

THE EFFECT OF WARNING IN DEBIASING THE FRAMING EFFECT

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ABSTRACT

This study reports on an experiment that examined (1) the effect of positive-/negative- framed message on Internet buyers' decision making in regard to attitude and buying intention; (2) the effect of warning in debiasing the framing effect. The results suggested that a significant framing effect was observed and participants in positive condition had more favorable responses than their counterparts in negative condition. In addition, the effect of framing messages on people's responses was moderated by the prompt of warning messages. Differences between responses in positive and negative condition were significant when no warning was prompted, and the magnitude of differences was mitigated when warning messages were provided.

Keywords: Framing effect, debiasing, warning, experiment, decision making