Abstract

Objectives - This research seeks to accomplish two objectives; to discover whether overall attitude of Indonesian people towards advertising are affected by their beliefs and also to investigate the relationship of demographic and attitudinal factors in affecting the avoidance behavior.

Method - The questionnaires were distributed through personal approach at three different areas in Jakarta; school area, working area and housing area. SPSS 16.0 was used for the reliability and validity analysis and also to conduct T-test, Cross tabulation and simple linear regression.

Results - Out of seven hypotheses, five were rejected and two were accepted. The results shows which demographic variables affect a person TV advertising avoidance behavior during ad break. In addition, the results expand the marketers and advertisers knowledge on peoples’ advertising avoidance behavior.

Conclusion – It is found that not all demographic variables affect peoples’ TV advertising avoidance behavior. Age, gender and family size do not have significant effect on avoidance behavior. Apparently, only education and income that have significant effect on peoples’ TV advertising avoidance behavior.

Keyword – Television Advertising, Avoidance Behavior, Mechanical Avoidance, Behavioral Avoidance.