

Dewi Candraningrum
(Editor)

Narratives of Sustainable Development: Industry in the Global World Meeting Social Ecological Responsibility

Introduced by
Prof Bernard Adeney-Risakotta



Courtesy of painting by Vincent van Gogh, *Lady Arles*



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HAK CIPTA DILINDUNGI UNDANG-UNDANG

PREFACE

Narratives of Sustainable Development: Industry in the Global World Meeting Social Ecological Responsibility

Surakarta, one of major centre of leading industry in Javanese culture, was the home of 52nd anniversary of Universitas Muhammadiyah Surakarta (UMS) held at 15 January 2011 at the Auditorium Muhammad Djazman of UMS. The theme of the conference, "Industry in the Global World: Meeting Social Ecological Responsibility for Sustainable Development", reflects the current environment problems experienced by tertiary academics and educators, government, stakeholders in sustainable development and environmentalists both nationally and internationally; and was chosen to stimulate, provoke and challenge participants to critically examine the development of industry in increasingly irregular manifold predicaments caused by climate change.

This conference attracted many delegates from across the universities in Java and abroad. The speakers for this conference were Prof. Bernard Adeney-Risakotta, Ph.D. (previously taught at Berkeley University and now the International Representative of ICRS—Indonesian Consortium for Religious Studies, Universitas Gajah Mada, Yogyakarta) and Muhammad Mujiburohman Ph.D (Universitas Muhammadiyah Surakarta). Prof. Dr. Bambang Setiaji, The Rector, opened the conference with a thought-provoking talk on the impacts of industry in the global world. He encouraged the conference participants to seriously think about the socio-ecological impacts of the booming industry from the individual perspective. Bambang Setiaji gave examples to explicate socio-ecological responsibilities and stressed that individual shall play major role in combating global warming by restraining unfriendly-behavior to save the natural resources, such as by not consuming un-renewable stuffs like plastics. As an introduction, the convener of the conference Muhamad Muslich Hartadi Ph.D spoke about the responsibility of the industry to the surrounding environment by generating watchful behavior to the pollution created, meaning using natural-friendly chemicals and governing friendly pollutants. The vision is to encourage full participation and synergy from multi-disciplinary fields achieving sustainable development.

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A Nested Model of Analyzing An Influence of Time Orientation on Behaviour of Avoiding Television Advertising

Rini Kuswati, *Member, Muhammadiyah University of Surakarta*

Abstract-- Time orientation theory states that an individual spends his or her time purposively depending upon whether time orientation is past, present, or future. The researcher refers this perspective to understanding more deeply about why an individual avoids television advertising. The past-oriented individual thinks that the television advertising is not important and only affects people to behave consumptively. They tend to avoid from seeing it. The present-oriented individual thinks that the television advertising is important because he or she focuses on 'live for today.' The future-oriented individual thinks that the television advertising is important to plan purchasing and he or she tends not avoid from seeing it.

This research aims to test a whole model of the behaviour of avoiding from seeing the television advertising regarding time orientation, belief and attitude toward it. Also, the research examines the relation among construct mediated by a belief variable and attitude toward television advertising. The result of structure equation model (SEM) analysis indicates that the whole model has an unsatisfactory goodness of fit based on a low value of fit indices so that it is necessary to modify structural research model (nested model). After the model is modified, the goodness-of-fit model is better (Chi Square 4417; significance probability 0.620; RMSEA 0.000; GFI 0.99; AGFI 0.973; TLI 1.12; CFI 1; NFI 0.99; CMIN/DF 0.7).

Index Terms-- Time Orientation, Belief of Advertising, Attitude toward Advertising, Avoiding Television Advertising Behaviour, Structural Equation Model, and Nested Model.

I. INTRODUCTION

THIS study aims at testing an influence of time orientation on the behaviour toward avoiding television advertising. It is worth examining due to taking a great impact on a firm. One of the impacts is associated with the inefficiency in spending funds for the television advertising i.e., the highest expenditure among others media such as newspaper, radio, and magazine. Accordingly, the cost of the television advertising is higher (80.3 percent) than all media (Fitriana, 2003); therefore, it will be a money waste if audiences do not see it (Zufryden et al. 1993).

Some behaviour toward avoiding from seeing television advertising has been widespread, frequently conducted with zapping and zipping (Yorke et al. 1985;

Kaplan, 1985; Zufryden et al. 1993). The behaviour may be positive and negative (Pollay and Mittal, 1993; Mittal, 1994). A positive belief in the television advertising causes someone to behave positively in it, and vice versa (Rojas-Mendez and Davies, 2005; Pollay and Mittal, 1993; Mittal, 1994). The different beliefs result from distinct time orientation taken by individuals.

This study examines a model of time orientation influence on avoiding television advertising as carried out by Rojas-Mendez and Davies (2005).

II. THEORETICAL REVIEW

A. Advertising and Television Advertising Defined

Advertising is a form of presenting non-personal, promotion, opinion, goods or services by a paid sponsor (Kotler and Keller, 2006). Advertising is one-way communication from a producer to consumer. Communication is a process of sending and receiving information (Assael, 2001). Television advertising is the most effective advertising medium with the ability to send a message using the combination of picture, sound, and movement, attract sensory perception, take a widespread distance and result in a high attention (Kotler and Keller, 2006). The television advertising plays a greater role than all media: it reaches 80.3 percent; the newspaper reaches 26 percent; the radio reaches 1.9 percent; and the 'outside-space' reaches 2.4 percent (Fitriana, 2003). The data indicate that the television medium, compared to other media, has been a popular tool, particularly in Indonesia.

B. Time Orientation

In the present, a treatment of time as a main variable for understanding a consumer's behaviour has increasingly been used (Rizkalla, 1989; Ko and Gentry, 1991). Every individual must have some sensitivity in time: past, present, or even future (Doob, 1971 in Oner-Ozkan, 2004; Ko and Gentry, 1991). A meaning, manifestation, and emphasis of the three time orientations are different from one another among individuals across cultures (Gjesme, 1979).

Time allocation theory states that time orientation is a tendency to focus on, pay attention to and be consistent with something with reference to someone's time such as past, present, and future (Lin et al. 1994 in Rojas-Mendez and Davies, 2005; Ko and Gentry, 1991). Similarly, it shows a mental and physiological individual in relation to past, present, and future as expressed by Svensons (1984); Gjesme

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(1979); Davies (1994); Chetthamrongchai and Davies (2000). According to other researchers, time orientation means a perception of time that is an integral part of the individual's culture and its impact on someone's attribute in the past, present, and future (Graham, 1981 in Cotte and Ratneshwar, 2003). Begadaa states that time orientation is an individual's idea that puts emphasis on a past-, present-, and future-rooted thought.

a. Past Orientation

Past orientation is an individual's tendency to focus on, pay attention to or be consistent with something with dominating reference to past (Rojas-Mendez and Davies, 2005; Ko and Gentry, 1991). His or her personality usually has a great longing for something in the past, is very conservative, rigid, and careful (Settle, 1978; Rojas-Mendez and Davies, 2005). Other characteristics are that he or she preserves tradition, focuses on something in the past, does not want to innovate and likes something original; he or she is highly anxious and pessimistic; he or she is status quo in thinking process, has a reactive tendency to action and a low socialization; and he or she emphasizes a certainty and safety, and avoids and feels anxious for a change (*Report of Copenhagen for futures studies*, 2004).

b. Present Orientation

Present orientation is an individual's tendency to focus on, pay attention to or be consistent with something with dominating reference to present (Rojas-Mendez and Davies, 2005; Ko and Gentry, 1991). He or she is interested in things in the present. In terms of buying goods or services, he or she behaves compulsively and impulsively and often uses an advertisement for exposing something useful in the present (Shores and Scott, 2007; Rojas-Mendez and Davies, 2005). Other characteristics are that he or she behaves pragmatically; he or she is a good listener and a non-mover but can easily adapt to condition; he or she is anxious for the present, pessimistic, static in thinking process and passive; and he or she demands a safety and stability, have a great personality and can adapt to a change (*Report of Copenhagen for futures studies*, 2004).

c. Future Orientation

Future orientation is an individual's tendency to focus on, pay attention to or be consistent with something with dominating reference to future (Rojas-Mendez and Davies, 2005; Ko and Gentry, 1991). He or she frequently has a high income and expense, uses an advertisement for exposing information as a consideration for a decision making, and has a future plan. Other characteristics are that he or she has vision, becomes a first mover with innovation and has a high self-confidence in the future; he or she is idealistic, optimistic, dynamic in thinking process, and reflective; and he or she has a good competency and a confidence based on the personal capacity, and makes a change (*Report of Copenhagen for futures studies*, 2004).

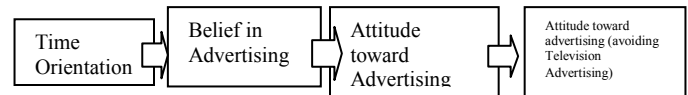
C. An Attitude toward Television Advertising

According to Aaker et al. (2004), *attitude* is an individual's structured- and composed-moral statement of belief in circumstance or object with its attribute characteristic. The attitude consists of three components: cognitive, affective, and connotation. A construct or change in attitude does not always

refer to a sequence of the components because a process of each component runs on the basis of situation. Assael (2001) defines *attitude* as a consumer's comfortable and uncomfortable predisposition response to advertising. A cognitive response is a way in which a consumer or audience of television advertising thinks about an advertisement and his or her attitude toward it is a way in which a consumer or audience feels it. In general, a positively cognitive response will result in a consumer's positive attitude toward an advertisement, and vice versa. An affective response is a dominant aspect; therefore, an attitude can be assessed with an audience's comfortable and uncomfortable response to an advertising message.

In addition, an individual's attitude toward a thing is affected by his or her value or belief in it. As described in Figure 1, his or her belief is affected by one of the cultural values such as time orientation (Sutisna, 2003).

Figure 1
A BASIC MODEL OF ATTITUDE TOWARD TELEVISION ADVERTISING



Source: Adapted from Rojas-Mendez and Davies (2005)

D. Behaviour of Avoiding from Seeing Television Advertising

The findings of the researches by Danaher and Beed (1994), Danaher (1995) and Mittal (1994) state that when a commercial advertising was on television, the respondents' attitude might leave their rooms, change television channel, turn off television, lower the sound of television advertising, read a textbook, newspaper and the like, see the advertising, and speak to other people in the rooms. The behaviour of avoiding from seeing television advertising can be categorized into 1) partial avoiding, reflected by reading a textbook, eating a meal, speaking to friends in a room, and lowering the sound of television; and 2) total avoiding, reflected by leaving a room, changing television channel, and turning off television. The behaviour of avoiding from seeing television advertising with zapping was conducted by Zufryden et al. (1993), Van Meurs (1998), and Cronin et al. (1992).

III. A STRUCTURAL MODEL OF BEHAVIOUR OF AVOIDING FROM SEEING TELEVISION ADVERTISING

a. An Influence of Past Orientation on a Negative Belief in television advertising

A high past orientation indicates that an individual assumes that television advertising has a negative impact. It can encourage him or her to behave consumptively and materially (Mittal, 1994).

b. An Influence of Present Orientation on a Positive Belief in Television Advertising

Present orientation is an individual's tendency to focus on, pay attention to or be consistent with something with dominating reference to present (Rojas-Mendez and Davies, 2005; Ko and Gentry, 1991). He or she is interested in things in the present, compulsive and impulsive in behaviour of

shopping, so he or she better like advertising because of benefit on its today. (Shores and Scott, 2007; Rojas-Mendez and Davies, 2005). From this statement, individual's present orientation have a positive belief in television advertising.

c. An Influence of Future Orientation on a Positive Belief in Television Advertising

Future is an individual's tendency to focus on, pay attention to or be consistent with something with dominating reference to future (Rojas-Mendez and Davies, 2005; Ko and Gentry, 1991). He or she frequently has a high income and expense, uses an advertisement for exposing information as a consideration for a decision making, and has a future plan (Rojas-Mendez and Davies, 2005).

However, in future orientation, an individual is not identical to a positive belief because he or she can have a low and high future orientation (Gjesme, 1979). Accordingly, Svenson (1984) agree with Gjesme's; therefore, it can be said that a low future orientation can negatively influence a negative belief and in the contrary, a high future orientation can positively affect a positive belief. Oner-Ozkan (2004) states that according to an individual with a lower future orientation thinks, sharing information is considered unessential and unhelpful, and vice versa. It represents that there is a relation of future orientation to a negative belief when the orientation is low. This relation is described in a nested model.

Another relation described in the model is a direct association of future orientation with present orientation to construct an attitude as stated in the research model by Rizkalla (1989), Chetthamrongchai and Davies (2000), and Shores and Scott (2007). The three researchers found a direct relation of time orientation construct and attitude construct without belief construct mediation.

d. An Influence of Positive Belief on Attitude toward Television Advertising

According to an individual's belief, advertising can result in an important advantage for himself or herself; therefore, it can be perceived as an important medium. This positive belief can be assessed with the following: it can represent an individual's life style; it helps raise an individual's living standard; and it can result in a better product in a market.

e. An Influence of Negative Belief on Attitude toward Television Advertising

Based on an individual's belief, advertising will negatively cause him or her to behave consumptively. It can make him or her spend more money on goods or services excessively. Also, he or she thinks that television advertising is very excessive in time duration, informative and boring for a high presentation frequency (Alwitt and Prabhaker, 1994; Mittal, 1994; and Rojas-Mendez and Davies, 2005).

f. A Belief in Television Advertising and Attitude toward Television as a Mediating Variable

An individual likes or dislikes an object, due to belief in it (Mittal, 1994). Therefore, Mittal refers to a belief as a mediating variable for assessing an attitude toward television advertising. Rojas-Mendez and Davies (2005) refers to a belief in television as a variable mediating an influence of time orientation on an attitude toward television advertising. In line with a theory stating that past orientation positively influences

a belief that advertising plays a negative role while present and future orientations positively influence a belief that advertising plays a positive role, it can be stated that the past orientation influences an individual's attitude toward television advertising mediated by a belief that advertising plays a negative role and the present and future orientations influence an individual's attitude toward television advertising mediated by a belief that television advertising plays a positive role.

The attitude as a mediating variable between time orientation and behaviour has been used by Chetthamrongchai and Davies (2000) for assessing a shopping behaviour. Similarly, Rojas-Mendez and Davies (2005) use the same variable although it was *concretely* not hypothesized.

g. An Influence of Attitude on Television Advertising toward Behaviour of Avoiding from Seeing the Television Advertising

The whole attitude toward television advertising is an individual's perception of the result of assessing a whole advertising. Rizkalla (1989), Chetthamrongchai and Davies (2000), and Rojas-Mendez and Davies (2005) state that an attitude toward advertising is positive; therefore, an audience's behaviour tends to see advertising and has a negative relation to avoiding from seeing it.

A direct influence also seems to time orientation to behaviour of avoiding from seeing television advertising. Cotte and Ratneshwar (2003) examined a direct influence of temporal orientation on the behaviour of choosing a service. Davies and Madran examined (1997) examined a direct influence of time orientation on the behaviour preparing a diet menu. The direct relation of time orientation to behaviour also seems to the nested model.

IV. RESEARCH MODEL

Referring to literature review adopted by Rojas-Mendez and Davies (2005), the research used a model as employed adopted by Rojas-Mendez and Davies (2005) with some structural relations tested by the researcher as described in Figure 2 (*see appendix 1*). Then, Figure 3 (*see in appendix 2*) describes a nested model modified from Rojas-Mendez and Davies' research model (2005) for a further research. This model refers to the relations among variables in which in literature review, there is likely another path in the original model.

In addition, the nested model is supported by the finding of pilot study (Kuswati, 2006), starting that Rojas-Mendes and Davies' model (2005) does not express a good goodness of fit; therefore, it is indicated that there is an additional path in the original model. The other path may be due to the influences of present and future orientations on the whole attitude (Rizkalla, 1989; Chetthamrongchai and Davies, 2000; Shores and Scott, 2007), future orientation on negative belief (Gjesme, 1979; Gjesme, 1975; Svenson, 1984; Oner-Ozkan, 2004), negative belief on the behaviour of avoiding television advertising (Alwitt and Prabhaker, 1994; Mittal, 1994), and past and present orientations on all the behaviours of avoiding television advertising (Cotte and Ratneshwar, 2003; Davies and Madran, 1997). Figure 3 describes an additional path in more details.

V. RESEARCH METHOD

a. Samples

In this study, the samples consisted of 215 respondents who lived in Surakarta. The data gathering used a survey method. The sample method used a non probability sampling combined with a convenience and purposive sampling method. The convenience method was employed because the researcher did not understand a sample frame research clearly.

b. Tests of Validity and Reliability

In this study, a validity test was used for analyzing the preciseness and accuracy of instrument. This study employed a confirmatory factor analysis to test instrument validity. A reliable test was used for analyzing the extent to what an instrument measures a research object. The reliable coefficient was represented with the alpha Cronbach in the range from 1 to 0. It means that the higher the value of the alpha Cronbach coefficient, the more reliable instrument. The criteria of the accepted-coefficient level ranged from 0.6 to 0.8. As adapted by Ferdinand (2002), nevertheless, Nunnally and Bernstein (1994) state that the 0.5-0.6 reliability has been sufficient in justifying the finding of the research.

c. A technique of Research Model Test

The study used an analysis of moment structure (AMOS) with the structural equation modelling (SEM). This is a statistic model that can explain the relation among related variables (Hair et al. 2006).

VI. THE RESULT OF TEST

The steps for estimating used the SEM with two step approaches: confirmatory factor approach and full structural equation model (Hair et al. 1998). The confirmatory factor analysis was used to estimate an equation of a separately-evaluated measurement model. The full structural equation model was used to test a proposed model.

a. A Test of Measurement Model

Reliability Test

The result of the instrument reliability states that the value of the instrument reliability test was good because of the range from 0.6-0.8 (see Table 1).

TABLE 1
TEST OF RELIABILITY - ALPHA CRONBACH

Construct	Alpha Cronbach
Past Orientation (ml)	0.797
Present Orientation (mk)	0.836
Future Orientation (md)	0.831
Negative belief in television advertising (kn)	0.807
Positive belief in television advertising (kp)	0.677
Attitude toward television advertising (sk)	0.731
Behavior of avoiding television advertising (pp)	0.848

Source: Primary Data Analyzed (2007)

Validity Test

The validity test was intended to measure the preciseness and accuracy of instrument. Based on the

confirmatory factor analysis, every construct indicator must have a significant loading factor. According to Hair et al. (2006), the 0.30 loading factor is said to meet a minimal level; the 0.40 factor is said to be better and suitable to the rule of thumb; and the 0.50 factor is significant. The construct validity will be reached if all the indicators representing the construct have a value of t statistic > 2 because it proves that the convergent validity exists. Table 2 shows that the score of the factor or standardized regression weight is nearly 0.5. The only kp1 indicator reaches 0.490. However, the kp1 indicator has a score of high t value where t value or its critical ratio is 8.887 or more than 2; therefore, it can be stated that the indicator is valid. This shows that there is a convergent validity (Purwanto, 2002). The output in Table 2 results from running the data simultaneously. (See appendix 3)

Composite Indicator

This study used a composite indicator because the amount of sample was less than it should be. There were seventy-seven estimated parameters; therefore, it needed fivefold estimated parameter, and totally reached 385. The study only found 215 samples, so using a composite indicator was considered important. Really, it is very impossible single indicator for assessing a construct so that it is necessary to estimate measurement error item. This term or theta epsilon (ϵ) was fixed with $(1 - \alpha) \sigma^2$ and lambda term (λ) was estimated with $\alpha^{1/2} \sigma$. The result of lambda and error terms seems in Table 3.

TABLE 3
A VALUE OF LAMDA (λ) and ERROR TERM (ϵ)

Construct	Composite Indicator	Lambda (λ)	Error Term (ϵ)
Past Orientation	ml	0.4437	0.0494
Present Orientation	mk	0.4660	0.2541
Future Orientation	md	0.4351	0.2248
Negative beilef	kn	0.5514	0.3741
Positive beilef	kp	0.3771	0.2079
Behavior toward television advertising	sk	0.5002	0.3373
Behavior of avoiding advertisement	pp	0.5045	0.2980

Source: Primary Data Analyzed (2007)

b. Test of Structural Model

Goodness of Fit

Test of structural model The result of the SEM analysis can be seen in Table 4. Normality test and outlier test have done before. Structurally, the model may be modified because the analysis of the SEM shows the modification indices. So, the whole model used in Rojas-Mendez and Davies' research model (2005) entitled 'Avoiding Television Advertising: Some Explanation from Allocation Time Theory' does not have a good goodness-of-fit indices. It is due to a cultural difference from the previous researcher's setting. The relation of structural model can be seen in Table 4.

The goodness-of-fit indices before modified model show a marginal value of indices, and state that Rojas-Mendez and Davies' research model (2005) is not acceptable to the researcher's setting. The analysis of the SEM shows that there

are some structurally-suggested modifications as described in Table 5.

TABLE 4
GOODNESS OF FIT INDICES BEFORE MODIFIED MODEL

Goodness of Fit Indices	Cut-off value	Index	Note
Chi Square	Lowly-Expected	132,187	Marginal
Significant Probability	≥ 0.05	0.000	Marginal
RMSEA	≤ 0.08	0.216	Marginal
GFI	≥ 0.90	0.869	Moderate
AGFI	≥ 0.90	0.693	Moderate
CMIN/DF	≤ 2.00	11.016	Marginal
TLI	≥ 0.95	0.554	Marginal
CFI	≥ 0.95	0.745	Moderate
NFI	≥ 0.90	0.732	Moderate

Source: Primary Data Analysed (2007)

The researcher, then, modified the structural model based on the relation as suggested in Table 5 and on the structural relation to the researcher's nested model to find a better goodness of fit; therefore, it can analyze the relation among constructs of the research model.

c. The Result of Nested Model Test

The analysis of the SEM shows that by modifying the previous research model, the modified model has a good goodness of fit and meets the criteria. Table 6 describes that according to the criteria, the structurally-modified previous research model has a good goodness of fit. It indicates that the structural model relations could be analysed.

TABLE 5
SUGGESTED MODIFIED INDICES

Structural Relation	Modification Indices	Par Change
Kn \leftarrow -----md	18,355	-0.237
Sk \leftarrow -----md	32,605	0,420
Sk \leftarrow -----mk	9,742	0.228
Pp \leftarrow -----mk	15,581	0.252
Pp \leftarrow -----ml	15,904	-0.257
Pp \leftarrow -----kn	10,902	-0.209

Source: Primary Data Analysed (2007)

TABLE 6
GOODNESS OF FIT INDICES TO STRUCTURALLY MODIFIED MODEL (NESTED MODEL)

Goodness-of-Fit Indices	Cut-off value	Indices	Note
Chi Square	Lowly-Expected	4,417	Good
Significant Probability	≥ 0.05	0.620	Good
RMSEA	≤ 0.08	0.000	Good
GFI	≥ 0.90	0.994	Good
AGFI	≥ 0.90	0.973	Good
CMIN/DF	≤ 2.00	0.736	Good
TLI	≥ 0.95	1.012	Good
CFI	≥ 0.95	1	Good
NFI	≥ 0.90	0.991	Good

Source: Primary Data Analysed (2007)

The result of structurally-modified research model indicates the significant and insignificant relations among constructs. This relation is represented by a value of

standardized regression weight and CR. It will be significant if at the 0.05 significance, it has a critical value ≥ 1.96 or more than 2. Table 7 describes the result of structural model test and value of significance in additional structural relation modified by the researcher (nested model).

TABLE 7
THE RESULT OF STRUCTURAL MODEL

Path	Relations	Standardized estimate	CR	Note
ml \rightarrow kn	+	0.831	13,420	Significant
mk \rightarrow kp	+	-0.053	-0.568	Insignificant
md \rightarrow kp	+	0.084	0.888	Insignificant
kn \rightarrow sk	-	-0.431	-5,599	Significant
kp \rightarrow sk	+	0.109	1,792	Insignificant
sk \rightarrow pp	-	-1,278	-8,600	Significant
md \rightarrow kn	-	-0.224	-3,809	Significant
md \rightarrow sk	+	0.333	4,727	Significant
mk \rightarrow sk	+	0.277	3,862	Significant
mk \rightarrow pp	-	0.462	5,073	Significant
ml \rightarrow pp	+	-0.449	-2,066	Significant
kn \rightarrow pp	+	-0.015	-0,058	Insignificant

Source: Primary Data Analysed (2007)

VII. DISCUSSION

The result of the SEM method analysis states a behavioral model of avoiding from seeing television advertising in terms of time orientation, belief, and attitude employed by Rojas-Mendes and Davies (2005) could not be used by the researcher because it did not indicate the good goodness-of-fit indices when the research setting was different from Rojas-Mendes and Davies'. The model met the criteria of the goodness-of-fit indices after modified as reflected in the nested model. Based on the modification, it is found that the present-oriented individual did positively not influence his or her belief that the television advertising played a positive role. Similarly, the future-oriented individual did positively not influence his or her belief that the television advertising played a positive role. According to Gjesme (1979), it was due to the respondents' low-future time orientation so that it could not indicate a significant influence.

It is line with the pilot study by Kuswati (2006). Another argumentation was a cultural difference from the previous researcher's respondents. In his study, Mittal (1994) states that a majority of the respondents (76 percent) believed the television advertising played a negative role without giving attention to an individual's time orientation. In addition, as stated by Hall (1983), Hall and Hall (1987) in Jarvenpaa (2005), and Ko and Gentry (1991), the research area was located in Asia where culturally, and the setting indicated the past- and present-dominated time orientation termed as polychronic.

The positive construct of the television advertising positively influenced the whole positive attitude. It indicates that the individual with a positive belief in television advertising would not be sure to behave positively in it. It can be due to the low respondents' attitude toward the advertising. The individual with a low attitude toward a product advertised does not have a certain attitude toward advertising so that the relation between belief and attitude is low (Assael, 2001; Sutisna, 2003). The researcher thinks that the respondents'

attitude toward television advertising is low so that a positive belief in advertising can't also predict a positive attitude toward it besides influenced by a different culture. Thus, this study indicates that an individual can think positively about advertising but behaves negatively in it so that it enables him or her to avoid from seeing it.

The whole positive attitude positively and significantly influences the behavior of avoiding from seeing television advertising; therefore, when an individual behaves positively, his or her attitude does not avoid from seeing it.

The test of belief construct as a variable mediating the present and future orientations to television advertising was significant. The path analysis indicates that the path was not meaningful. Furthermore, an attitude as a variable mediating the influence of positive belief in the advertising on the behavior avoided from seeing it was not confirmed. It states that the belief and attitude were a mediating variable in the path of the past orientation to avoid from seeing it.

The result of structurally-nested model negatively influenced a future orientation on a belief that the advertising played a negative role. It increasingly strengthens that the cultural background dominated the findings. Graham states that a perception of time orientation is an integral part of an individual's culture and its impact will affect his or her past, present, and future attribute (Graham, 1981 in Cotte and Ratneshwar, 2003). Gjesme (1979), Svenson (1984), and Oner-Ozkan (2004) explain that a lower-future oriented individual will tend to have a negative belief; in the contrary, a higher-future oriented individual will tend to have a positive belief. It is an idea that underlies to modify the path.

In addition, there is a direct relation of present and future orientation to an attitude toward television advertising. It is line with the research by Chetthamrongchai and Davies (2000) directly relating time orientation to attitude not mediated by belief.

In the finding of the research, Rizkalla (1989) shows a direct relation of time orientation to attitude toward a different setting.

The relation of direct construct also occurs at past and present orientations to the behavior of avoiding from seeing television advertising. The two significantly influence: the past-oriented individual negatively influences the behavior of avoiding from seeing it while the present-oriented individual positively influences the behavior of avoiding from seeing it. In the research setting, the past-oriented individual may assume that advertising is a kind of entertaining medium so that he or she does not behave to avoid from seeing it, and vice versa. The direct influence of negative belief on the behavior of avoiding from seeing television advertising was insignificant.

VIII. CONCLUSION

The result of analysis states that a structural model previously used by Rojas-Mendes dan Davies (2005) is not *fit* because it does not have the good goodness-of-fit indices for the researcher's setting. The model becomes *fit* after modifying the research structural model as represented in the researcher's nested model.

Rojas-Mendez and Davies' research model (2005) is not *fit*, partially due to a cultural difference the samples examined,

because time orientation cannot be separated from a culture (Graham, 1981 in Cotte dan Ratneshwar, 2003; Brown and Herring, 1998). An individual's perception of advertising is greatly influenced by a local culture (Dahl, 2006). Accordingly, in the findings of the researchers, Alberts-Miller and Gelb (1996) and Zandpour et al. (1994) state that there is a strong relation of culture to advertising. In addition, Svenson (1984) explains that a research of time perspective causes a contradictive result due to a low design research, age factor, and socio-culture factor.

A nested model is employed by adding structural relations such as future orientation to a negative belief and attitude, present orientation to an attitude and behavior, past orientation to a behavior of avoiding from seeing television advertising and negative belief in the behavior of avoiding from seeing it.

IX. APPENDIX (SEE IN NEXT PAGE)

X. ACKNOWLEDGMENT

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