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## **The Effect of Attitude toward Television Advertising on Materialistic Attitudes and Behavioral Intention**

**Nunuk Herawati\*, Nur Qumariyah\*\* & Irwan Christanto Edy\*\*\*,**

*\*Lecturer in Faculty of Management, STIE "AUB", Jl.MR.Sartono 46 Surakarta 57135, Indonesia*

*\*\*Lecturer in Faculty of Management, STIE "AUB", Jl.MR.Sartono 46 Surakarta 57135, Indonesia*

*\*\*\*Lecturer in Faculty of Management, STIE "AUB", Jl.MR.Sartono 46 Surakarta 57135, Indonesia*

### **ABSTRACT**

*The phenomenon that researcher observed showed that a lot of company promoted their products using television media. In most of TV shows we would most likely to see commercials in it. Based on this notion, researcher thought it would be interesting to investigate the effect of "Attitude toward Television Advertising" on "Materialistic Attitudes" and "Behavioral Intention". This was a survey research. The data used was primary data by the object of certain community in Surakarta city Indonesia. Data gathering was by questionnaire, both open and closed. The data analysis used were; 1) instrumental test analysis namely validity test and reliability test, 2) descriptive statistic analysis, 3) model analysis using SEM (Sequential Equation Model). The result of this research showed; 1) Attitude toward television advertising has a positive and significant impact on behavioral intention, 2) Materialistic Attitudes was not quite effective as an intervening variable in attitude relationship toward attitude toward television advertising and toward behavioral intention.*

**Keyword :** *Attitude toward Television Advertising, Materialistic Attitudes, Behavioral Intention*

### **INTRODUCTION**

Febey (1987) stated that television (TV) is the most preferred media by advertisers because of the positive impact it can cause. The cost of advertising has significantly increased. In 2004 the cost of advertising on TV had reached more than IDR 22 trillion. The market of penetration of TV commercials nowadays are ranging from the life of children to adults. Very big product buying decisions come from this market of children and adults. Advertisements on TV become the major way to penetrate this market. Based on this notion researchers are interested to see further individuals' attitude toward television advertising and the effect toward individuals' materialistic attitudes and behaviors in their intention / decision to buy products advertised on TV. Problems discussed in this research are; 1) Is Attitude toward Television Advertising have effect on Materialistic Attitudes ? , 2) Is Attitude toward Television Advertising have effect on Behavioral Intention ? , 3) Is Materialistic Attitudes have effect on Behavioral Intention ?

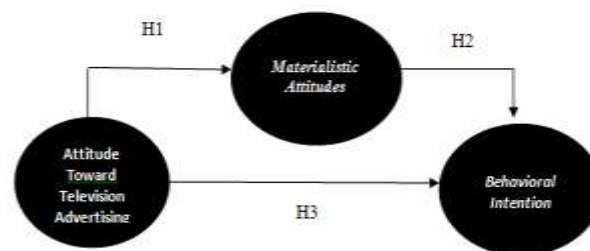
### **LITERATURE REVIEW**

In this article, we introduce a model on the unintended effects of advertising. This model describes the existing hypotheses about the impact of advertising on (a) materialism, (b) parent-child conflict, and (c) unhappiness. The validity of each of these hypotheses was

investigated using a vote-counting analysis. Our analyses yielded a small to moderate effect size for the relation between advertising and materialism as well as a small to moderate effect size for the relation between advertising and parent-child conflict. However, support for the hypothesized relation between advertising and unhappiness was not found. The outcome of our vote-counting analysis provided several working hypotheses for further research as well as identified possible moderator variables that should be taken into account in future research. (@2003 Elsevier Inc. All rights reserved)

Attitude can be translated into psychological tendency of someone to respond positively or negatively toward stimulus. (Engel et al (1995), quoted by Page dan Luding, 2003). This attitude shape someone's mind to like or dislike something. According to The Theory of Reasoned Action, by Ajzen & Fishbein (1980) quoted by Campbell and Wright, (2008), it shows that attitude have strong relation in predicting behavior, which means by understanding effect of advertisement on the behavior of Internet user can have a lot of implications toward understanding consumer's behavior. Message on advertisements that tend to be repeated can also effect on behavior formation. Definition of Attitude Toward Advertising, according to McKenzie et al, 1986, as quoted by Kwan-Lee (2004), is tendency to respond toward a stimulus of certain advertisement positively or negatively in a certain condition. Mackenzie et al (1986) as quoted by Tsai et al (2007) said that Attitude Toward Ad are affected by cognitive factors (thought and feeling) that consumer have toward certain advertisement, this lead to attitude toward the advertised product.

Advertisement can be defined as every form of presentation and promotion of everything including ideas, goods, or services done by sponsor. From the cost point of view, advertisement is an effective way to deliver message, whether it is to build awareness or preference of product, or even to educate society (Kotler, 1997, p.637). The conceptual model of this research is as following :



## HYPOTHESIS

- H1 Attitude Toward Television Advertising have significant effect on Materialistic Attitudes
- H2 Materialistic Attitudes have significant effect toward Behavioral Intention
- H3 Attitude Toward Television Advertising have significant effect on behavioral intention

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## **METHODOLOGY**

- a. **Research Object and Location**  
The object of this research is a certain community in the city of Surakarta Indonesia
- b. **Research Type and Method**  
The primary data is that which obtained directly from the source. The data obtained from respondents by way of questionnaire containing questions of things related to the variable indicators.
- c. **Data Collection Method and Technique**  
The data collection method are using questionnaire and document gathering.
- d. **Population and Sample**  
Population in this research is a society located in the city of Surakarta. Respondents of this research are 130 people. This fulfill the requirements to have capital estimation by using Maximum Likelihood (MC). Non-probability sampling are used to determine data to be researched. That is a technique which give no equal chance or opportunity for every member of the population to be chosen as a sample. One of it's method is accidental sampling. This is a method of choosing sample where researcher don't have any other consideration except the easiness factor.
- e. **Operational Variable Type**  
Theoretically concepted, variables in this research consist of exogenous and endogenous variable. The exogenous variable is Attitude Toward Television Advertising (ATTA). Endogenous variable is Behavioral Intention (BI). And Intervening Variable is Materialistic Attitudes (MA).
- f. **Research Design**  
This research is explanatory research, that is research that explain causality relationship. It explain a relation between variables through hypothesis test (Ghozali, 2004). This type of research was chosen considering the purpose to be achieve include attempts to elaborate relations and effects between questionnaires as the tool to gather primary data. Next on this research design is to determine instruments based on research variables and then determining sample. The data gathering using methods of observation, interview, and questionnaire. Collected data treated using descriptive and quantitative analysis tools. The technique of analysis using SEM (Structural Equation Model). Analysis results are later to be interpreted. And finally, it will be concluded be given suggestions.

## **FINDING AND DISCUSSION**

- a. **Instrument Research Test**  
Based on the calculation using SPSS program, validity as shown on Table-1, indicate that all the researched variable indicators are valid.

**Table-1. Questionnaire Validity Test Result**

| Constructs/Variable latent                     | Item Indicator | Corrected – Total item Correlation | Correlation R-tabel | Conclusion |
|--|----------------|------------------------------------|---------------------|------------|
| <i>Attitude Toward Television Advertising.</i> | ATTA_1         | 0,4002                             | 0,176               | Valid      |
|  | ATTA_2         | 0,5379                             | 0,176               | Valid      |
|  | ATTA_3         | 0,4767                             | 0,176               | Valid      |
|  | ATTA_4         | 0,5174                             | 0,176               | Valid      |
|  | ATTA_5         | 0,1718                             | 0,176               | Valid      |
|  | ATTA_5         | 0,4006                             | 0,176               | Valid      |
| <i>Materialistic Attitudes</i>                 | MA_1           | 0,2722                             | 0,176               | Valid      |
|  | MA_2           | 0,5385                             | 0,176               | Valid      |
|  | MA_3           | 0,3336                             | 0,176               | Valid      |
|  | MA_4           | 0,4468                             | 0,176               | Valid      |
|  | MA_5           | 0,5349                             | 0,176               | Valid      |
| <i>Behavioral intention</i>                    | BI_1           | 0,5326                             | 0,176               | Valid      |
|  | BI_2           | 0,4289                             | 0,176               | Valid      |
|  | BI_3           | 0,5447                             | 0,176               | Valid      |
|  | BI_4           | 0,4582                             | 0,176               | Valid      |
|  | BI_5           | 0,3958                             | 0,176               | Valid      |

b. Reliability Test

Based on the calculation using SPSS program, reliability as shown on Table-2, indicate that all the researched variable indicators are reliable.

**Table-2. Questionnaire Reliability Test Result**

| Constructs/Variable latent             | Reliability Coefficients Alpha | Reliability Criteria | Conclusion |
|--|--------------------------------|----------------------|------------|
| Attitude Toward Television Advertising | 0,6868                         | 0,60                 | Reliable   |
| Materialistic Attitudes                | 0,6629                         | 0,60                 | Reliable   |
| Behavioral intention                   | 0,7137                         | 0,60                 | Reliable   |

c. Test and Analysis

Steps of SEM test that refer to the analysis process of that proposed by Ferdinand (2006). The analysis steps sequence are :

- 1) Model development based on bibliographical study and framework. In general the model consist of; 1) independent variable (*Exogenous*),2) dependent variable (*Endogenous*). The independent variable is 1) *Attitude Toward Television Advertising*, while dependent variable are 1) *Materialistic Attitudes*, 2) *Behavioral intention*.
- 2) Composing Flowchart  
Next step is to compose the model in the form of diagram.

3) Conversion of the flowchart into equation.

$$\begin{aligned} MA &= \gamma_1 ATTA + Z_1 \\ BI &= \gamma_1 ATTA + \gamma_2 MA + Z_1 \end{aligned}$$

Description :

MA = Materialistic Attitudes  
BI = behavioral intention  
ATTA = Attitude Toward Television Advertising

4) Choosing Input Matrix and Estimation Technique

Input Matrix used are covariance matrix. Hair et.al. (1995; in Ferdinand, 2006) stated that in testing causality relation, covariance matrix were taken ad the input for SEM operation.

a) Analysis of Exogenous Constructing Confirmatory Factors

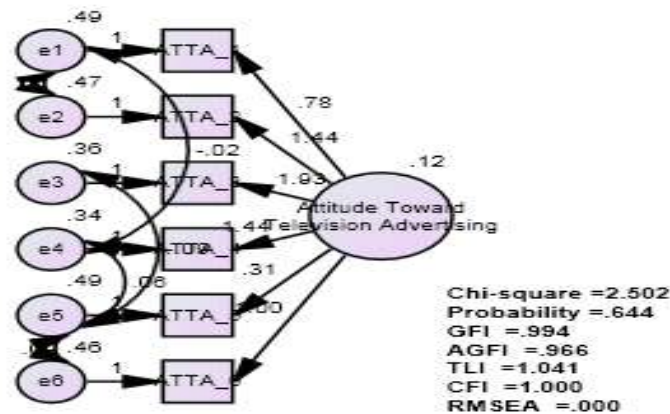


Table-3. Exogenous Constructing Confirmatory Factors Model Test Result

| Criteria    | Cut of value             | Result | Evaluation |
|-------------|--------------------------|--------|------------|
| Chi Square  | 2 by df : 26 ; p : 5 % = | 2,502  | Good       |
| Probability | > 0,05                   | 0,644  | Good       |
| GFI         | > 0,90                   | 0,994  | Good       |
| AGFI        | > 0,90                   | 0,966  | Good       |
| TLI         | > 0,95                   | 1,041  | Good       |
| CFI         | > 0,95                   | 1,000  | Good       |
| RMSEA       | < 0,08                   | 0,000  | Good       |

The picture above is Exogenous Constructing Confirmatory Factors Analysis, which show that the model has fulfill the criterion of *goodness of fit* assigned. *Goodness of fit* test score with  $\chi^2$  is 60.809 with the probability of 0.058 which show that there's no difference between predicted model and observed data. Other models expediency measurements were in good category. Therefore the appropriateness between predicted models and observation values on exogenous variable has fulfill the requirements.



b) Endogenous Constructing Confirmatory Factors Analysis

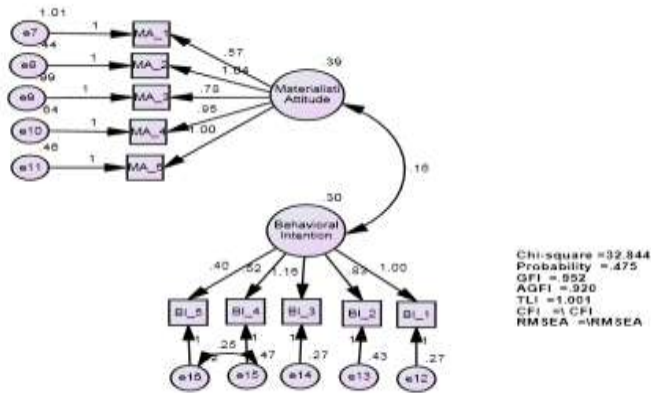
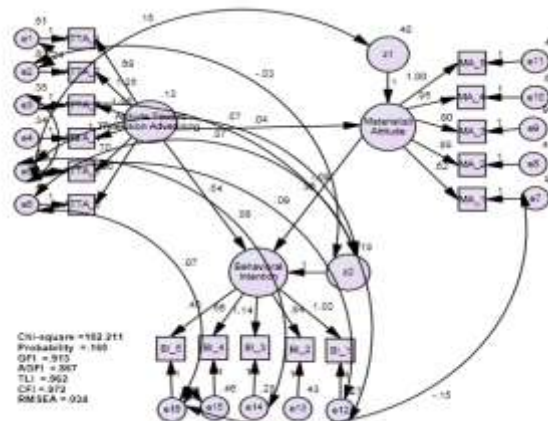


Table-4 Endogenous Constructing Confirmatory Factors Model Test Result

| Criteria    | Cut of value             | Result | Evaluation |
|-------------|--------------------------|--------|------------|
| Chi Square  | 2 by df : 26 ; p : 5 % = | 32,844 | Good       |
| Probability | > 0,05                   | 0,475  | Good       |
| GFI         | > 0,90                   | 0,952  | Good       |
| AGFI        | > 0,90                   | 0,920  | Good       |
| TLI         | > 0,95                   | 1,001  | Good       |
| CFI         | > 0,95                   | CFI    | Good       |
| RMSEA       | < 0,08                   | RMSEA  | Good       |

By the confirmatory factors analysis result done toward endogenous variable, it could be inferred that the models met the *goodness of fit* criterion assigned. The *goodness of fit* test value by  $\chi^2$  was 84.864 with probability of 0.363 that showed no difference between predicted models and observed data. Other models expediency measurements were in good category. Therefore the appropriateness between predicted models and observation values on endogenous variable has fulfill the requirements.

c) Structural Equation Model Test Result



**Table-5. Revised Structural Equation Model Test Result**

| Criteria    | Cut of value             | Result  | Evaluation |
|-------------|--------------------------|---------|------------|
| Chi Square  | 2 by df : 26 ; p : 5 % = | 102,211 | Good       |
| Probability | > 0,05                   | 0,160   | Good       |
| GFI         | > 0,90                   | 0,913   | Good       |
| AGFI        | > 0,90                   | 0,867   | Marginal   |
| TLI         | > 0,95                   | 0,962   | Good       |
| CFI         | > 0,95                   | 0,972   | Good       |
| RMSEA       | < 0,08                   | 0,034   | Good       |

Full model analysis graphic showed the model meet the fit criterion. The *chi-square* valued full model on 102.211 above *chi-square* table for independence degree of 127 in the 5% significance level in the amount 143.231. That result showed the entire model meet the fit criterion. The probability value of 0.160 which is above 0.05, also other criterion that mostly meet the good mark. That result showed the entire models meet the fit model criterion.

#### 5) Problem Identification Analysis

The next test is to know whether there is identification problem on the developed model. Identification problem is a problem of developed model's disability to create a unique estimation. Identification problem can occur by indications such as:

- 1) *Error Standard* on one or more coefficient is very big.
- 2) Program cannot produce information matrix supposed be presented.
- 3) Emergence of weird values such as negative *error variant*.
- 4) High correlation mark between estimated coefficient (>0,9).

The analysis of test toward research model did not show indications of identification problem.

#### 6) Data Normality Test

Data normality assumption must be fulfilled in order to be further treated into SEM modeling. Normality test carried out by observing *skewness* of the used data, that is whether or not CR value that exceed + 2.58 in significance level of 0.01. And based on the result of data processing, there was no CR value exceeded + 2.58. It can be inferred as good. Normality test conducted by using *critical ratio* criterion of  $\pm 2.58$  on significance level of 0,01 (1%) (Ghozali, 2004, p.105). It could be concluded there were no divergent data. Data normality test for every indicators proven to be normal.

#### 7) Compatibility Test and Statistic Test

Research model compatibility test used to know the *goodness of fit* level of research model. By looking on the test result above, there were eight criteria which seven were in good condition and one (GFI and AGFI) were in marginal condition. Overall, this research model were in decent *goodness of fit* level.

8) Residual Value Evaluation

This evaluation done by looking at *standardized residual* value. The expected of it are <2.58. From the statistic analysis performed on this research, it wasn't found any *standardized residual covariances* value exceeded 2.58, so this requirements were fulfilled.

9) Hypothesis Test

- Hypothesis 1 on this research is ; significant effect of "Attitude Toward Television Advertising" on "Materialistic Attitudes". Based on the data process *Critical Ratio* (CR) of this is 0.212 and *Probability* (P) is 0.832. By the (CR) value below 1.978 and (P) value above 0,05, it means hypothesis 1 is rejected.
- Hypothesis 2 of this research is significant effect of "Materialistic Attitudes" toward "Behavioral Intention". *Critical Ratio* (CR) on this is 3.464 and *Probability* (P) is 0.000. By the (CR) value above 1.978 and (P) value below 0.05, it means hypothesis 2 is accepted.
- Hypothesis 3 of this research is significant effect of "Attitude Toward Television Advertising" on "Behavioral Intention". *Critical Ratio* (CR) on this is 2.922 and *Probability* (P) is 0.003. By the (CR) value above 1.978 and (P) value below 0.05, it means hypothesis 3 is accepted.

10) Path Analysis Result

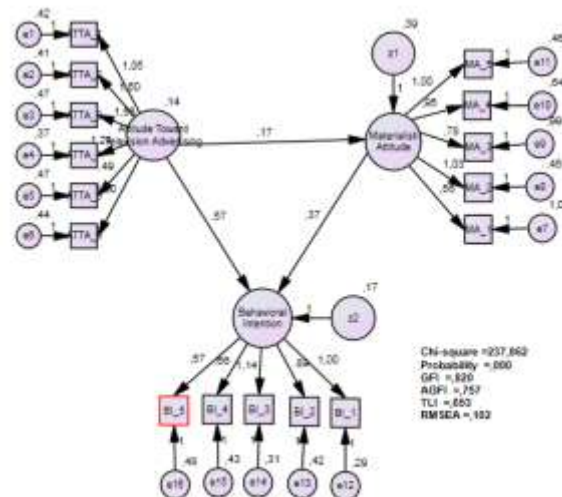


Figure-4. SEM conceptual diagram

1. Structural equation basically made by the following guidance :

$$\text{Endogenous Variable} = \text{Exogenous Variable} + \text{Endogenous Variable} + \text{Error}$$

Structural Equation Model :



a.  $MA = \gamma_1 ATTA + Z_1$

Data processing using AMOS resulted as following :

$$MA = 0,045 ATTA + Z_1$$

It showed that ATTA (*Attitude Toward Television Advertising*) variable has a positive effect on MA (*Materialistic Attitudes*). If ATTA variable rises, and so MA (*Materialistic Attitudes*).

b.  $BI = \gamma_1 ATTA + \gamma_2 MA + Z_2$

Data processing using AMOS resulted as following :

$$BI = 0,538 ATTA + 0,364 MA + Z_2$$

It showed that ATTA (*Attitude Toward Television Advertising*) and MA (*Materialistic Attitudes*) variables has a positive effect on BI (*Behavioral intention*). If ATTA and MA rises, so do BI (*Behavioral intention*). The most dominant variable toward BI is ATTA.

## 2. Direct and Indirect Effect Analysis

Table -6. Direct and Indirect Effect

| Variable Relation         | Direct Effect | Indirect Effect               | Total Effect               |
|---------------------------|---------------|-------------------------------|----------------------------|
| ATTA toward BI            | 0,538         |                               |                            |
| ATTA toward BI through MA |               | = 0,045 x<br>0,364<br>= 0,016 | = 0,538 + 0,016<br>= 0,554 |

The direct effect is bigger than indirect effect. MA (*Materialistic Attitudes*) variable is less effective to mediate relation *Attitude Toward Television Advertising* and *Behavioral intention*.

## DISCUSSION

Based on the result of model appropriateness test, the criterion with *Goodness of fit* are fulfilled. It showed that concepted model by researcher were accepted, in accordance with the empirical data. Theoretical causality relation between researched variables were accepted and support the pre-existed research of promotion (especially using advertisement) effect on consumers' behavior (Kotler,2003).

## CONCLUSION

- Attitude Toward Television Advertising has positive and significant effect on Behavioral Intention of every individual.
- Direct effect was bigger than indirect effect. MA (*Materialistic Attitudes*) is less effective to mediate relation between Attitude Toward Television Advertising and Behavioral intention.
- Hypothesis test result :

1. Hypothesis 1, significant effect of Attitude Toward Television Advertising on Materialistic Attitudes, rejected
2. Hypothesis 2, significant effect of Materialistic Attitudes toward Behavioral Intention, accepted
3. Hypothesis 3, significant effect of Attitude Toward Television Advertising on Behavioral Intention, accepted
- d. Research result showed that by full model analysis the model was in fit criterion. Chi-square count on full model was 102.211 above chi-square table and degree of freedom 127 on significant level 5% was 143,231. That result showed that entire models fulfill the fit criterion. Probability value of 0.160 which above 0.05 and other criteria that mostly were goodly fulfilled. The result showed that theoretical causality model was appropriate with its empirical.

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