



## SKIP OR GRAB: A STUDY OF THE RELATIONSHIP BETWEEN FRAMING STRATEGIES AND CONSUMER BUYING BEHAVIOR

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### ABSTRACT

Understanding how framing and framing strategies affects consumer buying behavior is essential as it helps marketers design more persuasive messages, while also helps consumers become more aware of how marketing communication influences their decisions in buying. Despite of the growing use of framing in marketing, many consumers are still unaware of how these strategies impact their perceptions and choices. This study employed a correlational research design to assess the relationship between framing strategies and consumer buying behavior. This study was conducted in Talisay Senior High School at Tumaway, Talisay, Batangas, involving 197 grade 11 students of all strands enrolled at Talisay Senior High School, the researcher used quota sampling to select the participants. The data gathered were treated and analyzed using weighted mean, composite mean, ranking, Likert scale and Pearson – r correlation.

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A survey approach to significantly assess the relationship between framing strategies and consumer buying behavior served as the primary data collection method. Initially, students' engagement in framing strategies and consumer buying behavior was marked as positive.

The findings revealed that there is significant relationship between framing strategies and consumer buying behavior. The researchers proposed the "DEAL OR NO DEAL: SHOP KA, MARS? SHOP NANG SMART!", an initiative to strengthen the foundational knowledge of the students in Framing Strategies. This aims to help students to improve their purchasing decision and avoid impulsive buying that can be cause by framing strategies, and to help students that will take the Entrepreneurship subject to make effective marketing strategies in promoting their product.

**Keywords:** *Framing Strategies, Consumer buying behavior, purchasing decisions, DEAL OR NO DEAL: SHOP KA, MARS? SHOP NANG SMART*

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