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# TIME ORIENTATION ON AVOIDING ADVERTISING BASED ON INCENTIVE THEORY OF MOTIVATION: A LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

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## ABSTRACT

*This study aims to synthesize the theory of time orientation, advertising avoidance, and present the differences in time orientation. Besides, the research proposed a new direction in explaining the change in advertising avoidance with the different time-oriented (past, present, future) by external factors. The result of the study has discovered a research framework in time-orientation bases advertising avoidance through the Incentive Theory of Motivation. From there, researchers can consider how the different external factors influence to minimize advertising avoidance behaviour as well as to examine changes in the behaviour of time-oriented groups when there is no impact from external factors and when there are external factors.*

**Key words:** Advertising avoidance, Time orientation, Incentive theory of motivation.

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## 1. INTRODUCTION

SIFO research (2008) shows that people avoid advertising on one medium is almost avoided in all the other media they use. It causes hate, a boycott of a brand, whatever how to meticulously designed the advertising. Advertising avoidance studies are explored in different aspects: avoiding from the perspective of intrinsic value (Bracket and Carr, 2001; Choi et al.,

2013; Chatterjee, 2005; Dildar and Helence, 2014); avoid advertising in terms of customer perceptions (Choi et al., 2013; Baek and Morimoto, 2012; Song and Jiang, 2017; Seyedghorban, Tahernejad and Matanda, 2016; Cho and Cheon, 2004; Seyedghorban, Tahernejad and Matanda, 2016; Jin and Villegas, 2012); compared the differences in personal characteristics such as gender, marital status, age ... (Speck and Elliott, 1997; Gregorio, Jung and Sung 2017; Ketelaar et al., 2015). The recent research of advertising avoidance has considered based on the theory of time orientation in which time is seen as a direction in behaviour from the cultural perspective that each country has a different direction: past, present or future (Davies and Rojas-Mendez, 2005; Kaynak, Kara and Chow, 2013). Besides, the result of the study of Kaynak et al. (2013) supports partial for the Rojas-Mendez and Davies (2005) about the concept of time orientation in advertising avoidance. However, according to Bergaa (1990), time orientation (past, present, future) is the base for different motivations in the human that it comes from an individual's characteristics through the environment and their experiences. So, does the behaviour in which a time-orientation has been established have change when having external factors affect? To discover this, the author delves into the mechanism of change based on Skinner's Incentive Theory of Motivation (1953). This theory argues that behaviour is primarily motivated by outsiders such as praise, materialism, money ... rather than the fact that they like activities (Skinner, 1953). Studies show that external factors can change in human behaviour, and it can also contribute to changing internal intrinsic motivation, but how that changes depends on human nature, which in this study, the author considers the change through different time orientations, namely past, present, and future.

## **2. LITERATURE REVIEW**

### **2.1. Advertising Avoidance**

#### ***2.1.1 Definition about Advertising Avoidance***

Advertising avoidance is all actions that users reduce their exposure to advertising in different ways (Speck and Elliott, 1997). The avoidance leads to the user's intent to skip the advertising, which is considered one of the biggest obstacles of advertising. Pagendarm and Schaumburg (2001) argue that people avoid advertising because the advertising position is not convenient and does not create an attraction for customers to click to see. Another reason is that advertising does not contain useful information or emotional value to customers (Ho at el., 2018). According to Cho and Cheon (2004), customers avoid online advertising because advertising hinders the awareness target, the negative experience of customers, and the clutter of advertising... In summary, there are many reasons for avoiding advertising that is considered one of the biggest obstacles for businesses.

#### ***2.1.2. Mode of Advertising Avoidance***

Depending on personal characteristics and other frameworks such as demographics, target disruptions, and other related issues, users may have different ways to avoid advertising (Speck and Elliott, 1997). According to Clancey (1994), users avoid advertising by ignoring attention to advertising. Danaher (1995) argues that when commercial advertising appears during breaks between shows, audiences have several options to avoid advertising, consist off: (a) to leave the room; (b) change to another channel; (c) switch off the equipment; (d) mute the sound; (e) read books, magazines, newspapers; (f) talk to other people in the room ... José I. Rojas-Méndez and Gary Davies (2005) have added the option to use the phone during the advertising happen. In the online environment, several observational variables are supplementary such as hating advertising, ignoring and not keeping an eye on (Cho and Choen, 2004; Song and Jiang, 2017), using applications to block advertisements (Cho and

Choen, 2004; Baek and Morimoto, 2012; Seyedghorban, Tahernejad and Matanda, 2016), close the display window (Song and Jiang, 2017).

With various options to restrict advertising, Cho and Cheon (2004), Song and Jiang (2017) grouped the options in three different aspects of advertising avoidance, including cognitive advertising avoidance (ignore advertising; not to pay attention; not pay attention despite attractive advertising, don't click on), affective advertising avoidance (hate advertising; think that without advertising is better) and behavioral advertising avoidance (scroll down; close windows; do any action to avoid; block advertising; remove them from any website with a blocker application). Rojas-Méndez and Davies (2005) divide advertising avoidance into two aspects: partial avoidance (read a book, magazine, newspaper, mute the sound) and total avoidance (leave the room; switch to another channel). In another research direction of Rojas-Méndez and Davies (2017), advertising avoidance is considered in two directions: behavioral avoidance (leave the room; use a phone; read books, newspapers, magazines...) and mechanical avoidance (turn off the TV; turn off the sound). The most noticeable thing that if Cho and Choen (2004) argue that behavioral avoidance covered to mechanical avoidance, Rojas-Méndez and Davies (2005) divide behavioral avoidance and mechanical avoidance into two different directions.

## **2.2. Time Orientation**

Time orientation is the preferred direction in the thinking and actions of individuals related to time (Lens, 1986; Bergadaa, 1991; Lasane and O'Donnell, 2005). It depends on the needs, situations, and habits, and the time awareness process begins, which develops suitable time orientation. Lewin (1951) laid the foundations for a time-oriented perspective in three directions: past orientation, present orientation, and future orientation.

### **2.2.1. Past Orientation**

Past-oriented people consider the past as the essential thing, as the root of the problem (Usunier and Valette-Florence, 1994). Individuals with this orientation tend to show warmth, emotion, and nostalgia (Karande, Merchant and Sivakumar, 2011). They inclined toward nostalgia and sought comfort from memories (Zimbardo and Boyd, 1999).

### **2.2.2. Present Orientation**

Present-oriented people affirm that they are living "here and now" and they accept an existing reality, whether they like it or not (Usunier and Valette-Florence, 1994). According to Zimbardo and Boyd (1999), the present orientation reflects the hedonism towards time and life. It makes individuals impulsive (Lennings and Burns, 1998), lives for the present (Zimbardo, Keough and Boyd, 1997), and has a strong desire for instant gratification (Hodgins and Engel, 2002). When focusing on the present, individuals often concerned with the joy of the moment (Bergadaà, 1990; Murrell and Mingrone, 1994) and less predict the future consequences of their current activities (Simons, Vansteenkiste and Lens, 2004).

### **2.2.3. Future Orientation**

Future-oriented people often accurately anticipate and plan for their future. For them, the future is better and more developed. They have a great concern about the consequences of action and being the self-responsible person (Lennings and Burns, 1998). They always act towards their goals (Murrell and Mingrone, 1994), are willing to put in effort and skill at work because they seek long-term satisfaction (Strathman, Gleicher, Boninger and Edwards, 1994), postpone satisfaction for future benefits (González and Zimbardo, 1985).

### 2.3. Advertising Avoidance Based Time Orientation

In recent years, researchers have learned about advertising avoidance from different perspectives, including time orientation. Rojas-Méndez and Davies (2005) is pioneers in advertising avoidance based time orientation, and this research has developed the time-oriented theory to apply to the avoidance of advertising on television and compared the difference between the UK as a past orientation and Chile as a present orientation. The research results of Rojas-Méndez and Davies (2005) have discovered that time orientation is the base of the belief that influences the attitude of customers towards advertising. Moreover, It will impact advertising avoidance. Almost people put their belief in advertising; however, those who have past orientation have a negative attitude towards advertising, and those who have a current orientation have a positive attitude. Besides, the more a person has a positive attitude towards advertising, the less it will be to avoid advertising and vice versa (Rojas-Méndez and Davies, 2005). However, Kuswati (2011) has the discovered result against Davies and Rojas-Méndez (2005) views; the author suggested that it could not be used because it did not indicate an appropriate kindness index in context other research. Using a Nested Model of Analyzing An Influence of Time Orientation on Behaviour of Avoiding Television Advertising, Kuswati (2011) found that individuals with present and future orientation do not have a positive belief in television advertising. Besides, Kuswati (2011) has confirmed that individuals who have a positive belief will not be sure of positive behavior because maybe their attitude towards advertising is low. The author also discovered that there is a direct relation from attitude to time orientation in which the present and future orientation without mediating beliefs. The result has a contrary when compared to Davies and Rojas-Méndez (2005). Another experiment study for TV advertising at Georgian by Kaynak et al. (2011) conclude that time orientation and advertising attitude are considered as predictors of advertising avoidance. Kaynak et al. (2011) discovered that present-oriented people tend to switch channels, and future-oriented people tend to react strongly to advertising such as turning off the TV, turning off the advertising sound, or leaving the room advertising was going on. Besides, too much advertising makes them feel annoying ads, which leads to the avoidance of ads altogether (Kaynak et al., 2011). In the other paper of Kaynak et al. (2013) at Georgian and Macau by discovered that future-orientation people are not interested in advertising, switch to another channel, and participate in other activities during the advertising period.

In conclusion, there are still contradictions through these discoveries of the different authors. Davies and Rojas-Méndez (2005) assert that people with a past orientation avoid advertising while others do not, Kuswati (2011) argues that people with a present and future orientations also tend to avoid if advertisements are not related to their interest. Meanwhile, Kaynak et al. (2011) affirmed that both subjects avoided advertising, but their avoiding ways were different. There is much debate surrounding advertising avoidance on time orientation, and the need for empirical research in different countries to help researchers get the most overall picture. It depends on the customers' characteristics with different time orientations, in different countries, and the types of products and services advertised. As a result, it affects the avoidance of different advertisements styles. If previous studies showed us that different time-orientations from the past, present, and future trends to different avoid advertising, it has caused the advertising application vendors to lose revenue, and the advertising businesses themselves have limited access to the target audience. So, is there any way to affecting customers to minimize their advertising avoidance? It can be a new approach that the current papers are limited.

## 2.4. Incentive Theory of Motivation (Skinner, 1953)

Skinner's Incentive Theory of Motivation (1953) is one of the theories regarding the motivation of human behavior. This theory asserts that we act by the action of external motivation. Lepper and Greene (1978) identify external motivation as "engaging in an activity to obtain a certain outcome, separate from its intended activity." External motivation is often used to influence people who are less interested in potentially useful activities (Stockdale and Williams, 2004). Skinner's Incentive Theory of Motivation (1953) argues that external actors enhance and reinforce positive behavior, which in turn adds an element of expectation. Another approach to stimulating behavior is to use a reward system that can be tangible, like money, gifts, or psychologically such as a title or a compliment (Armstrong and Brown, 2006). Money and titles are two common types of tangible rewards. People engage in activities that generally they may not find exciting or rewarding to make money. Psychological forms of outside motivation can include compliments and applause from the public. Taking a different approach, Franco et al. (2004) argued that incentives could help improve motivation, divided into financial and non-financial incentives. In summary, different authors have different approaches to external stimuli. If the approach of Skinner (1935) is applied in education and training, the research direction of Armstrong and Brown (2006), Franco et al. (2004) come from the perspective of motivating employees.

Studies have shown that external factors can alter human behavior and contribute to internal motivation (Arnold, 1976; Cameron and Pierce, 1994). Several other studies prove that the effectiveness of external motivators varies depending on intrinsic factors such as self-esteem, locus of control, self-efficacy, and neuroticism such as anxiety and jealousy ... Although providing rewards can increase motivation in some cases, researchers also found that this was not always right. In some cases, external impulses may be counterproductive: instead of serving as a motive for the desired behavior, they undermine an intrinsic motivation that has been formed and organized before. It leads to the suppression of intrinsic motivation and the creation of reliance on external rewards for continued implementation (Deci, Koestner and Ryan, 1999). Besides, Bandura (1979) argues that it is not enough to look at the matter with the incentives given; instead, the way can affect the value attributed to the task given.

In short, studies show that external factors can change human behavior and may also contribute to changes in internal motivation. However, how it changes depends on the individual's inner nature, the contextual context at that time, the time, the mode of communication, and the different types of stimuli.

## 3. GAP RESEARCH

The time orientation that Bergadaà (1990) discovered that time orientation (past, present, future) is the basis for forming the different dynamics in each person that it comes from emanating from a person's identity through their environment, and the experiences that individual has. Accordingly, there are absolutely no studies exploiting the mechanism that arises the evasion of individuals in terms of the change of motivation when the impact of external agents. It is a gap that previous studies have not explored. Time orientation (past, present, and future) in human consciousness has been identified, whether or not the influence of an external factor that immediately changes in the behavior? To carry out this research, the author proposes an experimental research direction to explore the mechanism of change based on Skinner's Incentive Theory of Motivation (1953). Here, the author aims to learn about the change in customers' evading behavior when there is an impact from external stimuli, namely material or non-material rewards. Studies show that external factors can change human behavior and contribute to changing internal intrinsic motivation, but how that changes

depends on the person's nature. In this study, the author considers the changes within each individual with different time orientations.

## **4. HYPOTHESIS AND PROPOSED RESEARCH MODEL**

### **4.1. Research hypothesis**

#### ***4.1.1. The impact of time orientation on advertising avoidance***

Present orientation influences consumers' concerns about current conditions (Settle et al., 1978), showing a lack of interest in the past or the future (Brodowsky and Anderson, 2000)... The present orientation directional scale used includes: accepting risks to keep life from becoming boring, accepting risks to make life exciting, getting involved in the excitement, not wanting planning for the future, not worrying about the future (Zimbardo and Boyd, 1999; Carelli et al., 2011).

For future-oriented people, Graham (1981) also shows that they are motivated to achieve the desired results and actively seek expanded information and opportunities for self-improvement to achieve the most valuable solution for the future. Future orientation measured through the following: always completing all the necessary work ahead of time, fulfilling their obligations to friends, completing projects on time, can fight against temptations when more work is to be done (Zimbardo and Boyd, 1999; Carelli et al., 2011).

Past-oriented people see the past as very important, at the root of the problem (Usunier and Valette-Florence, 1994). To assess the past orientation, aspects are used includes nostalgia about the past, not being able to forget uncomfortable images of the past, or thinking of bad things, like meaningful stories in the past (Zimbardo and Boyd, 1999; Carelli et al., 2011).

Davies and Rojas-Méndez (2005) used these time orientations to explain the behavior of people with a tendency in the past to be more likely to avoid television advertising than the other two groups. People with a current tendency are less likely to skip channels or engage in other activities during the advertising process because they find it much fun. Finally, future-oriented individuals are argued similarly to the present orientation of their positive attitude towards advertising. However, the author Kaynak et al. (2011) and Kaynak et al. (2013) reaffirmed that present-oriented and future-oriented people are also not excited about advertising. They tend to switch to another channel and do other things when they have ads or are more reliable than turning off devices or leaving rooms. In particular, the authors also tested the results that people with past time orientation are the objects with the highest level of advertising evasion compared to the current and future orientation groups.

With an experimental feature in an online environment, where rampant advertising hinders the customer's perceived goal and the clutter that online advertising brings, the more customers avoid advertising. Therefore, the hypothesis is set as follows:

- H1: There is a difference in the avoidance of online advertising among three different time-oriented (past, present, and future) when there are no external influences.

Specifically, people with a past orientation have higher advertising avoidance behavior than people with a present orientation, and those with a future orientation have the lowest advertising avoidance behavior.

#### ***4.1.2. The effect of time orientation on ad dodging when there are external stimuli***

Past-oriented people are more robust, cautious, and conservative than the other two groups in ethical and consumer perspectives (Settle et al., 1978). Therefore, they tend to reject positive ways of thinking about the consumption of goods, arguing that advertising is promoting them

to buy things that are not necessary (Bauer and Greyser, 1968). However, the present-oriented individual follows the immediate sensation (Morello, 1989); they tend to be influenced by external control; they are driven by exogenous factors (Bergadaa, 1990). . The research of Davies and Rojas-Méndez (2005) also shows that the external stimuli' role becomes much more critical for this individual than for past or future-orientated subjects. Davies and Rojas-Méndez (2005) also affirmed that, for future-oriented groups, investment information, education. for good results are very important, they do not respond to the notion that advertising The report urges profligate consumption. According to Skinner (1953), each person with different personal characteristics will have intrinsic motivation leading to different behaviors. From there, the hypothesis is set as follows:

H2: A change in the behavior of avoiding online advertising among different time-oriented groups with outside influences. Specifically:

+ H2a: The rewards have the most significant impact on who is in the present, followed by future orientation and past orientation.

+ H2b: The non-reward has the strongest impact on advertising dodging behavior of future-oriented people, followed by the present and finally the past.

#### 4.2. The Proposed Research Model

With the published studies, the main point is to discover the correlation between time orientation and avoid advertising by comparing countries' differences. This study explores a new approach of time orientation from an individual perspective to understanding users' evading of advertising. At the same time, the research uses the Incentive Theory of Motivation to consider the mechanism of change of user behavior when the impact of external stimuli. The proposed research model is as follows:

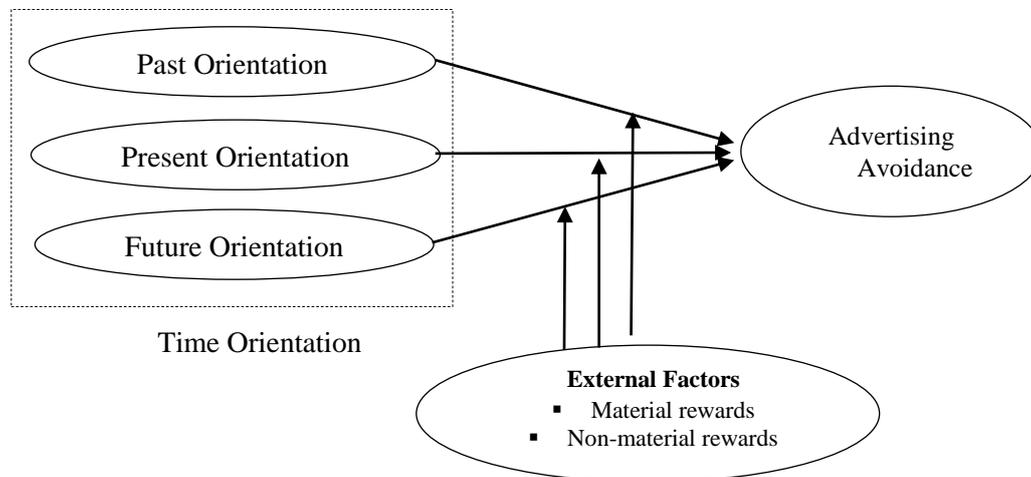


Figure 1 Proposed Research Model

### 5. CONCLUSION AND DIRECTIONS FOR FUTURE RESEARCH

This study proposes a theoretical framework based on time orientation (past, present, and future), ad avoidance, and Incentive Theory of Motivation - ITM. Besides, the study also developed, synthesized, and proposed the development of an experimental research model to consider the change in advertising avoidance of users in different time-oriented groups when interacting actions of external agents. At the same time, this study also helps compare different avoidance behavior changes with and without external influences.

The next step after the development of hypotheses and modeling is the design of empirical studies that precisely in the author's proposed direction is to impact the user with material and non-material in the context of the users of Vietnam. The results of this proposed study will pave the way for other studies in Vietnam in particular and around the world in general, to apply to different types of customers, and various external stimulating conditions to compare and evaluate. At the same time, this study further supports the theory of time orientation, advertising avoidance. Based on future empirical studies, businesses will understand more about the impact of external agents on advertising avoidance of users, from which businesses can offer suggested directions to minimize users' avoidance behavior. That way, new businesses have more opportunities to reach their target customers as well as minimize the cost of ineffective advertising.

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