The influence of message framing and issue involvement in communications on persuasion: A meat-eating application

Abstract

The goal of this study was to analyze the effects of message framing (positive and negative) and issue involvement on persuasion. These two constructs were investigated in messages persuading consumers to buy less meat. A total of 250 participants completed a self-administered questionnaire about three messages stating the effects of meat eating, where each message related to a different effect. In the questionnaire, participants were randomly assigned a positively or negatively framed version of these messages. Significant differences between frames (in terms of persuasive power) were found for only one issue, where the positive frame was more persuasive. Thus, the results of this study indicate that the effectiveness of message framing in terms of persuasion is dependent on the issue presented in the message. Furthermore, the results suggest a curvilinear relationship between issue involvement and persuasion. Lastly, this research has supported existing literature as message understanding, agreement, familiarity, involvement and risk perceptions were found to be important predictors of persuasion.