

ABSTRACT

The Effect of Regulatory Fit on Persuasiveness of Framing Message to The Audience, by Considering Feeling Right, and Time Constraint

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Nowadays, on the one hand, producers in distributing their products experience tight competition from their competitors. In order to increase consumer persuasiveness, an advertisement strategy through framing message namely Promotion Framing and Prevention Framing is required. On the other hand, consumers have a self regulatory system called Focus Regulatory consisting of Promotion Focus and Prevention Focus. People with promotion focus tend to get gains while people with prevention focus tend to avoid risks. The suitability between framing message created by the producers and focus regulatory on consumers is called Regulatory Fit which consists of fit group and unfit group.

The objectives of the study are 1. To test the effect of Regulatory Fit on persuasiveness is mediated by feeling right. 2. To compare the difference of the effect of regulatory fit on fit and unfit group on consumer persuasiveness if given high time constraint and low time constraint.

Sobel test (SPSS Macro) was used to test the effect of Regulatory Fit on persuasiveness is mediated by feeling right. The result proves that feeling right is a mediating variable on the effect of Regulatory Fit on persuasiveness. The second objective was analyzed by using ANOVA. The result showed that in the situation of high time constraint, there was no significant difference between persuasiveness of the fit and unfit group of costumers. In the situation of low time constraint, there was a significant difference between the fit and unfit group of customers.

Concluding remarks : The role of Regulatory Fit and Feeling Right is very important to increase persuasiveness of framing message to the audience. However, the role of time constraint to process information on framing message is also important to be considered as a moderating variable.

Keywords : Regulatory Fit, framing of advertisement, persuasiveness, feeling right, time constraint to process information.