2x2 between subjects at the time of testing of hypothesis 6. Testing hypotheses used analysis of variance (ANOVA). So from the whole hypothesis testing can be concluded that the functional food product, the more effective message framing is used a negative message framing. Consumers feel less risk perception in functional food advertising with a negative message framing. The source credibility is more effectively used in functional food products are high source credibility. Consumers feel less risk perception in functional food advertising delivered by high source credibility. In ads that combine aspects of message framing and source credibility, apparently participants will focus more on the aspects of message framing. Ads that combine aspects of message framing and source credibility would be more effective to use for consumers who have a rational motive.*

**Keywords:** message framing, source credibility, consumer risk perception, perceived psychological risk, perceived social risk.

### **Introduction**

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 experts are more effective than 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 performance risk perception that greater with low credibility source (Grewal, Gotlieb, 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 this study, researchers wanted to analyze the source credibility is used more effective in advertising functional food products that have not been studied previously.

Marketers also need to consider the message framing is used in advertising. The message framing is how a message was designed that can be distinguished in the positive message framing and negative message framing. 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 positive message framing will be received more carefully because positive message framing would cause a conflict with the expectations of individuals. Some research on the framing of the message is still showing to the contrary. Fatmawati (2012) showed a direct effect of message framing on one dimension of attitude that is perceived scarcity. These tests demonstrated the superiority of the framing of a positive message than a negative message framing. Soliha and Purwanto (2012) showed that there are significant differences in the perceived consumer risk perception in college ad using positive message framing and a negative message framing. Consumers experience a lower risk perception on advertising by using positive message framing rather than negative message framing.

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. In this study, researchers wanted to analyze the message framing is used more effective in advertising functional food products that have not been studied previously.

Research also indicates that the effect of the message was not the same in all conditions and can be moderated by other factors. From previous research shows that increased motivation to evaluate the impact of brand advertising increases brand central processing on brand attitudes and reduce the impact of peripheral cues on brand attitudes primarily by affecting the strength of the relationship between constructs and not by affecting the level of their average (Mackenzie and Spreng, 1992). Keller et al (1997) and Moorman (1990) also examined motivation as a variable pemoderasi. These studies measure the high and low motivation. Soliha and Purwanto (2012) showed a significant difference in perceived consumer risk perception in college ad using positive and negative message framing that is reinforced by consumer motivation. Consumer motivation measured in rational and emotional. In purchasing functional foods, motivation is a factor that will determine consumer decisions. In this study, researchers wanted to analyze the motivation as a moderating variable. The study also developed a motivation as moderating variables measured in the rational and emotional.

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. Consumers will consider a variety of issues related to functional food purchasing decisions. 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 social risk and psychological risk. The higher product prices and products with higher consumer involvement, the higher of the consumer risk perception.

Seeing the inconsistencies in previous studies, problems in this study are a) what is more effective positive or negative framing of messages in advertising functional food products, b) what is more effective is high or low source credibility in functional food product advertising; c) whether the effect of message framing and source credibility is moderated by consumer motivation? In accordance with the existing problems, this study is the question

- (1) Whether there are differences in the perceived consumer risk perception on advertising by using positive and negative message framing;
- (2) Whether there are differences in the perceived consumer risk perception on advertising by using high and low source credibility;
- (3) whether there are differences in the perceived consumer risk perception on advertising by using positive and negative message framing and source credibility high and low;
- (4) Whether there are differences in the perceived consumer risk perception on advertising by using positive and negative message framing is moderated by motivation;
- (5) Whether there are differences in the perceived consumer risk perception on advertising by using high and low credibility sources are moderated by motivation;
- (6) Whether there are differences in the perceived consumer risk perception on advertising by using positive and negative message framing and source credibility high and low are moderated by motivation. The general objective of this study was to analyze the use of message framing and source the appropriate use of functional food products in advertising.

### ***Theoretical Framework and Hypothesis***

#### **Prospect Theory**

Explanation of the message framing put forward by Tversky and Kahneman (1981) prospect theory. Prospect theory states that framing adopted by a person can influence his decision. In prospect theory, decision results (outcomes) described as positive or negative deviations (gains or losses) from a neutral point of referents are assigned values of zero. In the process of communication, messages can be presented in the framing of a positive message or a negative message framing. This theory underlies the importance of framing messages in advertising can affect the purchase decision.

### ***The Elaboration Likelihood Model (ELM)***

ELM explains that these variables can be influential in convincing or persuading a number of ways. These variables may be signaling that are less important to convince or persuade or influence can extend or direct message elaboration (Petty and Cacioppo, 1986 in Buda and Zhang, 2000). ELM model demonstrates how consumers process information in conditions of high involvement and low involvement. This model provides a continuum ranging from central information processing to the processing of information that is peripheral or not the central thing. Things that are central in terms Petty and Cacioppo is the elaboration and the things that are added / not referred to as non-central elaboration. Consumers who have high involvement products will focus on information processing (ads) on the central matters and details. While having a low-involvement consumers will pay more attention to information (ads) on the elements that are not central to its advertising. The theory underlying the importance of message framing and source credibility used in advertising to influence consumer decision making.

#### **Central route**

The central route to convincing arguments consists of a variety of messages like the idea and content of the message. When the receiver is the central process, a person will be 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 topic.

#### **Peripheral route**

The peripheral processing occurs when the recipient decides to accept messages based on cues other than the power of argument or idea in the message. For example, decided to accept the message recipient as an expert source or interesting. Peripheral route occurs when the receiver is affected because he noticed that the message had some 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). This theory underlies the importance of the proper use of endorsers in advertising

### ***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. Social risk is the possible use of the product will affect the way people think about her. The social dimension of risk perception measurement is as follows: - the mind (assuming) others that your products/ services will increase self-esteem; - the mind (assuming) others that products/ services are chosen for the sake of prestige alone; - the mind (perception) of others deemed important that the product / service is not worth (Stone and Gronhaug, 1993). Psychological risk is the possibility of a product does not comply with consumer self-image. The dimensions of psychological risk perception measurement are as follows: - feeling uncomfortable in using the product / service; - feelings of anxiety that are not desired in the use of products/ services; - feelings of unnecessary tension because the use of products / services (Stone and Gronhaug, 1993).

#### **Source Credibility**

Credibility is a look at how much consumers have a source of knowledge, skill, or experience relevant and trusted sources to provide objective information (Friedman, 1979). Information from credible sources 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). Credibility theory (Hovlan and Weiss, 1955, as cited by Mittelstaedt *et al.*, 2000) states that message sender is credible if he/she is an expert, or reliable person.

### **Message Framing**

The 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).

### **The Relationship between Message Framing and Consumer Risk Perceptions**

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**

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**

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.

### **The Role of Consumer Motivation as a Moderating Variable**

Researchers chose motivation as a moderating variable in this study because of the functional food which is a product requiring high involvement; the consumer will make the process of information retrieval. This will be further strengthened with the motivation. Consumers will affect the motivation of consumers to process a message. Consumers with rational motive will buy products based on objective reasons. Consumers with emotional motives will buy products based on subjective grounds. Rational motive is possible to reduce consumer risk perception on the ad.

Based on the description on the face can be formulated hypotheses fourth, fifth, and sixth as follows

H4: There are differences in perceived psychological risk and perceived social risk in the advertising with positive and negative message framing are moderated by the motivation of consumers.

H5: There are differences in perceived psychological risk and perceived social risk in the advertising with high and low source credibility is moderated by the motivation of consumers.

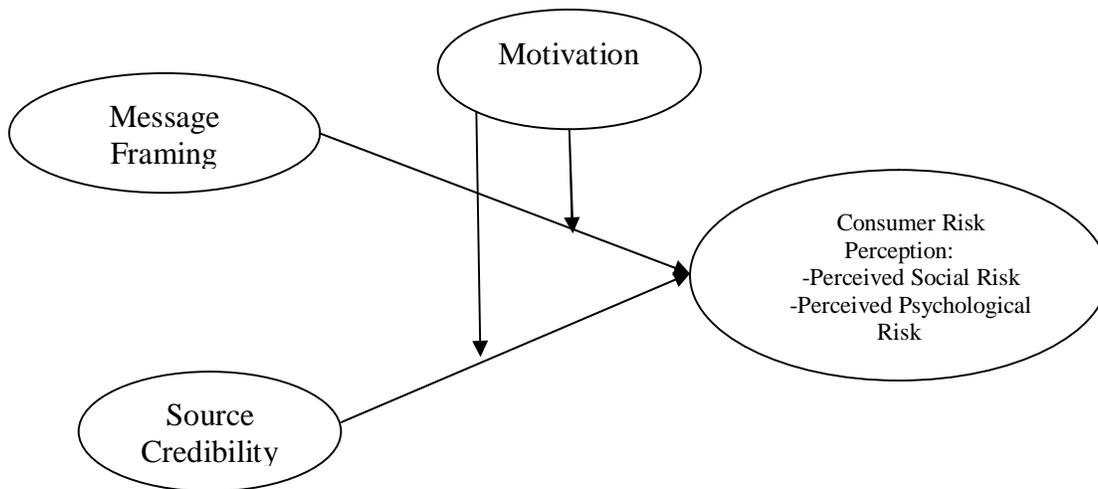
H6: There are differences in perceived psychological risk and perceived social risk in the advertising with positive and negative message framing and high and low source credibility are moderated by the motivation of consumers.

### **Originality of Research**

The originality of this study broadly seen in three ways, namely (1) the research setting is a functional food products, (2) of this study is different from previous studies (Grewal et al., 1994, Biswas et al., 2006) which examined the perceptions of risk viewed from the perception of financial risk and performance risk perception, whereas in this study that investigated risk perception includes the social risk perception and psychological risk perception, (3) moderating variables related to motivation, the motivation of consumers measured by rational motives and emotional motives, in contrast to studies previous studies (Mackenzie and Spreng, 1992; Keller et al., 1997; Moorman, 1990) which measures the high motivation and low motivation.

**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 (2012), as well as Soliha and Dharmmesta (2012).

**Research Methodology**

**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 voluntarily chosen. In the selection of groups experiments with randomized assignment. The characteristics of participants seen by ad group, sex, age, occupation, income, and motivation as follows:

**Table 1: Participant Characteristics Based Ad Group**

Ad Group	Number	Percentage (%)
Positive Message Framing	37	13,3
Negative Message Framing	36	12,9
High Source Credibility	37	13,3
Low Source Credibility	31	11,2
Positive Message Framing, High Source Credibility	35	12,6
Positive Message Framing, Low Source Credibility	35	12,6
Negative Message Framing, High Source Credibility	37	13,3
Negative Message Framing, Low Source Credibility	30	10,8
Total	278	100

**Source:** primary data were processed (2012)

**Table 2: Participants Characteristics Based Sex**

Sex	Frequency	Percentage (%)
Male	163	58,6
Female	115	41,4
Total	278	r100

**Source:** primary data were processed (2012)

**Table 3 : Participants Characteristics Based Age**

Age (years)	Frequency	Percentage (%)
23	10	3,6
24	8	2,9
25	4	1,4
27	3	1,1
28	5	1,8
30	18	6,5
31	9	3,2
32	17	6,1
33	7	2,5
34	7	2,5
35	9	3,2
36	10	3,6
37	7	2,5
38	10	3,6
39	7	2,5
40	7	2,5
41	12	4,3
42	9	3,2
43	11	4,0
44	7	2,5
45	10	3,6
46	16	5,8
47	15	5,4
48	20	7,2
49	8	2,9
50	9	3,
51	10	3,6
52	5	1,8
53	4	1,4
54	1	0,4
55	1	0,4
58	2	0,7
Total	278	100

Source: primary data were processed (2012)

**Table 4: Participants Characteristics Based Occupation**

Occupation	Frequency	Percentage (%)
Dentist	1	0,4
Lecturer	4	1,4
Teacher	97	34,9
Principal	7	2,5
Student	18	6,5
Local Company Employees	1	0,4
Civil Servants	104	37,4
Police	3	1,1
Private Employees	33	11,9
Entrepreneur	10	3,6
TOTAL	278	100

Source: primary data were processed (2012)

**Table 5: Participants Characteristics Based Income**

Income	Frequency	Percentage (%)
Less than Rp 2.000.000,00	48	17,3
Rp 2.000.000,00 – Rp 4.000.000,00	158	56,8
More than Rp 4.000.000,00	72	25,9
Total	278	100

Source: primary data were processed (2012)

**Table 6: Partisipants Characteristics Based Motivation**

Motivation	Frequency	Percentage (%)
Rational Motive	212	76,3
Emotional Motive	66	23,7
Total	278	100

Source: primary data were processed (2012)

### 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 a 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 manipulation 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 and Discussion

The test results demonstrate the validity of all items of motivation, psychological risk and social risk are valid. Motivation is measured in the rational and emotional motivations. Validity of the test results it appears that motivation 1 and 2 which is an indicator of rational motivation to cluster in one factor with loading factor above 0.4. While the motivation 3 and 4 which is an indicator of emotional motivation also clustered in one factor with loading factor above 0.4. Similarly for the reliability test results also show all variables are reliable.

**Table7: Result of Test Validity Motivation**

	Component	
	1	2
Motivation1	0,949	0,052
Motivation2	0,947	0,076
Motivation3	0,116	0,934
Motivation4	0,012	0,944

Source: primary data were processed (2012)

**Table 8: Result of Test Validity Psychological Risk and Social Risk**

	Component	
	1	2
Psychological Risk1	0,846	0,219
Psychological Risk2	0,875	0,282
Psychological Risk3	0,836	0,330
Social Risk1	0,151	0,904
Social Risk2	0,447	0,760
Social Risk3	0,622	0,654

Source: primary data were processed (2012)

**Table 9: Result of Test Reliability**

Variable	Cronbach's Alpha
Rational Motive	0,892
Emotional Motive	0,871
Psychological Risk	0,884
Social Risk	0,849

Source: primary data were processed (2012)

**Table 10: Results of Testing Hypothesis 1**

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

Source: primary data were processed (2012)

The results of a test of the hypothesis 1 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. High risk if you do not consume functional foods, high calcium milk is osteoporosis. Osteoporosis is suffered by 80% of the Indonesian people aged 40 years and over. Consumer perceived risk due to functional food consumption relates directly to the risk of consumer self. In this case, the message turned out to be more negative framing affects consumers. Consumers experience a lower risk perception on the message in the negative framing. Thus, it can be concluded that the functional food ads more effective use negative message framing.

**Table 11: Result of Testing Hypothesis 2**

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

Source: primary data were processed (2012)

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.

Benefits gained by eating calcium-rich milk will prevent consumers from osteoporosis. Consumer perceived risk due to functional food consumption relates directly to the risk of consumer self. In this case it turns out messages with high source credibility will further affect consumers. Consumers experience a lower risk perception of the message with high source credibility. Thus, it can be concluded that the functional food advertising, consumers feel less risk perceptions on advertising with high source credibility.

**Table 12: Result of Testing Hypothesis 3**

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

**Source:** primary data were processed (2012)

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. This suggests that differences in the perception of risk of psychological and social risk perception of consumers felt only on advertising by using message framing just as well as differences in the psychological risk perception and social risk perception of consumers felt only on advertising by using source credibility. In an ad that combines message framing and source credibility turns out there were no differences in risk perceptions of psychological and social risk perception. 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.

**Table 13: Result of Testing Hypothesis 4**

Dependent Variable	Positive Message Framing		Number of Participants	Negative Message Framing		Number of Participants	F	Sig
	Rational Motive	Emotional Motive		Rational Motive	Emotional Motive			
Psychological Risk	3,1014	23	2,5000	32	0,141	0,709		
	4,3095	14	3,5000	4				
Social Risk	2,9565	23	2,3854	32	0,020	0,887		
	4,1429	14	3,5000	4				

**Source:** primary data were processed (2012)

The results of testing of the hypothesis 4 showed no significant results. This suggests that there is no difference in psychological and social risk perception of the advertisement with a positive and negative message framing are moderated by the motivation of consumers.

Consumer motivations did not moderate the effect of message framing on consumer risk perceptions. ELM identifies a person's level of motivation to process the message arguments that are central as one of the key factors that affect the relative impact of central processing rather than peripheral. So in this case the motivation is not moderate the effect of message framing on consumer risk perceptions.

**Table 14: Result of Testing Hypothesis 5**

Dependent Variable	High Source Credibility		Number of Participants	Low Source Credibility		Number of Participants	F	Sig
	Motive	Count		Motive	Count			
Psychological Risk	Rational Motive	2,7222	30	Rational Motive	3,2381	14	3,444	0,068
	Emotional Motive	3,1429	7	Emotional Motive	4,5490	17		
Social Risk	Rational Motive	2,5111	30	Rational Motive	2,8810	14	3,983	0,050
	Emotional Motive	2,9048	7	Emotional Motive	3,9804	17		

Source: primary data were processed (2012)

The results of testing of the hypothesis 5 with the dependent variable psychological risk perception showed no significant results, whereas the perceived social risk showed significant results. This shows there is no difference perceived psychological risk on advertising with high and low source credibility are moderated by the motivation of consumers, and there are differences in the perceived social risk perception of consumers on advertising with high and low source credibility are moderated by the motivation of consumers. Consumer motivation was to strengthen the influence of source credibility on perceived social risk and motivations of consumers did not strengthen the influence of source credibility on perceived psychological risk. This is consistent with the ELM theory that identifies a person's level of motivation to process message arguments that are central as one of the key factors that influence the relative impact of the central processing rather than peripheral. Source credibility is a peripheral route in the ad that is not influenced by the motivation of consumers.

**Table 15: Result of Testing Hypothesis 6 (Psychological Risk)**

	Positive Message Framing		Number of Participants	Negative Message Framing		Number of Participants	F	Sig
	Motive	Count		Motive	Count			
High Source Credibility	Rational Motive	2,3452	28	Rational Motive	2,5938	32	17,048	0,000
	Emotional Motive	5,0000	7	Emotional Motive	3,5833	4		
Low Source Credibility	Rational Motive	3,3733	25	Rational Motive	2,8214	28	17,048	0,000
	Emotional Motive	4,3333	10	Emotional Motive	3,0000	3		

Source: primary data were processed (2012)

**Table 16: Result of Testing Hypothesis 6 (Social Risk)**

	Positive Message Framing		Number of Participants	Negative Message Framing		Number of Participants	F	Nilai P
High Source Credibility	Rational Motive	2,2143	28	Rational Motive	2,3646	32	22,137	0,000
	Emotional Motive	4,5714	7	Emotional Motive	2,9167	4		
Low Source Credibility	Rational Motive	2,8800	25	Rational Motive	2,3095	28	22,137	0,000
	Emotional Motive	3,7667	10	Emotional Motive	3,3333	3		

**Source:** primary data were processed (2012)

The results of testing of the hypothesis 6 with the dependent variable psychological risk and social risk showed significant results. This suggests there are differences in psychological risk and social risk of consumers on advertising with positive and negative message framing and high and low source credibility are moderated by the motivation of consumers. 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. High risk if you do not consume functional foods, high calcium milk is osteoporosis. Osteoporosis is suffered by 80% of the Indonesian people aged 40 years and over. Consumer perceived risk due to functional food consumption relates directly to the risk of consumer self. 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. Benefits gained by eating calcium-rich milk will prevent consumers from osteoporosis. Consumer perceived risk due to functional food consumption relates directly to the risk of consumer self. The more rational motivation, the stronger the effect of message framing and source credibility on consumer risk perceptions. In the ad that combines message framing and source credibility there are differences in psychological risk and social risk is further strengthened by the motivation. This is consistent with existing theory that the ELM to identify a person's level of motivation to process message arguments that are central as one of the key factors that influence the relative impact of the central processing rather than peripheral. The motivation will strengthen of differing psychological and social risk on advertising with positive and negative message framing and high and low source credibility.

### **Closing**

### **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.

There were no significant differences in the consumer risk perception on the ads with positive and negative message framing are moderated by motivation. Consumer motivations did not moderate the effect of message framing on consumer risk perceptions.

There were no significant differences in psychological risk on advertising with high and low source credibility are moderated by motivation. Consumer motivation was not to strengthen the influence of source credibility on perceived psychological risk. This is because the influence of source credibility relates to the person who delivered the message. Consumer motivation to act is the individual urge to consume functional foods, this does not affect the credibility of the source or the person who delivered the message, but the motivation will influence the framing of the message or how the message it conveys. There are significant differences in the perception of social risk on advertising by using sources of high credibility and low credibility sources are moderated by motivation. Consumer motivation was to strengthen the sources credibility of influence on the perception of social risk.

There are significant differences in perceptions of psychological risk and social risk on the advertising by using positive and negative message framing and high and low source credibility are moderated by motivation. The rational motivation is stronger the effect of message framing and source credibility on consumer risk perceptions. In the ad that combines message framing and credibility of this source turns out there are differences in perceptions of psychological and social risks are further strengthened by the motivation.

So the overall testing of the hypothesis can be concluded that more effective in functional food products advertisement used is a negative message framing. Consumers feel less risk perception in functional food advertisements with a negative message framing. Credibility sources are more effectively used in functional food products is a high source credibility. Consumers feel less risk perception in functional food advertisements delivered by a credible source of high endorser. In the ads that combine aspects of message framing and source credibility, participants turned out to be more focused on aspects of message framing. Ads that combine aspects of message framing and source credibility will be more effectively used for consumers who have a rational motive.

### ***Limitations and Research Suggestions***

This study has several limitations. First, the design of laboratory experiments that researchers use in this study may lead to weakness in the study natural but can achieve high internal validity, so for future studies can complement the design of the survey. Second, motivation as a moderating variable did not moderate the effect message framing on consumer risk perceptions. For future studies should develop a more comprehensive re-measurement related to the measurement of rational and emotional.

### ***Marketing 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 a 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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