CONSUMER PERCEPTION OF ADVERTISING MEDIA IN FIJI:
A COMPARATIVE STUDY OF TV AND NEWSPAPER

By

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A thesis submitted in fulfillment of the
requirement for the degree of
Doctor of Philosophy

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State of Author
I, Rejeli Nakaora Enasio Liligeto, declare that this thesis is my own work and that, to the best of my knowledge, contains no materials published, or substantially overlapping with materials submitted for the award of any other degree at any institution, except where due acknowledge is made in the text.

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DEDICATION

This thesis is dedicated to my boys—VonErik, SamRoy, KemRaj and ZanKruz—in encouraging them to know that success is only a blessing from God.
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TO ALL FAIAKSIA AND VINAKA VAKA LEvu.
ABSTRACT

The study of consumer perception and the decision making process is said to be a complex phenomenon despite the depth of research undertaken in the area. This is because what one perceives is substantially different from the perception of another person, even if they are presented with the same object and in the same conducive environment. The difficulty in exacting consumer perception leaves a gap for researchers to pursue the cause continuously in order to understand consumer perception better. As a result, acquiring the knowledge and recognizing the challenges and the impact that consumer perception can have in the market is a valuable edge for businesses since the success of the business is dependent on consumers having positive perception and positive responses.

The research study proposed four hypotheses aimed at analyzing consumer perception to Fiji TV and Newspaper advertising. The four hypotheses are:

1. The media selected to advertise influences consumer perception to advertising.
2. Consumer perception to TV and newspaper advertising in Fiji is influenced by personal characteristics, socio-cultural and economic factors.
3. Product Information and Attribute (which are perceived product price, perceived product quality, perceived product value, perceived product benefits, perceived product country of origin, perceived product popularity and perceived company image) influence consumer perception towards TV and newspaper advertising in Fiji.
4. Consumer behavior towards TV and newspaper advertising in Fiji is affected by consumer perception.

The measurement tests identified for Hypothesis 1, is Correlation test which determines whether there is a relationship of variables between media choice and consumer perception to TV (CPTV) and consumer perception to newspaper (CPNP). A chi-square test is also used to solidify the findings for hypothesis 1. For Hypothesis 2, Linear Regression is used to find out whether the hypothesized dependent variable, in this case consumer perception, is dependent on the independent variables, which are personal characteristics, economic and socio-cultural factors. Similar testing is conducted for Hypothesis 3, with different independent variables (perceived product
price, perceived product quality, perceived product value, perceived product benefits, perceived product country of origin, perceived product popularity and perceived company image). For Hypothesis 4, a Correlation test is used to find out if consumer behavior is affected by consumer perception.

The analysis of consumer perception to TV and newspaper advertising in Fiji shows that hypothesis one is denied and that is consumer perception is not influenced by media selection. Hypothesis analysis for 2 and 3 showed that the identified variables do contribute to Fiji advertising model, though the values are not sufficient to be stated as a factor. The only variable that stands out in significance in value and contributes strongly to the model is the education level of the consumers. For hypothesis 4, the model variables showed that there is a relationship between consumer perception and their behavior though it is also not statistically significant.

The finding challenges the status quo for Fiji businesses, who tend to use the stated pillar variables as a means to induce consumers to buy, as consumer behaviour were not influenced buy those variables; rather it is the perception of consumers towards advertisments that directs their behavioural responses.
# TABLE OF CONTENT

## CHAPTER 1: INTRODUCTION AND OVERVIEW

1.1 The definition of the research concept

1.2 The functions of advertising and consumer perceptions

   (1) Differentiating products from one another
   (2) Communicating information
   (3) Inducing consumers to try products and suggesting reuse
   (4) Stimulating the distribution of the product
   (5) Increasing product usage and building brand preference and loyalty

1.3 The effects of advertising and consumer perception

1.4 Perception towards advertising in general

1.5 Statement of problem

1.6 Purpose of the study

1.7 Intended contribution of the study

1.8 Research challenge aims and objectives

1.9 Thesis structure and overview

## CHAPTER 2: LITERATURE REVIEW

Introduction

2.1 The phases of advertising in Fiji

2.2 Advertising in nature and people’s perceptions

2.3 Traditional advertising and people perception: A look at a Rotuman and Fijian village life

2.4 The insurgence of contemporary advertising in Fiji and consumer perception

2.5 A prelude to Fiji rural, island and urban consumer perception to advertising

2.6 Fiji advertising media and the environment

2.7 Comparison in advertising and consumer perception

   (a) A study of TV advertising and consumer perception
   (b) A study of newspaper advertising and consumer perception
2.8 Reflections 43
2.9 Creativity in advertising design and consumer perception: A lesson to learn 44
2.10 The impact of consumer perception towards advertising on the micro- and Macroeconomic aspects of the market 50
(a) Microeconomic Impact 51
Impact on product value 51
Impact on product price 51
Impact on consumer demand 52
Impact on product price 53
Impact on market share 53
(b) Macroeconomic Impact 54
Impact on competition 54
Impact on the economy 54
2.11 Summary 55

CHAPTER 3: THE THEORETICAL FRAMEWORK AND THE DEVELOPMENT OF THE HYPOTHESES 56

Introduction 56
3.1 Review of theories and prior empirical models on consumer perception to advertising 58
3.2 Proposed primary determinants that may influence Fiji consumer perception to advertising and the formation of the hypotheses 64
(A) Perceived type of Advertising Medium 65
Hypothesis 1 Development 66
(B) Personal Characteristics, Economic and Sociocultural Factors 66
(i) Personal Characteristics 66
Age 67
Gender 68
Ethnicity 70
Occupation 70
Education 71
Area of residence 72
CHAPTER 4: EMPIRICAL DESIGN AND METHODOLOGY

Introduction

4.1 Nature of research
   (a) Quantitative research
   (b) Qualitative research
   (c) Interpretive research

4.2 Building in theory

4.3 Research design method and instrument

4.4 Questionnaire format

4.5 Questionnaire administration and challenge

4.6 Pretesting

4.7 Sampling and data collection
4.8 Research validity and reliability 111
4.9 Research hypotheses and measurement 113
4.10 Summary 114

CHAPTER 5: HYPOTHESES TESTING INTERPRETATION AND DISCUSSION OF RESULTS 115

Introduction 115

5.1 Description of data set 115
Gender 115
Ethnicity 116
Age 117
Area of residence 118
Status 119
Occupation 119
Education level 120
Media choice 121

5.2 Measurement of hypotheses and interpretations 122
Hypothesis 1 122
Hypothesis 1 measurement for TV 123
Interpretation of hypothesis 1 data for TV 124
Hypothesis 1 measurement for newspaper 124
Interpretation of hypothesis 1 data for newspaper 125
Chi Square measurement for TV and newspaper 126
Interpretation of Chi Square data for TV and newspaper 126
Discussion on the result of (H 1a) and (H 1b) for Fiji TV viewers and Newspaper readers 127
Hypothesis 2 142
Hypothesis 2 measurement for TV 143
Interpretation of hypothesis 2 data for TV 144
Hypothesis 2 measurement for newspaper 145
Interpretation of hypothesis 2 data for newspaper 146
Discussion on the results of (H 2a) and (H 2b) for Fiji TV viewers and newspaper readers 148
Economic 150
Devaluation of Fiji dollar 151
Economic recession 152
Income Received 155
Gender 157
Religion 159
Traditional value and beliefs 161
Past experience 162
Family, friends and colleagues (reference groups) 163
Views on fashion 163
Consumer marital status 164
Age 166
Ethnicity 167
Occupation 168
Hypothesis 3 170
Hypothesis 3 measurement for TV 171
Interpretation of hypothesis 3 data for TV 172
Hypothesis 3 measurement for newspaper 173
Interpretation of hypothesis 3 data for newspaper 175
Discussion on the results of (H3a) and (H 3b) for Fiji TV viewers and newspaper readers 176
Price 181
Country of origin 182
Perceived product benefit 183
Hypothesis 4 184
Hypothesis 4 measurement for TV 185
Interpretation of hypothesis 4 data for TV 185
Hypothesis 4 measurement for newspaper 185
Interpretation of hypothesis 4 data for newspaper 186
Discussion on the results of (H 4a) and (H 4b) for Fiji TV viewers and newspaper readers 186
5.3 Summary of findings 188
CHAPTER 6: CONCLUSIONS

Summary of study and findings

6.1 Implications for marketers and advertisers of businesses in Fiji

6.2 Implications for the study of consumer perceptions to TV and newspaper advertising

6.3 Limitation of findings

6.4 Directions and suggestions for future research

6.5 Conclusion of the research study

REFERENCE

APPENDIX: QUESTIONNAIRE
LIST OF TABLES

Table 5.1 Gender ........................................... 116
Table 5.2 Ethnicity ......................................... 117
Table 5.3 Age ............................................... 118
Table 5.4 Area of residence ............................... 119
Table 5.5 Status ........................................... 119
Table 5.6 Occupation ...................................... 120
Table 5.7 Education level ................................. 121
Table 5.8 Gender-Media choice ......................... 121
Table 5.9 Correlation test for TV ....................... 123
Table 5.10 Correlation test for newspaper .......... 124
Table 5.11 Chi Square test for CPTV-Media choice 126
Table 5.12 Chi Square test for CPNP-Media choice 126
Table 5.13 Area of residence – Annual income level 132
Table 5.14 Age-Media choice (a) ....................... 133
Table 5.15 Area of residence ............................ 134
Table 5.16 Age-Media choice (b) ....................... 138
Table 5.17 Annual incomes .............................. 140
Table 5.18 Annual income–Area of residence ...... 141
Table 5.19 CPTV Regression test ...................... 143
Table 5.20 Newspaper Regression test ............... 145
Table 5.21 Gender-Education ........................... 146
Table 5.22 Gender-Media choice ....................... 158
Table 5.23 Status-Media choice ......................... 165
Table 5.24 Ethnicity-Area of residence ................ 169
Table 5.25 Occupation-Area of residence .......... 169
Table 5.26 Ethnicity-Occupation ....................... 169
Table 5.27 TV Regression test .......................... 171
Table 5.28 Newspaper Regression test ............... 173
Table 5.29 Gender-Perceived product value ......... 177
Table 5.30 Gender-Perceived product quality ...... 178
Table 5.31 Gender-Perceived product popularity ... 180
Table 5.32 Gender-Perceived company image 181
Table 5.33 Gender-perceived product benefit 184
Table 5.34 TV Correlation test 185
Table 5.35 Newspaper Correlation test 185
LIST OF FIGURES

Figure 2.1  A billboard provoking negative consumer reaction 48
Figure 3.1  Combine hierarchy of effects and AIDA models of consumer behavior 62
Figure 3.2  Conceptualized model of consumer perception to TV and newspaper advertising in Fiji 64
Figure 4.1  Map of Fiji showing areas in which the ground research was carried out 111
Figure 5.1  Graph showing people’s perception towards the state of the economy 155
Advertising has been in existence since the beginning of time. From the sky to the land and the sea were the natural media of advertising and in it are the different brands of products. The application of advertising was silent, unspoken and unwritten communication from nature to man and the perception held from nature’s non-verbal ads flows the issues of our daily life. However, as society’s progressed economically, the facet of advertising began to revolutionize to include everything and anything that purports to attract consumers to buy and to keep business moving.

Initially, it was quite limited due to the nature and scope of the business world at that time; however, the momentum of its significance continues to grow. Thus in the second half of the nineteenth century, advertising became very prominent as retailers began to advertise products and prices that would bring customers to their stores (URL: http://encyclopedia.jrank.org/articles/pages/6414/Advertising-Effects.html); a trend that continues to be practised today.

The significance and relevancy of advertising in every economy then and now is said by DiPietro (2009) to be attributed to capitalism, a catalyst that is apt to become more and more prevalent and pervasive today, since advertising is an endeavour, if not the most important activity, emanating from the heart and soul of modern capitalism. DiPietro went on to say that capitalism constantly requires bigger and bigger markets and advertising is the means for achieving them. Together with the advent of globalization, advertising has infiltrated and bombarded developed and developing societies, accelerating markets and generating intense competition (Broddenwyn, 1992; p.22). As a result, advertising does not only have an enormous value to producers but for distributors as well as consumers (Srivastava and Nandan, 2010).

Statistics have also shown that advertising is still today’s top world’s investor in the market. For instance, Singh (2011) commenting on the media ad spending for 2011
said that global ad spending in 2011 will surpass $500 billion. A projection by ZenithOptimedia on advertising spending for 2011 around the world to be growing - as from last year 2010: - North America - $160.3 billion, up 2.4 percent; Western Europe - $103.18 billion, up 3 percent; Asia Pacific - $106.05 billion, up 6.3 percent; Central and Eastern Europe - $27.14 billion, up 7.2 percent; Latin America - $30.07 billion, up 16.8 percent; Rest of the world - $22.75 billion, up 7.1 percent (URL:http://townhall.com/news/business/2010/10/18/a_look_at_advertising_spending_around_the_world). Shavitt, Lowrey Haefner (1998) suggest that global economies have become so enthusiastic about advertising because advertising has become an ubiquitous part in our modern life; and that everyone living and working in today’s world today is a consumer of advertising and all are under its influence (Bove’e and Arens, 1989- pg. v-preface).

While advertising is hailed as an important institution of our time because of its ability to communicate information and reach every consumer on the planet (Tellis and Weiss, 1995) it is not seen in isolation. As the advertising message needs to be projected (Jeong, 2004), for without these channels or links, advertising is useless. The media, according to Kazemi and Esmaeili (2010), constitutes the various means of communication channels that people use, including television, radio and newspapers and the term can also be used as a collective noun for the press or news reporting agencies. Reid and King (2003) also describe the media as the vehicle of delivery. Two such vehicles or media that have continued to maintain their prominence over the years and to be widely used by companies to promote their products and services are TV and newspapers (Thompson, 2007). TV and newspapers (like other media) relay advertising information from which consumers select, process and explain information to form representations that are meaningful to them (Armstrong and Kotler, 2003); and evaluate alternatives before making a purchase (Blackwell, Miniard and Enge, 2001). Reasons why consumers devote extra effort to external information searching in the media are because this helps them to reduce perceived risk and uncertainty (Beatty and Smith, 1987). This is also supported by Mowen and Minor (2001) who note that information searching helps consumers gather more information and reduce perceived risk and uncertainty. Lu Hsu, Yang and Chang Su (2007) further said that the media are the most widely accessible and most cost efficient way of getting information.
Media advertising is regarded as informative; but it is ineffective without the involvement of consumers in the course of consumer perception, as suggested in these phrase: “*Without perception action would be unguided and without action perception would serve no purpose*” (Wik http://en.wikipedia.org/wiki/Perception). So an increase in consumer expenditure on the advertised products after perceiving advertisements is said by Lu Hsu and Shang-Min Liu (2000) to be subjected to the extent of consumer perceptions of advertising. A similar opinion is raised by Puth, Mostert and Ewing (1999), that people will act and react on the basis of their perception. Rock (1995 c.f. Liligeto, 2001) also said that all scientific enquiries begin with perceptions. Rock stated that perceptions come in the form of visual, sensory or mental constructs and through these visionary avenues, knowledge or images of the world are formed from an opinion. Other studies have illustrated that attitudes toward the institution of advertising are a function of consumers’ perceptions of the various aspects of advertising (Andrews, Durvasula, and Netemeyer 1994; Muehng 1987; Pollay and Mittal 1993). These views direct the understanding that consumer reaction or behaviour towards advertising is an end product of consumer perception. Therefore, consumer perception theory is an attempt to understand how consumer perception of a product or service influences behaviour (URL:http://www.ehow.com/about_6561090_conSUMER-perception theory.html#ixzz1WYTf7LwC). It is in the cause of this attribute (consumer perception) that this research tries to fill in gaps looking at consumer perceptions of advertising media in Fiji: A comparative study of TV and newspapers with the intention to contribute to the knowledge and understanding of consumer perceptions and their respected behaviour. For further appreciation of the study of consumer perception, understanding the core concepts in the research topic are vital.

1.1 THE DEFINITION OF THE RESEARCH CONCEPTS

According to John (2006), finding a definition of a term can prove difficult, but the aim is to give the readers or listeners a better understanding of a topic that is of crucial importance. Four concepts that are in the heart of the research are *advertising, consumer, perception, and consumer behaviour* and giving a meaning to them will
not only shed light into understanding the concepts but the relevancy of each concept as it stands in the market today and in relation to the research topic.

The first definition is of advertising. The concept of *advertising* has been interpreted differently by researchers and different communication models taking in various perspectives. For instance, some researchers view advertising from a rational perspective for example, Hyeonjn, Reid and King (2009). To them primary function of advertising is the role of informing consumers and helping them weigh one consumption choice against others. The crucial fulfillment of this function depends on the consumers’ judgment on the usefulness and relevancy of the information in their decision making. Some view advertising in the cultural approach for example, Schudson, (1984). This approach was used by Terlutter, Diehl and Mueller (2010) who looked at the cultural dimensions of assertiveness in cross-cultural advertising. They stated that advertising stimulus is likely to be perceived and evaluated differently in various cultures depending upon the level of importance individuals place on assertiveness (individual level of assertiveness) as well as the level of assertiveness in the environment surrounding the individual (societal level of assertiveness). Others like Dunn et al. (1987) viewed advertising from its functional perspective, hence they defined it as paid, non-personal communication through various media, used by business firms, non-profit organizations and individuals. The purpose is to inform or persuade members of a particular audience. Morden (1991) viewed advertising from an information perspective, from the opinion that advertising is used to establish a basic awareness of the product or service in the mind of the potential customer and to build up knowledge about it. Pollay and Mittal (1993), Mittal (1994) and Wang and Ping, (2002) all viewed advertising from a commercial sense, in which advertisers have sought to uncover the impact of advertising on purchasing; while social investigators have attempted to understand more about the exchange between an advertised message and the adoption of desired behaviours (McDermott, O’Sullivan et al. 2006). Kotler (1988) sees advertising as one of the four major tools companies use to direct persuasive communications to target buyers and the public, noting that it consists of non-personal forms of communication conducted through paid media under clear sponsorship. According to Kotler, the purpose of advertising is to enhance potential buyers’ responses to the organization and its offering, emphasizing that it seeks to do this providing information, by channeling
desire, and by supplying reasons for preferring a particular organization’s offer.

With these streams of advertising perspectives, it is a wonder that Richard and Curran (2002) stated that giving a definition to advertising is a difficult exercise because disciplines and practices have radically changed over the years and therefore, definitions may require revisions. With that the authors came up with a revised definition of advertising which they say covers what is taught in advertising courses, what is covered in advertising trade publications, and the domain of professional fields in organizations. They define advertising as a paid nonpersonal communication from an identified sponsor, using mass media to persuade or influence an audience. A further look into the diversity of views on what advertising means will broaden the understanding of the concept. For instance: advertising is a fast communication between producer and consumer (Urwin, 1975); helps consumers interpret experience and change the nature of response (Wells, 1986); brings about transformation of the nature of consumer experience (Hoch and Deighton, 1989); a means of using cues to unlock consumer memory (Keller, 1987; 1991); is considered as one of the major marketing strategies to increase consumer awareness of products or product attributes (Mittal, 1990, 1994); involves the purchase of time or space in various communications media for the purpose of promoting a business (Kishel and Kishel, 1998); provides information attributing to benefits (Puth, Mostert and Ewing, 1999); introduces people to new things that they don’t know (Coulter, Zaltman and Coulter, 2001); helps consumers interpret experience (La Tour (2), Pickrell and Loftus, 2004); is a creative art of communication (Koslow, Sasser and Riordan, 2006); is promotional activity primarily as a means of imprinting a strong institutional brand image in the minds of the consuming public (Scott and Walker, 2010); enhances buyers’ response to the products or services offered by the firm, thus increasing its profitability (Chittithawom, Islam and Thooksoon, 2011).

The second concept is **Consumer**. In the context of advertising, the consumer is the audience member who is, potentially, going to be influenced to buy or use the goods or services advertised. To Patwardhan, Flora and Gupta (2010) the consumer is a person who buys or uses things (goods) or services.

The third concept is perception and like advertising, different researchers have
worded the concept of *perception* differently; however, they share much in common. For instance, Bruner (1957) defines perception as an act of categorizing; giving meanings (Horowitz and Kae, 1975); interpretation and comprehension of what we see (Bovee and Arens 1995, pp. 151–2); acting and reacting on what they see (Kotler et al. 1998, pp. 187); views of what is credible (Ibelema and Powell, 2001); opinion (Reid and King, 2003); consumer action/views (Jen-Hung, Lee, and Ho (2004); key to driving action (Vancouver and Scherbaum, 2008) and a consumer mind set (Gofman, Moskowitz, Bevolo, and Mets, 2010).

The fourth concept is the end process of consumer perception of advertising and that is *consumer behaviour*, which can be either a positive or negative reaction. Understanding consumer behaviour in this research is valuable because the perceptions consumers have towards advertising will impact their behaviour which affects businesses (Mansoor and Jalal, 2011) and the economy and has a ripple down effect on all other connected factors to the decision. Thus consumer behavior is described by Perner (2008) as the study of the processes that individuals, groups, or organizations perform to acquire products, services, experiences or ideas to satisfy their needs. Mansoor and Jalal (2011) also view consumer behavior as the study of the processes that individuals or groups go through in making their purchasing choices in order to satisfy their needs. Mansoor and Jalal went on to say that consumer behavior in respect to buying, takes many forms of consumer choices that can vary depending on a broad set of factors - e. g. income, demographics, social and cultural factors. Beside these basic internal factors that are considered to be influential to consumer buying behavior, there is also a set of factors that would be simulated by the external circumstances in the environment surrounding the consumer. As a result, consumer behavior is a consequence of consumer buying awareness combined with external motivators resulting in a change in the consumer behavior. Given these many determinants affecting consumer behavior, Hansen (2004, p. 9) considered the application to be a very complex phenomenon. Nevertheless, the understanding of consumer behavior is a key to the success of business organizations (Jalalkamali and Nikbin, 2010).

Putting these four concepts together according to the literature, advertising is the driving force (Akaka and Alden, 2010), responsible for shaping consumer perception
Anonymous, 2010; January, 14) and inducing a behavioral response (Jones, Iverson and Waters, 2010). However, in the light of the present research, a reversal is shown to be that consumer perception of advertising is responsible for inducing or influencing behavioral responses.

1.2 THE FUNCTIONS OF ADVERTISING AND CONSUMER PERCEPTIONS

Advertising is commended to have various functions, which are all aimed at creating positive consumer perceptions and behaviour. These functions include:

(1) **Differentiating products from one another**
Product differentiation is an important competitive strategy for firms as it helps them to gain a competitive advantage over their rivals. It is also the most effective strategy for giving firms some degree of market power (Holcombe, 2009). The process of differentiation showcases the differences between products (URL: http://www.investopedia.com/terms/p/product_differentiation.asp#ixzz1WkH7Lwhl) by means of positioning the image of the product or service in the minds of the consumers (Jaradat, Jaradat and Yassine, 2011). Differentiation allows firms to communicate the competitive strength of their products and services to consumers, especially in a competitive growing market (Watchravesringkan, Hodges and Kim, 2010). The exercise of differentiation is projected through advertising (Soscia, Girolama and Busacca, 2011); which makes consumers believe that the product possesses important attributes of innovation such as newness and uniqueness (Kleinschmidt and Copper, 1991). Such perception of innovativeness conveys excitement and interest in consumers (Blythe, 1999; Venkatraman, 1991); and motivates them to exhibit tendencies to consume such products as well (Watchravesringkan, Hodges and Kim, 2010). As stated by Creusem (1998) the initial impression (consumer perception) of a product influences the decision to buy it; and consumers’ emotional responses may be a decisive factor in purchase (Barrena
and Sanchez, 2009). Other researches also suggest that such motivation (product differentiation) plays an important role in predicting consumer behavior (Bruner and Kumar, 2005; Davis et al., 1992).

(2) **Communicating information**

Communication is said to be one of the important aspects in human existence (Madu and Adeniran, 2002; Ndaqi, Oduwole and Sanusi, 2009). Advertising as a form of communication is an important market institution as through it consumers come to know what is available in the market. The information provided by advertising is not limited; all of it is intended to keep consumers abreast of what goes on in the market and for their use. For instance, advertising information helps consumers perfect their self image (Richins, 1991); affirms their identity and style (Usman, Ilyas, Hussain, and Qureshi (2010); and gives meaning to the products (Friedman and Zimmer, 1988). It also allows consumers to express themselves publicly through the use of branded clothing featuring prominent logos, slogans and other corporate designs (Polly and Mittal, 1993).

The channels of information communication to consumers are in writing, as in newspapers or visually as in the case of TV (Jaradat, Jaradat and Yassine, 2011) apart from other processes of gathering information which (Frishammer, 2002) said to be not without difficulty. The purposes of these social communicators are to persuade recipients to adopt a certain attitude or behavioral disposition (Wyer Jr, 2002) and produce some sort of mental change in the consumer (Weibacher, 2001). Colley (1961) plainly puts it that advertising communicates to the audience information that could stimulate action. Other ground researches that looks at advertising as a form of communication in which consumer exercises their perceptions towards it are: Wand and Lin (2011) who ran a study to examine whether the insertion of an endorsement or the lack of it in conjunction with product information has an impact on consumers’ purchase intentions. The study findings indicated that product information relevancy to consumers’ desired product characteristics had a significant influence on purchase intentions. Similar findings by Hsiao, Tsai and Tu (2011) in their study of the influence of product information in hypermedia effects found that there is a positive relationship between advertisement comprehension and advertisement attitude. Other researchers like Norris (1984) found that advertising as an information provider, leads
to a greater marketplace and a positive image in market as consumers are better able to match their needs and wants against the products offering. Pollay and Mittal (1993) also said that product information provided through advertisement plays a vital role in changing the behavior or attitude of the consumer towards advertising; and purchasing behavior after getting information about the product or service advertised in TV (O’Donohoe, 1995; Usman, Ilyas, Hussain and Qureshi, 2010) or newspapers.

However, information communicated through advertising is not always perceived positively by consumers. As stated by Mackenzie and Lutz (1989) that attitude towards advertising is a tendency to react in continuously favorable or unfavorable mode towards advertising in general. Past researches indicate that public attitudes towards advertising have been worsening over time (Chittithaworn, Islam, and Thooksoon 2011). Also a study done by Zanot (1981), showed that the 38 public opinion polls conducted on public attitudes towards advertising since the early1930s found public opinion to have become increasingly negative during the 1960s and 1970s; a trend confirmed by more recent studies as well (Muehling, 1987; Andrews, 1989). The attitudes towards the institution of advertising are a function of consumer perception (Andrews, Durvasula and Netemeyer 1994; Muehng 1987; Pollay and Mittal 1993). Mittal (1994) further stated that consumers in general do not believe that information communicated through advertising reflects consumers’ personal image and that different people have different expectations about advertisements in different media. For example, some people like to have information from the print advertising rather than TV advertising (Speck and Elliott, 1997). These positive and negative consumer perceptions towards advertising information affect their behavioral responses.

(3) **Inducing consumers to try new products and suggesting reuse**

Everything that is created or invented in this world is aimed at man to use it by means of purchasing and repurchasing. Likewise, a core function of advertising is to influence or induce consumers to buy the product and suggest reuse. However, on many occasions this does not happen. As stated by Estefany (2001) advertising has been around in its current form for many decades, and probably for centuries in more rudimentary forms. Nevertheless, part of advertising effectiveness lies in its power to convince an audience of a need (real or imagined) for a particular product. Yingfang
(2007) also affirms the thought by saying that advertisements are intended to persuade us (consumers) to buy certain products through various strategies. And that advertising is intended to inform, and in most instances persuade, consumers to adopt a certain attitude or behavioral disposition (Chueng, Harker and Harker, 2007).

Scholars of advertising and its effects have already identified many of the techniques advertisers employ to persuade consumers to become purchases. Among them are celebrity endorsement, fear appeals, humour, sex appeal and comparisons to similar products (Shimp, 1997, 280–305). As Jaradat, Jaradat and Yassine (2011) suggest the purpose is to position the product by establishing an easily identifiable image of a product in the minds of consumers; and leave a very deep impression in their minds (Yingfang, 2007). For instance, in a survey done on green products in India, China and Brazil, by Chamikutty (2011) found that in these three countries advertising and mass media editorial content (TV programs and newspaper articles) are the most influential sources of information on green products. Some 86% of Indian respondents report that advertisements about green products helps consumers make more informed choices, and 57% of respondents indicate that TV advertisements have the greatest impact on their likelihood to buy green. The advertising processes helps consumers to pick up more green products in household, grocery, personal care and packaged food and beverage categories. Another study done by Hickling and Miller (2008) to assess community support for restrictions on cigarette displays and advertising at the point of purchase stated that previous research has demonstrated that children exposed to tobacco advertising at the point of purchase have inflated perceptions of the availability, use and popularity of tobacco.

As stated earlier, achieving a positive perception is not always the case as there are common criticisms of advertising based on eroding credibility, manipulation, exploitation and the promotion of materialist social values (Pollay and Mittal, 1993; Mittal, 1994; Rumbo 2002; Obermiller, Spangenberg and MacLachlan. 2005). Obermiller, Spangenberg and MacLachlan (2005) also reported that there is a growing body of evidence suggesting that many consumers simply do not believe the ads they see; and this is publicly expressed without fear (Research, 2006). Advertisements that are perceived by consumers as contentious will not be effective in capturing the attention of consumers let alone in persuading their attitudes towards the advertised
products (Michell and Al-Mossawi, 1995; Haque, Ahmed and Jahan, 2010). Lack of attention will not only cause distraction of consumer attention, which may lead to negative behavior, but also affects the potential loss of lucrative markets (Cheung, Harker and Harker, 2007).

(4) **Stimulating the distribution of the product**
Scheier (1996) said that advertising enables a company to get mind share. This could mean that when consumers have a positive mind set to advertising, their positive behavioral reaction contributes to the physical distribution of the product. For example, in the case of consumers of tobacco, Saffer and Chaloupka (2000, c.f. Hickling and Miller, 2008) said that advertising has been found to increase tobacco consumption, being in effect a means of distribution. Ming Lee and Lu Hsu (2011) in a study on the effect of advertising on the distribution—free newsboy problem, found that advertising is very important for the newsboy problem because the shelf-life of the newsboy product is short and advertising increases sales to avoid overstocking, which is a means of distribution. In general, all forms of advertising have contributed to the stimulation of forward distribution and integration of products and services through business to business (B2B) or business to consumer (B2C) and consumer to consumer (C2C).

(5) **Increasing product usage and building brand preference and loyalty**
Coulter and Punj (1999, c.f. Lu Hsu, An Yang and Chang Su, 2007) examined consumers’ cognitive responses to advertising and concluded that the information in advertisements influences consumer decisions. Ferguson (1981) and Chittihaworn, Islam and Thooksoon (2011) also confirm that the process to make information known to consumers is through advertising. One way of achieving the stated result, is through differentiation which has already been stated in number 1 above as a means of impressing on consumers that certain dimensions of this particular product or service provide greater value then those of competitors (Alderson, 1957 c. f. Ferguson, 1981). The advantage of the process according to Ogbuji, Anyanwu and Onah (2011) is that consumers would not be put through the rigorous and time consuming task of determining what product to choose from the list of unbranded products if products are not distinguished from those of competitors. The assertion is buttressed by Okafor (1995) who posited that consumers seeing a favored brand (to
which they may exhibit loyal behavior), may cut short the analysis of alternatives prior to the purchase decisions, and proceed more rapidly towards the purchase.

Another strategy of inducing product usage is personalizing the brand. Dursun (2009) stated that the image that brand creates in consumers’ minds depends on brand personality. Brands can reflect and impress themselves in consumers’ minds by means of personalities and as such, brand personality plays a key role in building loyaler relations or moving up the differentiation ladder in consumers' minds, developing positive attitudes and behavior (Akin 2011). Brand personality also plays the most important role in final purchase decisions and gives the brand an advantage over its rivals (Büyükayvuz, 2008).

1.3 THE EFFECTS OF ADVERTISING AND CONSUMER PERCEPTION

Bapna and Radhakrishnan (2011) quoting Sir John Hegarty, worldwide director of Bartle Bogle Hegarty (BBH) relating to the importance of the Indian market for global brands and agencies, said that “advertising is going to have many futures and different clients will want different things from their communication partners. The suggestion that there will be one emerging future fails to recognize the fracturing nature of the world we live in”. This could imply that the effect of advertising can be fragmented given the diversity in consumer perceptions and needs. Pollay and Mittal (1993) suggest that advertising affects consumers on three levels, the economic, personal and social. When considering the economic effect of advertising, consumers perceive advertising as playing an important role in increasing markets, in the sense that business needs to make profits. To achieve that entails an expansion of the market from the sale of consumer products (DiPietro, 2009). Consumers also perceive advertising as raising their living standard and increasing the quality of products (Pollay and Mittal, 1993; Metha, 2000; Fort-Hutchinson and Rothwell, 2002). Fort-Hutchinson and Rothwell (2002) note that that advertising is seen as a commercial tool, thus improving the dynamic of the economy. Kshetri, Williamson and Schiopu (2007) further add that a company’s advertising spending in an economy is a function of a host of economic factors. Thus in a study conducted by the Associations of National Advertisers, MagnaGlobal, Zenith Optimedia and the Interactive Advertising
Bureau on advertising impact on the overall economy (US) found that advertising plays an extraordinarily large role in generating economic activity such as job creation and money being pumped into the economy. As shown by the study, business that spending of $279 billion on advertising, supports 69 U.S. jobs for every million dollars of advertising expenditure. Maddox (2010) said the effect of advertising is not direct as there are second and third level impacts.

Advertising also affects consumers at a personal level as consumers perceive advertising to be a form of information seeking and entertainment roles. As stated by the participants in the Coulter, Zaltman and Coulter (2001) study, stated that advertising often played the role of a teacher, helping them to become aware and know more about the product offerings. The narratives from this study suggest that consumers use advertising to support their decision making, seeking credible and trustworthy sources. As suggested by a respondent, “I feel good…knowing that I am going to use the right product at the right time”. Therefore, information that is accessible, reliable, and honest is highly valued by consumers (Krishnan and Smith, 1998; Cheung, Harker and Harker, 2007). The perceived entertainment role of advertising is apparent in the case in which respondents talk about ads that they like and dislike (Ford-Hutchinson and Rothwell, 2002). Advertisings that are classed as clever and creative, original and humorous is synonymous with entertainment. A variety of studies using different methods have examined how consumers perceive the entertainment value of advertising, as when Gordon (2006) cited a study by Alex Biel that suggests consumers like advertising that is clever, meaningful, energetic, warm and well executed so that it avoids ‘rubbing readers the wrong way’.

Advertisements are social communicators (Wyer Jr, 2002) and as such they express societal value and ideals (Cheung, Harker and Harker, 2007). They contributed to a country’s culture, for an individual’s identity within a country and for the way members in society both view one another and relate to each other. Advertising also engages in the critical image creating business which historically has been in the hands of art and literature. It is seen as one of the major vehicles in promoting status consciousness, and in fostering status conscious products (DiPietro, 2009). Research suggests that societal effects of advertising include the encouragement of materialism and the corruption of societal values (Pollay and Mittal, 1993; Rumbo, 2002). There
are calls for the banning of advertising directed at children and teens, who are perceived as vulnerable groups in society. Consumers with pro-regulation views on advertising call for restriction on message content, distribution and dissemination of products including fast food, tobacco and alcohol (Hoek, Maubach and Mossadis, 2004); King, Taylor, et al., 2005; McDermott, O’Sullivan et al., 2006, Devlin, Eadie et al., 2007; Chueng, Harker and Harker, 2007).

This brings into focus the enormous ability and scope of advertising to influence our culture as well as affect our attitudes and values regarding the most fundamental issues in our life, even if it does not affect our buying habits (Schudson, 1984).

1.4 PERCEPTION TOWARDS ADVERTISING IN GENERAL

Consumer perception of advertising is said to have been widely researched (Suher, 2009) over the last 70 years (Dutta-Bergmann, 2006). The most cited study when talking about consumer perception is Bauer and Greyser’s research assessing the public attitude to advertising. The study found that the majority of respondents have favourable perceptions towards advertising and they also felt that advertising is essential. However, a majority of respondents also felt that advertising can also be misleading, as cited in (Shavitt, Lowry and Heafner, 1998). The Shavitt et al. study came out with two belief statements, that consumer perceptions to advertising were influenced by economic and social effects. However, in the 1970s consumer perceptions to advertising in general were becoming increasingly negative. In the years that followed 1970, unfavorable assessment of public attitudes towards advertising in general were found in different studies (e.g. Alwit & Prabhaker, 1994; Andrews, 1989; Sandage and Leckenby, 1980; Pollay & Mittal, 1993). The readings implied that consumer perception to advertising can fall on two categories – either positive or negative.
1.5 STATEMENT OF PROBLEM

Although there is a plethora of original research on advertising with several media, there remains a relative paucity of original research on advertising directed only to TV and newspapers (excluding other media) and consumer perception to the two media and their behavioral reaction. There is also lack of comparative study directed to the two media (TV and newspaper) alone to identify the similarities and differences in consumer perception. Most studies compare either one of the two media with other media in study and so the limited information on the stated two (2) medias prolongs the information search to build up the literature in support and defence of the study. As stated by Abowitz and Toole (2010), identifying accessible and reliable archival indicators is difficult for many constructs. The author went on to say that in some cases, it is not a lack of access to relevant corporate data but the nature of the constructs we are studying that provides the challenge.

The second problem is that most of the advertising research that is directed to studying consumer perception to advertising tends to centre more on consumer attitude to advertising, creating confusion surrounding this construct in concept since perception is known to be the forerunner of attitude. Although some researchers have made it known that attitude is an attribute of perception as stated above, the user interchangeable of the two words can be a problem.

The third problem is that social science researchers recognize that different things happen to different people and because of that, it may seem to require a different set of variables for every individual in the data set. However, that is impossible given the large number of respondents anticipated to participate in the study. As such, the number of variables identified in the conceptualized model for Fiji is limited, which can be a disadvantage as the identified variables may not be the ones that influence consumer perception to Fiji TV and newspaper advertising affecting their behavior. This then adds to the length of information search, which further prolongs the length of writing. Irrespective of that limitation, the variables identified in the conceptualized model for Fiji are perceived to be the top list of factors that will influence Fiji consumer perception and impact their behavior.
1.6 THE PURPOSE OF THE STUDY

The purpose for this research is suggested by the gap in the advertising literature, driven by the fact that all documented literature on consumer perception was directed internationally, with none pertaining to Fiji as a nation; and more to the point; none exploring the perceptions of consumers specifically to TV and newspaper advertising in particular. Furthermore, given the rising significance of advertising in Fiji due to its economic progress and interaction with global trade, a growing market attracting investors, its political scene that hyped up international observations and discussions, the continued attack on the country’s image and Fiji’s attempted reversal of the world’s perceptions, all this presents a greater need of such a study as this will aid in understanding how consumers or readers of advertisements perceive advertising and behave towards it. More so, with the level of intense competition in the Fiji market, the understanding of consumer perception can be a competitive advantage to companies in differentiating their market positions by designing ads that are more consumer oriented and productive, implying that understanding consumers could mean consumers understanding the company, a connection that could result in a positive reaction. As suggested by Puth, Mostert and Ewing (1999), that understanding consumer perception could assist marketers to understand consumer behavior, draft better positioning strategies and develop more effective advertising campaigns. Handszuh (2001) further added that countries or companies can no longer depend on comparative advantage but must develop strategic advantage that can be exploited effectively. And one such advantage is understanding consumer perception towards advertising.

Thus the study of consumer perception of the advertising media in Fiji is very important as this will help business to position their ads effectively in consumer’s mind which may result in a positive consumer reaction.
1.7 INTENDED CONTRIBUTION OF THE STUDY

Firstly, the study is intended to contribute to the literature methodologically, theoretically, and managerially. Secondly, the study is expected to bring in original knowledge and understanding of Fiji consumer perceptions towards TV and newspaper advertising, which will further act as a base for future research conducted in the area. The study also will add to the body of knowledge about marketing communication and more generally within the two media of advertising. It will also add to the debate surrounding consumer perception to TV and newspaper advertising.

Many researchers on consumer perception to advertising have come up with different models of variables that they believe influences consumer perception of advertising and critical to a successful consumer reaction. While the findings may be relevant and appropriate to their study, a duplicate result may not be relevant and significant to Fiji’s situation and condition. This is because those models are designed with a western cultural focus given that the environment in which the respondents live and experience are different from our local setting therefore perceptions will also be different. This then leads to the third intention of the study and that is to develop a model that reflects Fiji consumer perception towards TV and newspaper advertising, which can be used by marketers and corporate communicators in Fiji to position their ads in the TV and newspapers more effectively, generating a more positive response from consumers. The model could also act as a guide line to marketers and corporate communicators in understanding the perception of consumers towards TV and newspaper advertising and create ad designs that will purposely provoke Fiji consumers to buy.

1.8 RESEARCH CHALLENGE AIM AND OBJECTIVES

The study of consumer perceptions has been identified as a problem area because two individuals may be subjected to the same stimuli under apparently the same conditions, but how they recognize, select, organize and interpret them is highly an individual process based on each person’s own needs, values, expectations and the like (Schiffman and Kanuk, 1991; Puth, Mostert and Ewing, 1999). Adding to the
difficulties in understanding perception is the fact that perception is largely a study of what we subconsciously add to or subtract from raw sensory inputs to produce a private picture of the world (Puth, Mostert and Ewing, 1999). This has led to different people perceiving the same thing at the same time but in different ways (Pride and Ferrell, 2006).

The mystique surrounding the concept of consumer perception made the application more challenging. This is reflected in the numerous empirical studies conducted and devoted to finding out what factor variables presumably influenced perception to advertising. The significance of the construct as a study topic is well phrased by the editor of *African Business*, Versi (2003), saying that “in today’s media dominated world, the truth whether we like or not is less important than perception”. The importance placed on perception has led to the aim of this research and that is to explore consumer perceptions of TV and newspaper advertising in Fiji and find out the causes and reasons as to why consumers act and react respectively. To accomplish the aim, the following objectives are proposed:

1. **To analyze critically the construct of consumer perception to TV and Newspaper advertising**

   The growing importance of advertising to all countries of the world has led to an increased interest in studying the factors that influences consumer perceptions of advertising and ultimately, their buying behavior (Kazemi and Esmaeili, 2010).

2. **To explore the differences and similarities of Fiji consumer perception towards TV and newspaper advertising**

   This objective stems from the idea that though consumers are different and can have different perception towards advertising, more and more advertisers and marketers believe that consumers around the world have similar needs as well as desires and that the global market is growing increasingly homogeneous (Kara, Li and Diehl, 2007). The proposed uniformity of consumer needs and desires suggests that consumer perceptions towards advertising can be similar. Also Logan (2011), in a study on viewers of online TV and traditional TV to determine how media differ in terms of
use and advertising perceptions and avoidance, achieved results indicating more similarities than differences. The result also showed significant differences regarded the amount of use and viewer attitudes toward advertising. The similarity and differences of consumer perceptions to online TV and traditional TV suggest the likely perception that Fiji consumers can have towards TV and newspaper advertising.

(3) **To identify the possible causes that may influences consumer perceptions towards TV and newspaper advertising that may affect their behavior**

This research has proposed variables that are believed to influence Fiji consumer perception to TV and newspaper advertising and affect their behavior. Though these variables are being used by other researchers in their study of advertising, this does not guarantee that the results will be the same. These variables deemed to influence consumer perception are listed in the conceptualized proposed model for Fiji, which is shown in chapter 3.

**1.9 THESIS STRUCTURE AND OVERVIEW**

The presentation of the thesis is in six chapters. Chapter 1 gives a preview introduction of the topic as a theoretical base covering definitions of concepts, functions and effects of advertising and the general perception of consumers towards advertising. These topics suggest a proposed sample result of the likely trend that could occur in Fiji consumer perceptions to TV and newspaper advertising. Included also is the purpose of the study, the intended contribution and the challenges, aims and objective of studying consumer perceptions. Chapter 2 presents a review of the relevant literature (which is also woven in other chapters) the phases of advertising in Fiji and consumer perceptions, the Fiji advertising environment and advertising creativity, an overview of the two mediums (TV and newspaper). The intention of these phases is to present the possible strands that may have shaped Fiji consumers’ perceptions of advertising.

Finally, chapter 2 looks at the impact consumer perception can have on the micro- and macroeconomics of the market. Chapter 3 looks at the theoretical framework and
development of the hypotheses including a review of theories and prior empirical models on consumer perception to advertising; a short analysis of the proposed primary determiners that can influence Fiji consumer perception to TV and newspaper advertising and consumer perception towards each determinant. Chapter 4 looks at the empirical designs and the methodology used in the study. Included in this chapter is more detail on the nature of research, research methods and instruments, questionnaire format and the actual ground research and the measurements used to analyze the hypotheses. Chapter 5 displays the hypothesis test results and interpretation and the defence of the data results. Chapter 6 summarizes the findings of the research, discusses implications, looks at the limitation of the research, makes recommendation and suggestions of direction for future research and presents a conclusion of the research study.
CHAPTER 2

LITERATURE REVIEW

The literature review helps the researcher produce a preliminary theoretical framework that should be regarded as a sensitizing device (Klein & Myers, 1999, p. 75).

INTRODUCTION

To develop the foundation for this research, the study topic is relived in the lives of Fiji consumers, as their perceptions of daily activities in life can have linkages to how they may perceive TV and newspaper advertising today. Furthermore, given the paucity of information on the study in Fiji, the practical inclusion of the topic in consumers’ traditional life experiences not only makes the story more realistic and inspiring but also projects the possibility of the likely result that can be achieved from the ground research on consumer perception to TV and newspaper advertising and their behavior. Also included in this section is an assessment of Fiji’s advertising media and the environment, the importance of achieving creativity in advertising design concluding with two case studies of TV and newspaper as mediums of advertising in Fiji. The section than closes with a review of how consumer perceptions to advertising can affect the micro- and macroeconomic levels of the market. The advertising literature is reviewed throughout this chapter providing a research foundation and point of departure for this study.

2.1 THE PHASES OF ADVERTISING IN FIJI

Rostow (1971), who first proposed the phases of economic transition, said that the economic transition of a country passes through stages of growth along a continuum from traditional society, preconditions for take-off, take-off, drive to maturity and finally the age of high mass consumption. Such transition also mirrors the progressive phases of Fiji’s market from an ecological economy where people directly live on the
natural resources to what Petrovici and Marinov (2005) term today as the marketization of the economy. Each of these economic phases displays different designs and layout of advertising, generating respective consumer perception to it. Hereniko (1981, p. 77), epitomizing the development of art in the pacific, has this to say - “the evolution of art is a process of adaptation to suit the time and needs of the society; … selecting, discarding, modifying and improving to create a new pacific, relevant and suitable to present experience”. Wood (1999) on the same note stated that natural and social sciences have long recognized that one of the most basic facets of life in our world is adjustments and adaptation to environmental changes, both major and mino, required by its inhabitants on an ongoing basis. In the world of consumerism, changes occurring in an individual’s environment may stem from macro-level dynamics at the political, ecological and societal levels, while other changes may arise at a more micro-level due to choices made by individuals and by circumstances in their immediate social environment.

These phases of transition denote the fact that the concept of advertising in Fiji has its own chapter relevant to a point in time, together with related perceptions and behaviors. Although there is no advertising literature in Fiji to strengthen the discussion it is anticipated that looking at Fiji’s economic transition periods will elucidate the different phases of advertising practised in Fiji, giving it a flavor of national uniqueness in the way people perceive and react in what is classed as advertising in each phase.

### 2.2 ADVERTISING IN NATURE AND PEOPLE PERCEPTION

In the words of Albert Einstein: *Imagination is everything, it is the preview of life’s coming attraction. Lacking imagination, it would be impossible to envision the future, to explore ideas, or to engage creativity to push the edge of the research envelope. To ignite the flame, research must be imaginative, evocative, exciting, risky and challenging* (Sasser and Koslow, 2008).

Advertising, according to Kotler et al. (1998, p. 502) traces its roots to early history, in the works of the archaeologists in countries around the Mediterranean Sea who dug
up signs announcing various events and offers. The Roman painted walls to announce gladiator fights, the Phoenicians painted pictures promoting their wares on large rocks along parade routes, in the golden age in Greece where town criers announced the sale of cattle, crafted items and cosmetics. Bove’e and Arens (1989, p. 4) the author of the book Contemporary Advertising traced the origin of advertising in America to Atlanta, Georgia in May 8, 1886 where Dr John S. Pemberton, the founder of a sweet tasting brown syrup from the juices of certain plants and nuts mixed with soda fountain water, which he sold for 5 cents a glass. Its success story led him to put an ad in the Atlanta Journal inviting people to try the new and popular soda fountain drink that he called “Coco Cola—delicious and refreshing”. Though these two propositions were considered by many scholars the cradle and origin of advertising from which stream the phases of the contemporary version today, White (1952, p. 13 and 17) in her book Education states that true education means more than the perusal of a certain course of study, and that instead of confining a study to what which man has said of written, let students be directed to the sources of truth, to the vast fields open for research in nature and revelation. The author continues that even for a little child not yet capable of learning from the printed pages or of being introduced to the routine of the classroom, nature presents an unfailing source of instruction (White, 1952, p. 100). In nature, “no speech or words are used, no sound is heard, yet their message goes out to all the world and is heard to the ends of the earth” (Psalms 19:3, Good News Bible). Thus the study of advertising in nature and consumer perceptions will contribute to the sea of knowledge and the literature in this field. The preceding also gives an outlook in the likely perspectives that Fiji consumer perception can take in their response to TV and newspaper advertising.

In light of the known fact that nature was in existence before man (Genesis: 1, Good News Bible), it is proper to say here that advertising in nature is the first medium of promotion ever directed to man. The bounties of the earth, the boundless ocean, and the vast heavens are the different media of advertising that daily present the pages of advertisements in their own handwriting and designs that are daily read by the human families, who are the consumers. The vast scope of advertisements offered in nature’s shifting canvas continually allows the people to exercise their perception. Yet advertising in nature has never been an area of study and was overlooked by advertising scholars and researchers over the centuries due to its silent ministries,
unnoticed and ignored compared to what is created and imagined by man, termed as modern or new discovery and philosophy, which actually is a photocopy of nature’s production. As a researcher in advertising, I was reminded of the words of the Philosopher King Solomon, son of David, in Ecclesiastes 1: 9-10, Good News Bible: “What has happened before will happen again. What has been done before will be done again. There is nothing new in the whole world. “Look,” they say, “there is something new!” But no, it has all happened before, long before we were born. No one remembers what has happened in the past, and no one in days to come will remember what happens between now and then.” The ancient Greek philosopher Heraclitus, who builds his system of thoughts upon the idea that our world is constantly changing, substantiates the above testimonial in these words – “Nothing endures but changes” (Bartlett, 1992; Wood, 1999). Krugman (1972), Ephron (1995), Naples (1997), Tellis (1997) and Dahlen (2002) further revealed that traditional marketing communications research has shown that advertisements work differently over time, that is they wear in and they wear out. Thus it is obvious that advertising and consumer perception of advertising was in practice in the entire lives of man, which includes Fiji people or consumers, and what is transpiring today in terms of advertising and perception is a stream from natures past.

The naturalistic concept of advertising is a living concept in the lives of Fiji people because their life journeys revolve around nature, which is the land, the sea and the sky, as the key to their daily survival. As pointed out by Crosby (1994) the land and the Fijians were inseparable both in the ways in which Fijians worked the land, and in the ways in which they thought about it, reflected upon it and theorized about it. Hence, people’s receptivity to nature’s many voices is visible in their daily participation in various activities in nature and their behavior towards it either to take part, defer it for a later date or not to participate at all are reactions or behaviors from what they perceived.

The social learning theory also validated the relationship in these words – the individual and the environment engaged constantly in an interactive process (Ping Liang, Long Liang and Shiang Duan, 2008). And during this substantiated social interaction and learning process, the individual develops unique behavior, knowledge and advocacy due to external stimulus and personal attributes (Hung, 1993). This is
an affirmation that the theories and the concepts of advertising in nature are archival.

The interaction processes and learning theories between nature and men are practically illustrated in the many daily activities practised in consumers’ lives. For instance, a fishing trip in the day time will mean that people will have to read nature’s advertisements — in the sky the formation of the clouds and the colour, the wind direction and its strength and the types of birds flying to name a few. From the sea-they read the pattern of the waves, the type of seaweed and various marine lives that define a successful catch or not. In the night they read the stars for direction, the brightness of the moon, the shape or the shadow to determine the abundance and the type of fish available. In perceiving nature’s advertisements, the reaction will be either for or against the fishing trip.

Similarly, reading and watching land advertisements for planting different crops will also depend on the weather patterns, certain types of flowering trees that tells the type of crops best to be planted, the topography of the land and so forth. Knowing the time and season — people watch the sun and its shadow, listen to birds singing (morning, midday and evening), the type of insects crying, the different flocks of birds and their flying formation in the evening sky. In identifying the type of weather for the next day, people read the colour of the clouds, the rays of the sun, the movements of the cloud patterns, the wind direction, the swaying trees and the types of fruits in abundance and food crops available. All of which tells a story to the people in which the perception gathered towards nature’s advertisements affects their behavior and impacts their daily life chores. These examples spell out the researcher’s life journey on her homeland, Rotuma island, and her country life experiences where perception to advertising in nature influences behavioral reaction.

Thus, advertising in nature and people’s perception marks a gap in the advertising literature and a take-off point in assessing Fiji consumer perception to the advertising media. The practicality of advertising in nature and people’s perception towards it and their behavioral reaction creates a link that can occur in Fiji consumer reaction to TV and newspaper advertising and their behavior. As such, Fiji consumer perception to advertising can stem from three viewpoints and that is:

(1) the experiences of consumers over the years that people trust most when making
decisions (Hoch, 2002)
(2) values people learn from the culture in which they are reared, which help direct their personal behavior (Hofstede, Neuijen, Ohayv and Sanders, 1990)
(3) alternative media, which can influence consumer perception to advertising and affect behaviour, as in the case of the different modes of media presented in nature.

2.3 TRADITIONAL ADVERTISING AND PEOPLE PERCEPTION: A LOOK AT A ROTUMAN AND FIJIAN VILLAGE LIFE

Startt and Sloan (1989) explain that the “purpose of historical study is to examine and explain the things that happened in the past by which the present emerged”. To unveil the present situations McGee (1992) has this to say: “to determine what ought to be done in a concrete situation, one needs to use practical reason”. Thus reference to traditional Rotuman and Fijian village settings, their way of life, culture and experiences gives a better vision of the practical aspect of the application. The perception and behavioral responses of the village people can depict the possible consumer perception outcome towards TV and newspaper advertising.

Fiji’s engagement in gross advertising could be viewed as a new development in a sense that any calibre of development or invention that is outside the cultural norms of doing things is perceived by the island people as new. However, Tausie, (1981, p. ix) a native Rotuman, commenting on Pacific art, said that ‘it would be foolish to think that Pacific art was not evolving before the arrival of the white man’. An implication that advertising is not new in the lives of Pacific people.

The term advertising then is not recognized in part because no one knows about the name because English is not the native’s mother tongue and there is no word in the native language to define its meaning explicitly or because like most Pacific history it is unwritten and not known. Nonetheless, the concept is engraved into the traditional social structure and has always been a part of one’s traditional upbringing and culture. The social structures and patterns of communication practised in the villages then and now portray traits of TV and Newspaper advertising and people’s reaction reveals their perception.
For instance, in a Fijian or Rotuman traditional village setting, people are structurally organized into levels in which everyone is given a place. At the top of the pyramid are the chiefs, followed in descending order by the chief’s assistants, speakers and orators, organizers of ceremonies, priest, warriors and the common people (Donnelly, Quanchi and Kerr, 1994). The speakers and orators in the structure have a very important task, as they are the human channels of advertising in which messages or the advertisements are communicated through the structure from the chief to the people. The mode of communication practised in the Pacific is by oral traditions, which are ‘an important and valued form of expression’ in the islands (Tausie, 1981, p. vii), which Stanton, Miller, Layton and Rix (1996, p.359) term “word of mouth” and “face to face”, the traditional personal selling tactics. Advertising in the village is seen as a form of social communication reflective of the culture (Hong, Muderrisoglu and Zinkhan, 1987) and the social system (McLeod and Kunita, 1994). Thus when messages or advertisements are communicated through the village channel, it was intended, as expressed by Schramm (1955), to establish commonness or oneness of thought between a sender and a receiver, a marketing approach that maintains solidalitary of the organizational structure and its functions. It is the same oneness of thought that advertisers hope to create between them and the consumers. However, a common sight in the village are small group discussions between friends, family members, neighbours, small social groups like grog sessions, women groups or associations, smaller reference groups and so forth, deliberating on the message received or heard. As said by Symigin and Carrigan (2000) advertising is an area of marketing communication that touches almost everyone and about which everyone has some opinion. Such actions or attitudes are functions of people’s perceptions of the various aspects of the message (Andrew, Durvasula and Netemeyer, 1994; Meuhling, 1987; Pollay and Mittal, 1993; Coulter, Zaltman and Coulter, 2001); which Tylee (1989) and Meenaghan (2001) terms as “consumer ambivalence” which can be either favourably disposed toward certain aspects or at the same time negative about others.

The practicality of the art and the concepts shows what it really is (Day, 1990), an indigenous technology (Liligeto, 2001) that slowly changes over a period of time (Ravuvu, 1995) in the lives of Rotuman and Fijian people. People’s perception to
traditional advertising could be classed as traditional thinking and categorizing or as described by Symigin and Carrigan (2000), a familiar backcloth for everyday life, which occasionally is amusing or interesting but rarely with a reaction—an insinuation that could be applicable to Fiji consumer perception of TV and newspaper advertising today. Though they may be excited about it, people will rarely show reaction to it.

2.4 THE INSURGENCE OF CONTEMPORARY ADVERTISING IN FIJI AND CONSUMER PERCEPTION

Fiji is an archipelago in the southwest Pacific with 320 islands. The two main islands, namely VitiLevu and Vanua Levu, are surrounded by the Yasawa islands to the west; Lau, Lomaiviti and Kadavu islands to the east and south and Rotuma island to the northwest (Jones and Pinheiro, 1997). Historically Fiji is a multicultural and multiracial society having cultural identities of diverse ethnic groups from Melanesians, Polynesians, Micronesians, Indians, Europeans and Chinese with approximately 300 languages and dialects (Jones and Pinheiro, 1997). Their cultures are not only pragmatic systems of survival, but were also rich in imaginative power and beauty, representing achievements of the human mind, tongue and hand as inspiring as any other in the world (Campbell, 1992 p. 11).

Fiji’s early contact with the Europeans in the seventeenth century was only desultory, with regular systems of contact not becoming established until late in the eighteenth century. From then, a succession of Europeans representing different facets of European civilization came to the islands and left an indelible imprint of ideas like christianity, literacy, individualism, money, the state, democracy and justice (Campbell, 1992). Fiji then continued to progress economically to a stage where it is capable of self dependence, so in 1970 it was granted the status. Although Fiji was regarded then as a most recently independent nation in the Pacific behind countries like Western Samoa, Tonga and Nauru, it was looked upon as the most economically and politically advanced of these states (Donnelly, Quanchi and Kerr, 1994, p. 58-59). Fiji has indisputably continued to show signs of dominance in Pacific affairs due to its central position in the region, gaining such names as ‘the hub of the South Pacific’
in terms of business, education, diplomacy, telecommunication, civil aviation, tourism, management, services, information, a growing market for international and multinational companies and the centre for most regional headquarters in the South Pacific (Keith-Reid (1992, p. 67-81) as well as the centre for sea and air routes (Knox, 2000, p. 37). All of this makes Fiji a dominant market player in the South Pacific region, leading to a greater internal consumer affluence and an opportunity for the market to meet the needs of its consumers (Javalagi, Cultler and White, 1994). Advertising then was obviously the most valuable and visible component of the marketing mix to the consuming public (Coulter, Zaltman, and Coulter, 2001); the tool that would converge needs and tastes of consumers (Moon and Chan, 2005); and produce interactive activity between the marketer and the market (Govoni and Galper, 1986).

Although contemporary advertising has exploded the market in the last decades, little is known or has been done to examine the adoption of advertising in a developing market economy (Robinson, Faris and Wind, 1967), as in Fiji, let alone a study of consumer perception to advertising. Nevertheless, Alozie (2003) said that advertising has helped drive and shape globalization in the modern era; and in the trends of globalization, advertising has undergone drastic changes in the recent years, which has a great impact on the attitudes and beliefs of the consumers (Usman, Ilyas, Hussain and Qureshi, 2010). Together with emphasis placed on advertising as a major source of revenue (Siriwarothakul, 1998) as well as an advocate of the market, consumer perception to contemporary advertising will always be of great importance to marketers.

2.5 A PRELUDE TO FIJI RURAL, ISLAND AND URBAN CONSUMER PERCEPTIONS TO ADVERTISING

Fiji has a population of 944,727 (July 2009 est.) of which 57.3% are iTaukei, Indians 37.6%, Rotumans 1.2%, and 3.9% for others (Europeans, other Pacific Islanders, Chinese). Of this population 52% are urban dwellers and 48% are rural (URL: www.world fact book/Fiji). The mobilization of Fiji’s population between rural and urban dwellers is highly attributable to land being a life commodity to the indigenous
people. Thus most rural dwellers are iTaukei living in village. Overall, more then 83% of land is owned by them, some of it being leased to Indians and others for farming and other purposes like tourism (Jones and Pinheiro, 1997, p. 49-50). Given also the type of agricultural base economy that Fiji practises and the culture of traditional communal way of living; coupled with emigration as an important demographic factor in Fiji (Seniloli, 1993, p. 65), disparity of people between rural and urban dwellers will always be a consortium feature of Fiji’s population. Therefore a revisit of the theory on rural and urban dwellers will give a wider perspective of how Fiji consumers may perceive TV and newspaper advertising.

According to Chan (2008) scholars who have studied rural and urban population have generally assumed that the two societies have different cultures. The statement though is an assumption that could sow seeds of uncertainty; other authors in different areas of study have endorsed the concept explaining the various attributes that contribute to the differences between the two societies as well as their behavior towards things. For instance, Hofstede (1994, p. 4) states that collective programming of the mind distinguishes the members of one group or category of people from those of another; Kotler, Armstrong, Brown and Adam (1998, p. 183) explain that external influence like the environment, culture and society determines our behavior; White (1952, p. 283) specifically mentioned that in the formation of character no other influences count so much as the influence of the home; and Watson, Lysonski, Gillan and Raymore (2002) indicate that core cultural values have a powerful influence on consumer behavior. These views were further confirmed by Chan (2008) in research conducted among rural and urban Chinese children and their perceptions of advertising found that there are differences of perception between the two groups; and that the urban and rural difference in consumer perceptions to advertising and brands indicates that children’s development in consumer socialization depends on the environment. Rogers (1960 c.f. Chan, (2008) a pioneer in studying rural populations, highlighted perceptions of rural dwellers on issues that are of significance to them compared to the urban dwellers, stating that urban and rural societies differ in family, group relationships, and values. For rural societies they are more likely to see children as economic assets, have big families and have senior members. They are also more likely to retain educating, entertaining, religious orientations, protection and functions and that neighbour, relatives and kinship groups are more important to rural dwellers.
than to the urban population. Looking at the perceptions of rural and urban consumers to advertising Chan (2008) has this to say: “given differences in economies and social development of rural and urban societies, it is assumable that consumer perception of commercial communication would be different from their counterparts”. Sun and Wu (2004) also noted that adult urban and rural consumers differ significantly in their attitudes towards the entire marketing mix, including attitudes toward mass media advertising.

Though these results are internationally based, similarities can be linked to Fiji in substantiating the likely different perceptions that could evolve in the different residential areas in which consumers reside. Also since Fiji has a 48% rural population living on its scattered islands and the widely distributed villages in the two main islands (Vitilevu and Vanualevu) are very much isolated from urban developments, the likelihood of them being actively informed consumers, especially on TV and newspaper advertisements are slim. As such, these rural island consumers would very much depend on hearsay because of communal relationship; and the cultural values influencing how people think and behave (Rawwas, 2001) regardless of the truth. Research findings also indicate that rural consumers rely more heavily on personal sources in obtaining market information (Chan and McNeal, 2007) and believe what they hear with their ears (Versi, 2003). Another contributing factor is the transportation system that is used by rural and island consumers, which can influence their perception to TV and newspaper advertising, adding to the disparate behavior between them and urban consumers. Given the fact that rural island consumers tend to rely on local transportation that goes on a scheduled time of departure, or car and punt pooling where groups of people put in together to hire or charter the transport to take them to town and back, the time spent in town is very limited and so relying on TV and newspaper advertising to direct their shopping is impossible as the day spend in town is controlled by time. As such, taking time to look around and follow the advertisements laid out in TV and newspapers will be limited. As stated by Versi, they would very much depend on hearsay rather than the means of advertising; coupled with their partial knowledge about TV or newspaper advertisements or no contact at all, their response to advertisement will be greatly influenced by these setbacks. Thus rural/island consumers may be like what Bush (2010) stated: they will have to see and hear things in five different places before they believe it. In addition
to that, their knowledge of town may be quiet limited as to where to go or find the place of advertised products and so their day’s purchase will be mainly based on convenience buying rather than being advertising based. All these marked a difference between the two groups of consumers. Other contributing factors to the likely differences that could be found between rural/island consumers and urban are that the inadequate development in Fiji’s rural/island communities could mean that job availability is very limited therefore money earned from being a farmer, a fishermen, a market vendor, a house maid and so forth; is well budgeted because of the hard work involved and the lack of financial help from elsewhere. Hence, the purchasing power for rural/island consumers is low so even buying a newspaper to read the advertisements is seen as an additional low priority expense to the daily budget, and owning a TV set is a luxury, which most people though dreaming of having one, would rather go without because it is not a need or they simply cannot afford it. Apart from not having a TV, poor TV reception or in worse cases, no reception at all, is also a hindrance as consumers will have to spend extra money to install a TV dish in order to watch the daily TV advertisements; or go to houses who have a TV, to which in some cases the host may not be receptive as they may have other plans. Given also the type of life style practised and work done in the day, rural/island consumers would rather engage in some sort of entertainment like watching DVD movies as a means of relaxation than watching TV advertisements. Likewise, the lack of newspaper availability in shops for example in Rotuma, other island groups and rural villages, means that most consumers will not at all be aware of newspaper advertisements. All these deficiencies contribute significantly to rural/island consumers being less product-innovative, less brand-conscious and more price-conscious (Chan and MacNeal, 2007). Suffice to say, their perception of TV and newspaper advertising could very much be influenced by such factors.

As for Fiji urban consumers, their exposure to advertising is much less of a problem as they have a wider contact with the advertising media and the market. Hence their experiences, knowledge and views about what is all around them makes them become very sophisticated, careful and fickle in their choices (Li, 1998). As such, their response to TV and newspaper advertising can be alternatively based and can flow in the same direction as rural/island consumers that they do not entirely need TV and newspaper advertisement to direct their choice of buying. Likewise, urban consumer
knowledge of the market in terms of area, location, different varieties of stores and the prices they offer would give urban consumers a wider and more informed choice of buying, which can also set them apart from rural/island consumer perceptions and responsive behavior to advertising. Similarly, the likelihood of improved household joint income by urban consumers can see an increase in demand for products and services (Batra, 1997); causing a change in their lifestyle and behavior (Meth-Cohn 1999). In these contexts urban consumer perception to TV and newspaper advertising could be deemed different from their rural island counterparts. The cultural differences in the two communities may perhaps be indicators of differences in ad perception and ad preferences (De Pelsmacker and Geuens, 1998). Complementing the differences between these two groups of consumers, Reid and Soley (1982) said that attitude is greatly dependent upon consumer perception and beliefs held about advertisement on both personalized and generalized levels.

Alternatively, given Fiji’s status as a developing nation with a fluctuating economy and a small market, with only two commercial TV stations and three newspapers homogeneously running similar advertisements with minimum comparison, it is likely that Fiji rural/island and urban consumers can have similar perception to advertising because of converging needs and tastes, similar culture and advertising standardization (Karande, Almurshidee and Al-Al-Olayan, 2006). Similar connotation is brought out by Bhagwan-Rolls (2007) in stating that Fiji consumers are “passive consumers rather than directors”. Such suggestions imply that Fiji consumer perception to TV and newspaper advertising would be of a sluggish inactive kind and can possibly think on the same wave length. The impact of the global financial crisis on Fiji’s economy, compulsory retirement of workers at 55 years, the 20% devaluation of the Fiji currency, rising cost of food items, personal and general obligations, all these factors can contribute to similarity of perception in the two groups (rural/island and urban) towards TV and newspaper advertising. As stated by Chan (1996) both rural and urban consumers can be positively correlated, particularly in adverse economic conditions.
2.6 FIJI ADVERTISING MEDIA AND THE ENVIRONMENT

Since the mid-1970s, the deregulation of the Fiji media industry has given rise to several daily newspapers and publications, commercial radio and television and digital media in the 1990s (Bhagwan-Rolls, 2007) which Fiji business today has favorably used them as advertising tools to reach consumers (Liu, 2002). Regrettably, the advertising environment in Fiji as reported in the Pacific Media Center-“Nius beat” by the Consumer Council of Fiji to be unsatisfactory, with advertisement producers exploiting “a grey area” in current codes of practice (Foster, 2008). For example, young children are increasingly becoming the target of advertising and marketing because of their ability to influence their parents’ budgets and the increased trend of deceptive advertising and product labelling aspects for adequate consumer information. The Consumer Council of Fiji believes that current measures to monitor advertisements have failed to uphold ethical standards for the industry and that inaction over complaints has led to a belief that in the absence of standards on advertisements, companies and businesses are free to advertise material as they see fit. The Consumer Council of Fiji further states that organizations like Fiji Media Council and the Department of Fair Trading and Consumer Affairs that currently monitor advertisement standards have failed in standard making and implementation for advertisements (Foster, 2008).

The annals of abnormality in the Fiji advertising environment continue to be a daily concern, with newspaper headlines like “Misleading ads worry council” (Fiji Times, March 2; 2009) and The Consumer Council of Fiji urging consumers to wise up to misleading advertisements. The problems linked to advertising, led to calls by Fiji’s Attorney General and Minister for Justice, Sayed-Khaiyum for a need of a body to monitor advertising in Fiji effectively and efficiently (Foster, 2008).

The deficiency presented in Fiji’s advertising industry reflects the immaturity of Fiji’s advertising market in not realizing - that the consumer is the strongest power and deciding factor of the market place and it is he or she who decides either a business is going to continue or not (Addagada, 2010). Hence consumer perception towards what is advertised or sold in the market is a crucial ingredient to businesses because from those perceptions strems their behavioral reaction. Generally it is the norm of the
market and business advertisers to think that the medium is the message (Dahlen, 2005) and whatever the ad says or what the advertiser intends to convey is also what it should mean to consumers (Zhou and Belk, 2004). Such practices and ideologies are ineffective for Fiji’s advertising industry to practice. As pointed out by Roads (2008) marketers will have to change their voice in order to remain relevant, as misleading advertising and market competition are not the way forward but rather as noted by Steenkamp, Nijs, Hanssens and Dekimpe, (2005) the ultimate impact of most promotions and advertising campaigns depends primarily on the nature of consumer responses, not the vigilance of competition. Hence Fiji advertising media will have to try to blend into the current market flow in recognizing the significance of consumers to their survival let alone how consumers perceive the media advertisements that affect their behavioral responses.

2.7 COMPARISON IN ADVERTISING AND CONSUMER PERCEPTION

The advertising literature has looked extensively at the topic of comparison in a multiphase context. As stated by Barry and Tremblay (1986) it is a confusing topic hence very little is written on the topic simply because the term is not uniquely defined: it could mean a comparison of an advertised product with brand x or it can mean an explicit comparison by verbal or visual illustrations in another. Despite such critics, the comparison concept is highly regarded as an analytical tool of assessment, as indicated by Albers-Miller’s (1996) statement that we do not recognize elements of our culture without the basis of comparison. Hofstede and Bond (1988) further expounded the significance of the concept by stating that it is not surprising that cultural scholars have argued for international research in a comparative context. Grewal, Kavanoor, Fern, Costley and Barnes (1997) also pointed out that comparative advertisements are more effective than non-comparative advertisements in generating attention, message, and brand awareness; levels of message processing; favorable sponsored brand attitudes; and increased purchase intentions and purchase behaviors.

However, the usage of comparison in this study is directed to the examination of the general pattern in the relationship (Powell, Krakos, and Knight, 2011) within the two advertising media; which identifies emerging dimensions and provides analysis.
(Talwar, 2011) for the model selected variables. Reasons are because consumer perception to the selected advertising media and variables in advertising are expected to be dissimilar (Cutler and Javalagi, 1992; Madden, Caballero and Matsukubu 1986; Weinberger and Spotts, 1989; Lannon, 1986; Navette, 1992; Hasegawa and Ramaprasad, 1992) or because they were expected to be similar (Hong, Muderrisoglu and Zinkhan, 1987; Hasegawa and Ramaprasad, 1992).

Although most of the variables used in this comparative concept are commonly repeated in the advertising literature in different facets, Preston (1985) has cautioned academics that for copy research to reap the benefits of recent theoretical advances, the knowledge must be applied in a practical setting. Similarly, TV and newspaper advertising were frequently compared as mediums of advertising; with substantial literature on consumer response to advertising accumulated over the last decade (Stout and Rust, 1993). However, the comparative exercise on the two advertising mediums and consumer perception is practically a new application to the Fiji advertising industry and the market. Thus a practical evaluations of consumers perception of advertising media in Fiji (TV and newspaper) is presented in the two case studies as additional information to the vast views on the concept of comparison.

2.7 (a) A STUDY OF TV ADVERTISING AND CONSUMER PERCEPTION

Media choice continues to splinter and fragment but television viewing remains as buoyant as ever (Overend, 2010).

Jaradat, Jaradat and Yassine (2011) said that TV allows advertisers to combine sight, sound and motion thus appealing to all the viewer’s senses and that TV advertising reaches more people than any other medium. Such ability has driven companies to continue investing huge amounts of their earning in advertising in different media and television is one of the prevalent media for this purpose (Ranjbarian, Shaemi and Jolodar (2011). Rice and Atkin (2001) also pointed out that TV has massive effects on viewers for a variety of reasons, one of them being that people spend a significant percentage of their waking hours in front of television sets presumably with proportional effects. Ramalingam, Palaniappan, Panchnatham and Palanivel (2006)
further suggest three reasons why the usage of TV as a medium of advertising is an advantage for companies. First, its influence on consumers’ taste and perception is pervasive. Second, it can reach a large audience in a cost-efficient manner. Third, its sound and moving images create a strong impact, which Bruzzone and Tallyn (1997) say elicits an emotional response in viewers, catches their attention and helps communicate the advertising message. Losifidis (2007 c.f. Chittithaworn, Islam, and Thooksoon 2011) further state that TV advertising has been characterized as a familiar and trusted medium of communication and played an important role in people’s lives by bringing information and entertainment into living rooms. The author went on to say that TV has contributed to shaping our society and culture in understanding of the world; provided us with a forum of shared experiences, defining historical moments; and continually raised issues of construction of media discourses.

While TV advertising has been hailed as one of the most influencing media it was found that consumer perceptions to TV advertising differs in general. Some have negative while others have positive perception towards TV advertising and Chittithaworn, Islam and Thooksoon (2011) claim that the degree of differences can trigger affective responses. Sirgy, Lee, Kosenko et al. (1998) also claim that TV as a medium of advertising is not immune to such emotions and that the impact of TV advertising on society as a whole has been a matter of continuous debate since its inception in the 1940s. These controversies include accusations of unethical breaches and lack of societal responsibility (Treise, Weigold, Conna and Garrison, 1994); promoting materialism, false and misleading information, encouraging waste, persuading people to buy things they do not need, and promoting sexism and undesirable values (Polly and Mittal, 1993; Rose, Bush and Kahle, 1998); targeting vulnerable groups such as children, minorities and the disadvantaged (Christians, Rotzoll and Fackler, 1991); and overly dramatic and increasingly graphic use of fear appeals (LaTour and Zahra, 1989). Amid these negative cries there are positive citations about the medium which companies have since embraced as part of its usage giving reasons like: TV is an audience delivery vehicle (Shrum, Wyer, and O’Guinn, 1998); a major instrument used in advertising (Lu Hsu and Shang-Min Liu, 2000); is the mode that provides the quickest awareness factor of any medium (Brown, 2006); and a vital medium for achieving a very broad reach across a country on messages about specific and functional benefits that products or services offer (VonHoffman,
To date, TV is still seen to be the most efficient medium to reach a mass wide broad audience, and its values and effects are still quiet profound (Steinberg, 2010). Its prominence has caused a lot of people to spend a lot of their time with it (Larkin, 1986/1979). For instance a Nielson (1995) report written on television, stated that American consumers watches a lot of television and that an average American family watches over seven hours of television per day, and an average individual watches over four hours per day, making television one of the most heavily consumed products in the United States. Lin (1993 c. f. Ross, Bush and Kahle, 1998) has this to say: “The United States and Japan traditionally have led the world in TV viewing and advertising expenditures and the Japanese spend more time watching TV than any other Asian people, approximately 2.5 hours a day”. Supporting those statements, Johnson (2010) claims that US accounts for 34% of total worldwide advertising, making the US by far the largest ad market. Summing up the influential impact of TV, Vass (2006) said that the popularity and influential impact of TV advertising on a society as a whole is enormous; like a parent or a teacher Panwar (2003); and that “seeing is believing” - as jointly stated by Garfield (2010) and Greenberg (2010). Fry (2002) further said that TV advertisements was the type that consumers are most likely to respond to because it gives a sense of reality (Bruce, 2009). However, Rust, Kamakura and Alpert (1992) cautioned advertisers that they should care about viewer perception to ensure that their advertising dollars are well spent; and that TV campaigns achieve the maximum effectiveness (Abe, 1996). This is because in many instances it is the perception of consumers to advertising that led them to buy (Aspray, 2006).

Thus a preview of the global consumer perception to TV advertising would give a direction of the likely views that Fiji consumer may have towards TV advertising in Fiji. For instance, Larkin (1986/1979) in a research on American consumer perception to advertising and its content found that TV advertising are people’s first choice of entertainment, the quickest way of access to world and national news and TV is seen to be the most annoying, insulting, misleading, and most in need of government regulations. British consumer perceptions to TV advertising are that it is entertainment, more original, less patronizing, more imaginative and informative
(Lannon and Cooper, 1983; Orgilvy, 1987; Navett, 1992). In Hong Kong and Korea, consumer perceptions to TV advertising are affected by their cultural backgrounds as communication patterns are closely linked to cultural norms in each market (Hong, Muderrisoglu and Zinkhan, 1987; Moon and Chan, 2005). In Poland, consumer perception to advertising in general is that advertising is a seducer to spend money and in Belgium advertising is seen as a powerful tool that generates attention and reinforces positive thoughts about the brand (De Pelsmacker and Geuens, 1998). The Chinese-American consumers see TV advertising as a means of increasing their brand recall and awareness (Ling Hu and Chao Chuang, 2009). Millennials—the new media generation perceptions on TV—see TV as a passive medium, an escape from reality and when they wish to escape from a world of vast choices or at least allow others to make choices for them, TV is the one (Geraci, and Nagy, 2004).

As for Fiji, TV advertising did not exist before 1994 because Fiji did not have access to a TV channel. However, since TV installation, the advent of TV advertising has accelerated. TV advertising is being described by the Film and Television Unit, an arm of Fiji Ministry of Information and Media, “as helping to create greater awareness” (URL: http://www.fiji.gov.fj/uploads/2002_A_Report.pdf). A similar message is also voiced by the Fiji Advertising Association president Mr. Hermanson, “that the association plays an important role in raising awareness for both industry people and advertising clients about the purpose of advertising and its best practices” (URL:http://www.fijitimes.com/story.aspx?id=56367). It is apparent that the proponents of advertising in Fiji do not see consumer perception towards TV advertising as an important and valuable aspect in determining its effectiveness. This can be seen as ignorance, since overwhelmingly evidence has pointed out the importance of consumer perception to advertising as a means of achieving effective advertising (e.g. Lu Hsu and Shang-Min Liu, 2000). Nonetheless, Reddy (2002) pointed out that since the commencement of TV in 1994, there is potential to increase because the market is large enough to sustain the TV industry. Because of the large market it is reasonable to expect that there will be a substantial increase in TV viewership and TV advertising need in Fiji. These prospective views indicate that consumer perception to TV advertising in Fiji is commendable, with possible positive behavioral reaction. As stated by Steinberg (2010) television is still the most efficient medium to reach a mass, wide, broad audience, and given that it is a media asset that
is readily available, the value is still significant and the effect is still quite profound.

Correspondingly, Fiji consumer perceptions to TV advertising can be gauged alongside one of Fiji TV’s reports on the group revenue loss ending December 31, 2008 of over $400,000, attributing it to lack of major TV broadcast events, the impact of increased competition in the free-to-air TV market and the depressed local and global economy, and a drop in advertising revenue of 8% because advertisers have reported a downward trend in sales (http://www.fijitimes.com/story.aspx?id=122213). The Fiji TV report could mean that Fiji consumer perception to TV advertising will fluctuate in response to changes in the market environment as replicated in the downward trend in sales. Thus Fiji consumer perception to TV can be an on the balancing process where consumers can either be for it or against it given numerous encountered factors that can influence their perception and affect their responses.

Though TV is seen in Fiji as a powerful medium of communication in terms of advertising (Reddy, 2002), newspaper advertising is also effective in moving people to action (Reid and King, 2003).

2.7 (b) A STUDY OF NEWSPAPER ADVERTISING AND CONSUMER PERCEPTION

Newspapers are said to be steadily losing advertising dollars to other media and one such medium is TV (Eriksson, Kalling, Akesson and Fredberg, 2008). Nevertheless, the proponents of newspapers have argued that newspapers are not about to disappear (Norwak, Cameron and Krugman, 1993). Such optimistic outlooks on newspapers are invigorated by quotes such as “Don’t bury the newspaper quite yet” (Peters, 2004); the abilities of newspapers to deliver national ads are as important today as it was seven years ago (Reid, and King, 2003); because people tend to identify themselves with the community largely through newspaper (Petrof, 1970). Therefore, a look at newspapers as a medium in advertising and consumer perception towards them will be a valuable treatise in diagnosing consumer perception to newspaper advertising in Fiji.
Larkin, whose studies were primarily concentrated on newspaper and consumer perception of the media and their advertising content, carried out a comparative study in 1979 (pre) on newspapers, TV, radio and magazines. The findings showed that consumers have very definite ideas about the media and their advertising content. They believe that newspapers are the best source of shopping information, the best source of information about sources of entertainment and contain the most useful advertisements, compared to TV, radio and magazines. The study also reported that consumers felt that newspaper advertisements are the most truthful and informative and they would be least willing to give up the advertising content of newspapers compared to the other three mediums in the study. Maxwell and Wanta (2001) complemented the above finding by saying that newspaper is more effective compared to other secondary media for coordination of promotion with image advertising and as a vehicle for complex sales messages. The authors went on to say that print ads are perceived as more enjoyable and informative, then broadcast ads. Newspaper has been reported also to be the most inexpensive way to reach a mass audience (Vass, 2006); a preferred medium choice to see what is on sale in stores locally or for information on local events and happenings (Geraci and Nagy, 2004). Since newspaper is a national medium for advertising, it is as effective as network TV in advertising promotions and image ads (Reid and King, 2003). Reid and King further said that newspaper has the ability to achieve extensive population coverage, reaching practically every member of society, with the exception of the very young and the very poor. Bovée and Arens (1995); Russel and Lane (2002); Shimp (2003) further added that newspaper also has the ability to provide extensive detailed information about the company’s offerings where readers can take as much time as required to read the advertisement and refer to it at a later point in time; it is also good for quick sales promotion programs. Jaradat, Jaradat and Yassine (2011) in their study of promotional objective strategies and tools, found that newspapers are the most widely used advertising medium accounting for about 27% of all advertising expenditures. Newspaper offers excellent coverage because the daily newspaper is available in each local market and many people read the paper every day. Newspaper is also said to offer believable coverage, since ads can change from day to day and ads are presented side by side with news. Wells, Moriarty and Burnett (2006) reported that readers found reading print advertisements more flexible than watching television or listening to the radio, due to the fact that readers could stop and reread, read
sections out of order, or move through print advertisements at their own speed as well as focusing on particular print advertisements.

While much has been expressed on newspapers’ positive attributes, they are not without critics. For instance, Rotfeld, Lacher and LaTour (1996) significantly ascribe ethical violation in misleading advertising as the single most common reason for consumers rejecting advertising. According to the authors this includes not protecting the audience from harmful products, inaccuracy of the ads, potentially sexist or racist remarks and offending and misleading the audience as the utmost concern. Although this could be a great weakness in the newspaper as an advertising medium, it did not hinder its progress in continuing to serve a unique role among the mass media (Baker, 1994; Lacher and Rotfeld, 1994); having about two-thirds of the consumer adult population reading a newspaper (Maxwell and Wanta, 2001) and a lesser percentage by the new media generation age between 13–24 years (Geraci and Nagy, 2004).

The perception of consumers towards newspaper advertising can be traced back to early researches on gender perception on newspaper advertising by Larkin (1977) who compared college students and older consumers and found minor difference in the opinions the two groups held about the mass media. Similar results are projected by Mauro and Weaver (1977) that though persons in the 18–34 year-old age bracket reads less than those in the group 35 years old and older, their selection of items from a daily newspaper is almost identical to that of older people. Although these research findings could be seen as ancient, Gallagher, Foster and Parson, (2001) in a comparative study on web and print advertising views, claimed that consumer views may possibly remain unchanged over the years. The authors found that web and print participants consistently, across several measures, did not differ in their responses to identical advertisements presented in print or web formats. The study found that regardless of the medium used, consumers would act on the message or abandon it depending on their perception. Klaassen (2009) reinforces it by saying that it is a real challenge to marketers to know who they are listening to and the real opinions of people who buy the brand.

As for Fiji, a report from The Fiji Times Online site stated that The Fiji Times is Fiji’s most visited news website, consistently enjoying over 700,000 visits every month, and
has an average of 28,500 readers online every week from Fiji and abroad (URL: http://www.fijitimes.com/advertise.aspx). Burese (2011) reporting Tebbutt Research findings on media survey in The Fiji Times, said that The Fiji Times readership for 2010, from Mondays to Fridays, was 72,993, making it the highest readership in the newspaper market in Fiji. The Fiji Daily Post circulation and readership from Monday to Thursday stood at 9,000 and for Friday and Saturday at 12,000 (Source: email correspondence with Advertising Manager-03/04/2008; 28/03/2008; 31/03/2008). This is evidence that Fiji consumers are involved with newspaper reading and have viewed advertisements through the newspapers. However their perception, as with TV is not known. Nevertheless, given the great amount of readership interest in the newspapers, Fiji consumer perception to newspaper advertising can be assumed here to be either homogeneous or different.

### 2.8 REFLECTIONS

TV and Newspaper media differ markedly in their capacity to convey information and advertising to consumers. Such differences can also cause consumers to have different perception towards various media and the advertising content, and the advertising literature has explicitly displayed that. As stated by Lu Hsu and Chen Mo (2009), consumer perception to the advertising and the media can affect their behavior. Heo and Cho (2009) state that selecting the right media for advertising has never been as much of a ‘hot potato’ for advertising practitioners as it is now. This could be attributed to the uncertainty that surrounds consumer perceptions and their behavior towards the advertising media, making the task more uncertain and challenging to marketers in deciding what really influences consumer perception to advertising, let alone what type of media to advertise in to arrive at the bet result. As indicated by Bhatia (2011) understanding consumer behavior is not particularly easy and it is almost impossible to predict with complete accuracy how consumers will behave in a given situation. Amid these challenges, there is light to brighten the path. Franke, Huhmann and Mothersbaugh (2004) state that potential benefits of advertising information to consumers can be accrued under a condition that consumers notice, process and comprehend advertising information. Cheng (1999) and Kinley, Josiam and Lockett (2010) have offered some directions to practitioners of advertising
namely that in whatever media used, advertisements directed to consumers should be relevant, attractive and effectively executed. Thus a look at achieving creativity in advertising design as a means of achieving positive consumer perceptions to advertising is significant.

2.9 CREATIVITY IN ADVERTISING DESIGN AND CONSUMER PERCEPTION: A LESSON TO LEARN

Initially, creativity in advertising design was formally seen to be a secondary topic of research with less emphasis placed on it (Burroughs and Mick 2004; Yang, 2006; Mercanti-Guérin, 2008). However, recently creativity in advertising design has become a major research topic. As stated by Im and Workman (2004) and Smith, Chen and Yang (2008) while advertising textbooks, trade papers and practitioners have long understood the importance of creativity in advertising design in a competitive market place, academic research has only recently begun to focus on this important topic; after many years of disinterest and neglect (Zinkhan, 1993). To showcase the significance of creativity in advertising design, sources like publications in academic research (e.g. Smith and Yang, 2004; Till and Baak, 2005); advertising textbooks (e.g. Wells, Burnett and Moriarity, 2006); trade journals (e.g. Advertising Age, Ad Week, Creativity); even industry awards like the Clio Awards, Effie Awards (Yang, 2006) have all complimented the relevancy of the topic in the commercial market.

Although some studies have found limited or no effects, more systematic studies show powerful effects of creativity in advertising design on outcome perspectives (Smith, MacKenzie, Xiaojing, Buxhholz and Darley, 2007). For instance, Pick, Sweeney and Clay (1991) found that creative slogans are more likely to be recalled and recognized in an incidental learning context. Kover, Golberberg and James (1995) supported the notion that creativity in advertising design impacts consumers’ emotional reaction, ad attitudes and purchase intentions. Further supportive results by Goldenberg, Mazursky and Solomon (1999) found that ads using creative templates were more likely to be recalled. Ang, Lee and Leong (2007) in a follow up study done by Ang and Low (2000) found that creativity in ad design has favorable effects on responses such as recall and brand attitudes. Further attribution to the importance of
creativity in advertising is suggested by Bernstein, (1989, p. 18 c.f. Hill, Johnson, Pryor and Hahim, 2007) in the vertict that creativity is the main raison of the advertising agency and the shiny apple at the front when it puts out its stall. Agarwal (2002) further adds that the purpose of creativity in advertising design is to ensure that the ad has the ability to attract attention, which is the primary intention (Moriarty and Robbs, 1999). This is also complimented by Barrister (2005) in saying that advertising is an art, therefore the designs should be ones consumers choose to watch. The attractiveness of advertising is essential to draw attention from readers Lu Hsu and Chen Mo (2009).

Since creativity in advertising is intended to illustrate key features of the products or services, the literature defines creativity in advertising design to be made up of two components. The first determinant of creativity is divergence (e.g. Till and Baack, 2005), in which an ad contains elements that are novel, different or unusual (Smith and Yang, 2004). Smith et al. (2007) examined the divergence factors developed in the pioneering research of Guilford (1950, 1956) and Torrance (1972) and identified five factors that could account for the ways in which divergence could be achieved in advertising:

1. **originality** (ads containing elements that are rare and surprising—a move away from the obvious and commonplace)
2. **flexibility** (ads that contains different ideas—a flexibility of perspective)
3. **elaboration** (ads that contain unexpected details or finish and extend basic ideas so they become more intricate, complicated or sophisticated)
4. **synthesis** (ads that combine, connect, or blend normally unrelated objects or ideas)
5. **artistic value** (ads that contain artistic verbal impressions or attractive colours or shapes).

While most researchers agree that divergence is a central determinant of creativity in advertising design (Smith, Chen and Yang, 2008), many argue that the ad also must be relevant (Jackson and Messick 1965; Besemer and Treffinger 1981; Besemer and O’Quinn 1986; Haberland and Dacin 1992; Thorson and Zhao 1997; Chandy and Tellis 1998; Smith and Yang 2004). The relevant component of creativity in advertising design reflects the extent to which the advertising elements are
meaningful, useful or valuable to consumers (Smith, Chen and Yang, 2008). Smith and Yang (2004) theoretically reviewed research across different domains and found that most researchers agreed that creativity occurs only when both divergence and relevance are high. In other words, for advertising to be divergent it must display characteristics like novelty, imagination, artistry, fluency of ideas; and relevance in terms of meaning, having a clear message, being well understood, appropriate and valuable to consumers (Smith and Yang, 2004).

Given the positive outcome perspectives of these creative components in advertising design, it is vital that companies incorporate and pursue such strategies (Anderson, Engeldow and Becker, 1978). As stated by Garcia and Martinez (2003); Aspray (2006) and Decrop (2007) the practice of the art will lead to effective advertising campaigns that could successfully capture consumer attention (Coulter, 1998). Zaltman, Duncan and Holbek (1973) and Yang (2006) further state that creation and development of creative ideas should be considered as the core elements of an innovative strategy and a key determinant of innovation, which motivates the generation of new ideas (Amabile 1988; Amabile, Conti, Coon and Lazenby, 1996). Elaborating on the importance of creativity, Im and Workman (2004) have this to say: “creativity renders a sustainable competitive advantage to a firm because it is a strategic resource that is valuable, flexible, rare, and imperfectly imitable or substitutable”. Its significance to marketers has led Rossiter and Percy, (1997) to appeal for an understanding of creativity in advertising design, because it has impacts for brands (Lothia, Donthu and Hersberger, 2003) especially for brands constantly seeking differentiation, and for advertising agencies anxious to demonstrate their effectiveness to their clients (Rossiter and Percy, 1997). These claims are reinforced by Smith and Yang (2004) who indicate that creative advertising helps attract more attention from consumers as less creative ads creates divergence.

The views and challenges shared on the importance of creativity in advertising designs are guidelines with which Fiji advertising media can capitalize and practice, as they can minimize ineffective ads that cause misconstrued perception and negative behavior. As stated by Goldenberg, Klenosky, O’Leary and Templin (2000) and Yih Wu and Su Fu (2010) positive feelings represent the benefits perceived by consumers while negative feelings represent associated or perceived risks, which have an impact
on consumer willingness to repurchase a product. Two good examples are presented below of uncreative ad design that causes negative consumer perception to the advertising media, not only in Fiji but can apply elsewhere.

The first example is a letter to the editor (The Fiji Times, September 14) by a consumer- Hazelman (2009) on a TV ad on toilet paper with these words “at the end of the day, take comfort in a soft toilet paper?” This is the perception of a Fiji consumer on the ad and it states! “I still cannot work out the soft toilet paper TV advertisement. If it is about its softness, the ad still does not make sense. We all know the main usage of toilet paper-toilet-wipe-flush. Why on earth would anyone, after having a hard day, be comforted by soft toilet paper? Am I missing something or is it the new trend?”

The second example is related to the picture shown below in figure2.1 with the perception of a Fiji consumer on the ad.
Figure 2.1 A billboard provoking negative consumer reaction

“*The media decree should be amended to cover advertising on billboards, TV, print, radio and electronic media... come on VTS, you can do better than that, and remember it is not always about money, for everyone*” (Dau, 2010).

The views of Fiji consumers highlighted on the two advertisements could be seen in these perspectives. Firstly, since creativity in ad design intends to minimize confusion and improve understanding it is obvious that Fiji advertising media lack such traits and hence a reminder of the significance of having creative ad designs are “hugely
important in influencing brand perceptions and purchasing decisions” (Scott, 2009). Secondly, as said by Schudson (1984) advertising presents an idealized picture of life in a particular society; and a reflection of culture (Hong, Muderrisoglu and Zinkhan, 1987; De Pelsmacker and Geuens, 1998). Such scenarios offer a reflective picture of the Fiji advertising environment and its lack of understanding of the significance of consumer perception and their behavioral responses towards the advertisements and especially the product.

In these two examples, it is obvious that both consumers are most likely to have a negative perception to advertising just because advertisers are not creative. The first ad may offend by indelicacy, and the second may offend by being insulting of the reader or ignorant in accusing the user of stupidity because a server crash.

On the other hand (Lear, 1985 c.f. Nevette, 1992) believed that advertising does not necessarily constitute a direct expression of mainstream values. Similar belief could be taken by VTS as stated in the top right hand corner of the picture ad above “We always make sure that the content of the billboard is such that they do not offend the people reading them”. Though these could be defensive on the company’s part, people’s perception of the advertisement is obviously different – a negative reaction by the public calling relevant authorities like the Suva City Council, Lami Town Council, National Road and Safety Council, Country Planning Department to do something. Such a scene is an example of uncreative ad designs resulting in negative consumer perception and behavior. As stated by Reid and King (2003), advertisements and the media that deliver them must work together to produce an intended communication effect. To which Ball (2010) alleged to be an alignment of the 3M’s- market, message and media. Studies conducted on perception have yielded results that have underlined the importance of projecting the right image to the person to whom the message is addressed (Krish, 2009); otherwise consumers will not only be misled but will be confused and annoyed as interpreted in the above picture ad as – ‘idiots’ – leading to negative repercussions.

To minimize such situations, Yang (2006) presented a guideline and a benchmark in determining creativity in ad designs: “If the determinants of creativity are robust across exposure conditions, researchers and practitioners should just use creativity as
a common phenomenon. If the determinants of creativity are not equally diagnostic (in terms of ad effectiveness), researchers and practitioners should treat ad creativity differently under different exposure conditions and design assorted marketing communication strategies for each exposure condition”. Yingfang (2007) supplements the success of creativity with the importance of advertisement using concise or economical language as this helps consumers to notice and memorize the ads easily. Such commendation is a catalyst in which Fiji advertising media can use to minimize confusion and ensure successful consumer perception to TV and newspaper advertising. Together with phrases like ‘It felt good to hear talk about staying positive, looking up and not down, thinking big and not small’ (Anonymous, 2008, December 3) should be a motto and an inspiration to the Fiji advertising industry that if they are to stay positive and have consumers look up to them, then they have to think and feel big for consumers by coming up with creative ad designs that would connect them to consumers, bringing out the positive outcome that they are looking for.

As stated by Bapna and Radhakrishnan (2011) creativity is the future and there is no question about it. We have to be more creative about doing all the things that we do; and that basing your future in the creation of ideas will ensure you will always have a place at the top of the table.

2.10 THE IMPACT OF CONSUMER PERCEPTION TOWARDS ADVERTISING ON THE MICRO-AND MACROECONOMIC ASPECTS OF THE MARKET

The microeconomicS of the market looks at the smaller units of the economy and their behavior in which individuals or consumers are one of the components. This aspect of the market is concerned with how individuals make decisions and what effects those decisions have (Best and Widmaier, 2006). By contrast, macroeconomics looks at the behavior of the economy as a whole (Stiglitz, 1997: p. 17); which is also founded on the perception people have towards the various components of the economy (including advertising) and their expectant behavior towards them. As stated by Carroll (2003) ever since the traditional foundation of macroeconomics by John Maynard Keynes (1936), economist have understood that
macroeconomic outcomes depend upon expectations. Thus an evaluation of consumer perception towards advertising and their expectant behavior—whether favorable or unfavorable (Mehta, 2000)—will surely have an impact on the micro- and the macroeconomics of the market.

2.10 (a) MICROECONOMIC IMPACTS

**Impact on Product Value**
Consumer perception to advertised products or services can have an impact on the product value since consumers have a variety of meanings attached to what a product means to them. For instance, Yih Wu and Su Fu (2010) said that product value can be either internal (describing preference or behavioral recognitions) or external (describing the ultimate status desired by consumers). The trade-off resulted in use of the term product value to mean different things to different consumers (Akhter, 2009). For example, product value could be associated with low price (Bishop, 1984); quality of the product (Dodds and Monroe, 1985); what they get for what they give (Sawyer and Dickson, 1984; Zeithaml, 1988, pp. 14); or it could be benefit oriented (Grewal, Monroe and Krishnan, 1998). Hence consumer perception to product value is regarded as one attribute to which consumers pay most attention (Creusen, Veryser and Schoormans, 2010). The preference given to product value by consumers in their decision making affects the market since perceptual value in consumers’ minds will make the product either desirable or not (Bove’e and Arens, 1989), which then leads to consumer willingness to buy (Dodds, Monroe and Grewal, 1991) and repurchase intention (Petrick, 2002) or negative reaction.

**Impact on Product Price**
The impact of consumer perception on product price and its relation to consumer behavior has not been adequately explored in the literature (Akhter, 2009). Although price promotions are increasingly common in the market place, relatively little is known about how consumers evaluate them (Barone and Roy, 2010) let alone the impact of consumer perception on product price. Nevertheless, this does not negate the fact that when consumers perceive advertisements, pricing becomes an important determinant of their purchase behavior and an important factor in their decision-
making (Deslanders, 2003). As stated by Krishna, Briesch, Lehmann and Yuan (2002) and Winer (1988, 2005) that consumer perception to advertising can determine the way prices are framed. Take for instance, in the face of competition consumer perceptions on price will often lower prices in a bid to increase sales (Gupta and Woong Kim, 2010). Tang, Smith and Montgomery (2010) on the same note said that a variety of analytic models predict that increased consumer search will lower price levels among competing retailers. On a wider scope, Stanforth and Hauck, (2010) said that consumers may not allow the firms to increase prices to cover the increased costs of production. All these assertions implied that consumer perception can impact the barriers and exposure of product prices.

**Impact on Consumer Demand**

Since every product possesses both physical and abstract properties (Homer, 2006), the decision to purchase or not to purchase is based on what Iyer and Kuksov (2010) term perception to be the signal – in which the choice made to act or not will affect consumer demand. Rice (2001), defines choices as things that make consumers best of. Since every consumer would like to have the best, they will engage in examining a variety of options in order to fulfil the need through the process of deduction, trying to identify the product that has the features or benefits that appeal to him (Solomon, 1999). Apart from the norms of product indicators in which consumer perceptions to advertising have an impact on consumer demand, there are other ways in which consumer perception to advertising affects consumer demand. Such factors are consumer lifestyle, which directs consumers to perceive certain brand preference to others as a way of depicting their lifestyle (Alden, Steenkamp, and Batra, 2006; Young Lee, Knight and Kyung Kim, 2008). As a result a majority swing to a side will impact demand. In addition, consumers having a negative product evaluation when perceiving ads will automatically impact consumer demand (Pope, Voges and Brown, 2009). Last but not the least, parental perception on ads that they think have negative impact on their children’s life and health (Mittal, Daga, Chhabra and Lilani (2010) will restrain them from purchasing those products, which will also impact consumer demand.
**Impact on Product Sales**

Although the objective of promotional activity is to increase sales, the efficiency of any given advertisement or advertising campaign cannot be measured in terms of a direct advertising-to-sale relationship, since in addition to advertising, several other variables influence sales. For example, variables that are internal and external to the firm, such as salesmanship, merchandising, sales promotion, weather, the phase of the business cycle and competitor activity, will cause sales level to fluctuate regardless of how advertising is used (Petrof, 1970). Although recent advances in research showed that the results are still inconclusive as to the relationship between consumer perception and sales (Vogel, Evanschitzky and Ramaseshan, 2008), other findings have pointed out that positive consumer perceptions to advertising may lead to increase in sales of the product and other in store products causing a general increase in total sale of the store (Bove’e, and Arens, 1995). Caminal and Vives (1996, p. 222) went on to say that when consumers show interest in the advertised company products it will result in practical action causing an increase in product sales. Reversibly, a negative perception will result in a negative reaction, meaning that in either way, consumer perception to advertising will impact sales.

**Impact on market share**

One method of achieving positive market share is through advertising Vakratsas (2008) and studies have shown that positive market share is complementary to that on positive network externalities; and one such factor is the increased usage of a product or service by the number of individuals or consumers (Katz and Shapiro, 1985; Hellofs and Jacobson, 1999) which is the result of consumers having positive perceptions about the product or service. It is also claimed by Glazer (2009) that companies that spend a little bit more in ads fared well in terms of their market share; which (Arthur, 1996) put as increasing awareness in the business, leading to potential for an increased return in scale. Apart from these positive network externalities, there are negative ones like consumers perceiving quality of product or services to decrease when market share increases, and this may affect consumer behavior towards the product or service, which also impacts market share (Hellofs and Jacobson, 1999). Either way of the continuum, consumer perception of advertised products or services will definitely affect market share.
2.10 (b) MACROECONOMIC IMPACTS

Impact on Competition
The concept of macroeconomics looks holistically at the development and sustainability of performance level in the economy in which market competition is a critical component in maintaining a vibrant competitive market. One strategy for achieving market competition is through advertising (Kazem, 2003), and since advertisements were designed to attract consumer attention (Yih Wu and Su Fu (2010), consumer perception to advertising and their action will certainly impact competition. Alternatively, as pointed out by Pelsmacker and Geuens (1998), as long as the ad does not generate positive feelings, it does not generate other positive communication effects; meaning that market competition is dependent on the positive and the negative perception of consumers and their actions. As claimed by Bovee and Arens (1995) consumer perception can reduce the number of businesses in an industry in terms of eliminating the ones that serve consumers least effectively, stimulate competition within the remaining ones and stimulate competition between local and international brands.

Impact on the economy
Research has examined the effect of consumer perception to advertising on the economy, and findings have been mixed (Coulter, Zaltman and Coulter, 2001). For example, some research indicates that consumers believe advertising is a necessary component of the marketplace, is good for the economy, and on average raises the standard of living (Reid and Soley 1982; Muehling 1987) which result in better products and promoting competition Reid and Soley 1982; Muehling 1987; Andrews 1989). Other studies suggest a more neutral feeling about these economic effects of advertising and consumer perception (Andrews 1989; Pollay and Mittal 1993; Andrews, Durvasula, and Netemeyer 1994) while others are less favorable in regard to the matter (Haller 1974; Pollay and Mittal 1993). The ambivalence of views on the concept does not refute the fact that a nation is made up of consumers in which their perception and actions will impact the economy on either in a small, medium or a larger scale. Taking also the above findings on micro and macro aspects, consumer perception on these variables will certainly bring reaction to the economy.
2.11 SUMMARY

The imaginative phases of advertising in Fiji opens the path into better knowing and understanding of how advertising is in Fiji and the perception that could stream from the influences of these phases in the lives of Fiji consumers, affecting how they perceive TV and newspaper advertising. Also, the chapter looks at the ripple effect of how consumer perception to advertising not only impact an individual consumer’s life but extend to cover various product attributes, companies and the economy at large at the micro-and macroeconomic level of the market. The result shows that the repercussion of consumer perception towards advertising is great and should be of prime importance to businesses. The awareness of these streams of thought will better the knowledge and appreciation of the significance of the concept (consumer perception) which will then guide Fiji advertisers into presenting ads that will capture consumers’ attention and achieve the total market gain expected. The next chapter will look at the theoretical framework comprising a preview of theories and prior empirical models of consumer perception to advertising and a proposed conceptualized model of Fiji consumer perception to TV and newspaper advertising. The proposed features in the conceptualized model are believed to have played a significant function in the formation of the general perception of Fiji consumers to TV and newspaper advertising. Though these variables may have been examined in other empirical studies, they are new to this research study and no prior study has used them in Fiji and in the area of advertising. As such, these variables will be examined separately to determine their connection as to how they influence Fiji consumer perception to TV and newspaper advertising and affect consumer behaviour.
CHAPTER 3

THEORETICAL FRAMEWORK AND THE DEVELOPMENT OF HYPOTHESES

INTRODUCTION

At the heart of any consumer action (positive or negative) is the application of consumer perception reflected on information received. One one way in which information is obtained is through selected media, of which TV and newspapers two of Fiji’s main facilitators of promotional information, are chosen. Given the fact that consumer perception to TV and newspaper advertising can be positive, factors affecting the construct can be extremely complex. As stated by Patwardhan, Flora and Gupta (2010) a consumer buying behavior can result from deeply held values and attitudes, their perception of the world, their place in it, from commonsense, from impulse or just plain take. As such consumer decision making process is influenced by many factors such as cultural, social, personal and psychological (Patwardhan, Flora and Gupta, 2010); and other factors like economics, media choices and product information and attributes. Therefore, this research has proposed that consumer perception to TV and newspaper advertising can be influenced by variables of three types:

(a) the type of media in which advertising is presented
(b) product information and attributes presented in the advertisement including product price, product quality, product value, product benefit, product country of origin, product popularity and company image
(c) consumer personality, economic and socio-cultural factors.

These three themes are assumed in this research to have played an integrated role in influencing the overall perception consumers hold towards TV and newspaper advertising, thus affecting their behavioral reaction. Rowley (1997) points out that when consumers are presented with advertisements, their perception is influenced by numerous factors. Tse, Belk, and Zhou, (1989) complements those thoughts by saying that consumer behavior is affected by the socioeconomic conditions of the market.
namely income, mobility and media access. Using these lines of thoughts as a backdrop, the research hypotheses were formed to answer the following three research questions.

(a) What factors influences consumer perception towards TV and newspaper advertising?

Elaborating on the type of factors that may influence consumer perception towards the two media, Rowley (1997) stated three factors: (1) personal factors such as age, lifecycle stage, occupation, education and economic situation; (2) psychological factors, such as motivation, learning, beliefs and attitudes, personality; (3) social factors, such as consumers’ small groups, family, reference groups, social role and status. Patwardhan, Flora and Gupta (2010) stated two factors which are (1) cultural factors, which represent beliefs and social processes (in many cases, people learn to act by interacting or observing other members of society); (2) marketing programs, which are said to have a considerable amount of influence on consumer buying decisions. These marketing programs include perceived product price, perceived product quality, perceived product value, perceived product benefit, perceived product country of origin, perceived product popularity and perceived company image. In this regard, Dibb, Simkin, Pride and Ferrell (1994) point to customer satisfaction as being a major aim of the marketing concept that is a catalyst in influencing consumer perception to TV and newspaper advertising.

(b) What are the similarities or differences in consumer perception towards the two media?

This is taken from the perspective that in the face of globalization of markets, international competition, migrational patterns of consumers and consumer exposure to transnational communication media are all factors contributing to a mentally multicultural population in a domestic market with alternative behaviors and wants (Douglas and Craig, 1997; Luna and Gupta, 2001). These can lead consumers to have either similar or different perceptions towards advertising. An intended purpose of the present study is to determine whether these processes can be identified among Fiji consumers.
Does consumer perception towards TV and newspaper advertising affect consumer behavior?

An assessment of the first two questions will hold the answer for the final question.

Although the identified variables have been examined by various researchers in relation to consumer perception and behavior towards advertising, none of the studies has looked at their joint implications nor specifically to Fiji as a case study. As a result, an assessment for a deeper comprehension of consumer perception to advertising in Fiji is crucial. To realize and appreciate the research topic, a short review of theories and empirical models on consumer perception to advertising will give the research a more practical base and distinct contribution. It is also noted that the theories and empirical models highlighted here appeared to share similar focus and objectives and these guide the study into formulating a new model deemed to describe Fiji consumer perception to TV and newspaper advertising. This model will then be tested in chapter-5.

3.1 REVIEW OF THEORIES AND PRIOR EMPIRICAL MODELS ON CONSUMER PERCEPTION TO ADVERTISING

According to Lipstein and Neelankavil (1982) it is very important to aim for a set of theories as it offers guidance for practitioners and researchers, and also a model as it provides the basis for measurement. Similarly, in a conference organized by MSI (Marketing Science Industry) in July 1980, formally called “Closing the Gaps in Advertising Research”, academics and practitioners identified three priority topics that would be important for future research:

(1) theory of individual consumer response to advertising
(2) measures of individual consumer response to advertising
(3) advertising operating issues.

Of the three, the first two appear to have the highest priority because they deal with the central issue of how consumers respond to advertising and how to measure it
(Schmalensee, 1983). The propositions suggested add value to this study since the research focus is centred on the first two issues. In addition, it also aids the research to maintain soundness and benchmark its findings against past theories and empirical models on consumer perception to advertising. Furthermore, the synopsis in theories and model(s) helps this research to discover whether the selected variables did influence Fiji consumer perception to TV and newspaper advertising and affect their behavior.

In a number of empirical studies involved with advertising, two theories that commonly come up in association with consumer perception are the cognitive theory and the affective theory (Park and McClung 1985; Park and Young 1986; Gyo-Lee and Thorson 2009). Cognitive involvement refers to the thought-related reactions generated by stimuli, while affective involvement consists of feelings and arousal induced by stimuli (Park and Young 1986). Medically, Mittal (1987) explained that cognitive involvement stimulates cognition, based in the left brain, whereas affective involvement leads people to use the right brain, which processes the symbolic and image related-aspects of objects. The FCB grid model (Vaughn, 1986; Ratchford, 1987) also suggested two types of responses to products, “think” and “feel”. Ratchford (1987, p. 25) states that “think implies the existence of a utilitarian motive and consequent cognitive information processing”, while “feel implies ego-gratification, social acceptance, or sensory pleasure motives and consequent affective information processing”. Aspara et al., (2008) expand the affective theory to include affective self-affinity (ASA) in which an individual or consumer perceives a positively affective congruence between the thing and his/her identity. Previous studies by Shimp and Madden (1988) and Ahuvia (2005) suggested that an individual’s relationship with any (consumption) object may involve positive feelings of affect, as well as identification.

The theories collectively points that when consumers are exposed to advertising, in this case in TV and newspapers, they cognitively conceptualize or think about what they see and if they are affectionate about it because they identify themselves with the ad, the probability for a positive reaction is high. Similarly, negative cognition or perception of the ad will cause an affective and negative self-identity and so the chance of a negative consumer reaction towards the ad is high. Tylee (1989) and
Meenaghan (2001) explain this type of see-saw perception to advertising (being favorably disposed towards certain aspects while negative about others) as a love–hate relationship.

Similarly, various consumer behavior models have been developed; however, elements of the model and the associated effect on behavior have been examined in isolation (Rickwood and White, 2009). Nevertheless, the value associated with analysis of the consumer decision making process is widely recognized (Engel et al., 1986; Foxall, 1980; Schiffman et al., 2001); and as a result various consumer behavior models have been developed and have proven to be useful tools to dissect and understand consumer behavior (Erasmus, Boshoff and Rousseau, 2001; Rickwood and White 2009). Describing models, Engels, Blackwells and Miniards (1995 p.143) think that a model is nothing more than a replica of the phenomena it is designed to present, which represents specification of building blocks or variables and the way in which they are interrelated. Du Plessis, Rousseau and Blem (1991, p.18) also describe models as flow charts of behavioral process.

There are many advantages as to why researchers use models and this includes the possibility to grasp and visualize what happens as variables and circumstances changes. Models also provide conceptual frames of reference that logically indicate the interrelationship of variables for research purpose; and the possibility of understanding different consumer decision processes and marketing strategies. Most significantly, models play an important part in the establishment of theory (Engel, Blackwell and Miniard, 1995 p.143; Du Plessis, Rousseau and Blem, 1991 p.18).

Some of the models that are relevant to this research and are widely used in looking at consumer perception to advertising are:

(1) The hierarchy-of-effects model. Although there are many formats of hierarchy of effects model, this research is directed to one of them only. While this model has existed since the late 1800s, it was not until 1961 that Lavidge and Stiner attempted to provide a quantitative method for measuring the steps that led a consumer to purchase a product. In their study, “A model for predictive measurements of advertising effectiveness”, Lavidge and Stiner theorized that there were six steps in the process that leads a consumer from a basic state of unawareness to product purchase:
One important feature of their study was the assertion that true measure of the effectiveness of the advertising requires measurements of changes at all levels or steps (Wood, 2004). However, consensus is not always achieved. For instance, Weilbacher (2001) contended that there is not a single hierarchy model that demonstrates a valid description of how advertising works. The reason the model cannot be validated is that it is concerned only with one form of advertising, communication that is advertising. Another criticism according to Weilbacher, is that the model tends to assume that all advertising reaches consumers in the same way and has the same effect on every consumer. These critics were also criticized by others like Barry; however, it is not the intention of the thesis to dwell on those arguments.

(2) The AIDA (attention, interest, desire, action) model introduced by E. St Elmo Lewis in the late 1800s and early 1900s (Strong 1925a, c. f. Jeong (2004) in which Lewis theorized that sales people, in order to be successful, have to attract attention, (cognition), maintain interest and create desire (affect) and then get action (conation). Yingfang (2007) quoting from America’s Marketing Manager’s Handbook added the letter ‘M’ to the AIDA model which is known as AIDMA model (attention, interest, desire, memory, action). According to Yingfang, the economy of the language of the advertisement makes a contribution to the memory value of the advertisements in consumers’ minds. The AIDA model according to Barry and Howard (1990) also included another letter, ‘S’ for satisfaction as stated by Sheldon (1911).

Barry and Howard (1990) combined the two models (the Lavidge and Stiner hierarchy of effect model and Lewis AIDA model) in a new format which also shows the strands in how consumers perceive advertising and behave towards it.
(3) The learning hierarchy model (cognition, affects and conation, or think, feel and do model). This model is widely hailed because it makes intuitive and apparently logical sense as to how consumers learn about a product through advertising and develop these qualities before making a final purchase (Schmalensee, 1983).

(4) The cognition, affect, experience model, of Vakratsas and Ambler (1999).

These four models and theories on consumer perception runs parallel with each other in that the perception of consumers to advertising will bring about a change in consumer behavior if the elements of liking/thinking towards the advertised product or service, the desire/feeling to have the product and affective urge to purchase the product or service are present.

Dissecting these models, Moorthy, Ratchford, and Talukdar (1997) and Patwardhan, and Ramaprasad (2005) said that many traditional consumer decision making models are based on the assumption that the consumer is rational and adaptive. Hence these models propose a series of mental and motor steps (Howard and Sheth 1969 c.f. Patwardhan, and Ramaprasad, 2005) that envisage decision making as progressing from problem/need recognition, through information search and evaluation and purchase decision; to post-purchase behavior (Schmidt and Spreng 1996), whereas the goal-oriented approach to decision making follows stages as the consumer moves from awareness and knowledge (cognitive stage) to liking and preference (affective stage) to conviction and purchase (conative stage) (Aaker and Myers, 1982). Although the various models that have emerged differ slightly in the number of steps

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**Figure 3.1 Combined hierarchy of effects and AIDA models of consumer behaviour**

<table>
<thead>
<tr>
<th>Model Stages</th>
<th>Model Order</th>
</tr>
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<tbody>
<tr>
<td>Cognitive</td>
<td>Awareness</td>
</tr>
<tr>
<td></td>
<td>Knowledge</td>
</tr>
<tr>
<td>Affective</td>
<td>Liking</td>
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<tr>
<td></td>
<td>Preference</td>
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<tr>
<td>Conative</td>
<td>Conviction</td>
</tr>
<tr>
<td></td>
<td>Purchase</td>
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</tbody>
</table>
(Haubl and Trifts 2000) and the nomenclature used for the steps, they all at a core maintain a knowledge-attitude-behavior sequence (Lavidge and Steiner 1961). The variations in models may not only reverse or change the hierarchy but also result in abbreviated or expanded hierarchies (Crozier and McLean 1997; Sheth 1974 c. f. Patwardhan, and Ramaprasad, 2005). However, Vancouver and Scherbaum (2008) have cautiously warned researchers that models might not always make the same predictions nor can we assume each is an equal representation of the humans they are modeling. Such a recommendation as that of Vancouver and Scherbaum defends this study’s assumptions that the variables proposed in this research conceptualized model can either support and uphold previous models and findings or disagree with it.

The diminutive review of theories and empirical models on consumer perception of advertising guided this research to design a coherent structural model and identify variables that could jointly influence Fiji consumer perception to TV and newspaper advertising. While the advertising literature may have identified many variables and attributes that may influence the perception of consumers to advertising, it is not practically and methodologically sound to include all of that in this model. Hence only the variables perceived in this research to influence Fiji consumer perception to TV and newspaper advertising and the literature pertaining to the components of the conceptualized model will be examined. The operationalization of testing the variables in this model will be presented in chapters 4 and 5. Thus the model stated below shows the primary dimensions that were deemed to influence Fiji consumer perception to TV and newspaper advertising, which then impacts their behavior.
3.2 PROPOSED PRIMARY DETERMINANTS THAT MAY INFLUENCE FIJI CONSUMER PERCEPTION TO ADVERTISING AND THE FORMATION OF THE HYPOTHESES

The factors affecting consumer perception to advertising are examined under three main pillars, as stated in the conceptualised model in figure 3.2.
(a) Perceived type of advertising medium
(b) Perceived product information and attributes – (product price, product quality,


product value, product benefit, product country of origin, product popularity, company image)

(c) Personal- (age, gender, ethnicity, occupation, education level, area of residence, status) economic – (income received by consumers, devaluation of the Fiji dollar and economic recession) and socio-cultural factors – (religious beliefs, traditional beliefs, family/friends/colleagues, past experience, views on fashion). The structural contents of a pillar will be examined separately synchronizing with the hypotheses.

3.2 (A) Perceived Type of Advertising Medium

It is factual knowledge that for advertising to reach the consumer, a medium is needed to present the market information. However, the decision as to which medium to watch or read for the information is purely the consumer’s choice; as Mya, (2006) metaphorically places it, media selection will be driven by where consumers’ “eyeballs are going”. This is because consumers have very definite ideas about which media would provide the best sources for specific types of information and also which media would provide the best sources for advertising that would help them in making specific purchasing decisions and particular image values that affect consumer receptivity of the advertisement (e.g. Aaker and Brown, 1972; Gardner, 1985; Larkin, 1986; Mathur and Chattopadhyay, 1991; Tavassoli, Schult; and Fitzimons, 1995).

Confirming those findings Bradshaw and O’Doherty (2009) quoting Tim Bleakley, a UK managing director for CBS Outdoor promotions said that people are most likely to use media that are vibrant and nobody sold anything from an empty barrow. An Anonymous (2010, February, 8) report on this appeared in the U.S. Newswire: “In this new age, media value is one of the most valuable means of determining the effectiveness of marketing initiatives”. Again an Anonymous report (2008, October, 30) quoting Sukhpreet Singh, General Manager (Brand Marketing) of the consumer durables company Whirlpool of India, in the Businessline said that the choice of media could be altered, depending on the campaign objectives and effectiveness of each medium to deliver results. On a wider scale the advertising media is said to have the ability to control the markets and the overall economy (Pollay and Gallagher, 1990; Chyong and Jin, 2009). A further study carried out by Blueview and Lightspeed Research found that two-thirds of people would not consider buying the products or services of a company if it did not offer their preferred channel of contact. They found
that when considering a new brand or company, 66% of survey respondents would base their purchase decisions on the communication channels on offer (Anonymous 2009; August 27). Kim and Lee (2008) in a study looking at consumer product search and purchase behavior in retail channels found that consumers who perceive a certain retail channel more useful for product information will purchase products via that channel.

On these bases it is apparent that the type of medium used in advertising does have an influence on the perception of consumers to advertising and their consequent reaction.

**Hypothesis Development**

Based on this body of theory and findings the first hypothesis is:

**H1:** The choice of media in which to advertise in Fiji influences consumer perceptions on advertising.

3.2 (B) Personal Characteristics, Economic and Sociocultural Factors

The three components in this pillar will be diagnosed individually under the sub-variables to give an indication as to how these selected variables influence consumer perception to TV and newspaper advertising and affect consumer behavior.

(i) **Personal Characteristics**

*Age, gender, ethnicity, occupation, education level, area of residence, status*

Extensive literature reveals that many studies have examined the relationship between personal factors and purchase behavior (Jeff, 2004). Thomson and Rao (1990) list the most prevalent variables as gender, marital status, ethnicity, education, income level, age, geographical mobility and family size. Assael (1998) also argues that customer demographics, lifestyle and personality characteristics influence product or service choice. Similarly, Hawkins, Best and Coney (2001) alleged that demographics influence consumption behaviors directly and have an impact on other attributes of individuals such as their personal values and decision styles, which also influence consumption. Thus an examination of the underlined variables under personal characteristics will help disclose the position as to why they are seen to influence Fiji
consumer perception to advertising.

**Age**

Age is described by Cho (2001) as a factor that shapes a group of persons who have experienced a common social, political, historical and economic environment. However, the forces that shape the lives of each age group are different, causing them to behave differently from other age groups. Hawkins, Best and Coney (1998) also indicated that age affects how an individual thinks, feels and behaves and that consumers in different age groups have different attitudes, values and behaviors. They also differ in their choices of products and services, activities and media. Gough and Sozou (2005) add that age is a factor influencing the behavior of a consumer purchasing financial products.

Age is often used by individuals to classify themselves and others into in-groups and out-groups, and as such is likely to lead to differential attitudes and behaviors with respect to these groups (Hogg and Abrams 1999; Thakor, Suri and Salesh, 2008). For example, baby boomers—those who were born 1946 and 1964, have become a very powerful force in shaping the market. They hold professional, managerial and white collar jobs (Francese, 2006) and where the national wealth lies in their pockets. As such, they spend more per capita than consumers between the ages of 25 and 34 and are less likely to shop on impulse (Edwards, Ryan and Pinkoviz 1997). Generation Yers (persons born between 1979 and 1994) represent the second largest bulge in the population, and have also exerted their influence on the consumption market. They are suggested to be the most consumption-oriented generation ever, they often shop with both friends and parents. Invariably, shopping for them is usually linked with entertainment and celebrity. Generation Xers (persons born between 1965 and 1978) represent yet another demographic that is important to retailers. Fewer in numbers compared to baby boomers or generation Yers, they also exert their own form of influence. This is a generation of people that do not live for others but celebrate their individuality. Very much oriented around individualistic styles, they admire different opinions, culture, and causes. They are deeply rooted in their beliefs, a support of environmental and other political causes. This groups’ consumption is based on feelings, personal emotions and beliefs.
The differentiation in consumer characteristics in the generation years and their responses towards the market show the different perceptions existing within and between the generations which can also be targeted by advertising. Other research findings who also look at the different age categories of consumer and stated that they perceive and response differently to stimuli are: Panwar and Agnihotri (2006), who did research among urban Indian children of how they process TV advertising messages. From data collected from 250 children between 7 and 12 years of age drawn in the sample from five major towns of the relatively affluent western state of Gujarat (India), it was found that children’s ability to decode and process advertising messages and to understand their intents is influenced not only by their cognitive abilities at different age strata but also by their social and personal environments. Klein and Klein (2000) also explained that as women (and men) grow older, their self-concept changes and grows stronger and more stable, and thus their consumption patterns changes. Assael (1998) revealed that older and younger potential customers had different needs and expectations, and as people grow older, they are more experienced and their expectations of product and quality and service are higher.

With such clear differences in tastes and buying behavior across age groups (Sacha, 2006), it is possible that consumer age variable is an influencing factor in how Fiji consumers perceive TV and newspaper advertising affecting their behavior.

**Gender**

The term gender is defined by Krieger (2002) as a social construct which entails culture-bound roles, behaviors and conventions, as well as relationships between the male and female sexes. Jacobs, Thomas and Lang (1997) direct the word gender to refer to cultural rules, ideologies and expected behaviors for individuals of diverse phenotypes and psychological characteristics. According to Putrevu (2001, 2004, 2010) that men and women think and behave differently is commonly accepted in most societies, and that a host of social and biological factors seem to drive these differences. Putrevu added that researchers have postulated the differences to the information-processing styles to be responsible for the gender differences in ad response. Hofstede (1980; 1991) also indicates that the gender traits between men and women are different. This divergence in gender means that the way males and females process information is likely to be different (Meyers-Levy and Mahreswaran, 1991;

There is also a significant body of work examining how men and women differ in terms of their purchase behavior, perception of products and how they relate to advertising (Sacha, 2006). For example, women dominate purchases in small appliances while more men buy home improvement products than women (Appliance Design, 2005). Women also are more influenced by experts and expert advertising than their male counterparts (Aronson, 1972). Similarly, researchers have investigated the tendency of women to be more fashion conscious, as well as bigger spenders than men (Goldsmith, Freiden and Kilsheimer 1993); and women have been shown to score higher on opinion leadership and fashion innovativeness than men (Stith and Goldsmith 1989). Other characteristic differences that define the two genders are that men are often seen as selective processors who focus on integrating detailed information. Men tend to be high brand evaluators brought about by comparative appeals (Meyers-Levy and Sternthal, 1991). Men also have a higher attention and elaboration threshold than women and the gender differences in elaborative thresholds led men and women to respond differently to incongruent messages (Chang, 2007). There is also gender difference in performance of cognitive tasks. For instance, Klinteberg, Levander and Schalling (1987) found that women prefer a reflective sequential problem solving strategy and men prefer an impulsive global strategy. In another study men were more likely than women to adopt hypothesis confirming strategies (Chung and Monroe, 1998). Gender differences are also shown for information processing strategies. Women encode more detailed information than men (Seidltiz and Diener, 1998) as well as showing greater recall for new information (Erngrund, Mantyle and Nissan, 1996). Women are involved in comprehensive and intensive information searches whereas men are engaged only in selective information search (Michael, Saad, Cleveland and Browne, 2000). These stated differences mean that women will be more involved in brand evaluations when reading and watching advertisements than men, regardless of what advertising appeals are used (Chang, 2007). These differences do have an implication in the pre-purchase decision-making process (Graham et al., 2002; Clark-Murphy and Gerrans, 2004). However, there is a word of caution and a reminder for this research by Jonsen and Maznevski (2006) that people can be different, but it does not mean they bring different views with them.
Based on these lines of thought, the inclusion of the gender variable in this study is significant because the respondents are not only gender different but the differentiation can also bring a colorful array of perception to TV and newspaper advertising.

**Ethnicity**

Cho (2007) labels ethnicity as uniting a group of people or classifying them together on the basis of common history, nationality, or geographic distribution. Thomas (1986) also defines ethnicity as a categorization of a group membership. Amalgamating those thoughts, Mithun (1983: p. 210; Chung, 1997) said that ethnicity is the manifestation of membership in an ethnic group and is a result of self ascribed identification with people who share a sense of tradition, be that derived from religious, physical, linguistic, aesthetic or historical origins. Summing up age, gender and ethnicity, Mahin (2010) said that diversity may be represented by our generational differences, our differing views or our ethnic and cultural differences because we are all different from one another. Given those backdrops, together with Fiji as a melting pot with ethnicity, the variable is selected as a test pad for the hypothesis.

**Occupation**

The variable occupation in this study was intended to find out whether the respondents are employed or not, as falling into either of these two categories can have an influence on how consumers perceive advertising. As it is, consumer responses to advertising can be attributed to consumers having the money to spend, which boils down to being employed or not. As stated by Nahmens and Ikuma (2009) there is a direct correlation between income level and the purchase power of a customer. It is also stated that a person’s occupation also influences his or her consumption pattern ([http://www.mbaknol.com/marketing-management/consumer-behaviour-and-factors-influencing-buyer-behavior/](http://www.mbaknol.com/marketing-management/consumer-behaviour-and-factors-influencing-buyer-behavior/)). Boardman, Grove, Perkins, and Shepherd (2003) also stated that employment has an important implication for identity, individual well being and social status. Positive outcomes from employment have been identified in previous research to include high self esteem and increased quality of life (Rosenheck et al., 2006; Dunn, Wewiorski and Rogers 2008; Beimers, Biegel, Guo et al., 2010). Also O’Flanagan (2011) said that high unemployment
directly influences consumer confidence, which affects spending behavior. Although the response findings are focused on the positive aspects of being employed, consumers who are not employed can also respond positively, depending on circumstances encountered. Therefore, the possibility of the two causes is there.

**Education Level**

The education variable is proposed in this research to be a deciding factor for Fiji consumer perception to TV and newspaper advertising because for consumers to be able to comprehend what the advertisements is all about they must be able to understand English. Also since TV ads are virtually all in English and to be able to read either the English newspapers (The Fiji Times, The Fiji Sun and The Daily Post) or the local newspapers (Nai Lalakai and Shanti Dutt) and understand what the ads are talking about consumers must have some kind of education background. Also because the research is carried out in various different areas, i.e. urban, rural and islands, the education level of Fiji consumers can be different and this may contribute to the perception they have towards TV and newspaper advertising. Thus a look at this variable from the literature will give a direction as to why the education variable can be a determinant factor in Fiji consumer perception to TV and newspaper advertising.

According to Holt (1998) and Henry (2002) education is a good predictor for social class. It is found that people of lower social class (most likely of a lower education level) are found to use more functional, practical purchase criteria (Henry, 2002) and value goods more for functional and practical reasons (Holt, 1998). For instance, for lower social classes, home furnishings must be comfortable, functional, durable and easy to care for (Holt, 1998). As for higher social classes (most likely with higher levels of education) people use more expressive purchase criteria, pertaining to taste and self expression (Henry, 2002; Holt, 1998). Similarly a study done by Creusen (2010) focusing on the relationship of demographic variables (i.e. age, gender, education and income) with the importance of these more specific product aspects (i.e. aesthetic aspects, symbolic aspects, functionalities, quality and ease of use), found no relation between higher education level and the importance of aesthetics aspects but demonstrated a relationship with symbolic aspects, meaning that people with higher education attach less importance to symbolic aspects in purchasing products. The study also contradicts the findings that education is a good predictor for
social class and suggests that education is not the only contributing factor. Creusen’s findings run on the same thread with Patrovici and Marinov (2005) who reported that as the level of education increases, the level of negative attitude towards advertising increases. However, Creusen’s findings support Henry and Holt’s result that people with lower education find product functionalism very important. Shavitt, Lowery and Haefner (1998) also found that person having less education have a more positive response towards advertising. They also found no effect of education on the importance of ease of use, but the importance of quality increases with educational level. Creusen suggested reasons for the contradictory results to be that the products studied are not the ones presented to consumers in earlier studies and the study country or situation could be different. Another reason could be that the level of consumer education makes them more judgmental in their choices.

The findings of the above research portray a tentative picture that could arise for the selection of the education variable as a contributing factor influencing consumer perception to TV and newspaper advertising, which can be either side of the coin. Nonetheless, suggestions from various authors on the education variable indicate the significance of the variable in consumer decision making. For example, Mansoor and Jalal (2011) report that education is a fundamental factor that assists consumers to take more rational decisions regarding the use of their disposable income; Cho (2007), that higher education results in higher income and education is also related to the value of extra household expenditure; Byrne (2005), Howcroft, Hewer and Hamilton (2003), and Perry and Morris (2005) all found that consumer expertise and knowledge are important to the decision making process for the purchase of financial products or services.

From these views it is possible that the education level of Fiji consumers can affect their perception to TV and newspaper advertising and influence their behavior.

**Area of Residence**

The residence variable was selected to identify the different residential areas the respondents are from and to see if there is any similarity in their perceptions to TV and newspaper advertising. This directs the research to be conducted in different localities around Fiji, in the hope that the different localities where consumers stay
may elicit different perceptions to TV and newspaper advertising. Thus the areas of residence researched are urban, suburban, rural, subrural and islands. Reference to the variable selection as a projected factor in influencing consumer perception to advertising is attributed to these findings. For instance, the Social and Public Health Sciences Unit (UK) in their article on theoretical and methodological contributions to area and health study said that area of residence might influence what aspects of health (e.g. coronary heart disease or depression) or behavior (e.g. diet or exercise) for population groups (http://www.sphsu.mrc.ac.uk/theoretical-methodological-contributions-to-area-and-health-studies.html). Though this is related to health, the projection indicates that consumers' areas of residence might influence the consumer perception to TV and newspaper advertising. Ates and Ceylan (2010) said that people living in rural and urban areas experience different socioeconomic conditions, which could affect their consumer behavior. Matthews, Bonn and Snepenger (2009) also stated that environmental factors do play a critical role in determining behavioral intentions.

**Marital Status**

This variable looks at the different marital status of the respondents, which includes single, married, divorced, and widowed. The intended usage was to identify whether the different marital status of the respondents somehow affects their perception to TV and newspaper advertising. For example, a single mother, a young adult, divorced or a widow consumer will have a different scale of coping with life compared to a married consumer. Weir and Wills (2000) and Fan and Zick (2004) stated that research has consistently indicated that widows and widowers experienced greater economic vulnerability than do married couples in a similar age group as theirs. Jianakoplos, Bajtelsmit and Bemasek (2003) also state that marriage involves sharing of resources, thus the potential earning and wealth of two people in a married household can be expected to exceed those for a single individual. With these differences, the selected variable is an important element in testing the hypothesis.
(ii) **Economic Factors**

*Income received by consumers, devaluation of the Fiji dollar and economic recession*

The identified economic variables are seen to be contributing factors that either incapacitate the consumer or enable the consumer to respond to advertising since they have an effect on consumer purchasing power. Given also the communal lifestyle practised in the islands—one is responsible not only for one’s own family but one’s extended family, village community obligations, the the compulsory retirement age in Fiji particularly significant at 55 years, recession of the Fii dollar, the rising cost of living, the wage level in Fiji can economically influence consumer perception to advertising as all these are tied up financially.

For instance, Lyziak (2009) stated that rapid increase in prices of frequently purchased products was one of the principal factors explaining increased consumers’ perception of inflation. Another study done on Swedish homeowners' perceptions of innovative implications systems and the type of factors that influence their decision to adopt a new heating system found economic issues to be one of the main factors that influences respondent’s choice of the product (Mahapatra and Gustaysson, 2008). The Fiji Times (Thursday, October 22, 2009) quoting Fiji Commerce Commission chairman, Dr Mahendra Reddy, said that consumers in Fiji are price sensitive and will not go for quality of products because a lot of people have low wages. Other Fiji Times captions by Elbourne (Monday, December, 6; 2010) reinforce this assessment: – ‘consumers weary of increase’, with comments like – ‘we don’t have the money, so we can’t afford quality stuff, we have to make do with cheaper alternatives’. All these imply that the economic variable can be an influencing factor on consumer perception of TV and newspaper advertising. Thus a review of the individual facets of the economic factor will increase the verification of the variable selection.

**Income Received by Consumers**

According to Kimhi (2010) income inequality has been increasing in many countries as a by-product of the globalization process, and in this Fiji is no exception. The author went on to say that the income gap between rural and urban dwellers has continued to widen and rural areas that were once conceived as relatively equal have
not escaped this trend of income inequality. The cause is attributed to declining terms of trade and increasing risks in agriculture which have driven many rural households to search for additional or alternative income sources, thereby increasing rural heterogeneity and inequality. The findings point to the likely fluctuation of income received such that although consumers may come from the same locality, as in the case of Fiji (rural, urban and islands) the status of their income can be different therefore it can impact their perception to TV and newspaper advertising. Other related findings on the different levels of income received by gender, ascertaining the selection of the variable is necessary are: Böheim, Hofer, and Zulehner (2005); Hartmann, Sorokina and Williams (2006) and Roszkowski and Grable (2010) who said that it has been well documented that women earn less than men however, the causes of the wage gap are still hotly debated. Kotler and Armstrong in http://referaty-seminarky.sk/consumer-markets-influences-on-consumer-behavior/) also said that a person’s income situation will greatly affect product choice.

Given the differentiation in people’s income, gender income and place of earning income, it is possible Fiji consumer perceptions of TV and newspaper advertising be significantly influenced by the economic factor.

**Devaluation of the Fiji Dollar**

Eng and Bogaet (2010) stated that there is a direct relationship between economic growth and increased spending. Growing unemployment, increasing inflation, “freezing” or even decreasing of wages, the decreasing of purchasing power, the bad economic situation are facts that affect consumers in almost all national markets. As long as people are reading more about economic crisis and as long as the press is focusing on reflecting the crisis effects, there is a psychological effect with negative impact on consumers (Amalia and Ionut, 2009). The influence of the crisis on people can be reflected on their consumption and that inflation encourages the postponement of discretionary expenditures (Katona, 1974; Mansoor and Jalal, 2011). George Katona also believed that during recession people are motivated to save because of threats related to their jobs or income. But during hard times it is difficult for some people especially those who have been harmed directly either by decreasing wages or being forced out those who were forced out of their jobs to save money, because they are left with less or no to spend on necessities. As commented by Mansoor and Jalal
(2011) many consumers will reduce their spending, they will redefine what they consider as "necessities" and what are considered "luxuries" because the complexity associated with the financial crisis has made purchasing decisions more risky, therefore consumers prefer to shift to less harmful choices.

These stated views are also shared by Fiji consumers therefore the selection of the stated variable is deemed valuable to test consumer perception of TV and newspaper advertising.

**Economic Recession**

According to McGregor (2011) and Keeley and Love (2010) the recently experienced crisis of the global economy has placed many consumers within the throes of a worldwide recession. The entire global economy, including Fiji, has been affected by the global financial crisis both through global changes in risk premiums and loss of consumer confidence (McKibbin and Stoeckel, 2009). As a result consumers around the world are increasingly experiencing financial difficulties (Huhmann and McQuitty, 2009). Reinhart and Rogoff (2009) explain that with the economic downturn, there was a sharp upturn in savings by households (and commensurate reduction in consumption), driven by a reappraisal of risk by households and a loss of net worth with falling house prices and equity prices. Datamonitor (2009) a marketing research firm, published a series of reports (on many countries, on all continents) about the impact of the global economic crisis on consumers’ attitudes and behaviors, reported that consumers are entrenched in a recessionary mind-set, that intensely influences their financial behavior and attitudes. Quelch and Jocz (2009) agree that the economic climate deeply shapes consumers’ emotional reactions to their financial situation, therefore they tend to control spending, increase savings, stick to a budget and resist temptations to overspend. Samuelson (2010) said that the impact economic recession has on consumers has changed American consumers psychologically, economically and socially for years to come. As a result of economic recession, insecurity and uncertainty have gone upscale as people plan for the worst and are reluctant to make major purchases (Lahart and Dodes, 2010; Samuelson, 2010). Interbrand (2008) and Lahart and Dodes (2010) also said that the current state of the economy, can mean that consumer consumption may have changed since the start of the recession in December, 2007. Carty (2009) adds that even ultra-wealthy
consumers are tightening their belts when it comes to purchasing products as in the case of luxury. Even those consumers who may have the money for luxury products are not buying due to eroded confidence. This is because consumers perceive economic recession to be a risk, thus influencing the behavior of consumer purchasing financial products or services (Diacon and Ennew, 2001). Nistorescu and Puiu (2009) also said that the buying patterns of people tend to change during hard and stressful times such as economic crisis. They went on to say that consumers react to any change in the economic situation around them by changing their consumption. This happens due to a change in the levels of his perception of risk and money mindedness. Consumers also do not want to spend money on premium products anymore, even if they still could afford to do so. They only buy necessities, switch to cheaper brands and have a more rational view on promotion. For example, Flatter and Willmott (2009) conducteda study in different areas, identifying that these trends in consumer behavior emerged as a result of the economic recession. In the USA 90% of US consumers believe that they are currently living in a recession. 56% of US consumers feel that their lifestyle has been impacted by the recession and so they have been forced to revalue their spending and shopping choices. For 72% of US shoppers, lower prices are though to have a high amount of influence over where people do their shopping. In Spain, 53% of Spanish consumers feel that their lifestyle has been impacted by the recession; more than one-in-three UK consumers experienced a worsening financial situation, falling job security and falling confidence in the housing market in 2008 and 2009. In South East Asia, 78% of Chinese customers have felt some impact from the financial crisis and middle-class consumers in the 19 to 45 age group are feeling the most pressure. Some 82% of South Korean consumers believe that they are currently living in a recession. Over one-third of Japanese shoppers are giving up some of their favorite brands to save money. In the Arab world, about 59% of consumers in the United Arab Emirates (UAE) and 30% in Saudi Arabia believe that their country is in a state of recession, research showed that consumers are adjusting their consumption behaviours: 38% of Saudi and 37% of UAE consumers have changed their lifestyle as a response to the global economic downturn. Where as in some cases Luxury brands have become an essential part of the Saudi Arabia and UAE standard of living and consumers are willing to pay higher prices for products because they believe it will bring them social status.
However, Amalia and Ionut (2009) said that people are not the same and not all the people have the same perception about a situation with negative effects, like an economic crisis. Though consumers will be forced to cut back on their spending, every consumer has a different set of priorities, which will ultimately determine how their spending behavior will change (Mansoor and Jala, 2011).

Given the background factors the economic variable can have on consumer personal life, Fiji consumer perception of TV and Newspaper advertising can be influenced by economic factors depending on how much consumers are affected.

(iii) **Social and Cultural Factors**

*Religious beliefs, traditional beliefs, family/friends/colleagues, past experience, views on fashion*

Social factors are said by Muk (2007) to be complex and multifaceted because they involve individual and collective culture. Culture embodies values that are shared across people in a society and these underlying values influence individuals’ attitudes and behaviors (Hofstede, 1991; Straub, Loch, Evaristo, Karahanna, and Srite, 2002) and how people think and behave (Rawwas, 2001). Therefore, the socio-cultural factors in a society, which contribute to the shaping of consumer perception and behaviour, can influence consumers either to accept, isolate or reject any product or services within the social context if consumers perceive these products and services to be disturbing the social moral or religious fabric of a society (De Run, Butt, Fam and Jong, 2010) or contributing to their well being. Thus a look at each sub-topic in the socio-cultural factors will help identify why such variables could be influential factors in consumer perception to TV and newspaper advertising in Fiji.

**Religion**

The study of religion as a variable influencing consumers and affecting their behavior is not new. For example, O’Guinn and Belk (1989) explicitly pointed out that research on the presence of religious themes in the secular market place is not new. Zullig, Ward and Horn (2006) defined religion as an organized belief system with set rituals and practices, which predetermines how individuals respond to life experiences. As such, religion as a key cultural force is seen as an important social
and psychological factor, in the lives of adults (Sawatzky et al., 2005). Given its importance in consumers’ life, marketing scholars have established the relevance of religion to the study of markets (Kale 2004; McKee 2003; Mittelstaedt 2002) and consumer behavior (Essoo and Dibb 2004; Hirschman 1981; Wilkes, Burnett and Howell 1986). This is because religion and the religiosity level of consumers is said to affect consumer behavior (Taylor, Halstead and Haynes, 2010). Other findings that also connote its importance in consumer lives, which can influence consumer perception to many things as well as advertising and impacts their behavior, are also noted. For instance, religion has an internal influence on the lives of individuals and guides different rituals and behaviors (Loser, Klein and Dollahite, 2008); religious affiliation and religious commitment have been identified as two important aspects of religiosity and are found to impact consumer behavior (Mokhlis, 2009); there is a positive relation between religious commitment, store loyalty and consumer complaints (Swimberghe, Sharma and Flurry, 2009); religion is observed to be an inspiring factor in choosing food amongst the Norwegian consumers (Honkenan, Oslen and Verplanken, 2005); inclination towards religion also affects alcohol consumption among adolescents in Iceland, specially females (Bjarnason, Thorlindsson, Sigfusdotti and Welch, 2005); and similarly, mothers’ religiousness leads to their children’s asceticism in drinking alcohol in rural regions of Finland (Winter, Karvonen, and Rose, 2002).

Looking at the ripple effect of religion in a wider sphere, Mittelstaedt (2002,) from a macro-marketing perspective, presented a descriptive model of the interactions between religion and markets and considered religious influences on the political, institutional, social and competitive forces that shape markets. Likewise, Kale (2004) and McKee (2003) also recognized the influence of religion on markets. Within the management and ethics literatures, religion in the commerce intersection is also evident by the growing interest in workplace spirituality (Jurkiewicz and Giacalone 2004). In the realm of consumer behavior, research indicates that religious affiliation and religiosity level influence decision making and purchasing. Hirschman also established in her three researches that there are significant consumer behavior differences between those of different religious affiliations, and that religious affiliation affects how consumers’ values attributes relating to a number of products and services in the Jewish, Catholic and Protestant consumers (Hirschman 1981,
1982, 1983). Other researchers have also considered the influence of Hindu, Islam and Buddhist religious affiliations on consumer behavior (Bailey and Sood 1993; Essoo and Dibb 2004). Literature also suggests that religion is ascribed as having a paramount importance in consumption patterns of Muslims in non-Muslim countries and that religion not only provides guidelines for not only Muslim consumers but also channels the behavior of non-Muslim consumers (Delener, 1994; Salman and Siddiqui, 2011).

The number of findings on how religion influences consumer perception and affects their behaviors shows that religion as a sub-cultural variable does play a significant role in influencing consumer perception and affecting their behavior. As such, consumer religious affiliation can be an influential factor to the way consumers perceive TV and newspaper advertising. Hence its inclusion in the socio-cultural is warranted.

**Traditional and Cultural Beliefs**

The importance of cultural influence (social factors) on consumer decision making is extensively covered in the literature (Henry, 1976; Radford, Mann, Ohta and Nakane, 1993). These studies showed that culture plays an important role in individual decision making, affecting individual attitudes, norms and other cognitive processeses (e.g. perception), intention and behavior. Segall, and Lonner and Berry (1998) have noted that culture is seen as a psychological process and human behavior; because individual are motivated by self-interest and achievement of personal goals (Muk, 2007). Schaninger, Bourgeois and Buss (1985) have demonstrated how culture differences between groups are likely to result in different consumption and media behavior. Their study demonstrated that culture was a strong determinant of attitude (an attribute of perception). Consequently they argued that consumption differences were due to cultural differences. Bergier, Rosenblatt and Laroche (1980) proposed that culture may considered as providing individuals with a certain lens, through which they view the world. This variable is assumed to shape one’s perception and behavior, locking individuals in patterns that permeate their day-to-day actions and ultimately affect their buying behavior. Radford et al., (1993) proposed that culture, in addition to personality and situational influence has an impact on individual response in the decision making process. Thus the understanding of culture and the differences
is considered a prerequisite for successful advertising (Wells, Burnett and Moriarty, 2006; Muk, 2007).

With these lines of thought, it is possible that the traditional and cultural belief views under the social and cultural variable can possibly influence Fiji consumer perception to TV and newspaper advertising, affecting their behavior.

**Family, Friends and Colleagues**

According to United Nations (1948) family is the natural and fundamental group unit of society. Stack (1996, p. 31) defines family as the smallest, organized, durable network of kin and nonkin who interact daily. These daily interactions of family members mean that our perception towards certain things in life can be influenced by these contacts as their views and behaviors can be rub off onto other members. As stated by Higgins (1996); Wu, Cutright and Fitzsimons (2011) quoting Lewis Carroll who eloquently writes, the self is a mystery; and that people do not directly perceive or know the self, instead, they with the help of others around them they build up a body of beliefs about it. In the same context, consumer perception towards advertising can be influenced by family and other social networks. According to Cho (2001) many researchers have studied the relationship between similarity attraction and human behavior; and found that shared similarity between the individuals’ personal characteristics during interaction would influence attraction (Berscheid and Reis, 1998). The reciprocal processes are also highlighted by authors like Gronhoh (2006) who stated that family members may be able to exert significant influence on household subscription and practices. Ward et al. (1977) also said that family has a direct influence on the development of the general cognitive abilities of their children. Other researchers have also found that parents play a crucial role in developing the consumption behavior of their children, either directly through deliberate training or indirectly as role models for consumer behavior to their children (Ward, 1974; Ward et al., 1977; Moschis, 1987; McNeal, 1992; Gunter and Furnham, 1998; Siegel, 2004). Several empirical studies have investigated the impact of children family buying decisions (Isler et al., 1987; Rust, 1993). This influence is larger for products the children use themselves (Foxman et al., 1989; Beatty and Talpade, 1994; Shoham and Dalakas, 2003), for less expensive products (Foxman et al., 1989), and for durables if the teenager expects that he/she will use them intensively (Beatty and Talpade, 1994).
For example, in a family children can influence the buying decisions for TV-sets, home furniture or sometimes even cars (Swinyard and Sim, 1987). Children do not only influence overall family decision making, they are also presumed to impact the purchase of innovative products (Cotte and Wood, 2004). This is because they are seen to be more knowledgeable on certain novel products like consumer electronics or multimedia and so they participate in the innovation buying process quite actively (Ekstrom et al., 1987). Foxman et al. (1989) also argue that older children are presumed to be more knowledgeable about products and family needs, because of their increase in cognitive development (Piaget, 1972).

Isin and Alkibay (2011), who did research on the influence of children on purchasing decisions of well-to-do families, supported mounting evidence in the research finding that most parents acknowledge that their children do influence their purchase decisions. Similarly, a study was carried out by Sener (2011) in Turkey on the perceptions of family members regarding the purchase influence of adolescents. The results of this Turkish study indicate that the influence of adolescents, especially on the purchase of items intended for their own use, is significant. The result also showed that the influence of male adolescents on purchases was perceived to be stronger than the influence of females, and that the influence of adolescents in general suggesting a brand while shopping with parents for a product for family use was considered to be strong.

The overall result shows that children today have an important place as influencers in the market (Seller, 1989); they influence purchase decisions (Kaur and Singh, 2006) and in terms of family interaction, parents and children influence each other (Zu’bi, Crowther and Worsdale, 2008).

Apart from children’s influence on the perception of parents and family members, adults do influence one another’s perception not only of products but also of service. For instance, in a research done by Cohen (2011) in uncovering the relationships between marital power and influence strategies used during couples' vacation decision, found that study shows that during a vacation decision process, the marital power balance between partners does have an effect on the choice of spousal influence strategies. The research also found that economic power is not the dominant
factor that affects the choice of influence strategy; rather, interpersonal power is influential in the use of spousal influence strategies during the vacation decision process. Similarly, Anonymous (2010) in the PR Newswire (New York) presented the Dad Central Consulting survey data on the research “Dads use dads lens to make family purchases…” shows the various networks that influence purchase. The survey was conducted over 700 dads and the data showed that: 77% thought that being a dad significantly influences how family members make decisions; 82% said that the figure role of being a dad influences them when they seek advice when making a purchase; 92% make purchases through dads lens; 68% said that their purchase is influenced by the needs and interests of family and 67% trust other dads more than TV or print advertising.

Reference groups are also said to influence consumer decision making and behavior. According to Mcbeath (2008) reference groups are those whose behavior an individual uses to guide his or her own behavior. This group often consist of spouses or significant others, family members and coworkers, including salespeople (Mallalieu and Palan, 2006). According to Kinley et al., (2000) consumers are likely to ask for the opinion of members in a reference group in an effort to conform to the norms of the group, as well as society as a whole. Historian and demographer Neil Howe asserts that members of Generation Y have a propensity to seek the opinions of friends and often do not like to engage in an adversarial manner with peers. They seek the approval of friends and peer groups when shopping for something as status oriented as clothing (Beirne, 2008). Wilson and Field (2007) further state that members of Generation Y remain connected to one another, constantly seek each other’s approval, and are subjected to each other’s influences through open opinion sharing. Scholars theorized that members of Generation Y tend to seek peer advice when shopping (Mallalieu and Palan, 2006; Kinley, Josiam and Lockett, 2010). Moreover, literature have stated that peer groups are likely to be influential when it comes to the purchase of luxuries consumed publicly, and that men are more likely to request purchase information from those with whom they are close as opposed to strangers (Kinley et al., 2000).

It is also noted by O’Shaughnessy and O’Shaughnessy (2004) that there are “positive” reference groups, those with which an individual identifies, accepts and wants to join,
and “negative” reference groups, those an individual rejects and does not want to be associated with. Chen-Yu and Hong (2002) found that more than 85% of dissatisfied females would tell their friends something unfavorable about their negative experience with the performance of the product. This is complemented by Mebeath (2008) who states that reference groups are instrumental in facilitating persuasion. According to Freiden and Goldsmith (1989) and Friedman and Smith (1993) for consumers of service, personal sources of information such as friends, relatives, co-workers, real estate agents, doctors, lawyers and dentists in the pre-purchase decision making process are important. Also many researchers have studied the relationship between similarity attraction and human behavior, and found that shared similarity between the individuals’ personal characteristics during interaction would influence attraction (Berscheid and Reis, 1998).

All these findings reveal that family and other reference groups can influence perception either positively or negatively and affect people’s purchase decisions and as such, consumer perception to TV and newspaper advertising can be influenced by these networking variables.

**Consumer Past Experience**

The nature of consumer experience has been an area of interest to advertising researchers because of the interesting paradox it presents (Braun-La Tour, La Tour, Pickrell and Loftus (2004). According to Hoch (2002) experiences have the potential for malleability and manipulation, yet consumers trust their experiences most within their decision making. As stated by Goode, Dahl and Moreau (2010) consumers will desire products that provide meaningful experience. Thus the study of consumer past experience has collected a lot of interest among advertisers as to how they can transform the nature of consumer experience by setting expectations that can influence consumers (Hoch and Deighton 1989). Reasons are that consumers tend to bring with them a set of expectations to their purchase process and these expectations are the function of past history as well as of the current purchase situation (Miller, 1977). Recent researches have suggested that advertising received after an experience can exert an impact by influencing how that experience is remembered; and that consumers have come to believe that their past product experience can influence future product decisions (Braun, 1999).
In trying to explain consumer past experience, Sir Frederic Bartlett (1932, c.f. Braun-La Tour, La Tour, Pickrell and Loftus (2004) suggested that memory was not merely a reproduction of past experience, but rather a complex reconstruction by which we give meaning to our experiences, influenced both by what we knew before the experience transpired and what we learned afterward. Reber (1983) further added that the traditional reproductive theories of memory imply that stored mental representations of past experiences are elicited intact during recall. And so when these memories of past experience are compared against the expected performance and the actual performance of the product or service, a state of consumer satisfaction or dissatisfaction occurs (Oliver, 1980).

For service, Burke (1981, p. 11 c.f. Clarke, Kell, Schmidt and Vignali (2000) quoting the experience of a customer of British pubs said: “There is nothing which has yet been contrived by man by which so much happiness is produced as a good tavern or inn”. Likewise, Tezak, Sergo and Luk (2010), looking at motivations for selecting a tourist destination, highlighted personality, life styles, past experiences and self perception as motivation factors. Which according to Maltz and Mullany (2000) that individual behavior can be seen as a sequence of outcomes. Some of the outcomes may be due primarily to structural conditions in society while others may be due primarily to the individual’s initial conditions or subsequent experiences. Firat (1994) linking the relationship between consumers past experience influencing consumer perception said that - production and consumption are remarried as elements of the process of recreation.

From these information, it is proposed here that Fiji consumer perception to TV and Newspaper advertising can be influenced by consumers past experience.

**Consumer Views on Fashion**

The term “fashion” has been associated with various consumer products and services. It can be used to refer to the style or component of the product, symbolic meanings associated with the product, or the adoption process of the product (Watchravesringkan, Hodges, and Kim, 2010). Sproles and Burns (1994) refer to fashion as “a style of consumer product…that is temporarily adopted by a discernible
portion of members” (p. 4). Thus, in this study, consumer views on fashion would be everything stated above that is attached to the product to imply popularity and fashionability to the consumer. Although consumers may rely on certain product cues to determine what is fashionable to them, Law et al., (2004) affirm that fashion is critical in determining consumer behavior. This is because an individual tends to believe that consuming a fashionable product will enhance his or her self-esteem and alter his or her physical appearance. Such psychological impacts of a fashionable product may intrinsically drive an individual to engage in purchasing behavior (Watchravesringkan, Hodges, and Kim, 2010).

The components of self or personal concept according to Souiden and Diagne (2009) include physical, psychological and social attributes. Research on self or personal congruence suggests that consumer attitude and purchase intentions towards brands that match particular aspects of their self concept will be positive and purchase of these brands more likely (Bosnjak, 2008). Furthermore, since the achieving personal congruence is a universal desirable need, consumers will look for avenues of satisfaction even in the case where substantial boundaries are applied, e.g. limited capabilities and opportunities (Henry, 2006). Likewise in a study done in South Korea aimed at identifying relevant lifestyle factors that affect consumer adoption of technology products it was found that consumer lifestyle factors (e.g. fashion consciousness, leisure orientation, Internet involvement, and e-shopping preference) are direct and indirect antecedents of consumers’ intention to adopt high-tech products (Lee, Lim, Jolly and Lee, 2009).

Taking these views into consideration, Fiji consumer perception to TV and newspaper advertising can be influenced by consumer views of what is fashionable to them and can affect their behavioral response.

**Hypothesis 2 Development**

The theories presented and research findings on Personality, Socio-cultural and Economic variables led to the development of the second hypothesis:

**H2: Consumer perception to TV and newspaper advertising in Fiji is influenced by Personal characteristics, Socio-cultural and Economic factors.**
3.2 (C) **Perceived Product Information and Attributes**

Information awareness is a valuable factor (Zimmer, Arsal Al-Marzouq and Grover, 2010), especially for consumers as they evaluate products or services when seeking out information to judge whether that specific product will meet certain criteria (Herv’e and Mullet, 2009). Such information according to Mai and Schoeller (2009), includes product characteristics, features and factual contents. The significance of consumers having prior product information contributes to consumer perception in forming opinions about the product especially when making a decision to buy (Voigt, 2010). For instance, in a study done by Hong and Sternthal (2010), on the significance of access to product information, found that both consumer prior knowledge of a product and the way they process product information affect their evaluation. The same study found that consumers with extensive prior knowledge of a product tend to evaluate advertisements more favorable compared to those with limited domain knowledge, who are more likely to exhibit opposite outcomes. The findings suggest that evaluations are more favorable when there is a fit between prior knowledge and message processing than when fit is absent. Creusen (2010) in a study to provide an insight into the relative importance of product aspects for different consumer groups, product development and marketing, implied that the importance of several product aspects (information) is crucial to making purchase decisions. Tsuji, (2007) also stated that product and brand awareness (information) is an important construct in predicting individual behaviors as well as the potential sales outcome for an organization. Marketing Week (2006) similarly voiced the opinion that (in-store) product awareness is as big an influence on consumers' propensity to buy as advertising. Vakratsas and Ambler (1999) also stated that advertising must influence consumers in some way (e.g., awareness) before it affects behavior. Enhancing product and brand awareness would increase the likelihood that a particular product or brand will be considered when consumers make a purchase decision (Keller 1993). Mehta, Xinlei and Narasimhan (2008) and Hong and Sternthal (2010) say that advertising is intended to inform consumers of product attributes and hence raise awareness and knowledge. As stated by Nzuki Kithung’a, in [http://www.fiuc.org/esap/NAIRO/NAIRO9/General/brandassociations.pdf](http://www.fiuc.org/esap/NAIRO/NAIRO9/General/brandassociations.pdf), product attributes refers to a product’s characteristics that are associated with a product’s
The proposed product information and attributes that may influence Fiji consumer perception to TV and newspaper advertising and impact their behavior are:

**Perceived Product Price**

Zeithaml (1988) defines price to be what is given up or sacrificed to obtain a product or service, and apart from quality and value, price is considered to be a pivotal determinant of shopping behavior. Similarly, Huang, Lee and Ho (2004) stated that price plays an important role in affecting or influencing consumer behavior. The reasons could be, according to Coy (2009), is that consumers know how much various things are worth to them; and they try to justify why they are buying at that price (Lau, 2009). Kotler et al., (1998) wraps it up by saying that whether the price is raised or lowered, the action will affect buyers.

Taking those lines of thought, it is proposed that perceived product price can influence consumer perception to TV and newspaper advertising and impact their behavior.

**Perceived Product Quality**

Product quality is an area that receives much attention, although the term may mean different things to different people depending on their involvement with a product (Grieves, 2010). According to Evans and Lindsay (2008) quality can be viewed in either of these two perspectives: either tangible (the actual product and its physical characteristics) or subjective (customer values, and values that the customer assigns to the product). As such the conceptualisation of perceived product quality in this research lies in these frameworks, a comparative standard by which consumers assess products within their evoked set (Zeithaml, 1988); in which Parasuraman, Zeithaml and Berry (1988) frame it as customers’ judgment of the overall excellence and superiority of a product; the belief in the overall “goodness” of what is received (Dodds, Monroe, and Grewal 1991). Kirmani and Wright (1989) also demonstrated that consumers sometimes use their impression of the amount of money spent on advertising as a cue to the quality of a new product.
Consumer views on product quality are said to have influenced their perception and behavior. Nahmens and Ikuma (2009) support this by saying that consumer perception shapes the level of quality; and quality must ultimately be evaluated from the customer’s perception (Davis et al., 1989; Torbica, 1997; Forsythe, 2007, 2008). Thus consumer perception of product quality (according to Schniederjans, Cao and Olson (2004); Schniederjans, Cao, Schniederjans and Gu (2011) and others) can be very revealing of the future. Likewise in a recent study carried out by Dublin Research and Market on Authenticity & Provenance Trends on Consumer Insights and Marketing Opportunities, reported in the MM2 Presswire, the data monitor asked respondents across 17 countries in April/May 2009 what factors most influenced their store choice when doing most of their grocery shopping. Among a list of 21 different considerations, "overall quality of products sold" was generally deemed more influential than "lower prices in general" (Anonymous 2010; January, 29). Another study done by Glynn and Chen (2010) examined the category-level differences of risk perception and brand loyalty effects on consumer proneness towards buying private label brands. The result indicated quality as one of the attributes that influence consumers’ proneness to buy. Likewise, consumer perception on the country of origin and its perceived quality can impact future purchasing decisions (Dzever and Quester, 1999; Schniederjans, Cao, Schniederjans and Ching Gu, 2011); and Hellofs and Jacobson (1999). On a larger scale, consumer perception on product quality can impact future market share (Zhu, Zang and Tsung 2007; Sandstrom, 2009).

Similar results have been revealed on consumer perception to service quality. For example, in a study done by Cruz, Salo, Gallego and Laukkanen (2010) looking at providing insights into internet banking (service), the result showed that perceived quality is a major determinant of satisfaction and positive emotions.

Given these paradigms and consumers’ evaluative assessment and judgment on product quality, it is projected that Fiji consumer perception to TV and newspaper advertising can be influenced by product quality, since consumers’ purchasing decisions are normally based on their own perception and representations of quality, (Patwardhan, Flora and Gupta, 2010).
Perceived Product Value
The concept of perceived value has become a major area in market research not only for academics but for practitioners because it is identified as one of the most important ingredients of gaining competitive edge (Parasuraman, 1997); and the most important indicator of repurchase intentions (Parasuraman and Grewal, 2000; Anuwichanont and Mechinda, 2009). In fact, many researchers considered perceived value an important factor for marketing companies (Chen and Quester, 2006; Cornin et al., 2000; Pura, 2005), because perceived value can constitute differentiation and competitiveness advantage for a company (Treacy and Wiersema, 1993; Heskett et al., 1994; Ravald and Gronroos, 1996; Chi, Yeh and Tsai, 2011).

In defining perceived value Zeithaml, (1988, p. 14) said that perceived value is the consumer’s overall assessment of the utility of a product based on perceptions of what is received and what is given. Briefly defining perceived value, Woodruff (1997) says that it connotes the result or benefits customers received in relation to total cost. Monroe (1990) believes that consumers’ perception of value denotes a trade-off between the qualities of benefits they perceive in the product relative to the sacrifice they perceive by paying the price. Monroe also regard perceived value as an antecedent to a person’s willingness to buy and as an outcome to the price and quality trade-off.

Dodds and Monroe (1985) in the relationship model of price, quality and perceived value, said that perceived value is an important factor in consumers’ purchasing decision process, and consumers will buy a product with high perceived value. Zeithaml (1988) together with Dodds and Monroe, contended that consumers will evaluate what they give and what they get in their subjective perception when they are buying a product or service. Swait and Sweeney (2000) used logic models to analyze the influence of customer perceived value on customer purchase intention in the retailing industry and found that different perceived value the customers have causes different purchase behavior. The Utility Theory also stated that the probability of purchase intention will increase when consumers acquire more benefits than they pay for a product (Dickson and Sawyer, 1990). Thaler (1985) considered perceived value to be an important antecedent to influencing consumer purchase intention because it is the composition of transaction utility and acquisition utility. Other researchers, like
Gale (1994), thinks that perceived value is most commonly used as a unidimensional measure. However, the theory was disputed by research scholars like Woodruff and Gardinal (1996) who argued that this unidimensional measure lacks validity because consumers have a shared meaning of value (Petrick, 2004). From that standpoint, past researchers like Sweeney and Soutar (2001) developed a multi-dimensional scale of perceived value in a product setting, and Petrick (2002) has it on a service setting. According to Sweeney and Soutar (2001) perceived value of product constitutes four dimensions: emotional, social, quality/performance and price/value for money. Petrick (2002) also found that perceived value of service comprises five dimensions: quality, emotional response, monetary price, behavioral price and reputation.

Vogel, Evanschitzky and Ramaseshan (2008) in a study looking at customer equity drives and future sales using a sample of 5694 customers of a large European do-it-yourself retailer, found that customer perceptions of value (apart from brand and relationship) affect loyalty intentions and future sales. Mitchel (2010) also said that consumers’ diminished view of value means a significant reduction of quality, which may lead to a negative reaction. Trujillo (2004) has also pointed out that consumers have constantly proven that if you provide products and services of value that are better than what they have seen before, they will buy and spend more. Past researches have attributed those positive reactions to satisfaction, assessing it as excellent predictor of repurchase intention (Petrick, 2002).

Based on these reasons, Fiji consumer perception to TV and newspaper advertising is proposed to be influenced by perceived product value of products and services. Since values are one of the most important influential factors that affect the type of needs consumers try to satisfy through purchase and consumption behaviors (Tse et al., 1989).

**Perceived Product Benefits**

Perceived product benefit in this study is viewed as the symbolic attribution of perceived product factors that could successfully satisfy consumer needs and wants. Hence, perceived product benefit can be directed to the degree that consumers can perceive, appreciate and then use that product as anticipated consumption activities to achieve personal values (Lai, 1995). Product benefit is also classed by Wu and Hsing
(2006) to be how a product assists the consumer in the development of a visible, unique and personal representation of himself or herself. As defined by Day (1990) consumers perceive and appreciate product benefits via their personal consumption values and consumption schemata and these product benefits are termed "Perceived Product Benefits".

Perceived product benefit was categorized by Sheth et al. (1991) into five product benefits that influence the consumer's choice behavior: functional, social, emotional, epistemic and conditional. These generic product benefits are intended benefits that manufacturers design into a product. However, these intended benefits may or may not be perceived or appreciated by particular consumers (Lai, 1995). Kamins and Marks (1991), Laroche et al., (1996) and Chi, Yeh and Tsai (2011) also claimed that consumer purchase intention will be higher when a product has high preference image and familiarity.

Though these views were based on the generic and holistic outlook of the beneficial level that a consumer could gain in purchasing and using the product that is gauged against numerous factors, it is not intended to deliberate on those factors but to state here that when consumers perceive a product to be beneficial to them, the chances of a positive reception are high. The converse can also happen.

On those grounds, perceived product benefit is being proposed here as a factor influencing Fiji consumer perception to TV and newspaper advertising.

**Perceived Product Country of Origin**

With Fiji zooming into the epoch of contemporary marketing and having foreign products saturating every corner of the market, perceived product country of origin (COO) is suggested to be an influential variable in consumer decision making. The country of origin concept is also referred to as country image effects on products made in or otherwise associated with manufactured in, manufactured by a company with head office in, assembled in, designed in, ingredients from) a country affecting consumer behavioral intentions and purchasing intentions (Heslop, Lu and Cray, 2008). Perceived product country of origin is said by Lee and Ganesh (1999) to be created not only by products but also by other variables like economic and political
status and technological advancement (i.e. from the production-oriented dimension of the country and its people, and also from the non-production dimensions of both the country and the people). Product country of origin is visually expressed through the phrase “made in” (Peterson and Jolibert, 1995) and reflects a consumer’s general perception about the quality of products made in a particular country and the nature of the people from that country (Knight and Calantone, 2000; Tigli, Pirtini and Erden, 2010). Martin and Eroglu (1993) went on to say that because consumers tend to develop perceptions of stereotype images of countries, this subsequently affects their purchase decisions. Kumara and Canhua (2010) also said that the (COO) cue is an important condition to consumers’ evaluation of the product.

There has been some concern expressed about the breadth of the impact of country-of-origin information on consumer purchases (Liefeld, 2004). However, there is considerable evidence that country of origin does impact consumer action both directly and indirectly, on product beliefs and purchase intentions, under a variety of circumstances at the level of individual products, at the product category level, and across a wide range of product categories (Heslop, Lu and Cray, 2008).

On the basis of the literature, perceived product country of origin is also proposed to influence Fiji consumer perception to TV and Newspaper advertising; since such views are not likely to be completely eliminated (Chu, Chan, Chen and Wang, 2010).

**Perceived Product Popularity**

Product popularity plays a significant role in the consumer purchasing process but has not been given much attention in recommendation research (Ahn, 2006/2007). Product popularity is integrated to mean the frequency with which the product is chosen by a set of customers and consumer interpretation about the product’s natural market size (Tucker, 2009). Product popularity is a category that advertisers capitalise on in inciting consumer perception to advertisements by using such phrases as well known, exclusively used and number one product. The reason is that popularity is one of the benefits supposed to satisfy the inner longing of consumers and so people do not buy the products per se, they buy the rewards that result from the product (Luther, 1980).
Product popularity is also identified by Patwardhan, Flora, and Gupta (2010) a research identifying the secondary factors that affect buyers’ behavior for soap and chocolate found consumer perception on product popularity to be a cause. Such causes or action according to Tucker (2009) can be driven by both quality and match in which consumers possesses and is reflected in their product choice. Similarly, Chen Chen, An Shang and Kai Lin (2008) in a study on downloading unauthorized music files from peer-to-peer (P2P), the study found that though the system is illegal, people’s perception on cost saving from CD purchase have boosted the popularity of the system.

Based on these predominant views, perceived product popularity as a variable can be an influencing factor in Fiji consumer perception of TV and newspaper advertising.

**Perceived Company Image**

Company image is defined as an imagined picture of the state of the company in people,s minds formed by perceptions of the company’s ability, character, behavior and products (Ind, 1997; Goldsmith, Lafferty and Newell, 2000; Dowling, 2004; Alwi, 2009; Pope, Voges and Brown, 2009). Company image helps consumers differentiate companies (Bravo, Montaner and Pina, 2010) and differentiate the organization within its competitive environment (Balmer, 2001; Herstein, Mitki and Jaffe, 2008). It is also viewed as a path to achieve competitive advantage and encourage repeat purchase (Porter and Claycomb, 1997: Alwi, 2009). Likewise, consumer perception on company image can impact their behavior. For example, Hu and Jasper (2010) revisited the theoretical model of store image and its application to both American and Chinese samples. The results indicated that in both countries consumer evaluation of store attributes or their cognitive response has a direct effect on shopping intentions. However, the literature also supports the contention that a company and its products are at times perceived by consumers to be separate (Dacin and Smith, 1994; Aaker, 1996; Brown and Dacin, 1997), in that one may have favorable views of a company but not necessarily of its products. For example, consumers may think of a company as socially responsible yet believe it produces goods that are inferior to those of competitors. It is also possible that a negative evaluation of a company’s product may be obfuscated within an overall favorable evaluation of corporate image or vice versa (Pope, Voget and Brown, 2009).
Moreover, as mentioned by Shamma and Hassan (2009) the formation of perceptions about company image can differ between customers and non-customers.

Given these examples, it is assumed here that perceived company image can influence Fiji consumer perception to TV and newspaper advertising, which then impact their behavior.

Hypothesis 3 Development
The theories and findings on product information and attributes led to the development of the third hypothesis:

H3: Product Information and Attributes (which are perceived product price, perceived product quality, perceived product value, perceived product benefits, perceived product country of origin, perceived product popularity and company image) influence consumer perception to TV and newspaper advertising in Fiji.

3.2 (D) Consumer behavior is affected by consumer perception

Consumer behavior is influenced by consumer decision making processes which are influenced by factors such as cultural, social, personal and psychological ones that are a result of their perception of the world and their place in it (Patwardhan, Flora and Gupta, 2010). Other factors affecting consumer behavior according to Tse et al., (1989) are socioeconomic conditions of the markets, namely, income, mobility and media access. Shah (2010) also said that consumer behavior is affected by various factors and this includes culture (which contains different subcultures such as religions, geographic regions or area of residence, racial groups and social classes which are determined by factors such as income, education and occupation). Shah went on to say that other factors, like social factors, including reference groups and families, have a potential of influencing and forming a person’s perception and behavior. So personal factors like lifestyle, occupation, age, gender and marital status and economic factors, which have a great influence on consumer buying behavior, especially the level of income a consumer has, can be directly related to consumer
willingness to spend.

All these stated factors are connected to the proposed variables stated in this research to influence Fiji consumer perception to TV and newspaper advertising, and they all affect consumer behavior. However, their influence on consumer perception to TV and newspaper advertising can be positively and/ or negative, as well as affecting consumer behaviour. As stated by Bloch (1981) consumer involvement with products and services affects consumer behavior on an enduring basis and varies across individuals, influencing both attitudes and behaviors (Slama and Tashchian, 1985; Lu Hsu and Chen Mo, 2009).

It is also important to note the statement that in economic analyses, consumers are often assumed to be rational decision makers and they are expected to perform rationally when purchasing products (Elliott, Eccles, and Gournay 1996; Solomon 2007; Li Chen, 2009). However, in reality, consumer choice and actions often result in negative consequences and numerous studies have confirmed the importance of less attractive consumer behavior in various aspects of consumer decision making.

**Hypothesis 4 Development**

From these theories and literature coverage on the three hypotheses it is evident that consumer perception to the advertising media (TV and newspapers), consumer personal, economic and social factors, and product information and attributes can possibly affect consumer behaviour, either positively or negatively, and this led to the development of the fourth hypothesis:

**H4: Consumer behavior towards TV and newspaper advertising in Fiji is affected by consumer perception.**
This chapter gives a short synopsis of past empirical theories and models that encompass the theoretical themes of the research and help in the formation of the conceptualized Fiji consumer perception model. The basic premises presented here are presumed variables that could influence Fiji consumer perception to TV and newspaper advertising, which may support or not support the model. However, the proposed model variables together with the hypotheses will be tested in Chapter 5 to verify the contention and test the workability of the module. Chapter 4 discusses the empirical design and research methodology (e.g. nature of research, questionnaire and pretest, sample size and data collection) and the selected methods use to test the model and the hypotheses.
CHAPTER 4

EMPIRICAL DESIGN AND METHODOLOGY

INTRODUCTION

This chapter presents the methodological procedures used in the research to test the hypotheses presented and the fit of the conceptualized proposed Fiji model. Researchers in the social sciences and the business disciplines are typically faced with choices at each stage of a study with often no clear evidence for superiority between them (Simon, 1969; Churchill, 1987; Irfan, 1997) and a choice has to be made based on the relevance of the method and economy of procedures involved (Churchill, 1987). As such, the empirical study and methodology stated in this chapter are based on methods that are deemed relevant to analyze the research data.

The presentation of this chapter will be in these stages:

(1) nature of the research, as this explains the empirical methods this research has followed
(2) design of the research
(3) description of the development of measures and methods of data analysis used.

The research design steps are divided into several processes: The formulation of the questionnaire, instrument development, data collection, data input, data analysis and conclusion.

4.1 NATURE OF RESEARCH

According to Cohen and Manion (1997) the aim of methodology is to help us to understand in the broadest possible terms – not the products of scientific enquiry but the process itself. Dumay (2010) said that while methodology has its foundation in the different research methods that have evolved over many years, in essence it is not restricted to or based entirely on any one of the approaches. Thus a statement of the
research methods used in this study will show the sequential order in which this research is conducted. The three types of research method used in this study are quantitative, qualitative and interpretive research which Nelson, Treichler and Grossberg (1992) and Denzin and Lincoln (1994) idiomised as ‘all these practices can provide important insights and knowledge’.

4.1 (A) Quantitative Research

Quantitative research according to Bouma, (2000) is statistical in nature and is designed to give a numerical result. It also emphasizes the measurement and analysis of causal relationships between variables. Thus, this research study is quantitative in nature because of the statistical approach in the test measurement used for the purpose of ensuring validity and reliability of results. The measurements selected to test the four hypotheses will project numerical results, which are then decoded by means of qualitative and interpretive approaches to give a comprehensive insight into the meaning of such figures as without qualitative and interpretive research, results may not be explicit.

4.1 (B) Qualitative Research

Shank (2002) and Ospina and Wagner (2004, p. 5) define qualitative research as a form of systematic empirical inquiry into meaning By systematic the author meant planned, ordered and public, following set rules. On a similar strand, Banister, Burman, Taylor and Tindell, (1994) expand it by saying that a common feature of qualitative research is in the method of collecting and interpreting the data. Denzin and Lincoln (2000) and Ospina and Wagner (2004, p. 3) claim that qualitative research involves an interpretive and naturalistic approach meaning that qualitative researchers study things in their natural settings, attempting to make sense of, or to interpret, phenomena in terms of the meanings people bring to them.

Other writers that make reference to the importance and advantages of using qualitative research method are: Conger (1998); Bryman, Bresnen, Beardsworth and
Keil (1988) and Alvesson (1996). Advantages of using qualitative methods in research include (1) flexibility in following unexpected ideas during research and exploring processes effectively, (2) sensitivity to contextual factors, (3) ability to study symbolic dimensions and social meaning and (4) increasing opportunities like developing empirically supported new ideas and theories. Creswell (1994) views qualitative research as traditional, having a positivist approach and exploratory in nature. The author suggests three important features of qualitative research: the area is previously studied by other researchers, variables are known and there is an existing body of literature and theories. Malhotra and Birks (2006) and Chakraborty (2011) add another phase to its importance and that is that qualitative research methods help the researcher to understand the richness, depth and complexity of consumers and customers.

Summarising quantitative and qualitative research, Bouma (2000) said that both qualitative and quantitative approaches are absolutely essential to research process in social sciences. Both require some common and some different skills. Neither approach sets the standards for the other, as each has its own rules of practice and requires various disciplines of the researcher. Neither is easier than the other, nor is one approach more creative than the other. Abowitz and Toole (2010) also state that using multiple methods mixing qualitative and quantitative techniques on a given research project allows us to balance the strengths and weaknesses of each approach, enabling the research to reach the “true” result.

4.1 (C) Interpretive Research

An interpretive research approach provides a deep insight into the complex world of lived experience from the point of view of those who live it (Schwandt, 1994, p. 118). Interpretive research assumes that reality is socially constructed and the researcher becomes the vehicle by which this reality is revealed (Cavana, Delahaye and Sekaran, 2001; Walsham, 1995a, 1995b). This approach is consistent with the construction of the social world characterized by interaction between the researcher and the participants (Mingers, 2001). The researcher’s interpretations play a key role in this kind of study bringing such subjectivity to the fore, backed with quality arguments
rather than statistical exactness (Garcia and Quek, 1997, p. 459; Díaz Andrade, 2009). Denzin and Lincoln (1994) further add that interpretive research is an interpretation of the data based on the field work. This provides insights into an individual perspective (Cohen and Manion (1997) and helps us understand a community in terms of the actions and interactions of the participant from their own perspectives (Tobin, 2000, p. 487).

Yet according to Díaz Andrade (2009) making reference to Klein and Myers as well as Neuman stated that there is a distinction between qualitative approach and interpretive approach According to Klein and Myers (1999) and Neuman (1997) these two approaches are not by any means equivalent and interchangeable terms. Klein and Myers (p. 69) said that interpretive research assumes that our knowledge of reality is gained only through social constructions such as language, consciousness, shared meanings, documents, tools and other artifacts, whereas qualitative research is a broader term. In general, it refers to a study process that investigates a social human problem where the researcher conducts the study in a natural setting and builds a whole and complex representation by a rich description and explanation as well as a careful examination of informants’ words and views (Creswell, 1998; Miles and Huberman, 1994; Morgan and Smircich, 1980). As a result, qualitative research may or may not be interpretive, depending upon the philosophical assumptions of the researcher (Klein and Myers, 1999: p. 69).

In summary, these three methods are intertwined in this study as they are all useful in providing the framework and explanation for the study. As stated by Ospina and Wagner (2004) various choices and practices fall along a continuum, where some researchers are closer to positivism and others distance themselves radically from it. Different traditions represent different interpretive communities (Denzin and Lincoln, 2000) and as such, researchers must create more open forms of inquiry (Ospina and Wagner, 2004). Defending the usage of the three methods in this study, Abowitz and Toole (2010) said that utilizing a mixed method approach incorporates sound methodological principles at each stage of the design process.

4.2 BUILDING IN THEORY
The theoretical knowledge gained from previous courses of study in the area has been a strength in guiding the research path and helping the researcher to understand concepts and relate to the theoretical framework stated in the literature. It has also guided this study to rationalize its position and design the theoretical framework to fit its cause. Together with the secondary literature they solidify the bearings of this study. Eisenhardt (1989) and Walsham (1995b) both remind us that researchers can take their previous knowledge into account either from the existing literature or from their previous experience to assist them in forming a theoretical basis for the approach to the issue to be studied. Though this may be a plus to this study, it can also be a stumbling block, as the heap of knowledge can lead to preconceived ideas which then can affect the explanation of the data. As stated by Siggelkow (2007) our observations are guided and influenced by some initial hunches and frames of reference; he emphasizes that an open mind is good, an empty mind is not.

4.3 RESEARCH DESIGN METHOD AND INSTRUMENTS

The research design used to collect the data in this survey is a questionnaire method and this is shown in the appendix. According to Smith (1998) questionnaire research is a primary tool in market research and is commonly used to identify what people do and what influences their behavior, which the author says is the key commercial justification of its usage. Smith continued to say that the usage of a questionnaire in a research is important because it carries out functions. It may:

1. diagnose a problem or situation
2. suggest why something is happening
3. describe concepts
4. identify possible explanations relating concepts to one another
5. show correlation between concepts.

The usage of a questionnaire survey is very effective as more people can be asked and answers can be subjected to statistical analysis (Smith, 1998); and it also guides respondents in answering questions (Gendall and Davis, 2003). The measurement used in this research questionnaire is the Likert-type scale, which is considered more
appropriate and reliable to measure respondent perceptions for the purpose of ensuring valid responses against the questions under discussions (Alreck and Settle, 1995). The Likert scale was early designed by Likert (1932) and according to Bartikowski, Kamei and Chandon (2010), Likert-type scales are by far the most common survey instrument for attitude measurement, and reasons for this great popularity include conformity with current research practice, ease of scale construction, and standards for measurement evaluation that align with test theory. The authors continue to say that measuring people’s opinions or attitudes on questionnaires using measurement scales is a common practice in all fields of management.

According to Yuan (2006) the Likert scale usually consists of a series of carefully selected belief statements that associate the belief object with some attributes. These attributes are projected to get similar evaluations from different people. Instead of weighting each statement individually, the statements are considered as indicating favorableness or unfavorableness in advance by the researcher. In other words, a Likert scale measures the strength of the belief (expectancies) individually. The direction of the evaluations (favorable or unfavorable) is predetermined by the researcher. The intensity of the evaluations (how favorable or unfavorable) is assumed to be polarized (+1 or -1).

The design of the instrument enables the respondents to indicate their degree of agreement with positively or negatively worded items (Kwok, Uncles and Huang, 2006). This research has adopted these views together with the research findings of Soh, Reid and King (2009) who look at various researchers using Likert scales, for example: Bauer and Greyser (1968) consisting of seven items argued as belief statements in Fishbein and Ajzen (1975); conceptualization, as in Muehling (1987) and the usage of a differential scale as in Sandage and Leckenby (1980). All these views endorsed the choice of the Likert scale for this research questionnaire. It is also considered that the usage of the Likert scale will help consumers specifically place the ranking of their perception and lessen the task of duplicating data coding.

A copy of the questionnaire survey developed for the present research project appears as the appendix. Section A contains the respondents’ personal characteristics, asking
closed questions and giving closed choices. Section B is for TV and Section C is for Newspapers. It intends to discover consumers’ reasons for liking or disliking the medium of advertising, which could influence their perceptions. The Likert scale used in these two sections is a 5-point rate ranging from very low to very high. Section D explores other contributing factors that may also influence consumer perception on advertisings with a 7-point Likert scale rating ranging from strongly disagree to strongly agree. The reason of using 7-point scales is that they allow because it allow a finer grade of judgments than any other scales (Al-Hindawe, 2003; Hendrasaputra and Lunarjanto, 2009). According to Strongman and Woosley (1967, c.f. Hendrasaputra and Lunarjanto, 2009), the scales having the finest result for grading are 6–point and 7–point. The 7-point scale allows neutrality while 6–point scale does not and the reason can be directed to Krosnick and Fabrigar (1997) argument that the range of scale between 5 and 7 is seen to be more reliable than otherwise. This is because according Maiyaki and Mokhtar (2011) it enables the respondents to express their stand precisely and comfortably rather than forcing the participants to respond in a particular direction as it could result in increasing measurement error. More so, it helps the researcher to make subtle distinctions among perceptions of the respondents regarding a particular question.

The usage of the neutrality in the two scales used in this research (i.e. 5–point and 7-point) is that it gives a breathing space for respondents who are not quite sure or are undecided. Hendrasaputra and Lunarjanto, (2009) said that neutrality is important since respondents often cannot decide whether they agree or not. In the case of neutral respondents, the danger of 6-point scale is that it forces the respondents to choose while they want to give a neutral answer. It can generate bias in the research. The 7-point scale has enough gradations to give meaningful data, thus a 7-point scale is the best. Although there is no reference given to the usage of the 5-point scale, it is deemed appropriate for its use in this research for Section B and Section C, because there is a neutral point for consumers who are undecided.

4.4 QUESTIONNAIRE FORMAT

Although Maltz and Mullany (2000) said that there are schools of thought that
suggested individual behavior to be a result of a sequence of outcomes, the questionnaire for this research is set on a standard format for the purpose of finding out how Fiji consumers perceive TV and Newspaper advertising. This led to the questionnaire being designed and directed to the open public with no specification directed to any one person or consumer. This enables the research to identify a set of variables that is deemed appropriate to be used for all in analyzing consumer perception to TV and newspaper advertising. The same set of data was distributed and the same set of data was collected for everyone. The reason is to ensure that the research achieves a level playing field to examine consumer perceptions of each individual on the basis of the same criteria.

The research has taken a social science standard data collection framework where the questionnaire is predicted on the usage of hypothesis tests. Hypothesis tests according to Loftus (1993) and Maltz (1994) are crude analytic tools; and to maintain this scientific standpoint a systematic data collection is used in this study.

The research questionnaire was formatted in such a way as to inquire into the effect of a specific variable (e.g. Section A, the intention was to find out the personal data of each consumer) or a set of variables (e.g. Sections B, C and D). According to Maltz and Mullany (2002), if the magnitude of the effect is sufficiently large that it is unlikely to be attributed to chance, then the effect is said to exist, to be statistically significant. To obtain the relevant information, a population survey consisting of people from all walks of life in selected areas like urban, suburban, rural, subrural in Viti Levu, Vanua Levu and the outer islands are used. A total of 500 questionnaires was administered to willing respondents who wanted to participate in this research. Out of the 500 questionnaires, a total of 394 were received back, giving a response rate of 78.8% which is deemed to be a significant number to test the hypotheses. The 106 questionnaires that were not used in the study and deemed invalid because respondents either do not fill the questions correctly or the answers are incomplete making it impossible to make sense of what is written.

The questionnaire is divided into four sections (see the appendix). Section A looks at the personal characteristics and personal related factors that may influence consumer perception to TV and newspaper advertising. The variables are: age, gender, ethnicity,
occupation, level of education, media choice, area of residence and marital status. Reasons for the selections of these variables are explained in chapter 3. Section B is intended to gauge consumer perception towards TV advertising. This section is in two parts, the first part looking at all the likeable factors that could make consumer’s perceive TV advertising positively and the second part stating the reasons as to why consumers do not like TV advertising. Since there are a lot of statements for reasons for liking TV and reasons for not liking TV, they are tabulated and the mean result is taken for each part of the section. Likewise, Section C is intended to gauge consumer perception to Newspaper advertising. Like TV, this section is also in two parts, first the reasons for liking Newspapers with all the possible factors that would induce a positive perception to Newspaper advertising followed by the second part looking at the reasons not liking the newspaper medium. They were both tabulated and the mean was taken for both parts of the section. Section D was formatted to explore the contributing factors that may influence consumer perception to TV and newspaper advertising. The section was in three parts. Part 1 is the Economic factors, part 2 looks at the socio-cultural factors, and part 3 is directed to product information and attributes. Questions directed to Economic factors are 1, 2 and 3. Questions directed to Socio-cultural factors are 4–10. Questions directed to Product information and Attributes are 11–18.

4.5 QUESTIONNAIRE ADMINISTRATION AND CHALLENGES

One of the reasons as to why a pretest is conducted is to examine the fit of the questionnaire and to minimize personal conduct that could result in bias of the result. As stated by Griffins (2007, p. 248) ideally the data should not be influenced by the presence or the agenda of the observer, recorder or researcher. However, as a researcher my presence is needed as not all respondents have the same level of understanding and there is a need to elaborate on the question stated and most importantly to collect the questionnaire personally. Though it was not intended to influence the respondents’ answers, the researcher’s presence could somehow push respondents to try to impress the researcher so the answers may not be realistic. More so since the questionnaire is written in English and not the mother tongue of the respondents; the researcher’s physical presence seemed all the more necessary. The
practice may sound unpragmatic but the idea was expressed by Griffin (2007) and McKenna (2010) that there is a debate as to the extent to which the researcher can ever be not present in research activity. Even if a researcher is not present for the event(s) that constitute the data, they are clearly present in its interpretation.

Another challenge faced in the questionnaire is the different scales used in the questionnaire. The questionnaire is made up of four sections. Section A is intended to collect the personal data for the respondents, in which each respondent ticks the appropriate box that tells about him or herself. Sections B and C were intended to find out the likes and dislikes of consumers when exposed to TV and newspaper advertising and for that the questionnaire uses a 5-point Likert scale to rate the responses. Section D explores other contributing factors that may influence Fiji consumer perceptions towards TV and newspaper advertising and affect their behavior. The scale used here is a 7-point Likert scale that requires respondents to state their intensity level of agreement with each statement. As stated by Dolnicar and Grün (2009) a vast majority of studies undertaken both by market research companies and by academic researchers use five- or seven-point answer format in questionnaires, for typical Likert-type questions that require respondents to state a certain level of agreement. The challenge with the usage of the Likert scale as in section B, C and D is that there is a possibility of respondents not reflecting the true value of their response because they are not in the position to separate the levels of their perception to various numbers allocated. This may cause them to tick one rating right through the section questions or to place more than one tick in a question, which not only makes the question invalid but the result to be inconsistent. Similarly, the scale low and very low; strongly agree, agree and little bit agree etc. can be confusing to respondents who are in a rush to give back the questionnaire, therefore their answers cannot be a true reflection of their perception as they can view such separation as just one meaning. For example, the word ‘agree’ to the respondents may mean just that and not a variation. Kampen and Swyngedouw (2000) have prewarned empirical researchers of the dangers of inappropriate data assumption and the ambiguity of interpretations based on frequently ill-defined formats.

Another challenge faced in this research was in collecting fully answered questionnaires. Since the researcher tried to reduce personal contacts, to allow
respondents to answer the questions freely, 106 questionnaires were counted as lost or invalid if the questionnaires were collected on a later date or was only partially filled.

Lastly, it is a big hazard to explain and re-explain the purpose of the research to everyone that is approached, as people have inquiring minds and want to know why the research is being carried out and what benefit it will do to them. A lot of people refuse to participate because they do not think and see it benefiting them and the response is ‘NO’. Even the mention of the word research elicits the response “We have answered and filled research papers before and we do not know what happens, especially to the result outcome”. Given those attitudes from the public, the research assistant and I at times had to walk for long distance looking for willing respondents and at times we searched in vain.

4.6 PRETESTING

Prior to full administration of the questionnaire a pretest or a pilot test was conducted using the students at The University of the South Pacific, Laucala Bay Campus, Fiji, in which the researcher is also a student of the institute. According to Gay, Mills and Airasian (2006) a pretest or pilot test is like a dress rehearsal in which a small-scale trial of the study is conducted prior to the full-scale study. This research pretest has three objectives. First, it was to test the validity and reliability of the instrument to be used in the study. Secondly, it was to obtain an insight into the actual study. Thirdly, it sort to identify problems that needed to be corrected in the questionnaire before the final survey. Ten students were used for the pretest and the questionnaires were randomly given, irrespective of students’ nationality. As stated by Piaget (1972) all had gained full cognition development (students in this pretest sample); they understand the concept of money (Strauss, 1952) and they had already developed skills relating to information processing (Ward et al., 1977). This is also in line with Malhotra’s (2008) book recommendation that the sample size for pretest is normally small ranging from 15 to 30 respondents. Malhotra (1981) also said that the use of students is seen to be normal and is considered appropriate. To prevent biases in the results, no inducement (encouragement) was offered to the students participating in the study in which a duplicate will be expected to uphold in the final survey.
The pretesting questionnaires were administered to students were taken for these reasons. Firstly, they are consumers of TV and newspaper advertising in Fiji. Secondly, they are easily available and within reach. Thirdly, they are adult consumers, who can make their own decisions and choice. Fourthly, the questionnaire is pretested with the students to determine the reliability of capturing truthful responses. After running the pretest, minor alteration was made in terms of wordings to ensure clarity and minimum interaction with the respondents. The questionnaire was then approved by the research supervisor and ready to be used in the sample survey.

4.7 SAMPLING AND DATA COLLECTION

The questionnaire survey was conducted to gain insight into consumers’ perceptions to advertising and the type of factors or variables that contribute in influencing their perception. The questionnaire for the survey was distributed in different selected areas. The sampling area for the research was selectively chosen and it was not based on the population of each town or area but on the precept of ensuring a wider comparative sample of consumer perception to TV and newspaper advertising in Fiji. As stated by Birley and Moreland (1998), that data collection is not just a process of collection, it is also a process of creation, of using information in unique ways related to the purpose of the study; recognizing that people are the most important information source for research (Lane, Chrisholm and Mateer, 2000).

Since Fiji is made up of two main islands, Viti Levu and Vanua Levu, surrounded by many small island groups, the sample area is selectively chosen and is spread over a wide range of localities in order to get a wider perspective sample of views on TV and newspapers. As such, the data were collected in these areas: Levuka and Rotuma, representing the island groups of Fiji; Navua in Viti Levu and Bua in Vanua Levu, representing the rural and su rural views; Lautoka and Nadi, representing the consumer views of the western side of Viti Levu; and Suva the capital of Fiji. A map indicating those places are provided (see figure 4.1). The identifications of participants for this research imposed some challenges as it was intended to draw on the widest
possible scope of respondents. Those challenges included encountering people not willing to participate and finding willing individuals to be included in the research, those who would provide appropriate comparable data (and might prove valuable) for generating categories (Dey, 1999, p. 5). Morse (1994) defines the good participant as the one who has the knowledge and experience the researcher requires, has the ability to reflect, is articulate, has the time to be interviewed, and is willing to participate in the study. This then affects the sampling size for the research, as most requirements are not necessarily there. Nevertheless, Boomsma (1983) has recommended a sample size of approximately 200 for models of moderate complexity in which the study has exceeded the given number. Verma, Plasckca, and Louviere (2002) remind researchers that when establishing the sample, they must consider that discrete-choice responses are categorical therefore, several hundred observations are needed to satisfy the asymptotic conditions specified for estimating the model’s parameters and obtaining reliable statistical tests. Based on those recommendations, a collected sample of 394 (Levuka/Rotuma, 90; Navua/Bua, 126; Nadi/Lautoka, 46; and Suva, 132 was deemed appropriate to test the proposed model although 500 questionnaire were initially given out. The 106 invalid questionnaires are bases on the respondents did not answer the correct questions, questionnaire returned were not filled and the ones given out and intended to be collected later are either lost or returned not filled. The sample data were collected by the principal researcher with the help of a research assistant. This was made possible with grant assistance from the faculty for postgraduate study in The University of the South Pacific, Faculty of Business and Economics, and the principal researcher’s scholarship award from the Fiji Government, I Taukei Affairs.
4.8 RESEARCH VALIDITY AND RELIABILITY

A test can be reliable without being valid but it cannot be valid without being reliable (Aiken and Groth-Marnat, 2006, p. 97).

Thus for a piece of research to be valid, reliability is a necessity (Miller, Bryne, Rutherford and Hansen (2009); and a central issue in empirical research (Nunnally and Bernstein, 1994). This makes the two concepts key indicators of the quality of a measuring instrument (Kimberlin and Winetrstein, 2008). Defining the two concepts, Sekaran (2003) said that reliability refers to the degree of reproducibility or variation of outcomes of an experiment carried out in different settings, with different operators, and over different applications (i.e., reliability is a measure of precision), while validity refers to how well an instrument measures the particular concept it is intended to measure. Kjaer (2005 c.f. Marquina, 2007) described validity as follows: The validity of an experiment is the degree to which it measures the theoretical
construct under investigation. Sekaran and Bougie (2010, c.f. Maiyaki and Mokhtar, 2011) said that validity of the measuring instrument is the extent to which the instrument is measuring what it is supposed to measure and not something else.

Reliability of a measurement, on the other hand, indicates the extent to which an instrument is error free and thus consistent and stable across time and also across the various items in the scale. Trochim (2000 c.f. Bartikowski, Kamei and Chandon 2010) further added that the evaluation of measurement validity commonly relies on empirical interpretations of test theories; and reliability is a feature of the scores obtained in a specific sample from the use of an instrument and not a feature of the instrument itself (Vacha-Haase, 1998; Henson, 2001, Miller, Rutherford, and Hansen, 2009).

However, the research is also guided by suggestions of caution and directions for research on the concept of integrity. For instance, Kimberlin and Winetrstein (2008) suggested that the process of developing and validating an instrument is in large part focused on reducing error in the measurement process. To identify those errors Crocker and Algina (1986) postulated that a researcher needs to do a pretesting or pilot testing for the purpose of minimizing measurement error and refinement of the instrument. Abowitz and Toole (2010) have cautioned researchers that problems of measurement reliability can arise from inadvertent changes in the measuring instrument and unplanned changes in question wording. They went on to say that ensuring validity and reliability should not be the only concern when doing a research but researchers must pay careful attention to indicators of level of measurement and degree to which they can be quantified.

To ensure that these values are upheld in this research, the study has conducted a pretest or trial research (as stated above) to test the questionnaire and alterations have been made to ensure clarity and simplicity and that validity is obtained. The study has also identified numerous measurements to be conducted using the SPSS (Statistical Packages for Social Sciences) to test the model fit for the hypotheses confirming evidence that ground research has been conducted and the contents are being used as measurements.
4.9 RESEARCH HYPOTHESES MEASUREMENT

The research study proposed four hypotheses aimed at analyzing consumer perception to Fiji TV and Newspaper advertising. The four hypotheses are:

(5) The media selected to advertise influences consumer perception to advertising.

(6) Consumer perception to TV and newspaper advertising in Fiji is influenced by personal characteristics, socio-cultural and economic factors.

(7) Product Information and Attribute (which are perceived product price, perceived product quality, perceived product value, perceived product benefits, perceived product country of origin, perceived product popularity and perceived company image) influence consumer perception towards TV and newspaper advertising in Fiji.

(8) Consumer behavior towards TV and newspaper advertising in Fiji is affected by consumer perception.

To test these hypotheses, the raw data (which are the direct responses of the respondents) are coded numerically so that they can be analyzed quantitatively to provide statistically significant findings. All missing data are given the numeric number 99. Coding procedure helps the research study in establishing the causal relationships that ultimately produce theory (Díaz Andrade (2009). These processed data are used to measure the hypotheses to determine whether each one of the four hypotheses is rejected or not. The result of the hypotheses test determines the fit of the conceptualized perception model for Fiji. The measurement tests identified for each of the hypotheses are: 

- **Hypothesis 1**, a Correlation test will be used to determine whether there is a relationship of variables i.e. relationship between media choice and consumer perception to TV (CPTV) and consumer perception to newspaper (CPNP).
- A chi-square test is also used to solidify the findings for hypothesis 1. For **Hypothesis 2**, the Linear Regression test will be used to find out whether the hypothesized dependent variable, in this case consumer perception, is dependent on the independent variables, which are personal characteristics, economic and socio-cultural factors.
- Similar testing is conducted for **Hypothesis 3**, with different independent variables (perceived product price, perceived product quality, perceived product value, perceived product benefits, perceived product country of origin, perceived product
popularity and perceived company image). For Hypothesis 4, a Correlation test will be used to find out if consumer behavior is affected by consumer perception. The test process and the interpretation of results will be projected in the next chapter.

4.10 SUMMARY

This chapter discusses the methodology and methods used to measure the variables in the regression model of consumer perception towards Fiji TV and Newspaper advertising. This includes an examination of the type of research undertaken; the questionnaire design and research prerequisite as well as the statistical methods to be used to measure the variables as a means of ensuring validity and reliability of measurement. The testing of the model and the interpretation of the measurements will be discussed in the next chapter, 5.
CHAPTER 5

HYPOTHESIS TESTING INTERPRETATION AND DISCUSSION OF RESULTS

INTRODUCTION

This chapter presents the testing of the four hypotheses, the interpretation of the hypotheses statistics and the discussion of the result findings. All hypothesis testing is in two parts because of the comparative study of the two media; part ‘a’ is for TV and ‘b’ is for newspaper. The interpretation of the hypotheses and the discussion of the results are also in two streams. The chapter begins with a description of the data set as background information of how the ground research is carried out and the justification of the criteria used.

5.1 DESCRIPTION OF DATA SET

It is important to state here before the explanation of the data that the figure 99.00 indicate that the questionnaires collected after running the ground research are incomplete because the respondents did not fill the correct answer, tick the correct boxes alongside the question stated or the questionnaire is not completed and with the wrong answers. Though 99.00 appeared in the cross-tabulation of the data, its existence did not affect the result at all; however, its scientific appearance shows the reliability and validity of the research study and the formal conducting of the ground research. The explanation of the data set follows:

Gender

There is no suggested quota for this research on gender. Basically, the research is taken on face value as to who is willing to participate in the research and answer all the required questions. Their responses are more valuable for the data analysis and as such there is a great imbalance in the number of male and female respondents. However, the total number of participants in the survey is 394, of which 238 (60.4%)
are female and male, 156 (39.6 %) (table 5.1).

<table>
<thead>
<tr>
<th>Table 5.1 Gender Cross tabulation result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
</tr>
<tr>
<td>---</td>
</tr>
<tr>
<td>Valid</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

**Ethnicity**

In this data set, efforts have been made to have a wider scope of ethnicity but the researcher has encountered certain challenges. Firstly, most ethnic group that are willing to participate in the research are the I Taukei, either straight away filling the questionnaire or returning it at a later date. The high number of I Taukeis, may also be attributed to the fact that the researcher has employed a research assistant who is a I Taukei and so the Vanua Levu respondents in the research are all I-Taukei because the data were taken from the villages in which the research assistant stayed for the week. As for the Indian group, the researcher finds it very difficult as they are very much occupied with their daily chores like work or business and so they are not willing to be part of the team. Even those that were met and presumed to be free also gave excuses. Many who took the questionnaire home did not return it at all. Only the Indians in the rural areas (like in Navua) and in the islands (like in Levuka) who accepted the questionnaires actually participated. Thus the sample included only 53 Indians. For Rotuma, only 56 participated, though the researcher too 100 questionnaires for distribution. The reason is that most of the Rotuman people do not have access to daily TV advertisements through Fiji One Channel because of poor reception due to its distance. The respondents that were approached felt that they could not answer the part on TV and if they did, the result could be seen as bias because they will not be giving correct information. For those Rotumans that have viewed advertising through TV One by means of an installed dish, many felt that they can not respond to the ads because the things advertised are not available in the island shops. The same applied to newspaper advertising – as only one or two people may have had access to it once a week (that is, when the Fiji Air was flying to Rotuma). However, receiving of newspapers depends on relatives living elsewhere in Fiji to send the newspaper or otherwise there is nothing. If the newspapers did reach
Rotuma, the impact is void since only a handful of people has access to reading the advertisements on time or on the date printed, while others may come across it by chance. Therefore, consumer perception to TV and newspaper advertising in Rotuma is minimal because distance is a great barrier. Other ethnicity groups are from around The University of the South Pacific main campus, which mainly consists of students and their spouses.

In summary, of the 394 participants 255 (64.7%) are I-Taukei 53 (13.5%) are Indian; 56 (14.2%) are Rotuman and others (Kiribati, Europeans, Chinese, Rabians, Cook Islands, Marshall, Nauru and Solomon Islands) account for 30 respondents, contributing 7.6 % to the total (table 5.2).

### Table 5.2 Ethnicity Cross tabulation result

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fijian</td>
<td>255</td>
<td>64.7</td>
<td>64.7</td>
<td>64.7</td>
</tr>
<tr>
<td>Indian</td>
<td>53</td>
<td>13.5</td>
<td>13.5</td>
<td>78.2</td>
</tr>
<tr>
<td>Rotuman</td>
<td>56</td>
<td>14.2</td>
<td>14.2</td>
<td>92.4</td>
</tr>
<tr>
<td>Others</td>
<td>30</td>
<td>7.6</td>
<td>7.6</td>
<td>100.0</td>
</tr>
<tr>
<td>(Kirib,Europ,Chins/Rabi/Coks/Marsh/Nauru/Solo)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>394</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

**Age**

For this data set there is a ceiling or a base line and that is every participant must be 18 years of age and over because at the age of 18 they are classed as young adult consumers who are capable of making informed choices. However, there is no cut-off point for this variable because the wider the range, the wider the scope of perception that is expected from the different age groups towards advertising. As such, the age ranges for the participants are as follows: From the 394 participants, 172 respondents (43.7%) between 18 and 30 years old; 98 (24.9%) are 31–40 years old; 73 respondents (18.5%) fall between 41 and 50 years of age; 28 respondents (7.1%) between the age of 51 and 60; and 18 respondents (4.6%) are 61 years and over. The missing value includes 5 (1.3%) (table 5.3).
Table 5.3 Age Cross tabulation result

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid 18-30 years</td>
<td>172</td>
<td>43.7</td>
<td>43.7</td>
<td>43.7</td>
</tr>
<tr>
<td>31-40 years</td>
<td>98</td>
<td>24.9</td>
<td>24.9</td>
<td>68.5</td>
</tr>
<tr>
<td>41-50</td>
<td>73</td>
<td>18.5</td>
<td>18.5</td>
<td>87.1</td>
</tr>
<tr>
<td>51-60</td>
<td>28</td>
<td>7.1</td>
<td>7.1</td>
<td>94.2</td>
</tr>
<tr>
<td>61 and over</td>
<td>18</td>
<td>4.6</td>
<td>4.6</td>
<td>98.7</td>
</tr>
<tr>
<td>99.00</td>
<td>5</td>
<td>1.3</td>
<td>1.3</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>394</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Area of Residence

In this data set, a selective approach is practised in which the researcher replicates the category distribution of the Fiji population, which are: urban, suburban, rural, subrural and islands. The criteria are followed because the research is claimed to be looking Fiji consumer perception to the advertising media which is a national identity and so a selective sample of each of these area of residence is justifiable. Other anticipated reasons is that the different areas of residence may field in a wider consumer perspective towards advertising, given the different factors like socio-cultural, economic and other external causes that can influence consumer perception to advertising. Furthermore, the access to the two media in relation to the different residential areas is also anticipated to be different. The feasible differences associated with consumer residential areas are potential factors that could influence consumer perception towards TV and newspaper advertising and affect their behavior. As such, the researcher and the research assistant visited these areas for the ground research and the trips were funded by The University of the South Pacific, Faculty of Business and Economics Postgraduate resource pool. From the total of 394 participants, 97 respondents (24.6%) are Urban; 125 respondents (31.7%) are Rural; 20 respondents (5.1%) are Subrural; 58 respondents (14.7%) are Suburban; and 94 respondents (23.9%) are Island respondents. (table 5.4).

Table 5.4 Area of Residence Cross tabulation result
<table>
<thead>
<tr>
<th>Status</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>128</td>
<td>32.5</td>
<td>32.5</td>
<td>32.5</td>
</tr>
<tr>
<td>Married</td>
<td>236</td>
<td>59.9</td>
<td>59.9</td>
<td>92.4</td>
</tr>
<tr>
<td>Divorced</td>
<td>15</td>
<td>3.8</td>
<td>3.8</td>
<td>96.2</td>
</tr>
<tr>
<td>Widowed</td>
<td>13</td>
<td>3.3</td>
<td>3.3</td>
<td>99.5</td>
</tr>
<tr>
<td>Others (Staying together)</td>
<td>1</td>
<td>0.3</td>
<td>0.3</td>
<td>99.7</td>
</tr>
<tr>
<td>Total</td>
<td>394</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

**Occupation**

This set is intended to identify how many of the respondents are employed and not employed. As it is, the variable is tied to finance and is presumed to have a significant relationship and be a great determinant of consumer perception to TV and newspapers. Consumers can have positive perception to advertising but if they do not
have the finance to spend then the behavior may be negative. Thus finding out the occupation status of the consumer is significant in the study. Therefore, out of the 394 participants, 248 respondents (62.9%) are employed; 145 respondents (36.8%) are unemployed and 0.3% missing value. Occupation by gender: Male employed are 111, and 45 unemployed; female are 137 employed and 100 unemployed (table 5.6).

### Table 5.6 Occupation Cross tabulation result

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employed</td>
<td>248</td>
<td>62.9</td>
<td>62.9</td>
<td>62.9</td>
</tr>
<tr>
<td>Unemployed</td>
<td>145</td>
<td>36.8</td>
<td>36.8</td>
<td>99.7</td>
</tr>
<tr>
<td>99.00</td>
<td>1</td>
<td>0.3</td>
<td>0.3</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>394</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>Occupation</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>Employed</td>
<td>111</td>
</tr>
<tr>
<td></td>
<td>Unemployed</td>
<td>45</td>
</tr>
<tr>
<td></td>
<td>Missing</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>156</td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>Employed</td>
<td>137</td>
</tr>
<tr>
<td></td>
<td>Unemployed</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>Missing</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>238</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>248</td>
</tr>
<tr>
<td></td>
<td></td>
<td>145</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>394</td>
</tr>
</tbody>
</table>

**Education Level**

This data set is important because with education, consumers can either read the newspaper advertisements and make sense to them or hear and see TV commercials and understand what the ad is talking about. Also since most ads are in English, which is a second language for a majority of Fijians, the education level of consumers is the ice breaker that can link them to comprehend the TV and the newspaper ads. Thus from the 394 participants, while 17 respondents (4.3%) are not schooled beyond primary level, a further 93% (32.2+26.4+23.1+1.3) completed secondary, some kind of certificate and diploma or some kind of vocational education. Only 7.6% successfully completed a university degree (table 5.7).
### Table 5.7 Education level Cross-tabulation result

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Primary</td>
<td>17</td>
<td>4.3</td>
<td>4.3</td>
<td>4.3</td>
</tr>
<tr>
<td>Secondary</td>
<td>131</td>
<td>33.2</td>
<td>33.2</td>
<td>37.6</td>
</tr>
<tr>
<td>Certificate</td>
<td>104</td>
<td>26.4</td>
<td>26.4</td>
<td>64.0</td>
</tr>
<tr>
<td>Diploma</td>
<td>91</td>
<td>23.1</td>
<td>23.1</td>
<td>87.1</td>
</tr>
<tr>
<td>Vocation</td>
<td>5</td>
<td>1.3</td>
<td>1.3</td>
<td>88.3</td>
</tr>
<tr>
<td>University Degree</td>
<td>30</td>
<td>7.6</td>
<td>7.6</td>
<td>95.9</td>
</tr>
<tr>
<td>Others (Trades)</td>
<td>14</td>
<td>3.6</td>
<td>3.6</td>
<td>99.5</td>
</tr>
<tr>
<td>99.00</td>
<td>2</td>
<td>0.5</td>
<td>0.5</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>394</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

### Media Choice

The importance of this data set is that the research is centred on two mediums - TV and Newspaper. A couple of advantages associated with their usage is that not only can a comparison be made between these two contenders but it can also help to identify where the strength of consumer media preference lies and whether their choices of media influence their perception towards advertising and affect their behavior. A frequency test result showed that out of the 394 participants, 54 respondents (13.7%) prefer TV and 56 respondents (14.2%) prefer newspaper and 284 (72.1%) are usee of both TV and Newspaper (table 5.8).

### Table 5.8 Gender * Media choice Cross-tabulation result

<table>
<thead>
<tr>
<th>Gender</th>
<th>Media choice</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TV</td>
<td>Newspaper</td>
</tr>
<tr>
<td>Male</td>
<td>27</td>
<td>17</td>
</tr>
<tr>
<td>Female</td>
<td>27</td>
<td>39</td>
</tr>
<tr>
<td>Total</td>
<td>54</td>
<td>56</td>
</tr>
</tbody>
</table>
5.2 MEASUREMENT OF HYPOTHESES AND INTERPRETATION

As stated in the introduction, each hypothesis will be analysed in two parts. Part ‘a’- will be for TV and part ‘b’ will be Newspaper. First it will begin with an explanation of the process and the method selected to measure each hypothesis followed by an interpretation of the two data and a discussion of the data result.

**Hypothesis 1**

*The media selected to advertise influences consumer perception to advertising*

To analyze hypothesis1, for TV—First, transformation is used to compute the mean for the variable under “Reasons for liking TV (RLikeTV) and Reasons for not liking TV” (RNotLikeTV) on a five point Likert Scale. Consumer Perception on TV (CPTV) was established by computing the mean of RLikeTV and the mean for RNotLikeTV using the same process. The method selected to test hypothesis 1 is *Correlation.* Patwardhan, Flora and Gupta (2010) pointed out that correlation is for the purpose of finding association among different factors, or finding a relationship factor. Spector (1992) said that groups of items that tend to interrelate with one another more strongly than others will form factors. Thus the correlation test was to see if there is a relationship between consumer perception and their choice of media, selecting between TV and Newspaper. The SPSS results measurements are presented in tables 5.9 and 5.10.
### HYPOTHESIS 1 MEASUREMENT FOR TV

**Table 5.9 Correlation Test for TV**

<table>
<thead>
<tr>
<th>Media choice</th>
<th>Pearson Correlation</th>
<th>RLikeTV</th>
<th>RNotLk TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media choice</td>
<td>Sig. (2-tailed)</td>
<td>0.475</td>
<td>.554</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>394</td>
<td>394</td>
</tr>
<tr>
<td>RLikeTV</td>
<td>Pearson Correlation</td>
<td>-0.036</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.475</td>
<td>0.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>394</td>
<td>394</td>
</tr>
<tr>
<td>RNotLikeTV</td>
<td>Pearson Correlation</td>
<td>-0.030</td>
<td>0.757**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>0.554</td>
<td>0.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>394</td>
<td>394</td>
</tr>
</tbody>
</table>

**Correlation is significant at the 0.01 level (2-tailed)**

### Correlation test result

<table>
<thead>
<tr>
<th>Media choice</th>
<th>Pearson Correlation</th>
<th>CPTV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media choice</td>
<td>Sig. (2-tailed)</td>
<td>0.492</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>394</td>
</tr>
<tr>
<td>CPTV</td>
<td>Pearson Correlation</td>
<td>-0.035</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>0.492</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>394</td>
</tr>
</tbody>
</table>
INTERPRETATION OF HYPOTHESIS 1 DATA FOR TV

Within a sample of 394 respondents, the Pearson correlation values in the first table are both negative (-0.036 and -0.030) implying that consumers’ choice of media (TV) has a negative contribution. The second table indicates whether CPTV advertising is associated with their choice of media (TV), the results showing that in a sample of 394 respondents, media choice (TV) is not associated with CPTV, because of the negative result (0-0.035) and 0.492 is greater than p value of 0.05 meaning it is not significant in explaining its influence on consumer perception. The same procedure for Hypothesis 1 is run for Newspapers.

HYPOTHESIS 1 MEASUREMENT FOR NEWSPAPERS

Table 5.10 Correlation Test for Newspaper

<table>
<thead>
<tr>
<th>Media choice</th>
<th>Media choice</th>
<th>RLikeNP</th>
<th>RNotLkNP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Correlation</td>
<td>1</td>
<td>-0.056</td>
<td>-0.051</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>0.265</td>
<td>0.313</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>394</td>
<td>394</td>
<td>394</td>
</tr>
<tr>
<td>RLikeNewsP</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>-0.056</td>
<td>1</td>
<td>0.134**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>0.265</td>
<td>0.008</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>394</td>
<td>394</td>
<td>394</td>
</tr>
<tr>
<td>RNotLikeNewsP</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>-0.051</td>
<td>0.134**</td>
<td>1</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>0.313</td>
<td>0.008</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>394</td>
<td>394</td>
<td>394</td>
</tr>
</tbody>
</table>

**Correlation is significant at the 0.01 level (2-tailed)

Correlation test result

<table>
<thead>
<tr>
<th>Media choice</th>
<th>Media choice</th>
<th>CPNP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Correlation</td>
<td>1</td>
<td>-0.057</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td>0.263</td>
</tr>
<tr>
<td>N</td>
<td>394</td>
<td>394</td>
</tr>
<tr>
<td>CPNP</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>-0.057</td>
<td>1</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td>0.263</td>
</tr>
<tr>
<td>N</td>
<td>394</td>
<td>394</td>
</tr>
</tbody>
</table>
INTERPRETATION OF HYPOTHESIS 1 DATA FOR NEWSPAPER (NP)

Within a sample of 394 respondents, the Pearson correlation values in the first table are both negative (-0.056 and -0.051) implying that consumers’ choice of media (NP) has a negative contribution. The second table projects whether consumer perception to newspaper (CPNP) advertising is associated with their choice of media (NP); the result shows that in a sample of 394 respondents, media choice (NP) is not associated with (CPNP) because of the negative result (-0.057) and 0.263 is greater than p value of 0.05 meaning it is not significant in explaining its influence on consumer perception.

Diamantopoulos and Siguaw (2000) have suggested that in order to assess the model fit and the degree to which the model as a whole is consistent with the empirical data other measurements should be utilized. One such measure is the chi-square that has been used to assess model fit in covariance structure models and provides a test of the hypothesis that the model fits the population data perfectly (Diamantopoulos and Siguaw, 2000). Like correlation, chi-square analysis is employed when researchers want to determine whether there is an association between two or more variables on some characteristics being studied (Yih Wu and Su Fu (2010). More so, the main purpose for chi-square usage after correlation test is in line with Moser and Freeman Jr’s (2009) suggestion that chi-square tests are performed to detect any significant differences between the cross-tabulations results. Thus a chi-square test for relatedness or independence is run on the same variables. The chi-square test results are shown below:
Table 5.11 Chi-Square test results for CPTV/ Media Choice

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>572.143a</td>
<td>590</td>
<td>0.693</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>479.367</td>
<td>590</td>
<td>1.000</td>
</tr>
<tr>
<td>Linear-by-Linear Association</td>
<td>0.474</td>
<td>1</td>
<td>0.491</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>394</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. 888 cells (100.0%) have expected count less than 5. The minimum expected count is 0.14.

Table 5.12 Chi-Square Tests result for CPNP/ Media Choice

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>597.215a</td>
<td>600</td>
<td>0.524</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>501.039</td>
<td>600</td>
<td>0.999</td>
</tr>
<tr>
<td>Linear-by-Linear Association</td>
<td>1.257</td>
<td>1</td>
<td>0.262</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>394</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. 902 cells (99.9%) have expected count less than 5. The minimum expected count is 0.14

INTERPRETATION OF CHI-SQUARE DATA FOR TV AND NEWSPAPER

For (Media Choice/CPTV), Pearson has a value of 572.14 with a significance of 0.693 and for (Media Choice/CPNP) Pearson has a value of 597.215a with a significance of .524. The significance levels for both are far above the alpha level of 0.05 and thus insignificant in explaining that choice influences perception.

Thus based on the results for correlation and chi square test, it is found that the choice of media selection does not influence consumer perception to TV and Newspaper advertising in Fiji. Thus Hypothesis 1 is rejected in the case of Fiji.
DISCUSSION ON THE RESULTS OF (H 1a) AND (H 1b) FOR FIJI TV VIEWERS AND NEWSPAPER READERS

According to Croft (2008), the media is the message – connecting and delivering— and has the ability to influence one’s opinion and attitude (Lundy and Irani, 2004) and evoke responses (Mai and Schoeller, 2009). Taking these revelations into account it is not a surprise that companies, banks, initial public offerings and even stock broking houses are spending significant amounts on advertising (Venkatesh, 2010), including thousands of small–scale firms that wanted to be future biggies (Malhotra, 2008) that have selected some kind of medium to advertise their offerings to consumers. Two mediums that were proposed to be effective in reaching the consumers in this research are TV and newspaper. Wexler (2010) described TV, as the attitude–changing medium and the key in changing consumers’ perceptions of a business. Correspondingly, TV advertising is suggested as a very important advertising medium and an effective medium in reaching an audience; and scholars find that attitude toward advertising media has a positive correlation with attitude towards brands and purchase intentions (Siegel, Coffey, and Livingston, 2004; Prendergast and Ho, 2006; Andersen, Tufle, Rasmussen and Chan, 2008).

Similarly, with Newspaper, an Anonymous (2010, May 2) article stated that consumers trust newspapers more than any other medium, and 66 per cent describe newspaper advertising as "informative and confidence-inspiring," compared with 44 per cent for TV and 12 per cent for the Web.

Such optimistic trends and high ranking of TV and Newspaper as media of advertising led to the designing of the conceptual hypothesis 1, as similar claims can be made about Fiji’s TV and newspapers for being the top advertising mediums where the bulk of the Fiji populations’s interest is presumed to be hooked on to. Coupled with the large number of organizations big and small in Fiji utilizing the services of these two mediums to connect with consumers, this affirms the formulation of hypothesis 1 that media selected to advertise is liable to influence consumer perception to advertising.

However, the challenges for hypothesis 1 which may also be applicable to the other
three hypotheses came from Leigh’s (1991) statement that consumer perception on
the relative effectiveness of the advertising medium is an important issue both
practically and theoretically. This is because over the years, the advertising literatures
have voted advertising to be the most important and visible marketing tool (Tellis and
Weiss, 1995) because consumers tend to accept whatever message is being projected
in the advertising media. Practically and theoretically, the trend is reversing, with
authors like Saperstein and Hastings (2010) cautioning companies that they can no
longer just push their message out and expect to measure an effective reach as a
sufficient success criterion, because consumers are actively gathering information to
really have a basis for decision making, no matter what a company may say or how a
company might position itself or the type of brand and offering are all about. This is
because consumers have access to a wide range of media, they know the content they
want, they know where to find it, and they have expectations of content from the
media that they consume (Crosby, 2005).

The message is appropriate in Fiji’s context, as what was originally and traditionally
thought—that media selection will influence consumer perception to advertising
because of its importance to the society and where the mass of the population is
inclined—is consequently denied by the test results. After running a correlation and
chi square test to discover the relatedness between media choice and consumer
perception to TV (CPTV) and consumer perception to newspaper (CPNP), it is found
that the Pearson correlation value for both TV and Newspaper is negative (CPTV= -
0.035 and CPNP= -0.057) and with a p-value from the correlation test and chi-square
test to be greater than 0.05, implying that it is to be insignificant, meaning that
hypothesis 1 is rejected in the case of Fiji.

In defending the research findings a number of reasons delineated why media selected
to advertise (TV and Newspaper) do not influence Fiji consumer perception to
advertising. However, the negative reception of consumers to media selection in Fiji’s
case is not a new research finding. It is reported by Calfee and Ringold (1994 c.f.
Mcbeath, 2008) that there have been periods of discontent and public disillusionment
with advertising at least since the early 1900s. In their analysis of decades of
advertising survey data, the researchers found that approximately 70% of consumers
thought advertising was often untruthful, should be more strictly regulated and often
persuades people to buy things they do not want. Faber, Lee, and Nan (2004) also said that over the past few decades, scholars and marketers have tried to find effective ways to reduce consumers’ negative perceptions of advertising. Tsang, Ho and Liang (2004) using Fishbein and Ajzen’s (1975) theory of reasoned actions to examine consumer’s attitude towards wireless advertising revealed in their study that consumers generally have a negative attitude toward wireless advertising; which in turn impacts their behavior (Peters, Amato, and Hollenbeck, 2007).

The negative perception of consumers to advertising is also recorded in the central and eastern European countries, for example Russia: Research which directly focused on consumer attitude towards advertising found that Russian consumer attitudes towards advertising have turned more negative (Wells, Van Auken and Ritchie, 2007). The findings are in line with Pierce’s (1971) argument that consumer attitudes toward advertising become more negative as a country moves from an underdeveloped to a developing to a developed economy stage. The issue is corroborated by La Ferle and Lee (2002), who found consumer attitudes in China (a country with low economic development) to be more positive than U.S. attitudes. For Russia, the reason for the deteriorating consumer ad attitudes seems to be the unmet expectations of the middle class (Wells and Van Auken 2006; Wells, Van Auken, and Ritchie 2007). Another recent study focused on the Czech Republic, examining the perceived role of advertising in consumer decision making, found that Czech consumers considered advertising to be an unimportant factor in their clothing purchase (Millan, 2008). It has also been observed in Hungary that as advertising expenditure soars, consumers have learned to watch but not always believe what they see (Beck 1999, p. 14 c.f. Millan and Millan, 2010). A study by Beneke, Frey, Chapman, Mashaba and Howie (2011) in South Africa focused on mature markets media consumption, perception of portrayal in the media, adoption of technology and outlook on life – all of which are presumed to influence consumer spending patterns. The result found that consumers as a whole have a negative attitude towards advertising. Taking these views into account, a look at the possible reasons that cause Fiji consumer perception to advertising not to be influenced by media selected to advertise, causing the hypothesis to be rejected, are stated below:

(1) To begin with, an introductory story by Nördfalt (2005) is presented. “Imagine a
person walking down a street. She walks past an advertisement that is clearly within her visual field. A few hundred meters later, a marketing researcher stops her. The researcher, who is collecting data for an ad tracking study, shows her the ad she was exposed to several minutes earlier and asks her if she recognizes it. Her answer is ‘No’.

The lesson that can be gathered from the story is that—more than half of the people that are exposed to a print ad will not have processed it enough to be able to recognize it at a later stage (Krugman, (1977); Rossiter and Percy, (1997); Sutherland and Friedman, (2000). For TV advertising, Jaradat, Jaradat and Yassine (2011) said that there are too many TV commercials, which have caused viewers to confuse products. Most people, for example, can not recall whether the commercial was for Firestone or Goodrich. Another disadvantage is that the normal TV commercial spot lasts only a short time (usually 30 seconds) and then it is gone. If the viewer is not paying attention, the impact of the commercial is lost. This is because more than half of those exposed to an ad ignore it (Bruzzone and Tallyn, 1997); Nördfalt, 2005). Looking at the role of memory when advertising stops, Aravindakshan and Naik (2011) said that consumers remember advertisements for a finite time before they forget. Dolliver (2003) takes it further when looking at inattentive viewers and forgetful patients, stating that people tend to forget or misinterpret information if it does not agree with their personal theories.

From these revelations, Fiji consumer perception to TV and newspaper advertising can be affected by such memory losses and that is though they are exposed to TV and Newspaper advertising, they do not take note, interest or let alone remember the ads, leading to the denial of hypothesis 1.

(2) Advertisements are often considered disturbing (Edwards, Hairong and Lee, 2002; Li, Edwards and Lee, 2002). Studies of public attitudes toward advertising have convincingly demonstrated that negative perceptions regarding intrusiveness, clutter and other communication disruption predict unfavorable public opinion (Shavitt, Vargas, and Lowrey, 2004). Research has also shown that people respond to advertisements reflexively (Yuan, 2006). For example, based on learning theory, Cronin and Menelly (1992) proposed that viewers have learned to dislike
commercials from prior experience and the mere perception that those are advertisements is sufficient to trigger zipping behavior. Li, Edwards and Lee (2002), further said that intrusiveness is an important predictor of negative attitudes toward advertising. If consumers in Fiji see TV and Newspaper advertising as disturbing, they will also not recognize the ads (as stated in point 1 above). Bellman, Schweda and Varan (2010) gave examples of consumers considering advertising as disturbing, like by physical avoidance such as leaving the room even when it is on 40% commercial time; or by cognitive avoidance as in being present but not viewing or viewing and active (Speck and Elliot, 1997); by zapping such as channel switching (Krugman, Cameron and White (1995) or zipping (fast forwarding) (Stout and Burda, 1989). Research on advertising in traditional media has shown that very often consumers will avoid advertisements when they have the means (Speck and Elliott, 1997). Speck and Elliott summarized that strategies for advertising avoidance can be cognitive (e.g., ignoring the commercial), mechanical (e.g., switching channels), and behavioral (e.g., leaving the room during a commercial break). Hernandez (1993) commenting on newspapers said that newspapers are growing more concerned about the increase in a form of fraud involving classified advertisement. Anthony (2003) stated that there is an explosion of advertising in all kinds of media and much of it appears to be false or unsubstantiated. This newspaper epidemic will very much disturb consumers and make newspaper advertisement unattractive which can result in a negative perception to newspaper advertising affecting consumer’s behavior. These negative attributions are well expounded by Cox (2007) in these words: trees don’t thrive where they are resented. That is, when consumers see advertising as uninteresting and disturbing, this will affect not only their perception but their behavior also. These scenarios could also be the general feelings of Fiji consumer perception to TV and Newspaper advertising, thus resulting in the denial of hypothesis 1.

(3) Watching TV and reading newspapers in Fiji are perceived to be relaxing activities lessening mental stress and body tension where one would prefer to read or watch something that relieves the above ailments. Thus the concept of mental crowding will bring about consumer reactions as stated in points 1 and 2 above. Craik and Tulving (1975) said that when consumers are heavily taxed mentally, their remembering the ad can be very faint because one’s memory for an item is related to how extensively one has processed the item. Linking the thought to the analysis on
area of residence and income received, the tabulation research result showed that 95 respondents have no income and 70 respondents earn between $1,000 and $5,000 per annum (table 5.15); therefore the tendency for these respondents to do manual and hard labour jobs through the day (either night or day) for a living is obvious.

<table>
<thead>
<tr>
<th>Annual Income</th>
<th>No Income</th>
<th>$1,000-$5,000</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Area of Residence</td>
<td>Urban</td>
<td>Rural</td>
<td>Sub rural</td>
</tr>
<tr>
<td></td>
<td>22</td>
<td>39</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>18</td>
<td>23</td>
<td>6</td>
</tr>
</tbody>
</table>

And so at the end of the day, not only is Craik and Tulving’s proposal fitting for these Fiji consumers; but as suggested by Shavitt, Vargas and Lowrey (2004) they are less likely to remember the ads that they ignored, because the mind was stressed and stretched out. Such feelings, according to Speck and Elliott (1997) and Gilbert, Fiske and Lindsey (1998), are associated with uneasiness and defend consumers from recognizing such stimuli. The result is that Fiji consumers may not only see TV and newspaper advertising as disturbing (point 2) but may also not recognize it or remember it all (point 1). Consequently, the respondents in these two brackets are almost half of the total respondents which in other words can strongly sway the total result to a negative relationship.

(4) Johnson (2006) in an article in the Advertising Age magazine said that the Newspaper Association of America, on "Consumer Usage of Newspaper Advertising 2006," wanted to find out what ad media had helped consumers plan shopping or make purchase decisions over the previous seven days. Top for any medium was newspapers cited by 53%; internet scored second at 27%. The author also stated that NAA noted that among adults aged 18-34, internet beat newspapers. Looking at the research data on Fiji in the closest category of age (see table 5.16), out of the 394 participants, 172 participants (43.7%) are between 18 and 30 years; 31-40 years have 98 participants (24.9%) are between 31–40 years of age. A total of 68.6% of the 394 total respondents are between the ages of 18-40 years. A further examination of the age group 18–40 years on their choice of media, the frequency test result shows that in the 18–30 years age category, 25 respondents prefer TV, 19 respondents prefer
newspapers and liking both TV and newspapers describes 128 respondents. Between the age of 31 and 40 years, 11 respondents prefer TV, 18 prefer newspapers, and 69 respondents like both TV and newspapers. The analogy here is that among Fiji’s adult consumers aged between 18-40 years, a large majority prefer not just one specific advertising medium but both (128 and 69). Fiji consumers do not see TV and newspapers as the only form of advertising media that they can refer to for advertisements, hence this affects the result. The majority swing to ‘Both’ category in the data indicates that a majority of Fiji consumers could very much be interested in other media sources, thus causing a split in results and affecting hypothesis 1. As stated by Stevenson (2010) in a multi-tasking, over-stimulated society, people no longer have their attention solely on one activity. The TV may be on but it is competing for viewers’ attention with magazines, computers emails, texting and more. This can also contribute to the result points (1), (2) and (3) above.

### Table-5.14 Age-Frequency result

<table>
<thead>
<tr>
<th>Valid Age</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-30 years</td>
<td>172</td>
<td>43.7</td>
</tr>
<tr>
<td>31-40 years</td>
<td>98</td>
<td>24.9</td>
</tr>
<tr>
<td>41-50</td>
<td>73</td>
<td>18.5</td>
</tr>
<tr>
<td>51-60</td>
<td>28</td>
<td>7.1</td>
</tr>
<tr>
<td>61 and over</td>
<td>18</td>
<td>4.6</td>
</tr>
<tr>
<td>99.00</td>
<td>5</td>
<td>1.3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>394</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

### Age and Media choice – Crosstab result

<table>
<thead>
<tr>
<th>Age</th>
<th>Media choice</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TV</td>
<td>Newspaper</td>
</tr>
<tr>
<td>18-30 years</td>
<td>25</td>
<td>19</td>
</tr>
<tr>
<td>31-40 years</td>
<td>11</td>
<td>18</td>
</tr>
<tr>
<td>41-50</td>
<td>11</td>
<td>10</td>
</tr>
<tr>
<td>51-60</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>61 and over</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>99.00</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>54</td>
<td>56</td>
</tr>
</tbody>
</table>
(5) The area of residence for the 394 respondents could also contribute to the negative hypothesis. The data analysis (table 5.17) shows that 24.6% of consumers live in urban; 31.7% live in rural; 5.1% live in subrural; 14.7% live in suburban and island consumer is equivalent to 23.9%. Since Fiji’s population classed into either urban or rural population, the 394 respondents were divided into these two sections using this formula, i.e. Urban consumers = \{urban = 24.6\% + 2.5\% (half of sub rural) + 7.35\% (half of sub urban)\} = 34.45\% or ~35%. For this exercise island consumers will be clubbed together with rural because their pattern of lifestyle is similar to that of rural consumers. Hence rural consumers = \{31.7\% +2.5\% (half of sub rural) + 7.35\% (half of sub urban) + 23.9\% (island)\} = ~65%. The exercise shows that there are more rural consumers ~65% compared to urban consumers ~35% in the research data collected.

<table>
<thead>
<tr>
<th>Valid</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban</td>
<td>97</td>
<td>24.6</td>
<td>24.6</td>
<td>24.6</td>
</tr>
<tr>
<td>Rural</td>
<td>125</td>
<td>31.7</td>
<td>31.7</td>
<td>56.3</td>
</tr>
<tr>
<td>Sub rural</td>
<td>20</td>
<td>5.1</td>
<td>5.1</td>
<td>61.4</td>
</tr>
<tr>
<td>Sub urban</td>
<td>58</td>
<td>14.7</td>
<td>14.7</td>
<td>76.1</td>
</tr>
<tr>
<td>Islands</td>
<td>94</td>
<td>23.9</td>
<td>23.9</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>394</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

The data showed that almost 2/3 of the respondents are rural consumers, which suggest that the probability of an alternative medium used by these consumers to connect to the market is high, taking into account issues like isolation, minimum spending money, lack of paid jobs coupled with other social and economic factors. As claimed by Carlton and Perloff (1999) that advertising (can be TV and newspaper) is only one of the many ways to promote a product. Engel and Blackwell (1982) also state that in general, personal or neutral information is more reliable and more influential than non-personal and market oriented information. Dimara, Baourakis and Kalogerias (2001) have this to say: ‘information of a neutral nature, such as that provided by other objective sources is more effective because it is considered more credible than advertising or other market oriented sources’. This source, according to Chung and Darke (2006, p.270) is - word of mouth, which is an informal mode of advertising communication between private parties concerning the evaluations of
goods and services. Looking at Hofstede’s cultural theory, Fiji would be classed as a collectivist society because our way of life is very much based on a communal way of living, interpersonal relationship lifestyle and extended family connection, all blended in the culture. As such, word of mouth communication and advertising is a viable method that Fiji consumers may have taken on to connect them to the market. Adding to that, family bonds are the relationship ties that hold family members together. The connectations are positive. Thus, relatives, friends and other reference groups are a significant part of the island way of living, hence Fiji consumers would be more bonded to information transmitted by these immediate loved ones than an outside source of advertising. Also, given the number of rural consumers (see formula), accessing first class advertising information from TV and newspaper can be a difficult process for many rural/island consumers because of the economic values attached to them. So in their effort to minimize their information search, consumers would prefer informal/personal information to formal/public information since these sources are free, easy to access and provide high quality information especially considering the sources’ non-economic motivation (Jang, 2007). Thus a heavy reliance on word of mouth advertising by Fiji consumers is not a surprising revelation since word of mouth (WOM) advertising is described as the oldest form of media, which at times is called viral or buzz marketing promotion (Thomas, Fraedrich and Mullen, 2011); and has been long considered as one of the most effective methods of communication (Jang, 2007); Vlachvei, Notta and Ananiadis, 2009). Although word of mouth is said to be outside of the controllable marketing mix (Pruden and Vavra, 2004), considerable interest and attention on the topic is sighted in the marketing literature (Duhan, Johnson, Wilcox and Harrell, 1997; Rosen 2000; Higgins, 2002; Pruden and Vavra, 2004; Mohr and Chiagouris, 2005). For example, as early as 1971, marketing research pointed out that WOM was nine times more effective than traditional advertising at changing unfavorable or neutral attitudes into positive ones (Day, 1971). Pruden and Vavra (2004) found that consumers view 90% of advertising as not being credible, but 90% of WOM was credible. Another survey was conducted across Canada (5,000 total sample). When asked "what typically encourages one to purchase a new product or service?" 63% of respondents cited a recommendation or sample from family, friends or colleagues, versus 13% who picked advertising (D’Innocenzo, 2006). Michelsen (2008) said that there has been a steady rise in importance of word-of-mouth marketing and the desire for third-party information and if this trend
continues, by 2011 consumers will rely more on second-hand information. Goldsmith and Clark (2008) also stated that consumers often use informal or social sources when they seek information; and many studies have proven its potential and its effectiveness (Mangold, Miller and Brockway, 1999; Price and Feick, 1984).

Arndt (1967) and Carl (2006, p. 604) take the concept further by saying that WOM or face to face communication about a brand, product or service takes place between people who are perceived as not having connections to a commercial entity. In this context, the categories of Fiji consumers who are not connected to a commercial entity, (i.e. to TV and newspapers) like in rural, island or urban setting to see and read the ads, their dependency on family, friends colleagues and other personal connections will take priority and so word of mouth (WOM) will have supremacy, thus ruling out TV and newspapers. As Elpers (2003) stated advertisement cannot take effect unless consumers are exposed to it in the first place. Consumers need to expose themselves and pay attention to the advertising message before further affective and cognitive responses can take place. Therefore Fiji consumers who are not exposed to TV or newspaper advertising will rely on WOM for information. In addition, other factors like occupation and area of residence can be a hindrance to consumers coming in contact with the two media, which can strengthen the link to WOM and affect their perception towards TV and newspaper advertising. Furthermore, a research finding by Chan and McNeal (2007) on Chinese children’s perception of personal and commercial communication, comparing urban and rural views, indicate that consumers rely more heavily on personal sources in obtaining market information. The literature related above showed that consumer perception to TV and newspaper advertising may not be a priority to Fiji consumers, as word of mouth has taken or maintained the upper hand of influencing consumer perception to advertising, thus affecting hypothesis 1 with an unrelated result.

Apart from WOM, other media like radio can divert consumer perception from TV and newspaper advertising. As noted by Vasahirun (2010, September 10) quoting Varidda Voraakom, director of consumer insights of McCann Worldgroup; said that local radio is very influential in rural lives because they always turn on the radio even while they are working. Rural consumers are fond of content that is entertaining, as they are stressed from working. They also prefer local singers and stars since these
celebrities represent their rural life and culture. According to this consumer insights study, traditional media like radio are a key source of entertainment and information for rural people, while advertising through billboards and point of sale are only background media. Fries (2004) adds that radio is an integral part of local communities across the country. Haynes (1991) who did research on consumer perceptions of the usefulness of advertising media, looking at TV, radio, newspaper and magazines stated in the findings that radio advertising may have a greater impact on consumers than often assumed. Likewise, consumer survey research conducted by Lu Shu, Yang and Chang Su (2007) in China analyzing consumer perceptions on TV and radio advertising information, revealed that consumers who spend an average time watching TV, form a positive attitude towards the media. The same result is found for radio listening. The research also revealed that consumers perceive TV and radio advertising information differently when they allocate different time for these two media. Thus for Fiji consumers who do not have access to both TV and newspaper, and the high level of rural consumers (see formula), 65% who may allocate more time listening to radio will tend to have a positive response towards that medium, thus cutting off TV and newspapers. Vasey (2004) has this to say about the usage of radio: ‘Radio advertising can spring forth a world of visions in the mind and connect your product to the consumer with that personal touch. Consumer lifestyles have changed today, but radio remains an integral part of their lives. Radio reaches us in our homes, in our cars and at work. We turn to it for entertainment, information, news and sports. It is always current (there are never any reruns) and there is a format for just about every discernible taste”.

The above finding relates strongly to the way of life in Fiji. The relevancy of having a radio in Fiji consumer homes may not be directed to rural consumers only, but urban consumers as well. The radio has been a channel for consumers to listen to the news, send and receive messages to and from their loved ones, listen to musical entertainment 24 hours a day. Advertisers and announces are also engage in talk back shows not only during advertising but personal dedications, as in songs. Radio is a medium consumer can use to keep them abreast with what goes on in the country. Thus what is being advertised in the TV and newspapers are now being personalized through the radio, where consumers’ views and opinions are heard. The relevancy and significance of radio as a medium of advertising to Fiji consumers is expressed in the
researcher’s life experience in the islands, e.g. Rotuma Island (the researcher’s island) and Levuka and Kadavu islands (in which the researcher has lived and taught for five years in the rural schools and also ran the ground research in Levuka as well as Rotuma) as well as her personal association with the rural villagers to date. To these people, radio is an important commodity and channel of communication in a household because one is linked to all parts of Fiji and knows what is happening in and around Fiji. As such this medium can be switched on the whole day with minimum distraction and this may push aside TV and newspaper as secondary media.

Another contributing factor that causes consumers to use radio is age. Chowdhary (1988 c.f. Cho, 2001) looking at the media exposure of elderlies, found that older consumers were more likely to use market dominated sources such as newspapers and radio. The age tabulation result in the study showed that there are more older consumer respondents in total that is from 41 years to 61 and over the total respondents are 119. Such a swing from an age category in the result will offset the total result. More so, in the same age group (31 – 61 and over), the majority of the respondents are for ‘BOTH’ which weighs down the responses for TV and newspaper, resulting in the annulled effect. The implication that TV and Newspaper were not the only sources of media that consumers engage points to the fact that possible alternative advertising mediums are being used by consumers of which radio could be one.

<table>
<thead>
<tr>
<th>Table-5.16 Age Cross tabulation result</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Valid</strong></td>
</tr>
<tr>
<td>18-30 years</td>
</tr>
<tr>
<td>31-40 years</td>
</tr>
<tr>
<td>41-50 years</td>
</tr>
<tr>
<td>51-60 years</td>
</tr>
<tr>
<td>61 and over</td>
</tr>
<tr>
<td>69.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
</tbody>
</table>
Rajagopal (2011) who did a study on the impact of radio advertising on buying behavior of urban commuters demonstrated that shopping behavior of urban consumers at retail stores in response to radio advertisement is highly influenced by physical, cognitive and economic variables. The radio advertisements propagating promotional messages on sales of products produce quick response in the supermarkets and department stores. Listeners to radio commercials are attracted towards advertisements, which are more entertaining while disseminating the message. The study also found originality/value through radio and a large number of people listen to radio while commuting in urban areas and respond to the broadcast of various commercial messages.

This could be a related scenario to the study result that not only Fiji rural consumers are widely connected to radio and can be influenced by their advertisements but urban consumers as well, thus pushing TV and newspapers to background media with radio taking priority as a medium in advertising. As such, consumer perception in Fiji would lean heavily on the media they most frequently used in their daily life. As suggested by Kim (2004), ‘believe it or not, it's (radio) the most intrusively visual medium out there’. Oskamp (2004 c. f. Mcbeath, 2008) said one of the central elements of likability is similarity and suggests that consumers are more influenced by sources that are more similar to themselves. Such connections would affect the result and undermines the hypothesis 1 result.

(7) Another contributing factor to the rejection of hypothesis 1 can be the annual income of the respondents. From the 394 participants (see table 5.19), 95 respondents (24.1%) do not earn an income; 70 respondents (17.8%) earn an income between
$1,000 - $5,000; 132 respondents (33.5%) earn between $5,001 - $15,000; 57 respondents (14.5%) earn between $15,001-$25,000; 15 respondents (3.8%) earn between $25,001 - $35,000 ; 2 respondents (0.5%) earn between $35,001 - $45,000; and 1 respondent (0.3%) earn between $45,001 and over. 22 respondents did not state any figure.

**Table 5.17 Annual Income**

<table>
<thead>
<tr>
<th>Valid</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; No Income</td>
<td>95</td>
<td>24.1</td>
<td>24.1</td>
<td>24.1</td>
</tr>
<tr>
<td>$1,000-$5,000</td>
<td>70</td>
<td>17.8</td>
<td>17.8</td>
<td>41.9</td>
</tr>
<tr>
<td>$5,001-$15,000</td>
<td>132</td>
<td>33.5</td>
<td>33.5</td>
<td>75.4</td>
</tr>
<tr>
<td>$15,001-$25,000</td>
<td>57</td>
<td>14.5</td>
<td>14.5</td>
<td>89.8</td>
</tr>
<tr>
<td>$25,001-$35,000</td>
<td>15</td>
<td>3.8</td>
<td>3.8</td>
<td>93.7</td>
</tr>
<tr>
<td>$35,001-$45,000</td>
<td>2</td>
<td>.5</td>
<td>.5</td>
<td>94.2</td>
</tr>
<tr>
<td>$45,001 and over</td>
<td>1</td>
<td>.3</td>
<td>.3</td>
<td>94.4</td>
</tr>
<tr>
<td>(Missing value(99.00))</td>
<td>22</td>
<td>5.6</td>
<td>5.6</td>
<td>100.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>394</td>
<td>100.0</td>
<td>100.0</td>
<td>-</td>
</tr>
</tbody>
</table>

Taking also the formula stated above - urban consumers equals (urban+ half of sub urban + half of sub rural) and rural consumers equals (rural + half of sub urban + half of sub rural + islands) alongside the first two categories of annual income, the result are as follows: NO INCOME category, urban = 28 respondents (i.e. 22+1+5) and rural = 67 respondents (i.e. 39+2+5+21). As for respondents earning in the $1,000-$5,000 category, urban = 26 respondents (i.e.18=3+5) and rural = 44 respondents (i.e. 23+3+6+12) (see figure 5.20). *Note: the higher probability is given to rural in uneven numbers, e.g. 3 in subrural and 11 in suburban because of the greater possibility of rural consumers in these two brackets of income. As stated by Chan (2008) there is a widening gap in income between the urban and the rural populations. It is evident that more than half of the participants fall in these two income categories, implying that Fiji consumer perception to TV and newspapers could be affected, given the rising cost of living and other family needs. As a result the probability of luxuries like TV is not a need but rather a want, as small amount of money received has to be channelled to better usage for the family. The same token
can be said about newspaper as it is costly to purchase a newspaper everyday, therefore consumers in this category would rather go for free access like asking people to allow them to read their newspaper. But since it has to be returned, the reader may not have the time to notice and digest the advertisements fully.

| Table 5.18 Annual Income * Area of Residence Cross-tabulation result |
|----------------------|-----------------|---------|-------|-------|-------|--------|
|                     | Urban | Rural | Sub Rur | Sub Urb | Islds | Total  |
| Annual Income < No Income | 22    | 39    | 3      | 10     | 21    | 95     |
| $1,000-$5,000       | 18    | 23    | 6      | 11     | 12    | 70     |
| $5,001-$15,000      | 23    | 40    | 4      | 20     | 45    | 132    |
| $15,001-$25,000     | 20    | 11    | 4      | 10     | 12    | 57     |
| $25,001-$35,000     | 4     | 3     | 2      | 2      | 4     | 15     |
| $35,001-$45,000     | 1     | 0     | 0      | 1      | 0     | 2      |
| $45,001 and over    | 1     | 0     | 0      | 0      | 0     | 1      |
| 99.00               | 8     | 9     | 1      | 4      | 0     | 22     |
| **Total**           | 97    | 125   | 20     | 58     | 94    | 394    |

As such, these consumers would prefer to listen to radio ads than follow TV and newspapers, because it is likely to be the only medium that they have. This gives supportive evidence to the high usage of word of mouth and radio advertising for Fiji consumers who do not have the financial ability to engage in the usage of the two researched medium. For instance, for the island consumers, as in Rotuma, the chances of having free and good reception on TV is very slim because of the distance, unless one has a TV dish, which not only is costly but the repairs can be a problem because of distance from the mainland in terms of transportation. Thus the watching TV is not feasible, and those that have TV sets would prefer to buy a DVD deck and watch movies as they are more entertaining, as like listening to the radio. Such causes and problems can make island consumer perception to advertising not to be influenced by media selected to advertise. Also newspaper is not something that consumers have access daily because there are no daily flights and boats, and if newspapers are sent across, information will then be outdated so consumer perception to newspaper advertising is not an issue. Coupled with their limited finance and the non-availability of advertised products in the village shops, advertising in TV and newspapers is totally out of reach. The situation could be very much similar to those of mainland rural consumers. Thus it can be said here that the chances of Fiji-island consumers and consumers in both urban and rural areas tuning in to other advertising media like
radio is very high and this contributes to the negative result of hypothesis 1.

Based on the above reasons and literature findings, it can reiterated that hypothesis 1 is not supported; rather, it seems that media selected to advertise does not influence Fiji consumer perception to TV and newspaper advertising.

**Hypothesis 2**

*Consumer perception to TV and newspaper advertising in Fiji is influenced by personal characteristics, socio-cultural and economic factors.*

For Hypothesis 2, the Economic factors (income received, devaluation of the Fiji dollar and recession in the economy) and the Social factors (religious beliefs, traditional beliefs, views on fashion, family/friends/colleagues, past experience) were transformed and computed to determine their mean and the scale used is a seven point Likert scale. In the case of Personal characteristics which are (age, gender, ethnicity, occupation, level of education, area of residence, status) a different scale was used, for the variables were not transformed and computed but were run as singular variables. Since there are more independent variables hypothesized to predict the value of the dependent value, the measurement used to test hypothesis 2 is the standard *Regression* test. Abrams (2007) in (URL:http://dss.princeton.edu/online_help/analysis/regression_intro.htm) stated that regression analysis is used when you want to predict a continuous dependent variable from a number of independent variables. Ding (2006) points out that regression is one of the most commonly used statistical analysis techniques in educational research. Typically, regression analysis is used to investigate the relationships between a dependent variable (either categorical or continuous) and a set of independent variables based on a sample from a particular population. When a sample consists of various groups of individuals, such as males and females, or different intervention groups, regression analysis can be performed to examine whether the effects of independent variables on a dependent variable differ across groups (Ding, 2006). Since this research consists of various individuals’– males and female and in different age categories, regression analysis is practically viable to analyze hypothesis 2 (see table 5.21).
### HYPOTHESIS 2 MEASUREMENT FOR TV

#### Table 5.19  TV Result (CPTV) Regression Test

**Model Summary**

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0.394</td>
<td>0.156</td>
<td>0.136</td>
<td>8.47134</td>
</tr>
</tbody>
</table>

a. **Predictors**: (Constant) Status, Education level, Ethnicity, Gender, Occupation, Area of Residence, Age, Economic Factors, Socio-cultural Factors.

#### ANOVA

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>5049.168</td>
<td>9</td>
<td>561.019</td>
<td>7.818</td>
<td>.000*</td>
</tr>
<tr>
<td>Residual</td>
<td>27413.701</td>
<td>382</td>
<td>71.764</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>32462.869</strong></td>
<td><strong>391</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. **Predictors**: (Constant) Status, Education level, Ethnicity, Gender, Occupation, Area of Residence, Age, Economic Factors, Socio-cultural Factors.

**Dependent Variable**: CPTV

#### Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>3.194</td>
<td>1.189</td>
<td>1.755</td>
<td>0.080</td>
</tr>
<tr>
<td>Age</td>
<td>-0.117</td>
<td>-0.141</td>
<td>-2.744</td>
<td>0.006</td>
</tr>
<tr>
<td>Gender</td>
<td>0.579</td>
<td>0.031</td>
<td>0.652</td>
<td>0.515</td>
</tr>
<tr>
<td>Ethnicity</td>
<td>-0.714</td>
<td>-0.077</td>
<td>-1.542</td>
<td>0.124</td>
</tr>
<tr>
<td>Occupation</td>
<td>-0.005</td>
<td>-0.003</td>
<td>-0.054</td>
<td>0.957</td>
</tr>
<tr>
<td>Education level</td>
<td>0.520</td>
<td>0.399</td>
<td>8.070</td>
<td>0.000</td>
</tr>
<tr>
<td>Area of Residence</td>
<td>-0.155</td>
<td>-0.026</td>
<td>-0.520</td>
<td>0.603</td>
</tr>
<tr>
<td>Status</td>
<td>-0.014</td>
<td>-0.008</td>
<td>-0.170</td>
<td>0.865</td>
</tr>
<tr>
<td>Economic Factors</td>
<td>0.082</td>
<td>0.080</td>
<td>0.676</td>
<td>0.499</td>
</tr>
<tr>
<td>Social Factors</td>
<td>-0.054</td>
<td>-0.050</td>
<td>-0.418</td>
<td>0.676</td>
</tr>
</tbody>
</table>

a. **Dependent Variable**: CPTV
**INTERPRETATION OF HYPOTHESIS 2 DATA FOR TV**

The independent variables contribute 15.6 percent toward the model, with an F-value of 7.8.

\[
CPTV = 0.520 \text{(Education)} + 0.082 \text{(Economic factors)} + 0.579 \text{(Gender)} - 0.117 \text{(Age)} - 0.714 \text{(Ethnicity)} - 0.005 \text{(Occupation)} - 0.155 \text{(Area of residence)} - 0.082 \text{(Status)} - 0.054 \text{(Socio-cultural factors)}
\]

The results for multiple regression showed that \( r^2 \) equals 0.156. This means that the model outlined above helped to explain 15.6 percent of the variance in CPTV (dependent variable). The significance of the independent variables to CPTV is also indicated by the F-value (7.8). An examination of the t-value indicates education to be the most significant contributor to CPTV with a t-value of 8.070. To further compare the variables contribution, the beta values were examined and showed education to be the highest, with \( \beta = 0.399 \); second is economic factors, with \( \beta = 0.080 \), and third is gender, with \( \beta = 0.031 \). This means that the variable that makes the strongest unique contribution to explaining the dependent variable—Consumer Perception to TV (CPTV) when the variance explained by all other variables in the model is controlled for, is the education level of the consumers. This is significant as a p-value of 0.000 is less than 0.05. Steiger (1990) suggests that values below 0.10 and values below 0.05 would be considered a good fit and a very good fit to the data respectively, while values below 0.01 indicate an outstanding fit to the data. Steiger further noted that these values are rarely obtained. Thus the education level of consumers in Fiji is considered to be an outstanding variable towards consumer perception to TV and newspaper advertising.

The second predictor, which is economic factors dealing with income level, devaluation of the Fiji dollar and economic recession in the economy, has a positive beta value, showing that it does make a contribution; but the contribution of these economic factors in the case of Fiji is not significant in explaining the influence on Consumer Perception as the p value of 0.499 is greater than 0.05.
The third predictor, gender, had a positive beta value of 0.031, indicating that it does contribute in influencing consumer perception; however, the p-value of 0.515 is greater than 0.05, and therefore not significant enough to explain its value. While age (beta value = -0.141), ethnicity (beta value = -0.077), occupation (beta value = -0.003), area of residence (beta value = -0.026), status (beta value = -0.008) and social factors (beta value = -0.0050) make less of a contribution, meaning that they did contribute to the model but at a lesser scale.

It is also important to note here that although ‘age’ is seen to make less of a contribution, it is significant with a p value of < 0.006 which could mean that age is a relevant variable to the model (TV) although its contribution is less. This implies that age could be a variable factor that Fiji advertisers can capitalize on, especially in TV advertising, in segmenting advertising to age levels or groups, which not only personalizes the advertisement and make consumers feel that it is especially tailored for them but gives consumers the opportunity to compare what is made for their age level or groups and other ranking groups. As stated by Graham (1992) personalizing will make your customers and prospects feel you actually know who they are and that you are talking directly to them.

**HYPOTHESIS 2 MEASUREMENT FOR NEWSPAPERS**

**Newspaper Result (CPNP) Regression Test**

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
<th>Change Statistics</th>
<th>R Square Change</th>
<th>F Change</th>
<th>df1</th>
<th>df2</th>
<th>Sig. F Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.350</td>
<td>.122</td>
<td>.102</td>
<td>4.79347</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>.000</td>
</tr>
</tbody>
</table>

**Predictors:** (Constant) Status, Education level, Ethnicity, Gender, Occupation, Area of Residence, Age, Economic Factors, Social Factors.
The independent variable contributes 12.2 percent towards the model, with an F-value of 5.9.

CPNP = 0.254 (Education) -.002 (Economic factors) + .351 (Gender) -.060 (Age) -.367 (Ethnicity) -.006 (Occupation) -.117 (Area of residence) + .003 (Status) +.015 (Social factors)

The results for multiple regression showed that r square equals 0.122. This means that the model outlined above helped to explain 12.2 percent of the variance in...
consumer perception on newspapers (dependent variable). The significance of the independent variables to NP showed an F-value of 5.9. An examination of the t-value indicates education to be the most significant contributor to NP with a t-value of 6.957. For further comparison of the variable’s contribution, the beta values were examined and showed that education equals 0.350, second is gender with beta value of 0.034, third is social factors with beta value of 0.026 and finally status with beta value of 0.003.

This means that the variable that makes the strongest unique contribution to explaining the dependent variable—consumer perception to newspaper (CPNP) when the variance explained by all other variables in the model is controlled for, is the education level of the consumers. It is significant as the p-value of 0.000 is less than 0.05.

The second predictor, gender, has a positive beta value, showing that it does make a contribution; but the contribution of the variable towards explaining consumer perception towards newspapers is not significant as the p-value of 0.485 is greater than 0.05.

The third predictor, social factors, has a positive beta value indicating that it does contribute in influencing consumer perception; however, the p-value of 0.832 is greater than 0.05; and therefore not significant enough to explain its influence.

The fourth predictor, marital status variable, has a positive beta value, indicating that it does contribute in influencing consumer perception; however, the p-value of 0.954 is greater than 0.05 and therefore not significant enough to explain its influence.

While age (beta value = -0.129), ethnicity (beta value = -0.072), occupation (beta value = -0.006), area of residence (beta value = -0.036), and economic factors (beta value = -0.004) make less of a contribution with reference to NP advertising.
DISCUSSION ON THE RESULTS OF (H 2a) AND (H 2b) FOR FIJI TV VIEWERS AND NEWSPAPER READERS

The hypothesis test results showed that Fiji consumer perception to TV and newspaper advertising, are both strongly influenced by education. i.e. TV has a beta value of 0.399 and a p-value of 0.000; NP has a beta value of 0.350 and a p-value of 0.000. A CIA World Factbook update for 2010 on (URL:www.indexmundi.com/fiji/literacy.html), on Fiji’s literacy level showed the literacy definition in Fiji is from age 15 and over who can read and write in the total population is 93.7%. The male literacy rate is 95.5% and the female 91.9%. The Fiji population as at July (2011) stands at 883,125 (CIA WORLD Fact book). The secondary data show that the literacy level in Fiji is very high and this corresponds with the ground research data on the high level of education, in the sense that all respondents in the research have some kind of education background (see table 5.23).

Table 5.21 Gender * Education level Cross-tabulation Count

<table>
<thead>
<tr>
<th>Gender</th>
<th>Prim</th>
<th>Secon</th>
<th>Certif</th>
<th>Dip</th>
<th>Vocet</th>
<th>Uni.Deg</th>
<th>Ot/Qual</th>
<th>MisV 99.00</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>3</td>
<td>60</td>
<td>44</td>
<td>27</td>
<td>1</td>
<td>15</td>
<td>5</td>
<td>1</td>
<td>156</td>
</tr>
<tr>
<td>Female</td>
<td>14</td>
<td>71</td>
<td>60</td>
<td>64</td>
<td>4</td>
<td>15</td>
<td>9</td>
<td>1</td>
<td>238</td>
</tr>
<tr>
<td>Total</td>
<td>17</td>
<td>131</td>
<td>104</td>
<td>91</td>
<td>5</td>
<td>30</td>
<td>14</td>
<td>2</td>
<td>394</td>
</tr>
</tbody>
</table>

The European Commission (2006) in their factsheet described consumer education as helping people to improve their understanding of goods and services and develop the skills and confidence to make better informed choices. In Fiji’s case, the high level of consumer education means that they have the ability to understand the different kinds of signs, symbolic representations and pictures in TV advertising and can read and understand newspaper advertising showing that they can critically analyze the meaning of commercial presentation and make value judgments for themselves. Srivastava (2010) carried out research in India involving 1,000 respondents trying to find out whether global advertising will be effective and how it is perceived. The study found that it is affected by consumers’ age, education and religion besides whether they live collectively or individualistically. The research results found that
education does play a role in perception of global advertisements. Other research done by Macias and Lewis (2009), on consumer comprehension of direct to consumer TV drug advertising, found that consumer comprehensions obtains an understanding, and that respondents who view the ad achieved higher comprehension, indicating there is learning. Molekhi (2011) in the article titled “India’s population: demographic dividend or explosion” stated that all societies that have grown wealthy have done so because of the availability of immense natural resources or an increase in the education of its population. While the average youth stops studying at just 15, that level of literacy has a material impact. Likewise though the lowest level of education the respondents have is primary schooling, even that level of education can influence their perception to advertising. As the phrase goes, “with education comes understanding”. Thus the high level of consumer education in Fiji can cause consumers to become judgmental about TV and Newspaper advertising. As stated by Robins (1997) and Fam (2006) consumers are very alert and savvy; this can be attributed to their educational knowledge of choices surrounding them. In fact many have become cynical, resenting the manipulative techniques of advertising; in fact rejecting them has become an accepted norm (Agee, 1997). Subsequently, people or consumers now reiterate such beliefs by refusing to respond to advertising messages that address the masses (Cummins, 1996).

The high education level of Fiji consumers could also mean that they are capable of making informed choices, meaning that consumers would not waste valuable time or effort bestowing attention on advertising (Collett, 1994; Hollis, 1995; Haley and Baldinger, 1991; Biel and Bridgwater, 1990). Rather, as Agee (1997) said, consumers want to be recognized as the important individuals they know themselves to be. In that perspective Fiji consumers will cultivate a more confident approach in trusting their opinions and in free buying without the support or complement of advertising; and this could also affect consumer response to TV and Newspaper advertising, which can also be a contributing factor to the rejection of hypothesis 1. As stated by Burmaster (2009), UK consumers trust opinion more and are less trusting of almost every form of advertising. Fiji consumers’ high level of education could also cause them to be wiser buyers rather than spenders and this could affect their perception to TV and Newspaper advertising as dispensable source. All these contribute to the significance of the variable.
Alternatively, high Fiji consumer education can cause consumers to respond favorably to advertising because they can relate directly to the advertising contents and pick up what they are looking for in the market. In either stance, education does influence consume perception to TV and Newspaper advertising and affect their behavior.

*It is also intended here to cite the positive contributing variables to TV and NP even though their contribution is not enough to state their significance as the p-values are more than 0.05. However, probable reasons for their cause can help us better understand their status in the research findings. These variables are: economic and gender factors for TV, and gender, status and social factors for NP.*

**Economic**

*Devaluation of Fiji dollar, recession in the economy and income received*

Fiji has been buffeted by several crises that are affecting everything from political and economic stability to social instability as with the compulsory 55 year retirement enforcement. More recently, consumers have been jolted by a 20% currency devaluation, which affects consumer spending habits and behavior. Therefore, a look at the economic variable, which comprises different factors like the devaluation of Fiji dollar, recession in the economy and income received, will assist us see why economic variable is contributing in TV with a positive value and lesser or negative inputs in newspapers yet its total value is not significant. Although the economic reasons stated below address the insignificance of the economic value contribution to the model, one major reason for positive contribution to TV and negative to newspaper is that consumer access to TV in Fiji is free-to-air and so consumers can have free access compared to newspaper where the negative contribution experienced by Fiji consumers from the economic variables will add more economic strain for consumers to spend extra dollars on reading newspaper advertising.
Devaluation of Fiji dollar

Kandil and Mirzaie (2008) quoting many authors claim that there is a common belief that devaluation or depreciation of the dollar could boost domestic production through stimulating the net export component of aggregate demand. As illustrated by Dornbusch et al. (2001), the success of currency depreciation in promoting trade balance largely depends on switching demand in the proper direction and amount, as well as on the capacity of the home economy to meet the additional demand by supplying more goods. While the traditional view indicates that currency depreciation is expansionary, some theoretical views have suggested possible contractionary effects. Meade (1951) discusses this theoretical possibility saying that if the Marshall-Lerner condition (reason for devaluation is to improve a country’s balance of trade) is not satisfied, currency depreciation could produce contraction. Hirschman (1949) points out that currency depreciation from an initial trade deficit reduces real national income and may lead to a fall in aggregate demand. Diaz-Alejandro (1963) said that it is possible for devaluation to lower the consumption component of aggregate demand, which could more than offset the net export component, resulting in a decrease in aggregate demand and, in turn, a contraction in domestic production. Alexander (1952 c.f. Bahmani-Oskooee and Hajilee, 2010) argues that since devaluation is inflationary it impacts on the distribution of income. The author went on to say that if wages do not adjust to inflation, devaluation can redistribute income and form a wide range across high and low income earners. Bahmani-Oskooee (1997) investigated the effect of devaluation on a measure of income inequality, using cross-sectional data from 24 countries; the result showed that indeed, devaluation increases income inequality.

These views can be equated to Fiji situation, and that is the devaluation of the Fiji dollar can lower consumer market demand because consumers cannot afford due to decrease level of income received (e.g. 95 respondents out of 394 have no income and 202 respondent earn $15,000 and below). The ripple effect of economic devaluation could also trigger other means like unemployment, status variables like widows, single parents and so forth.

Devereux and Engel (2001 c.f. Arslan, 2007) argue, on a related note, that countries that have a highly volatile monetary policy will find their import prices being set in foreign currency, and will therefore, experience a high rate of pass-through into
imported goods prices. To the extent that developing countries have higher inflation and less stable monetary policies, on average, their import prices would, therefore, be expected to experience higher pass-through. On those scenarios, consumers will find advertised goods on TV and newspaper too expensive for them to buy because of the minimal wages they have. For those that earn less than $15,000 (see table 5.19) there is a probability that tight budgeting is the practice because of life and times uncertainty and this can swing the result if the 95 respondents (receive no income-see table 5.19) not to respond to TV and newspaper advertising. This does not stop the other income brackets doing the same. For example, Staff of Women’s Wear Daily in London (2010), commenting on the drop of Euro by 11.3 against the dollar and the pound sliding 9.4 percent against the US currency, said that “consumers will not put up with price rises”. The same lament is voiced here in Fiji that consumers cannot afford rising prices because of the minimal level of wages received though prices of goods are too expensive. This means that most consumers will live within their limits and try to save more to meet unexpected needs and circumstances. So budgeting will become a priority because of uncertainty. The situation could lead Fiji consumers to live on substitute and cheaper means and backyard production, and fall back to the more traditional way of living and communal sharing. As a result, TV and newspaper advertising will not be a means by which Fiji consumers feel obligated to direct their buying, thus affecting the result of the economic variable.

Economic Recession
Schmitt and Baker (2008) highlighted the features of economic recession to include: a rise in unemployment rate and reduction in the share of population in jobs; an induced fall in family incomes, because family members experience layoffs, longer periods looking for work, and reductions in work hours even when members are working. Recessions tend to depress workers’ wages, and increase the national poverty rate, as lower-income individuals see their employment rates fall, their hours cut back, and their wages decline. Kirkham, (2010) quoting Andrew Lo, a finance professor at MIT’s Sloan School of Management said that in economic crisis people are fixed on financial issues, either large losses or large gains in their portfolios. That kind of perception of a loss in wealth is going to make people more frugal, more reluctant to spend. Similarly, in a research carried out by GetJar (http://www.getjar.com) on mobile attitudes revealed that 78% of respondents from a worldwide audience are
delaying plans of upgrade or buy a new mobile phone as a result of economic crisis climate. These backlashes on consumers have been alluded by the Economist (2009) as being detected by sociologists to affect and change people’s behavior. As such, many people no longer seem consumed by the desire to consume; instead, they are planning to live within their means. Trust in brands will erode and consumers will place more value on recommendation from friends and the downturn will also accelerate the use of social media, such as blogs and social-networking sites, by consumers looking for intelligence on firms and their products. The Economist went on to say that the recession will have a lasting impact on the way people shop. In a response hoping to revive the spirit of consumer buying in the crisis climate, advertisers have aggressively and tirelessly created compelling cases for their brands to be perceived as truly special. This is by means of differenting by having attributes that are unique enough to create a strong and lasting value proposition for the customers, otherwise consumers will just choose not to buy (Isakovich, 2009; Okazaki and Muller, 2011). As stated by Soneji (2009) in CNBC-TV18 on March 9, that consumer’s reluctance to buy necessity or discretionary items depends a lot on their confidence levels. Darvin and Page (2008) too said that our outlook on the present and future can also affect our day to day decisions.

Other contributory factors to the insignificance of the economic variable in the model can be directed also to various research findings and quotations. Jang (2007), for instance, points out that consumer often prefer informal/personal information to formal public information when making economic decisions. In such cases TV and newspapers will not be the media to which consumers would refer and this could also affect the result. Given also the fact that the respondents for this research study are of rural and urban backgrounds, the findings of a research carried out by Ates and Ceylan (2010) could throw light on why economic factors’ though contributing are nevertheless insignificant in this research. The research was to find out the effects of socio-economic factors on the consumption of milk, yogurt and cheese in Turkey and the results of the evaluations showed that the socio-economic differences between the urban and rural populations in terms of age, education, occupation and income affect their consumption behavior. Similar differences are found in the annual income of rural and urban consumers in this study and this will bring about different behavioral responses, which affect the economic variable.
On the other hand research done by Tripathi and Dolven (1998) looks at Asia’s sinking middle class in dollar devaluation and economic recessions. They say that “people are worried about their future and so they are holding on to their money and as such their disposable income has been reduced to pathetic levels. On the same line, Dougherty and Bater (2011) said that consumers are slowing down on everything and cutting down on spending, leading to slow-down in economic recovery. Tuaño (2002) quoting from Social Wealth Stations (1999) said that in economic crisis people’s perception of their quality of life also declines, due to the increase in the number of job lay-offs. Reyes (1998) suggests this will lead to a decline in income across all income groups; and an increased price of imported consumer and intermediate products in the cause of dollar devaluation (Tuaño, 2002).

With such experiences Fiji consumers will be forced to refrain from buying beyond their need and consumption patterns will change in response to eroding confidence in tomorrow’s promise. Since Fiji’s job market is very small, competition will be very tight as consumers do not have the money to spend and so when businesses do not make enough profits the tendency of laying off workers is very high. This means that for those who lost their jobs, the dependency on working relatives to feed and care for them is also high given the communal life style practiced in the Pacific. Therefore extra money earned by workers will not be spend on buying advertised goods but feeding extra people added to the family. As such advertising will not be the means of directing consumers to buy because living within their means is the practice daily. Also the effect of economic crisis in Fiji can be demonstrated by the pie graph in figure 5.1, although that case is not directly related to the present study. However, the story makes a point relevant to the discussion. Firstly, the disparity of opinion displayed by the graph portrays the likely views that may arise on the issue of economic factors influencing consumer perception to TV and newspaper advertising in Fiji. A split in choice could also means a split in how Fiji consumers may view economic factors influencing their perception to TV and newspaper advertising. The reason is that not all consumers in Fiji experience, share or encounter similar fates during economic downturns. All these factors greatly affect the economic variable, though contributing to the model (either positive or negative-meaning on a less scale) it is not significant enough to be stated.
Figure 5.1
Graph showing people’s perception towards the state of the economy


Income received
Barda and Sardianou (2010) did a profile survey on 200 consumers in Greece to find their activeness during a period of rising prices. The result suggests that the high income group are less likely to be active consumers. They have reduced spending on some basic and semi-luxury products like fruits, meat, alcohol, sweets and coffee and entertainment activities. The main factor that affected the reaction to price increases, as expected, was the monthly private income. Feigenbaum (2011) stated that effective earnings influence purchasing decisions. Further reference to the annual income level of the research respondents indicates that respondent’s annual income is a contributing factor to purchasing power.

As seen in Table 5.18, 24.1% of the respondents have no income; 69.6% of the respondents earn between $1,000 to $35,000 and 0.8% earn between $35,001 or more. The differences in consumers’ annual income will certainly influence their perception to TV and newspaper advertising, given other economic needs and obligations in life like individual needs, family needs, community and other factors. Thus the economic factor will be a deciding factor for most Fiji consumers when it comes to buying, and their perception to TV and newspaper advertising will not only be a secondary factor but may not be relevant at all. Huang, Phau and Lin (2010) presented research finding on how consumer animosity, economic hardship and normative influences affect consumers’ purchase intentions. The findings stated that perceived personal
economic hardship, apart from the other variables, does impact consumers and thus negatively affects their intentions to purchase products. Clark (2008) reporting on research from Henly Centre Headlight Vision looking behind the headlines to reveal what impact the economic situation has on consumer spending, found that most consumers are increasingly price sensitive, with 73% paying more attention to the price of the grocery products they are buying. Another point Clark raises in the study is that consumers do not respond to the credit crunch in a rational way, and levels of anxiety do not necessarily correlate to real financial security. A further look at the research findings on the income level of respondents, e.g. 89.9% of respondents are from NO INCOME to $25,000 categories compared to the lesser number in the $35,000, shows that consumer responses in these brackets will certainly vary. Furnham (1984) stated that there are differences in money attitude across income groups; and that consumers’ willingness to pay depends on their income (Yurko, 2011).

The three factors in the economic variable (devaluation of the Fiji dollar, economic recession and consumer income received) have shown that Fiji consumer perception is affected by their influences which affects their behavior. As such, consumers will move from a conspicuous type of consumption (which is buying without much regard) to a more calculated consumption (Rosenbloom, 2010). Ang, Leong and Kotler (2000) who look at the behaviors adopted by various Asian country consumers in reaction to the economic crisis, indicate falling confidence and tightening and so consumers have adopted various strategies to tide them over the economic crisis. These include changes in their consumption and decision making patterns, buying different products and brands, and different shopping patterns and attitudes to advertising and promotions. Lindgen (1980 c.f. Medina, Saegert and Gresham, 1996) states that money integrates into people’s lives and motivates behaviors. All these revelations affect the economic variable. Though it is contributing to the model it is not significant enough to be stated because its p-value is greater than 0.05, making its status insignificant.
Gender

The second variable having an impact on both CPTV and CPNP is gender. Research on gender differences has been quite extensive in the context of consumption related behavior (Souiden and Diagne, 2009). It has been found that men and women process information differently with regard of their consumption of products (Coley and Burgess, 2003). Also, men have been found to approach their shopping task differently (Chiger, 2001). Additionally, women have historically been found to be more likely to shop for aesthetic products, while men are more likely to shop for functional products (Dittmar et al., 1996; Rook and Hoch, 1985). Women’s behavior is generally thought of as being more emotionally and psychologically rooted than men’s, suggesting that men are less susceptible to impulse purchasing. However, other researchers have suggested that, if the number of purchases is held constant, men and women have the same degree of susceptibility to impulse purchases (Kollat and Willett, 1967 c.f. Souiden and Diagne, 2009). Other research on the gender issue includes the work conducted by Orth, Malkewitz and Bee (2010) on gender and personality which found that drivers of consumer mixed emotional response to advertising, included gender and personality, producing different levels of mixed emotions in response to advertising and resulting in divergent brand attitudes.

Subsequently, Sierminska, Frick and Grabka (2010) examined the gender wealth gap. Their analysis revealed that the gap is largely driven by differences in characteristics between men and women (observables), particularly by individuals’ own income and labour market experience. Similarly, Madden (2010), who tried to measure gender mental well-being using decomposition techniques to Irish data for 1994 and 2000, examined the factors lying behind the gender differences in GHQ (General Hospital Questionnaire) score. The result showed that for both 1994 and 2000, about two-thirds of the raw difference is accounted for by differences in characteristics. Likewise, this research has a more weighted female gender (238) compared to male (156) which can be a contributing factor to the insignificance of gender.

Other issues directed to gender in the research is a study by Ibelema and Powell (2001) from which it emerges that gender differences are a factor, with women generally finding the media more trustworthy than do men. The crosstab research result on gender and media choice (see table 5. 24) showed women to be more into
media advertising (female = 238) compared to men (male = 156). Comparing also with the gender/occupation result, there are more females unemployed than men, therefore the chances of Fiji female consumers spending more time with TV and newspapers is high and this could be a contributing factor to a wider gap in gender perception to TV and newspaper advertising, which affects the result. As mentioned by Lu Shu, An Yang and Chang Su (2007) when consumers spend more time on radio or at least as much as on TV, positive attitudes towards the information and the medium are generated. Though female consumers in the research are greatly inclined to the two advertising media, fulfilling the action could be another story as the unemployment rate for females is generally high and this can also offset the result due to financial capability. Lim (1998) said that in a climate of crisis, women are more likely to be forced to return to their former positions as unpaid family workers or unemployed housewives. As such, the financial status of the male gender can suppress the female positive responses to TV and NP advertising.

A further look at the gender media choice table shows that consumers prefer both-media rather than one and this contributes to the insignificance of the variable due to mixed emotional response and a difference in characteristics even if they came from the same environment or residential areas. The liking for both media will also minimize the strength of a single medium causing the insignificance value of its contribution to the Fiji advertising model.

<table>
<thead>
<tr>
<th>Table 5.22 Gender * Media Choice Cross-tabulation Count</th>
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<tbody>
<tr>
<td>Media choice</td>
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<tr>
<td>----------------</td>
</tr>
<tr>
<td>Gender</td>
</tr>
<tr>
<td>Male</td>
</tr>
<tr>
<td>Female</td>
</tr>
<tr>
<td>Total</td>
</tr>
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</table>
Other positive contributing variables to consumer perception to newspaper are the *Socio-Cultural Factors* (religious, beliefs, traditional beliefs, family/friend/colleagues/etc, past experience, views on fashion) even though their p-value is more than 0.05, meaning that the relationship is insignificant. An explanation of how these variables under social factors affect perception will direct our understanding as to why social factors are contributing to the model but not significantly. Also noted here is that the information shared on each factor of the socio-cultural variable highlights the reasons why the socio-cultural variable plays an insignificant role in the model. Its positive contribution to newspaper and lesser on TV, could be because consumers tend to take longer to digest and think about the newspaper advertising because of the flexibility and time taken to read newspaper. Hence, the socio-cultural factors may tend to play a more active role in consumer decision making compared to TV where decisions are hasty because of the fast play and less time to think. The social cultural factors are now discussed.

**Religion**

Studies in the marketing literature argue that religion is often a key element of culture, greatly influencing behavior, which in turn affects purchasing decisions (Hirschmann, 1981; Delener, 1990a). Taylor, Halstead and Haynes (2010) said that within the realm of consumer behavior, research indicates that religious affiliation and religiosity level influence decision making and purchasing, and that religiosity level also likely to affects consumer behavior. Levin, Chatters and Taylor (1995); Sawatzky, Ratner and Chiu (2005); Zullig, and Ward and Horn (2006) also found that religion and spirituality have an effect, especially on psychological measures and measures of quality of life. Srivastava (2010) looking at global advertising on clutter in India said that religion, apart from education and age, play a role in consumer perception to
global advertising and an important role in buying intentions. Hawkins et al., (1980) and Schiffman and Kanuk (1991) further state that religion fosters established practices and provides a series of tools and techniques for social behavior. Bernhard and Colzato (2010) look at the role of how religion affects our perception and say that the practice of religion in our lives establishes some kind of biases in our perception and so our responses to stimuli are very much shaped by our religious beliefs. This may be because in a given religion particular behavior and/or the following of particular rules may be required, which indirectly calls for the development of specific biases in our approach. The perceptual bias does not need ongoing religious practice to be maintained but that it is ingrained through early religious experience. If culture is defined as a system of shared beliefs, values, rituals and behaviors, the demonstration that culture affects perception raises the possibility that religions—which can also be defined as a set of systems of shared beliefs, values, rituals, and behaviors—affect perception as well (Bernhard and Colzato, 2010). Examples of studies that look at religion and the state of their behavior are Raffone et al., (2007) looking at Buddhist traditions among religious and non-religious people; Lorenza Colzato and colleagues (2008 and forthcoming) comparing Italian Roman Catholics with Italian seculars, suggest there is a difference in their approaches and perception towards things. According to the perceptual learning theory (Gibson, 1979), experience can shape the way people process perceptual events, and it may well be that different religions shape these processes differently.

The influences of religion on our perception and affecting our behavior are suggested by Greeley (1963 c.f. Essoo and Dibb, 2004) to depend on three modes. In the first mode, religion influences the members of the religious group, who then interpret the origin of the social system in accordance with their religious values. The second mode assumes that the social system creates need dispositions in the participants, which in turn leads to certain kinds of religious activity and belief. The third mode sees religion as a correlative or predictor of behavior. For example, Greeley found that Catholic theology and Catholic birth rate show a high correlation because devoted Catholics do not use birth control measures. Hunt and Vitell (1993 c.f. Vitell, Paolillo and Singh, 2006) stated that religion is one of the personal characteristics that significantly influence ethical judgments, and suggest that the strength of religious beliefs might result in differences in ones decision making process.
Likewise, since Fiji has a plurality of religious denominations, in which each consumer is attach to one, the religious fundamental beliefs and values can be a leading factor in consumer decision making processes towards TV and newspaper advertising and this may influence their perception and affect their behavior as they try to conform to their regious theology and beliefs. Religious beliefs play a major role in the consumption of certain foods, clothing and ornaments and this influences consumer perception on those items and affects behavior. With these given examples, religion as a sub-factor did affect the sociocultural variable, contributing to its insignificant value in the model.

**Traditional Values and Beliefs (i.e. culture)**

According to Luna and Gupta (2001) culture is a lens shaping reality and a blueprint specifying a plan of action. Luckman (1999) sees culture as the accumulated knowledge, values, personal and social behavior, customs and language that are learned and passed from one generation to the next. As such, those cultural values and beliefs are unique to a specific group of people. Luna and Gupta went on to say that an individual's behavior is a result of that individual's cultural value system for a particular context. Individuals' cultural value systems are developed over time as they are socialized into a particular group. Societal culture as well as regional subculture and familial values all influence the formation of an individual's cultural value system. Thus, the cultural value system includes cultural elements that individuals have in common with the group(s) to which they belong, as well as idiosyncratic values unique to the individual. Other research studies on the influence culture has on consumer perception and behavior are: Gupta (2010) in a study looking at the impact of culture on healthcare behavior of Asian Indians said that culture tends to shape our cognitive perspective on the interpretation of symptoms and self definition and self treatment of illnesses based upon the prevalent beliefs in the culture about their causes and treatment. Thus Asian Indians beliefs and attitudes of about healthcare are shaped by history and culture. Davis, Wang and Lindridge (2008) researching on Chinese and American University students to determine whether culture influences the emotional responses to on-line store atmospheric cues, found that culture values do affect customers’ responses to atmospheric cues. Correia, Kozak and Ferradeira (2011) who ran a survey on 400 tourists travelling to Lisbon, capital of Portugal, to see if there is
a relationship between tourist decisions and their cultural background. The result revealed that culture does affect tourist decisions.

These studies and findings correspond to the Fiji scenario given the multi-cultural background of the research respondents in this study (i.e. I-Taukei, Indians, Rotumans, and Others like Kiribati, European, Chinese, Rabi, Cook Island, Marshall, Nauru and Solomon Islands). As such the different cultural backgrounds consumers have can influence their perception to TV and NP advertising and affects their behaviour thus contributing to the insignificant result.

Past Experience
La Tour, La Tour, Pickrell and Loftus, (2004) claimed that experiences have the potential for malleability and manipulation; yet consumers trust their experience most within their decision making (Hoch, 2002). Wyer Jr (2002) stated that consumer differences in memory depend on the previously formed associations that they have with the product, those that are mentioned in the ad and other unspecified ones. Bronnenberg, Dube and Gentzkow (2010) stated that the variation across product categories shows that the persistence of brand preferences is related in an intuitive way to social visibility of consumption.

These statements direct the idea that consumer’s past experiences (either positive or negative) of products and services will have some effect on their perception. The same could be said on consumer experience towards TV and newspaper ads on products and services that satisfy them or not. As stated by Wallendorf and Arnould (1988) people develop attachments to products that have special meaning to them; and the strength of the emotional bond is reflected in specified thoughts, feelings and behavior towards the object (Schultz, Kleine and Kernan, 1989; Mugge, Schifferstein and Schoormans, 2010). The variation in consumer experience in products and services can be a barrier or an opening in their response to TV and newspaper advertising, thus affecting the socio-cultural variable in the study.
**Friends, family, and colleagues (reference groups)**

Durkheim (1982) claimed that collective conscience is what held people together in pre-modern societies and allowed them to experience solidarity. He believed that society was held together by a single social thread that was so strong that it affected the way people acted and thought. He stated it in these words:

*There are ways of acting, thinking, and feeling which possess the remarkable property of existing outside the consciousness of the individual. Not only are these types of behavior and thinking external to the individual, but they are endued with a compelling and coercive power by virtue of which whether he wishes it or not, they impose themselves upon him.*

The lines of thought echoed the coercive power that connects a consumer to people that surrounds him and the relationship link can influence the perception consumers have towards many things in life, including perception towards TV and newspaper advertising. For example, Dean and Biswas (2001) identified ‘typical consumer’ as one of the endorsers recommending about a good or service (other than the manufacture/service provider). According to Rosen (2010) people spend a lot of time talking with friends, who may not only know about products they have used but also relay other people’s opinion. Families have the opportunity to influence the behavior of their members in positive ways (Doherty, 1997); because they share consensus about values and behavior (Fiese, 1992; c.f. Robert, Gunes and Seward, 2011). Thus Fiji consumers are not in isolation as their association with various social groups throughout their life will influence their perceptions when exposed to TV and NP advertising and this affects the socio-cultural factor variable.

**Views on Fashion**

Fashion is believed to be an important subject in the study of culture Baudrillard (1988); Featherstone (1991 c.f. Jaeil, 2000); and the centre of postmodern consumer culture (Morgado, 1996; Jaeil, 2000). Consumer self-concept on fashion represents the totality of the individual’s thoughts and feelings, modernity and culture (Hemphill and Suk, 2009); giving them a symbolic meaning to construct and expresses their self-identity (Dittman, Beattie and Friese, 1995; Dodd, Clarke, Baron and Houston, 2000). Consumer perception of fashion also raises their self-esteem and self image of what
they want people to think they are like (Runyan, 1988; Goldsmith and Clark, 2008). This leads them to buy products that communicate to others about their personality and status (Dott, Clarke, Baron and Houston, 2000); Goldsmith and Clark, 2008).

Such findings indicate the attributes that could influence consumers’ perception of what is fashion, which then could affect their behavior. However, their response to consumption of fashion is mediated by consumers having a certain perception (Meneses and Rodrigue, 2010). This again depends on the variation of consumer perception to fashion and the importance placed on it by a consumer as what is fashionable to one age group, gender or consumer in this study may not be attractive on other. These differences in perception on fashion will affect the socio-cultural factor thus resulting in an insignificant value.

**Consumer Marital Status**

This is a personal characteristic variable that contributes positively to newspaper and not TV. A positive attribution to newspaper can be directed to the marital status of consumers. For example, if couples read the newspaper together they will discuss advertisements that are of interest and most likely will come to consensus because both can share and discuss the newspaper advertising openly and review those ads. This can lead to a favorable response towards newspaper ads. Newspaper is the likeable media choice of advertising for Fiji consumers even though the marginal is minimal (see table 5.22) Compared to TV, for example, if one partner is working, then only one will watch the ad and so the reception may not be favorable, which can lead to negative response. Again, other consumer status category may prefer alternative medium rather than the same and this can sway the result see figure 2.23, preference is more on NP and this contributes to a lesser contribution to TV and that affects the result.

Other factors contributing to the positive and negative result can be attributed to these reasons. For example, there was a study done by Burnett (1990) examining the bank-related behavior of single consumers (meaning those who were divorced, widowed, and never married). The results showed that this demographic characteristic produced highly significant results across all the banking items considered and that singles are not a homogeneous group. Examining the same single group in the present research
(i.e. Single/divorced and widowed) the result showed (see table 2.23) that their perception to TV and newspaper advertising contribute significantly to Fiji’s advertising model, with a total for TV of 26 respondents out of 54, and newspaper, 25 respondents out of 56. Since there are three categories of single groups in a single file, there is bound to be a differentiation in perception, not only within individual members in the group but in the single file itself as seen in the table. Apart from this single file there is the married and others (i.e. staying together) group of consumers and their perception is also bound to be different. Thus the differentiation of perception by individuals in each category or group affects the result, leading to a non-significant contribution on the status variable. Complementing the statement made, Braus (1990) and Lim, Bennett and Dagger (2008) who look at the quality of service, said that quality varies from one segment of the population to another, primarily because individual consumers perceive services or products differently. Sung, Gregorio and Jung (2009) researching on non-student consumer attitudes towards product placement, found, apart from other findings; a diverse pattern of differences in perception across demographic groups. Considering these research findings and the research result of status media choice of Fiji consumers, it is obvious that differences across demographic groups or status could also mean differences in opinion and perception which is clearly demonstrated in the table contributing to its insignificance.

<table>
<thead>
<tr>
<th>Status</th>
<th>Media choice</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TV</td>
<td>Newspaper</td>
</tr>
<tr>
<td>Single</td>
<td>19</td>
<td>17</td>
</tr>
<tr>
<td>Married</td>
<td>28</td>
<td>29</td>
</tr>
<tr>
<td>Divorced</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Widowed</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>Others (Staying together)</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Missing value (99.00)</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>54</td>
<td>56</td>
</tr>
</tbody>
</table>

The negative variables that are common to both CPTV and CPNP on personal characteristics, meaning a lesser of a contribution to the model, with a p-value greater than 0.05 are: age, ethnicity, occupation and area of residence.
The explanatory results for these variables are as follows:

**Age**
The negative value for age on the two media is attributed to the research having only 394 respondents, which is a subset of the total population of Fiji - 2011 estimate equals 883,125 (URL: [www.historycentral.com/nationbynation/Fiji/Population.html](http://www.historycentral.com/nationbynation/Fiji/Population.html)). This is a very small number which may be a contributing factor to its lesser contribution to the model’s negative significance. Another contributing factor to the negative result could be that the identified respondents in the questionnaire are not the targeted ones or the areas identified for the research are not the right ones to capture the age variable that would respond positively to TV and newspaper advertising. Further to that, advertising in Fiji is projected to all consumers in general and not specifically classified or segmented to target a certain age group, thus certain ads may be relevant to consumers between ages of 18 and 30 years and may not be relevant to those above 30 years age. Therefore their perception to TV and newspaper advertising may be negative to one age group but positive for the other and vice versa. A review of the frequency test result (see graph below) showed that the percentage range for the top three age categories (e.g. 18-30 years) = 43.7%; (31-40 years) = 24.9%, (41-50 years) = 18.5% - showed that there is a great gap in the percentage meaning that if a large amount of consumers in a category have negative perception to TV and Newspaper advertising, it will cause an imbalance which is probably the case for a negative age contribution to the advertising model.

Also with Fiji tightening its control over the type of advertisements like food for infants and young children (penalizing non-compliance) see Elbourne (2011), adults or parents of these children will not show signs of interest in TV and newspaper ads that portray products marked under Marketing Control Regulations and such feelings may spread towards other advertised products causing negative response. Moreover, with most people regardless of age becoming more health conscious, they will not be drawn to TV and newspaper ads to direct their buying; rather, they would be more towards self selecting buying so advertising is not impimportant to them and this affects the personality variable in the model.
Ethnicity

Though Fiji is known to be a melting pot of races and culture, as revealed in the multi-ethnic responses, advertising is not generally segmented for a targeted cultural group just as in age but is directed generally to everyone. While an individual may be classed according to his or her ethnic group or race, generally ethnicity in Fiji is not an issue. As in food, what an Indian eat (like curry, roti, palau, suruwa etc) is also eaten by Fijians and other ethnic groups. Language barrier is also not an issue also as most people speak more than one language like, Hindustani, Fijian and English, at the same time and the English language spoken is classically more or less a bigin Fiji English as the English has a mixture of Hindi and Fijian that even a local non English speaker can be able to piece the meaning together. For clothing, it is a common attire in the country for multi-ethnic dressing, like in Diwali, Hibiscus, Christmas, going to church, traditional and bereavement functions etc: for people to wear cultural dressing for certain occasions and so clothing is a blended culture and inter-used by all. The culture ethnicity commonality can affect the way Fiji consumers perceive TV and newspaper advertising, causing them to think and act on the same wave length. In other words what an Indian consumer may think about a TV or a newspaper ad is most likely what a Fijian or a Rotuman or other ethnic consumer groups will think also. Together with the communal type of living in Fiji, a negative or positive perception of consumers either to TV or newspaper advertising will infest the rest of the community with almost everyone having the same response because of the blended culture and way of life.

The ethnicity table 5.2 indicates that I-Taukei make up 64.7% making them easily the largest ethnic group. This might be expected to make a difference to the level of significance if their perception is different from Indians and other ethnic cultures yet, what happens is the opposite. This relates back to the point raised earlier and that is, Fiji consumers tend to think on the same wave length towards advertising, irrespective of ethnic grouping. As such, ethnicity contributes less and is not significant in the Fiji advertising model affecting the personal factor variable.
Occupation

As for the occupation variable, reference to the cross-tabulation research result on ethnicity and occupation (table 5.26) showed that the total unemployment rate of all ethnicity stated in the research is high (145 out of 394 which is 36.8%). Comparable figure for unemployment and the area of residence here: urban, 30 unemployed in a total of 97 respondents; rural, 61 unemployed in a total of 125 respondents; subrural, 9 unemployed in a total of 20 respondents; suburban, 17 unemployed in a total of 58 respondents; and island, 28 unemployed in a total of 94 respondents. The probability of these unemployed consumers having a negative perception to TV and newspaper advertising can be high because they do not have the finance to spend. As such, these consumers would be more driven by the need for careful buying or in other words only the immediate needs of their families will be concentrated on. On that basis consumers in these brackets do not necessarily need TV and newspaper advertising to make purchasing decisions so their perception of purchase will be based on a state of necessity. Given also the fact that the rural consumers are high, using the same formula above i.e. rural consumers = (rural + half sub rural + half sub urban + islands) coupled with the high rate of unemployment, these rural consumers would rather live from the land and the sea than use TV and newspaper advertisements for purchasing of daily needs. In that respect this will cause a negative contribution to TV and NP and to the advertising model. This does not mean that the urban consumers will not do likewise given the economic difficulties and the rise in cost of living. Also since the majority of the respondents are Fijians or I Taukei (255) of whom 141 are unemployed, the reaction of these unemployed Fiji consumers will rely also on the land and sea for survival and a means of money. Therefore, TV and newspaper advertising will not be a need and this will also affect the variable to be insignificant.
Table 5.24 Ethnicity * Area of Residence Cross-tabulation Count

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Urban</th>
<th>Rural</th>
<th>SubRur</th>
<th>SubUrb</th>
<th>Islands</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fijian</td>
<td>64</td>
<td>108</td>
<td>13</td>
<td>42</td>
<td>28</td>
<td>255</td>
</tr>
<tr>
<td>Indian</td>
<td>18</td>
<td>11</td>
<td>3</td>
<td>11</td>
<td>10</td>
<td>53</td>
</tr>
<tr>
<td>Rotuman</td>
<td>9</td>
<td>0</td>
<td>1</td>
<td>3</td>
<td>43</td>
<td>56</td>
</tr>
<tr>
<td>Others: Kir/Eur/Chn/Rab/Cok/Mars/Nau/Sol</td>
<td>6</td>
<td>6</td>
<td>3</td>
<td>2</td>
<td>13</td>
<td>30</td>
</tr>
<tr>
<td>Total</td>
<td>97</td>
<td>125</td>
<td>20</td>
<td>58</td>
<td>94</td>
<td>394</td>
</tr>
</tbody>
</table>

Table 5.25 Occupation * Area of Residence Cross-tabulation

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Urban</th>
<th>Rural</th>
<th>SubRur</th>
<th>SubUrb</th>
<th>Islands</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed</td>
<td>66</td>
<td>64</td>
<td>11</td>
<td>41</td>
<td>66</td>
<td>248</td>
</tr>
<tr>
<td>Unemployed</td>
<td>30</td>
<td>61</td>
<td>9</td>
<td>17</td>
<td>28</td>
<td>145</td>
</tr>
<tr>
<td>99.00</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>97</td>
<td>125</td>
<td>20</td>
<td>58</td>
<td>94</td>
<td>394</td>
</tr>
</tbody>
</table>

Table 5.26 Ethnicity * Occupation Cross-tabulation Count

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Employed</th>
<th>Unemployed</th>
<th>Missing values (99.00)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fijian</td>
<td>140</td>
<td>114</td>
<td>1</td>
<td>255</td>
</tr>
<tr>
<td>Indian</td>
<td>49</td>
<td>4</td>
<td>0</td>
<td>53</td>
</tr>
<tr>
<td>Rotuman</td>
<td>40</td>
<td>16</td>
<td>0</td>
<td>56</td>
</tr>
<tr>
<td>Others: Kir/Eur/Chn/Rab/Cok/Mars/Nau/Sol</td>
<td>19</td>
<td>11</td>
<td>0</td>
<td>30</td>
</tr>
<tr>
<td>Total</td>
<td>248</td>
<td>145</td>
<td>1</td>
<td>394</td>
</tr>
</tbody>
</table>

For economic and social factors, Bauer and Greyser (1968); Pollay and Mittal (1993) alleged that advertising has two broad effects on society, and that is economic and social. In the research findings, these two variables seem to have a contradictory contribution, For instance, social factors contribute to NP positively and less to TV; and economic factors contribute positively to TV and less to NP. For the economic factors the differences are attributed to consumers not having to subscribe in Fiji to watch the TV channel, so there is no financial loss and so the chances of consumer exposure to advertising is high, which may result in a positive perception. With
newspapers, on the other hand one has to buy in order to read the contents and a daily purchasing of newspapers will mean a daily financial loss to most consumers. After all, newspapers could be seen as useless once the service is over. As for social factors, its positive contribution to NP and negative contribution to TV are attributed to reasons like when consumers spend money on newspaper it is for a purpose so one is obliged to read and reread. If there is nothing to do and to pass the time, newspaper is likely to be picked to occupy oneself and as such, the chances of noticing newspaper ads and detailed information are high because the time taken is not a rush. By contrast, TV ads, pass fast and one has to be alert to notice. Also newspaper is often kept for a period of time so one tends to review its contents over and over, which can bring positive perception towards the advertisement because Fiji ads tend to be repetitive over weeks, which can be a reinforcement to consumer perception.

Socially, consumers tend to identify themselves with newspapers because they cover a wide spectrum of information on national and personal levels which can contribute to the positive response. The negative result for TV can be attributed to the negative connotation aligned to advertising, like when consumers perceive advertising as encouraging unnecessary purchases and promoting materialism, being less truthful and often misleading (Reid and Soley, 1982; Pollay and Mittal, 1993; Coulter, Zaltman and Coulter, 2001). Also as stated by Buttle (1991), Elliott and Ritson (1995), McCracken (1987), O’Donohoe (1994), and O’Donohoe and Tynan, (1998). we tend to interpret ads in the context of our own life histories and life experiences. We may also use ads as symbolic resources to shape our personal identities and life projects or to facilitate social interactions and relationships. Such views can hinder consumer perceptual responses to TV and newspaper advertising, thus affecting their contribution to the significance of the model.

**Hypothesis 3**

*Product Informations and Attributes (which are perceived product price, perceived product quality, perceived product value, perceived product benefits, perceived product country of origin, perceived product popularity and perceived company image) influence consumer perception towards TV and newspaper advertising*

To begin with, perceived product value is first transformed and computed for its mean
value because there are two proposed thoughts (i.e. decrease in prices makes consumers buy more products and increase in price makes one buy less). The scale used to gather views of consumers on the variables for hypothesis 3 is a seven point Likert scale. The method of measurement for hypothesis 3 is Regression

**HYPOTHESIS 3 MEASUREMENT FOR TV**

Table 5.27 TV Result: Regression Test

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.079a</td>
<td>.006</td>
<td>-.012</td>
<td>9.15450</td>
</tr>
</tbody>
</table>

a. **Predictors:** (Constant), Perceived product value in the ad influences your decision to buy, Perceived product quality in ad influences your decision about the product, Your view of the product’s country of origin influences your intent to buy, Perceived view on company reputation and image influences your decision about the product, Perceived product benefit that you can see in various products influences your intent to buy, Perceived product popularity regarding certain products in ad helps in buying decision making, Perceived product price.

**Anova For TV**

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>201.054</td>
<td>7</td>
<td>28.722</td>
<td>.343</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>32264.888</td>
<td>385</td>
<td>83.805</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>32465.941</td>
<td>392</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. **Predictors:** (Constant), Perceived product value in the ad influences your decision to buy, Perceived product quality in ad influences your decision about the product, Your view of the products country of origin influences your intent to buy, Perceived view on company reputation and image influences your decision about the product, Perceived product benefit that you can see in various products influences your intent to buy, Perceived product popularity regarding certain products in ad helps in buying decision making, Perceived product price

b. **Dependent Variable:** CPTV.
### Coefficients FOR TV

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>4.501</td>
<td>.617</td>
<td>7.295</td>
</tr>
<tr>
<td></td>
<td>Perceived prod price</td>
<td>-.323</td>
<td>.303</td>
<td>-.305</td>
</tr>
<tr>
<td></td>
<td>Perceived prod quality</td>
<td>.198</td>
<td>.170</td>
<td>.209</td>
</tr>
<tr>
<td></td>
<td>Perceive prod benefits</td>
<td>-.053</td>
<td>.302</td>
<td>-.048</td>
</tr>
<tr>
<td></td>
<td>Perceived country of origin</td>
<td>-.037</td>
<td>.092</td>
<td>-.039</td>
</tr>
<tr>
<td></td>
<td>Perceived prod popularity</td>
<td>.174</td>
<td>.293</td>
<td>.160</td>
</tr>
<tr>
<td></td>
<td>Perceived comp image</td>
<td>.021</td>
<td>.092</td>
<td>.023</td>
</tr>
<tr>
<td></td>
<td>Perceived product value</td>
<td>.024</td>
<td>.302</td>
<td>.022</td>
</tr>
</tbody>
</table>

**a. Dependent Variable: TV.**

### INTERPRETATION OF HYPOTHESIS 3 DATA FOR TV

The variable contributes 0.6 percent toward the model, with an F value of 0.343.

Product Information and Attributes = -0.323 (Perceived product price) + 0.198 (Perceived product quality) + .024 (Perceived product value) -.053 (Perceived product benefits) -.037 (Perceived country of origin) +0.174 (Perceived product popularity) +0.021 (Perceived company image).

The results for multiple regression showed that r square equals 0.006. This means that the model outlined above helped to explain 0.6 percent of the variance in TV the (dependent variable). Hence the significance of the contribution of the independent variable to the model is very low, as indicated by the F-value, which is 0.34. An examination of the t-value indicates product quality to have the highest contribution (1.166); followed by product popularity (.595); company image (.234); and product value (.078). The negative t-values are: product price (-1.066), product benefit (-0.175) and product country of origin (-0.401). A further examination of the independent variable looking at the beta values showed that product quality equals .209, second is product popularity with beta value of 0.160, third is company status with beta value of 0.023 and finally product value with beta value of 0.022. This
means that all these factors (product quality, product popularity, company image and product value) contributed towards explaining the dependent variable - Consumer Perception on TV (CPTV) as the positive beta values above suggest, but these values are not significant in explaining its contribution because the p-values are far above 0.05 – i.e. {product quality (0.245 > p value 0.05), product popularity (0.552 > p value 0.05), company status (0.815 > p value 0.05) and product value (0.938 > p value 0.05)}.

Perceived product price has a beta value of -0.305, Country of origin has a beta value of -0.039, and product benefits with a beta value of -0.048 which means that it makes less of a contribution; implying that as price, country of origin and benefits derived increase, consumer perception towards TV declines; but since the significance values are greater than a p-value of 0.05 they are not significant in explaining the contribution towards the model (price with sig value 0.287; country of origin with sig value 0.689; and benefits 0.861; all of which are > 0.05 p value).

**HYPOTHESIS 3 MEASUREMENT FOR NEWSPAPER**

**Table-5.28 Newspaper Result: Regression Test**

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.120</td>
<td>.014</td>
<td>-.004</td>
<td>5.06060</td>
</tr>
</tbody>
</table>

Predictors: (Constant), Perceived product value in the ad influences your decision to buy, Perceived product quality in ad influences your decision about the product, Your view of the product’s country of origin influences your intent to buy, Perceived view on company reputation and image influences your decision about the product, Perceived product benefit that you can see in various products influences your intent to buy, Perceived product popularity regarding certain products in ad helps in buying decision making, Perceived product price.
### ANOVA

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>143.641</td>
<td>7</td>
<td>20.520</td>
<td>.801</td>
<td>.587</td>
</tr>
<tr>
<td>Residual</td>
<td>9859.725</td>
<td>385</td>
<td>25.610</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>10003.365</td>
<td>392</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*a. Predictors: (Constant), Perceived product value in the ad influences your decision to buy, Perceived product quality in ad influences your decision about the product, Your view of the product’s country of origin influences your intent to buy, Perceived view on company reputation and image influences your decision about the product, Perceived product benefit that you can see in various products influences your intent to buy, Perceived product popularity regarding certain products in ad helps in buying decision making. Perceived product price.

**b. Dependent Variable: CPNP.**

### Coefficients FRO NP

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>3.871</td>
<td>.341</td>
<td></td>
<td>11.349</td>
</tr>
<tr>
<td>Perceived product price</td>
<td>-.218</td>
<td>.167</td>
<td>-.370</td>
<td>-1.302</td>
</tr>
<tr>
<td>Perceived product quality</td>
<td>.108</td>
<td>.094</td>
<td>.206</td>
<td>1.153</td>
</tr>
<tr>
<td>Perceived product benefits</td>
<td>-.135</td>
<td>.167</td>
<td>-.223</td>
<td>-.810</td>
</tr>
<tr>
<td>Perceived country of origin</td>
<td>-.009</td>
<td>.051</td>
<td>-.016</td>
<td>-.170</td>
</tr>
<tr>
<td>Perceived product popularity</td>
<td>.102</td>
<td>.162</td>
<td>.170</td>
<td>.633</td>
</tr>
<tr>
<td>Perceived company image</td>
<td>.074</td>
<td>.051</td>
<td>.141</td>
<td>1.469</td>
</tr>
<tr>
<td>Perceived product value</td>
<td>.078</td>
<td>.167</td>
<td>.130</td>
<td>.469</td>
</tr>
</tbody>
</table>

*a. Dependent Variable: CPNP.*
INTERPRETATION OF HYPOTHESIS 3 DATA FOR NEWSPAPER

The variable contributes 1.4 percent toward the model.

Product Information and Attributes = -.218 (Perceived product price) + .108 (product quality) + .078 (product value) -.135 (product benefits) -.009 (Country of origin) +.102 (product popularity) +.074 (company image)

The results for multiple regression showed that $r^2$ equals 0.014. This means that the model outlined above helped to explain 1.4 percent of the variance in CPNP (dependent variable). Although the significance of the contribution of the independent variables to the model is low, the results have improved compared to CPTV as indicated by the $r^2$ result and the F-value of .801. This is also shown in the t-values. The relative contribution of each of the variables, showed a beta value of product quality equals 0.206, second is product popularity with beta value of 0.170, third is company image with beta value of 0.141 and finally product value with beta value of 0.130. This means that all the variables (product quality, product popularity, company status and product value) contribute towards explaining the dependent variable - consumer perception on newspaper (CPNP) as the positive beta values above suggest, but these values are not significant in explaining its contribution because quality ($0.250 > p$ value 0.05), product popularity ($0.527 > p$ value 0.05), company status ($0.143 > p$ value 0.05) and same for value in which ($0.639 > p$ value 0.05).

Perceived product price has a beta value of -0.370, product benefits has a beta value of -0.223 and country of origin has a beta value of -0.016. This means that the factors make less of a contribution; implying that as price, country of origin and benefits increase, consumer perception towards newspaper ads declines; but since the significance values are greater than p-value of 0.05 they are not significant in explaining the contribution towards the model (price, with sig value 0.194, country of origin, with significance value of 0.865 and benefits , 0.419 > 0.05 p value).
DISCUSSION ON THE RESULTS OF (H 3a) AND (H 3b) for Fiji TV VIEWERS AND NEWSPAPER READERS

The test results for hypothesis 3 on CPTV and CPNP are identical. The variables have a positive beta value—showing a contribution to the proposed Fiji advertising model—are product quality; product popularity; company image and product value—although their p-values are not significant (> 0.05). The rationale for the variable results are as follows.

The two factor variables, product quality and product value, may be viewed and classed by Fiji consumers as integrative, meaning that they could be interchangeable (or could mean the same). Thus when consumers think of product quality they also include product value in their understanding of it. As mentioned by Klaus (1985 c.f. Czepiel, Solomon and Surprenant) and Snoj, Korda and Mumel (2004) quality could even be understood as its value to the consumer. Holbrook and Corfman (1981 c.f. Jacobi and Olson); Rowley (1998); and Snoj, Korda and Mumel (2004) said that quality acts as a relatively global value judgment. Correspondingly, the two variables could mean other commands such as an overall evaluation of a product (Olshavsky, 1985 c.f. Jacobi and Olson; Rowley, 1998); perceived worth in monetary units (Anderson and Sullivan, 1993; Anderson and Narus, 1998; Ulaga and Chacour, 2001); benefits a consumer gets with a product are greater than the long term cost (Slater and Narver, 2000); or bundles of attributes, which derive value according to the benefits provided by the combination of attributes (Caruana, Money and Berthon, 2000). Other consumers may judge it on the basis of a process of acquisition, evaluation and integration of informational stimuli or cues, which can be intrinsic or extrinsic (Rao and Monroe 1989). When intrinsic cues cannot be easily assessed (e.g. by tasting fruit before purchase), then consumers place greater reliance on extrinsic cues (e.g. price, brand and country of origin (Huliyeti, 2008). Snoj, Korda and Mumel (2004) look at quality as bundles of attributes in comparison with customer’s expectations. Given these backdrop views of the two variables, it is obvious that their contribution to the Fiji advertising model is noticeable. However, it is not significant enough to be branded due to the likelihood of mixed identity and confusion. Secondly, since advertisements in Fiji are highly repetitive with very minimal transformation, it could be that quantity or the frequency of the advertisement occurring in TV and newspaper
(not the content) signals product quality to Fiji consumers (Milgromt and Roberts, 1986; Bagwell and Ramey, 1994, Sobernan, 2004) which can lead them to be discriminative in their selection.

Central to the above reasons is the fact that although advertising is designed to elicit positive feelings and evaluations (Edell and Burke 1987; Miniard, Bhatla and Rose 1990) perceived product attributes is relatively an individual consumer choice based on consumer’s judgment of a product in comparison to other similar products within the category (Maynes, 1976). Furthermore, the receptiveness of consumers to these themes will be on the basis of a consumer’s judgment on his or her level of satisfaction (Gronroos, 1984).

To support these arguments, when the gender variable is again examined against product quality and product value, the correlation crosstab results on the 394 respondents using the scale: (1=strongly disagree; 2=disagree; 3=a little bit disagree; 4=neutral; 5=little bit agree; 6=agree; 7=strongly agree; with number 99=missing variables) upholds the two statements that Fiji consumer perception to product quality and product value in TV and newspaper ads are differentiated because of individual choice based on one’s judgment, as reflected in the distribution of responses. It is also noticeable that the bulk of consumer’s responses to product value are on numbers 4 (neutral) = 91 respondents and number 5 (little bit agree) = 92. Likewise the majority of the respondents for perceived product quality are also in 4 (neutral) = 93 and 5 (little bit agree) = 104. The high number of respondents in these two brackets shows consumer uncertainty or mixed understanding as stated in number 1 explanation to be ambivalent.

<table>
<thead>
<tr>
<th>Table 5.29 Gender * Perceived product value influences your decision to buy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cross-tabulation result</td>
</tr>
<tr>
<td>Perceived product value in ad influences your decision to buy</td>
</tr>
<tr>
<td>1.00</td>
</tr>
<tr>
<td>-----------------</td>
</tr>
<tr>
<td>Gender Male</td>
</tr>
<tr>
<td>Gender Female</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>
Fourthly, the financial stance of the respondents could cause them to see product quality as a secondary means since quality of a product could imply extra money spent and that is too expensive to swallow. The same could be said about product value. As shown in the result under the disagreement bracket (strongly disagree, disagree and little bit disagree) for product quality, 82 respondents (20.8%) believed that quality is not an issue that influenced them to buy and 57 respondents (14.4%) did not agree for product value. In this situation consumers would go for the need rather than quality. Oleson (2004) study to find the relationship between basic human needs (Maslow’s hierarchy of needs) and money attitude; the study confirmed that there is a relationship between needs and money attitude. As such Fiji consumers who earn less would rather buy for the need as that is value to them and not quality. As a result, though consumers perceive product quality and product value as being important to their buying decisions (positive), it is not significant to be realized because of reasons indicated.

For product popularity the rationale is as follows: Joseph (2005) quoting Brendan Exton, said that demographics are a significant element in regard to product popularity. Using this view with reference to the crosstab research result on the distribution of gender to perceive product popularity with scale: (1=strongly disagree; 2=disagree; 3=a little bit disagree; 4=neutral; 5=little bit agree; 6=agree; 7=strongly agree; and number 99 as missing variables (table 5.31). The result showed that out of the 394 applicants, 129 respondents (32.7%) are for neutral; with 177 consumers (44.9%) on the agreement bracket; and 85 respondents (21.6%) on the disagreement bracket. The distribution of views shows that product popularity in Fiji depends on individual choice and personal judgment as stated above by (Maynes, 1976;
Gronroos, 1984). Furthermore, product popularity may only be a name to most respondents in the study, as financial constraints limit their access and this results in the 21.6% disagreed. It is also noted that there are products and services that are classed by the group to be popular against what is classed by one group popular. This causes a spread in the distribution affecting the result. Also product popularity in Fiji can be a fad in which consumers talk about and stirs up excitement; but in reality they do not really understand it and this may lead to the high number of respondents (129) in the neutral column. Contributing to the negative result is the distribution of percentage in consumer response to product popularity in the three categories, which is not much difference and this limits the strength of each strand to be outstanding.

Product popularity is said by Ahn (2006/2007) to play a significant role in the consumer purchasing process, as projected by the 177 respondents in the agreement bracket, plus some neutral consumers. However, factors like consumer scepticism towards advertisements can paint a negative perception towards TV and NP advertising. A good example in Fiji is the frequent reminders by Fiji Consumer Rights director Mrs Premila Kumar raising concerns in the daily papers, the radio and TV news about the advertising environment and cautioning Fiji consumers to be vigilant. Typical such statements in the daily paper are captions like “misleading ads worry consumers” (2009, March 2); “be wise, consumers told” (2009, March 1) and “Watchdog critical of false advertisements”. (2009, August 24). All these examples can affect consumer perception to product popularity because of scepticism. As claimed by Yeh-Chiu (2008) in a study trying to explore ‘popularity claims embedded in advertising’ found that when consumers' ad skepticism is high, there is no difference between popularity claims, regardless of the credibility of the sources. On the other hand product popularity can mean other product attributes, thus affecting its significance as a factor. One such example put forward by Jeong and Nan Kwon (2010) is that the popularity claim was found to enhance quality perception. All these factors fragment consumer perception of product popularity, which affects the result.
Table 5.31 Gender * Perceived product popularity in ad regarding certain products helps in buying decision making
Cross-tabulation result, CPTV

<table>
<thead>
<tr>
<th>Gender</th>
<th>Perceived popularity in ad regarding certain products helps in buying decision making</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1.00</td>
<td>2.00</td>
</tr>
<tr>
<td>Male</td>
<td>13</td>
<td>8</td>
</tr>
<tr>
<td>Female</td>
<td>14</td>
<td>15</td>
</tr>
<tr>
<td>Total</td>
<td>27</td>
<td>23</td>
</tr>
</tbody>
</table>

On *company image*, a number of studies have supported the notion that store image is an important component of store patronage (Nevin and Houston, 1980). Alternatively, less satisfied customers give a weaker rating of company image and they exhibit negative repurchase intentions (Kalama, Laroche and Makdessian, 2008). Using the 7-point scale makes it obvious that Fiji consumers see company image as influencing their decision to buy (as shown in the columns 5, 6, and 7 of table 5.31) although it is not sufficiently able to be alienated as a factor. Such reasons can stem from perception based on direct experiences (e.g. Reed II, 2000); past behaviors of company to consumers (e.g. Bem, 1967, 1971); perception based on beliefs of their evaluation (Ajzen and Fishbein, 1980; Stern, Deitz, Kalof and Guagnano, 1995; Reed II, 2000) to name a few). Other reasons could be due to Fiji’s small market, consumers knowledge of the companies (and they have a mental list of companies bracketed into low, medium and high status in product offering and service delivery) and the total company image. Consumers also have a fair idea of companies providing either services or products or both that is either expensive or cheap and other negative connotations that they have towards a company. These prefabricated ideas and stereotyped views, coupled with word of mouth, can reaffirm their preconceived notions about a company and this can influence their behavior on TV and NP ads from that company. As indicated in the result, Fiji consumers view company image as a significant element in their buying activities. As shown in the results 217 respondents (55%) out of 394 in the agreed column; 61 respondent (15%) in the disagreement column and neutral 112 respondents (28%). If the neutral respondents are split between the two columns (agree and disagree since they are not sure), 69% view company image as influencing their perception on the product. This shows that Fiji consumers are positively influenced by company image in their decisions to buy, which is a caution to companies. However, the distribution is widely scattered,
especially in the neutral and disagreement, columns which greatly affects the variable significance.

Table 5.32 Gender and Perceived view on the company image influences your decision about the product

<table>
<thead>
<tr>
<th>Gender</th>
<th>Male</th>
<th>1.00</th>
<th>2.00</th>
<th>3.00</th>
<th>4.00</th>
<th>5.00</th>
<th>6.00</th>
<th>7.00</th>
<th>99.00</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>11</td>
<td>15</td>
<td>13</td>
<td>67</td>
<td>62</td>
<td>37</td>
<td>29</td>
<td>4</td>
<td>394</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>18</td>
<td>18</td>
<td>25</td>
<td>112</td>
<td>95</td>
<td>71</td>
<td>51</td>
<td>4</td>
<td>394</td>
<td></td>
</tr>
</tbody>
</table>

It is also important that an explanation to the negative variables is stated.

*The justification for the negative variables that is common to both TV and NP and with a p-value greater than 0.05 are-perceived product price, perceived country of origin and perceived product benefit are presented below:*

A review on the cross-tabulation result tables above on perceived product value, perceived product quality, perceived product popularity and perceived view on company image showed a gross distribution of consumer perception across the scale. The same emerged for three product attributes: *product price, product benefit and country of origin*. However, their contribution to the model is of a lesser scale. The rationale for the three variables contributing less to the model are attributed to several things.

(1) Consumer perceptions on **price**, which can also be applied to product benefit and country of origin, differ according to individual characteristics (Lowengart, Mizrahi and Yosef, 2003; Campo and Yague, 2007); and the socio-demographic stratum to which a consumer belong (Gupta, Chintagunta and Wittink, 1997; Rosa-Diaz, 2004). However, it does not affect all consumers in the same way (Lowengart, Mizrahi and Yosef, 2003). As such the distribution of consumer views across the scale will spread, making the result uneven.
(2) When there is a missing link in what consumers are trying to find, they tend to rely on different psychological mechanisms to predict whether an outcome benefits (Ayres and Nalebuff, 2003; Xia and Monroe, 2004; Hossain and Morgan, 2006; Bertini, 2006). Such moves can diversely lead consumers to explore other variables that are not stated in the research product attributes and this also affects the result.

For *product price*, reference to these findings can shed more light as to its lesser contribution. Firstly, the research of Hastings and Shapiro (2011) using gasoline purchasing data to show how consumers make buying decisions when prices jump at the pump, indicated that consumers do mental budgeting and accounting. The result was from an analysis of individual-level data on purchases of gasoline from a large grocery chain from January 2006 through March 2009. A clear pattern emerged and that is, people behaved as if they were much poorer, buying cheaper gasoline as if a $2 increase in gasoline prices had decreased their annual income by tens of thousands of dollars. Secondly, Yasin’s (2009) study on Turkish consumer decision making style found that consumers are very much price conscious so they tend to choose lower price products and prefer to shop at sales times. Although only two cases stated, Fiji consumers can be part of the same sphere of thinking and that is, consumers are very much price conscious and calculative of what they buy and as such they will refrain from buying if they perceive that product prices are too high. This is reflected in the bargaining fever that Fiji consumers practise whenever they go shopping. Although the discount may not be much, the feeling that the price has been dropped gives them the implication that they are spending less. Good example is during events like Suva on sales and various Expos. Thus consumer perception on product price can influence their behavior. Also the high level of unemployment and the low incomes earned by the respondents will also cause them to be price conscious. This influences their perception towards advertising, contributing to the variable’s lesser contribution to the model.

For *country of origin*, Magnusson, Westjohn and Zdravkovic (2011) stated that extensive research has shown that COO information significantly affects product evaluation and buying behavior. Empirically, the authors’ hypotheses were tested using a sample of 4,047 brand evaluations by 544 consumers. The findings provided very strong evidence that consumer perception of product country of origin affects
brand attitudes and this happens regardless of the perceptions’ objective reality. A correlation could be said about Fiji consumer perception towards products in the market. As it is today, most products that are sold in the Fiji market are made from overseas and especially China. Consumers have already had preconceived and stereotype ideas about products from Asian countries and this may cause consumers to have negative perception to TV and NP advertised products from these countries. For example, consumer perception of second-hand clothes which are made from overseas countries apart from Asia are seen as quality compared to new clothes sold in the shop that are made in China. Schniederjans, Cao and Olson (2004) and Schniederjans, Cao, Schniederjans and Ching Gu (2011) examined the quality of manufactured products from China presented a set of product perception metrics to determine customer value. One of the findings of the study was that materials (among other items) used in Chinese manufactured goods were of poor quality, leading to a lower customer valuation of Chinese made goods compared with products from other nations. Dzever and Quester (1999) also stated that a country of origin and its perceived quality can impact future purchasing decisions; which could all be the attribution to the variable’s lesser contribution to the model and its insignificance.

**Perceived product benefit**

Product benefit refers to the need that is satisfied by a product (Nzuki Kithung’a, http://www.fiuc.org/esap/NAIRO/NAIRO9/General/brandassociations.pdf). According to Day (1990) and Peter and Olson (1990); c. f. Wenben Lai (1995), consumers view products as a bundle of benefits not attributes. And so consumers are less interested in the technical feature of a product or service then what they get from buying, using or consuming the product (Hooley and Saunders, 1993, p. 17. c.f. Wenben Lai, 1995). Reference to the test result on product benefit using the same scale as the other product attribute, showed that Fiji consumer’s perception to TV and newspaper are influenced by perceived product benefit as there are more respondents in the agreement brackets (i.e. 241 respondents = 61%) compared to 56 respondents of 14% in the disagreement column. The lesser contribution in the Product Information and Attribution theme can be tied to a jointed concept to mean other product attributes like product value and quality. This can than affect the result. Also since the neutral respondents who do not belong to either of the two streams have 94 respondents (24%), this weighs down its contribution to the model, meaning that it
has contributed less.

Table 5.33 Gender - Perceived product benefit that you can see in various products influences your intention to buy

<table>
<thead>
<tr>
<th>Gender</th>
<th>1.00</th>
<th>2.00</th>
<th>3.00</th>
<th>4.00</th>
<th>5.00</th>
<th>6.00</th>
<th>7.00</th>
<th>99.00</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>2</td>
<td>8</td>
<td>13</td>
<td>38</td>
<td>35</td>
<td>38</td>
<td>22</td>
<td>0</td>
<td>156</td>
</tr>
<tr>
<td>Female</td>
<td>4</td>
<td>13</td>
<td>16</td>
<td>56</td>
<td>59</td>
<td>50</td>
<td>37</td>
<td>3</td>
<td>238</td>
</tr>
<tr>
<td>Total</td>
<td>6</td>
<td>21</td>
<td>29</td>
<td>94</td>
<td>94</td>
<td>88</td>
<td>59</td>
<td>3</td>
<td>394</td>
</tr>
</tbody>
</table>

From the reasons stated above on the sub-factors under the Product Information and Attributes pillar, it is evident that consumer perception to TV and newspaper advertising on this, though it contributes to the model, is not significant as their p-value is greater than 0.05. However, it is important to note here that though their contribution to the Fiji advertising model is of at lesser level and may not be significant in value, their influence cannot be totally ignored as they all contribute in influencing consumer perception to TV and newspaper advertising.

**Hypothesis 4**

Consumer behavior towards TV and Newspaper advertising in Fiji is affected by consumer perception.

The Consumer Behavior variable mean is derived by transforming and computing all factors in Section D. To measure hypothesis – 4, Correlation test is used pairing consumer behavior with CPTV and CPNP in which the mean for the two has been computed and used in testing hypothesis-1. The test results for CPTV are as follows:
HYPOTHESIS 4 MEASUREMENT FOR TV

Table 5.34  TV Result: Correlation Test, CPTV

<table>
<thead>
<tr>
<th></th>
<th>CPTV</th>
<th>CB</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPerception</td>
<td>1</td>
<td>.002</td>
</tr>
<tr>
<td></td>
<td></td>
<td>.965</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>394</td>
<td>394</td>
</tr>
<tr>
<td>CB</td>
<td>.002</td>
<td>1</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.965</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>394</td>
<td>394</td>
</tr>
</tbody>
</table>

INTERPRETATION OF HYPOTHESIS 4 DATA FOR TV

CPTV has a positive relationship with Consumer Behavior (CB) as Pearson’s coefficient has a positive value of 0.002; however, it is not significant in explaining its value to the relationship as 0.965 is > p value of 0.05.

HYPOTHESIS 4 MEASUREMENT FOR NEWSPAPER

Table-5.35  Newspaper Result: Correlation Test

<table>
<thead>
<tr>
<th></th>
<th>CB</th>
<th>CPNP</th>
</tr>
</thead>
<tbody>
<tr>
<td>CB</td>
<td>1</td>
<td>.004</td>
</tr>
<tr>
<td></td>
<td></td>
<td>.936</td>
</tr>
<tr>
<td>N</td>
<td>394</td>
<td>394</td>
</tr>
<tr>
<td>CPNewspaper</td>
<td>.004</td>
<td>1</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.936</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>394</td>
<td>394</td>
</tr>
</tbody>
</table>
**INTERPRETATION OF HYPOTHESIS 4 DATA FOR NEWSPAPERS**

CPNP has a positive relationship with Consumer Behavior as pearsons coefficient has a positive value of 0.004, however, it is not significant in explaining its value to the relationship as 0.936 is > p value of 0.05.

**DISCUSSION ON THE RESULTS OF (H 4a) AND (H 4b) FOR FIJI TV VIEWERS AND NEWSPAPER READERS**

Perception is a key psychological factor that influences consumer behavior and the replicated results in hypotheses 1, 2 and 3 have also shown that there is a relationship between consumer perception and consumer behavior. Although the variables are insignificant because their p-values are greater than 0.05 this does not mean that there is no link. The positive and negative relationship means that the contributions of the variables are of different levels, i.e. higher for positive and lesser for negative, which shows that there is a relationship although their insignificant status means that they are not outstanding enough to be counted as a factor variable. Hypothesis 4 also confirms the relationship between consumer perception and consumer behavior although it is also not significant to be stated. What is noteworthy in this research is that the study has identified and proven scientifically that there is a relationship between consumer perception and behavior. This research finding is of no difference from other empirical studies in discovering the link between the two applications. Putrevu (2010) reaffirms the connection by saying that consumer behavior is framed by both positive and negative goal frames. In other words a positive or a negative perception will lead to some kind of consumer behavior. Chakraborty (2011) also states that attitudes and perceptions (both +ve and –ve) play an important role in customer buying behavior processes and have strong impact in buying decisions. Such a statement not only solidifies the connection of the two applications but supports the research design model and hypothesis 4 that consumer behavior towards TV and newspapers is affected by consumer perception.

To defend the research result for hypothesis 4, it is important to look at the three pillars or themes of the model as they will explain the reasons why Fiji consumer
behavior towards TV and newspaper advertising is affected by consumer perception.

(1) It is of explanatory value that the respondents in the study are of multiracial background, they have their own cultural values which can be deciding factors in how they perceive TV and newspaper advertising, as stated above in the socio-cultural and the other themes in the model. Miller (1995) and Shaw and Clarke (1998) stated that culture is a dynamic process; therefore cultural differences can often cause differences in consumer behavior within and across national borders (Wiedmann, Hennigs and Siebels 2007). The view is supported by Cyril de Run (2007); Grier and Brumbaugh (1999) and Scott (1994) who said that groups of people differ systematically in their affinities, abilities, purposes, and prejudices. As a result each group will look at an advertisement differently and develop its own shared reactions and interpretations.

(2) Consumer perception to advertising is not simply tied to the social aspects of consuming products and services but is also dependent on the functionality of the products and services and the financial aspects of the consumer. Joseph-Mathews, Bonn and Snepenger (2009) noted that consumer symbolic perceptions—meanings attached to what they perceive—do affect behavioral intentions. Coulter and Punj (1999) and Lu Hsu, An Yang and Chang Su, 2007) who examined the cognitive responses to advertising by consumers, concluded that the information in advertisements influences consumer decision and behavior. Since every consumer thinks, hears and sees things differently, their perception and reaction to TV and newspaper advertising will be different, which then affects their behavior.

(3) Although advertising in Fiji is more general than segmented to a certain age or gender group, a TV and newspaper advertisement that is directed to a segment is most likely to be negatively accepted by the other groups and this affects the result. Touchstone, Homer and Koslow (1999) said that it has been shown that targeted advertisements can create negative emotions from those not targeted. Any emotional response generated in the viewing of an advertisement can affect attitude towards the advertisement, attitude towards the brand, and even purchase decisions (Batra and Ray, 1986; Holbrook and Batra, 1987).

(4) The insignificance of hypothesis 4 is a result of the insignificance of the proposed
pillars in the model. Since consumer behavior is the ultimate reaction of consumers perception towards a stimuli in this case advertising, the insignificant results of consumer perception to all mentioned variables has certainly affect consumer behavior and hypothesis 4.

5.3 SUMMARY OF FINDINGS

The analysis of consumer perception to TV and newspaper advertising in Fiji shows that hypothesis one is denied. Rather it seems to suggest that consumer perception is not influenced by media selection. Hypothesis analysis for 2 and 3 showed that the identified variables do contribute to Fiji advertising model, though the values are not sufficiently to be stated as a factor. The only variable that stands out in significance in value and contributes strongly to the model is the education level of the consumers. As an antecedent to consumer perception to advertising its significance is suggested to play a mediating role in the behavior of consumers, which can lead to consumers becoming more judgmental, discerning and discrete in their decisions towards TV and newspaper advertising. This in turn may have impacted the other variable results causing the apparent insignificance. For hypothesis 4, the model variables showed that there is a relationship between consumer perception and their behavior though it is also not statistically significant.

Although the overall results showed that there is a relationship developed between the hypothesized variables and the model (except in the case of hypothesis 1), the overall model does not fit the data. The fact that the model is a poor fit to the data it is conclusive evidence that the model is not supported by the data. The poor fit of the model and the insignificant responses in terms of the proposed model variables makes a strong case in recognizing that there are many factors contributing to why consumers perceive advertising as they have, resulting in that type of behavior. Moreover, apart from the consumers positive responses to advertising, Calfee and Ringold (1994) found that everywhere there have been periods of discontent and public disillusionment with advertising since the early 1900s. In their analysis of six decades of advertising survey data, the researchers found that approximately 70
percent of consumers thought advertising is often untruthful, should be more strictly regulated and often persuades people to buy things they do not want. However, they also found that the perceived usefulness of advertising remained nearly constant throughout the years. Thus the positive and negative response of consumers to advertising is not a new occurrence and as such, the research result and poor fit of the research model is justified.

It is also noted here that the conceptualized variables that would influence consumer perception and affect their behavior were ones widely used in various researches conducted internationally. Though these results may be supportive in their findings, they may not be appropriate to our local situation, given the differentiation of all pillar factors in the conceptualized model. As stated by Rose, Boush and Shoham (2002) Rose, Dalakas and Kropp (2002) Bakir, Rose and Shoham (2005) and Zu’bi, Crowther and Worsdale (2008) consumer socialization is markedly different across cultures and the measurements used in existing research are based on theoretical frameworks developed in Western contexts and applied in non-Western ones. This then makes the study result reliable and valid even though the model is a poor fit.

To expand our understanding for this research, a look at Katrak’s (2000) explanation of the rational choice model and Hill’s (2003) research findings will throw light onto the overall result findings in response to the four hypotheses.

According to Katrak (2000) the rational choice model is a traditional and still widely used paradigm employed to describe consumer decision making. In such models, it is assumed that consumers carefully, passionately gather and weigh information about product attributes, weigh costs with benefits, use decision rules and make purchase decisions in a rational, utilitarian manner (Bettman, 1979). The advertising role in this process is to supply potential consumers with information thus reducing their search time and making their purchasing decisions more efficient (Stigler, 1961; Rotzoll, Haefner and Sandage, 1990). Katrak went on to say that while maintaining an appreciation for the influence of the rational choice model in adding to our understanding of many consumer purchases, one must also be aware that no purchase decision is consistent with the model assumption. Consumers are not purely rational, they are also emotional. Hirschman and Holbrook (1982) for example have described
how consumption can be hedonic—involving multi-sensory, fantasTIC, emotive elements and can become addictive when hedonic needs are taken to an extreme. Hirschman (1992) emphasizes that advertising appeals can be emotional as well as rational.

Hill (2003) on the other hand did a study called ‘why they buy’ said that the biotechnology revolution has accelerated the science behind countless medical advances that allow scientists to peer into people’s brains and study not what people say they think but what they actually think. The author believes that the findings insight challenges the past 300 years of western thought not to mention the entire history of marketing. The business models that assume that consumers follow a conscious, rational decision making process are in fact faulty because by the time consumers get around to the learning component of advertising, they’ have long since made a decision one way or the other, based on largely unconscious, sensory-emotive reactions.

The suggestions put forward by these two researchers could very much be describing the characteristic reactions of Fiji consumers to TV and newspaper advertising: their perception to TV and newspaper advertising are not rational in a sense that they are affected by other sensory factors hence impacting on their response to the field data on the date of distribution. Furthermore, as mentioned by Hill, the respondents to the field data may already have preconceived ideas even before watching the advertisement and as such this affects their responses and impacts the total result.

A second reason for the swing of result could be understood on the basis of based of Darley and Johnson (1994) research findings in a study that looks at the beliefs towards advertising in four non western countries namely- Nigeria, Kenya, India and Singapore. The analysis indicates striking similarities and differences in their beliefs towards advertising. According to the authors part of the reason for this surprising result may be that the respondents in the developing countries are perhaps less familiar with advertising and perhaps less sophisticated in their perceptions of advertising compared to those in the US. Parallel similarities could be said about Fiji as a developing nation. The respondents’ responses very much reflect the nation’s perceptions towards advertising: that consumers are less familiar with advertising and
less sophisticated in their perceptions towards advertising. The trend of development is better explained by Holden, Bale and Holden (2004) in reference to the South Pacific countries who point out that the countries of the Pacific have already embarked along this journey towards modernization. The key issue to determine is how far along that road do they wish to travel and at what speed. This could mean that though Fiji has embarked on development, the process has not yet changed the mentality or in other words the perception people have towards certain things in life. As it is, the traditional way of living still embeds a great portion of their life and as such, this will affect consumer perception to TV and newspaper advertising and therefore affect the research result.

The third reason is directed to Buchanan’s (2010) article, “Decoding the new consumer”, which reports interviews with marketers and consumers about changing consumer behavior in America considering the layoffs, downsizing, delayed raises and reduced hours. This causes suffering for more than half of the American population, prompting such comments as “This real pain has driven us to reconsider our definition of the good life”. As such people are finding happiness in old-fashioned virtues—thrift, do-it—yourself projects, self improvement, faith, community, and in activities and relationships outside the consumer realm. The data showed large numbers saying that money is no longer as important to them. Seventy-six percent said that the number of possession they own does not affect how happy they are. This does not mean that consumerism is dead. No, in fact consumers are moving from mindless to mindful consumption. The same picture could be painted about Fiji consumers, given the socio-cultural and political situation that consumers encounter daily in life, for instance, political uncertainty, economic instability, reforms and changes like those in financial institutions, e.g. proposed changes in the Fiji Provident Fund (FNPF), corporate institutions like Courts, MH, the Banks, all of which affect consumers. Such change not only restricts customers and potential buyers but kills the flame for consumers’ needs or want of luxury goods that are advertised in TV and newspaper. In addition, the cultural obligations that consumers have because of the social and communal relationship practiced in our Pacific way of living and uncertainty in life can affect consumer perception to advertising and their subsequent behavior. As such Fiji consumers would become more discerning and selective in their choices and are more content with what they buy and have, therefore
TV and newspaper advertising will not be the means by which consumers confer for daily purchasing. This could mean that Fiji consumers would be mindful of what they spend their money on and so they will spend less and live within their means. Fijian consumers could be more calculative on how much they spend therefore their purchasing behaviour will become more considered. All these factors will mean that consumer perception towards TV and newspaper advertising will have a very narrow margin which could be a reason why the research results are insignificant.

Another factor in the poor fit of the model could be attributed to the idea of Fijian consumers being self reliant or the concept of self reliance. The experiences of difficult times and hard life will cause consumers to fall back into nature’s resources, like cultivating the land, raising animals, bird farming etc. and harvesting the sea resources. This means that consumers will not rely heavily on advertisements from TV and newspapers to direct their purchases because their basic needs are supplied. Though they may buy from the shops, their purchase behavior is not directed by advertising because what they buy are general household needs that do not need brainstorming for an answer. As stated by Buchanan (2010) more and more consumers are moving from consumption to production. This is not a new idea as production is always Fiji’s way of life given the abundance in land and sea resources which traditionally is life coupled with continued emphasis by the government of the day to make use of the land and nature’s resource. The approach will mean fewer consumer referrals to TV and newspaper advertising. Also given the fact from the research findings that 89.9% of the total respondents fall into the bracket of income between no income to $25,000 per annum (i.e. no income=24.1%; 1,000-5,000=17.8%; 5,001-15,000= 33.5 15,001-25,000=14.5) and as the amount of income rises the percentage level decreases (e.g. 25,001-35,000=3.8%; 35,001-45,000=.5%; 45,000 and over=.3%). This could also mean that Fijian consumers would be on the move to be self reliant rather than leaning on TV and newspaper advertising. Further aligned to the income level of Fiji consumers is the residential area (urban, rural, sub urban, sub rural, and islands) in which out of the 394 respondents 354 earn up to $25,000 per annum (i.e. no income=95 respondents; 1,000-5,000=70 respondents; 5,001-15,000= 132 respondents; 15, 001-25,000=57 respondents; 25,001-35,000=15 respondents; 35,001-45,000= 2 respondents; 45,000 and over=1 respondent). These coupled with 145 unemployed respondents out of 394, means that the concept of self reliance is
probably the means for most consumers in Fiji. Consequently, TV and newspaper advertising will not have a great impact in the lives of Fiji consumers. Given all these factors, this could also be reasons as to why hypothesis 1 is rejected.

Another contributing factor is that Fiji is a very small market: the towns are very small and so consumers would like to do shop searching for what they need and want, which not only gives them a bigger and wider choice but also the possibility of them encountering a few discounts here and there. Such adventures can be more exciting and satisfying since some of the service or product advertisements in the TV and newspapers may not be the ones consumers need at that time. Other issues like the price may be too much for their pockets and so they can get similar products or services offered in other stores that do not use TV and newspapers to advertise but have a cheaper price. The Chinese shops in particular which sell almost everything and anything and here one can buy things at a cheaper price. Therefore consumer buying is not restricted to TV and newspaper advertising, causing these two mediums to be overlooked as not necessary by consumers. Similarly, the size of Fiji towns could mean that consumers are very much aware of the different shops to buy what they want and which shops offer prices that they can afford so TV and newspaper can also be overlooked.

The rise in a more type barter economy where consumers are trading with each other and helping one another because of cultural and traditional obligations and the shifting concept of what they can live without will impact on how they perceive TV and newspaper advertising. All these will divert consumer perception from TV and newspaper advertising and will cause consumers not to see TV and Newspaper advertising as relevant to their life. More so the research result has explicitly displayed that Fiji consumers are not into advertising to direct their decisions and buying behavior.

Other factors for the poor fit of the model could be due to the incorrect specification of the model and as a result, it is impossible to construct a specific model that defines consumer perception towards the advertising media in Fiji.

The next chapter will conclude with a discussion looking at the implications of the
research for marketers and advertisers of Fiji businesses, and implications for the study of consumer perception to TV and newspaper advertising. It will also look at the limitations of the research study in view of its sampling, methodology and measurement issues, closing with a conclusion for the study.
CHAPTER 6

CONCLUSION

SUMMARY OF STUDY AND FINDINGS

This research seeks to examine consumer perceptions of advertising media in Fiji, comparing TV and newspapers. The concept of consumer perception is identified to be an indicator of consumer purchase and stated intention to purchase. To determine what influences consumer perception when exposed to TV and Newspaper advertising, hypothesized variables are used as test pads. These variables are put into three pillars or themes. The first pillar or theme is the medium used for advertising, which ais TV and newspaper; the second pillar is the personal characteristics, economic and socio-cultural variables; and the third pillar is product information and attributes, consisting of variables like perceived product quality, perceived product price, perceived product value, perceived product country of origin, perceived product popularity, and perceived company image. These three pillars define the research model, which is said to influence consumer perception and impact consumer behavior.

To test the practicality of the model the data are collected from 394 respondents out of 500 questionnaires distributed in these destinations: Levuka and Rotuma for the island consumers; Navua/ Serua and Bua in Vanua Levu for rural consumers and Nadi, Lautoka and Suva for urban consumers. These destinations are a representative sample of consumers within Fiji and of which Fiji population is classed into – rural, urban and islands.

To determine the fit of the proposed consumer perception to the Fiji model, the three pillars (variables) were used to test the four hypotheses, using SPSS test programs for scale validity and reliability, which are: correlation and chi-square for hypothesis 1; linear regression for hypotheses 2 and 3 and correlation for hypothesis 4. The result for hypothesis1 showed that the Pearson correlation value is negative and the p value is far above 0.05. The Chi-square is also employed to test the relationship between the
variables in hypothesis 1 the results also supports the correlations findings causing hypothesis 1 to be rejected. For hypotheses 2, 3 and 4 based on their p–values, the hypothesized relationship between the variables though contributing to the model (positive or lesser), it is not significant because p value > 0.05. However out of all the variables that are proposed to have influence Fiji consumer perception to TV and Newspaper advertising which affects their behavior only the education variable stands out to be significant with a p value < 0.05 in both TV and newspaper. All other variable results are consistent with the two mediums in that though they contribute to the model either on a greater scale or a lesser scale, they are all not significant enough to be itemized.

The test results showed that the overall model is a poor fit and inimitable to what has been suggested in the advertising literature. The reasons could be that the variables used in this research are expected to be the same as other empirical studies that have used these variables as a basis for evaluating consumer behavior. Nonetheless, they do not correspond practically as a framework developed in the western society context is not applicable to our Pacific situation. The poor fit of the model has necessitated an examination for modification of indices to determine what changes might be necessary to achieve a better fit. The exercise is a pathway opportunity for future attempts to refine the test model and include other variables that are deemed to be more influential to consumer perception and behavior. Alternatively, future attempts can use this research as a control experiment by using the same variables under other advertising media like radio, internet, magazine, billboard to see whether Fiji consumer perception to those advertising media is influenced by the identified variables in this research.

Furthermore, the research result is a learning curve for advertisers and marketers of businesses in Fiji in realizing the value of consumer perception to the advertising media. The perception of consumers to advertising will not only determine the effectiveness of advertising but the repercussionS of their perceptionS can have a greater impact in all spheres of the market and the economy at large. As said by Assael (1998 c.f. Chakraborty, 2011) if consumers feel satisfied with the product/service, they poseses a positive attitude towards it, which eventually creates a favorable perception in the customers mind – leading them to act likewise.
6.1 IMPLICATIONS FOR MARKETERS AND ADVERTISERS OF BUSINESSES IN FIJI

The findings of this research study provide useful insights for marketers and advertisers of businesses in Fiji who too often think that as long as an ad is placed in the media, it works wonders in compelling consumers to purchase their product. In marked contrast to this, the research findings present the true significance, that it is consumer perception to advertising that influences their reaction or behavior to buy or not to buy, and not what the advertisers think. The data collected on pillar one of the model suggest that the type of advertising media in which advertisements are placed, as in the case of TV and newspapers in Fiji, does not influence consumer perception therefore is not an instigator in impelling consumers to buy. This is a challenge to marketers and advertisers of businesses in Fiji who tend to believe on the line of thought that ads placed in TV or Newspaper will make consumers buy because of the frequency of consumer exposure to it or the popularity of the media, as in the case of TV and Newspaper in Fiji. Such beliefs lead to companies spending huge amounts of money to place their ads on TV and Newspaper with expectations of high returns but the research findings have shown otherwise.

As such, suggestions are put forward here for marketers and advertisers of businesses in Fiji – and that is for them to spread their wings and find alternative methods given the negative response to the two advertising media in the research. This also points to the need for marketers and advertisers of businesses in Fiji to be awake and explore other alternative strategies and new constructs that could be of a valuable asset in their advertising campaigns to influence consumer perception and increase their level of interest to buy. Rather than being complacent with a strategy, there is a need for a continuous review and update of current strategies in order to revive or maintain the interest of consumers. Other advice follows:

(1) Careful consideration should be given as to which type of medium is to be used to promote the company’s product or services because Fiji consumer perceptions to advertising are not influenced by the type of media therefore it will make no
difference to how consumers relate to the advertising and the media. Nonetheless, future consideration can be given to alternative Medium with cheaper rates but has an effective outreach.

(2) Another area that Fiji advertisers should be concerned about is the creativity of their ad in terms of wording and images. As stated by Johnson (2006 c.f. Wright, Khanfar, Harrington and Kizer, 2010) it is important for marketers to make their advertisements more appealing and entertaining to make them part of the entertainment instead of a break from the entertainment. The idea is to create something unique, different, exiting and entertaining in an effort to remain pert of the consumer’s memory.

(3) Ensure that consumers like the ads. Mitchell and Olson (1981) studied on the attitudes towards asd with an experiment that exposed 71 college students to four different advertisements for four different brands of facial tissue, in which each advertisement was shown for 20 minutes. The findings were that, as they had expected, consumers’ belief about the product attributes had a substantial mediating effect on their attitude toward the brand, which in turn mediated their purchase intentions. However, an unexpected result suggests that another variable – attitude toward the ad also mediated advertising effects on brand attitudes and purchase intentions. Based on the results of their study, Mitchell and Olson suggested that brand attributes were not the sole contributor to consumers’ attitude toward a brand and that “consumers’ general liking for the ad itself or the visual stimulus presented in the advertisement” could also contribute to their brand choice and purchase intentions. Thus, marketers should pay close attention to how consumers react to their advertising campaigns because how consumers feel about an advertisement, positive or negative, could influence their brand perception and become a deciding factor in their purchase intentions (Mitchell and Olson, 1981; Shimp, 1981; MacKenzie, Lutz and Belch, 1986; Mueling, 1987).

(4) The traditional mass media advertising in TV and newspapers is not the way for the future. As stated by Wright, Khanfar, Harrington and Kizer, 2010) the days for mass marketing to all consumers are long gone, and marketers are now forced to think more strategically about their objectives than they have in the past years. It is
important for marketers today to stand out from all the media clutter and find their niche, which is a more narrowly defined market customer group seeking a distinctive mix of benefits (Keller and Kotler, 2009, p. 209). In order to do this, marketers must segment the market by defining customers that share similar values. Segmenting the market appropriately allows marketers to reach people who can ignite the ember of interest among others. This is essential to starting trends among potential and current customers (Wright, Khanfar, Harrington and Kizer, 2010). Egol, Clyde, Rangan and Sanderson (2010) also stress the need for better understanding of different consumer segments, and differentiating market efforts to encourage and engage consumers or shoppers. Fiji advertisers can capitalize on ‘age’ as a significant variable in TV advertising.

Research findings on pillar two of the model indicate that social factors (e.g. religious belief, traditional beliefs, influence of family/friends/colleagues, past experience, and view on fashion); economic factors (e.g. income received, devaluation of Fiji dollar, recession in the economy) and personal characteristics (e.g. gender, age ethnicity, occupation, area of residence, status and education) exert an influence on consumer perception, TV with a percentage level of 15.6 and on consumer perception to newspaper at 12.2 % (see interpretation for hypothesis-2 result for CPTV and CPNP in chapter-5). This shows that the influence impact of the stated variables is minimal, creating a considerable dilemma for marketers and advertisers of businesses in Fiji, who tend to use these variables as push factors in their advertising campaigns to consumers. These mediums though impressive and appealing, require prudence in determining variables that will captivate consumers and impel them to buy. Out of the variables in pillar two, the test results showed education level of Fiji consumers to be a significant factor in both CPTV and CPNP, with a p-value of .000. The implication here is that Fiji consumer level of education is high, which means that consumers are more discerning and discretionary in their decision and choices, not being easily manipulated by the media to make decisions for them. As such, consumers are not easily persuaded towards ad display. The other variable that shows a significant value is age (p-value of .006) even though it has a negative or lesser contribution to TV. Though this is an unusual result, the researcher sees this value as a challenging variable in the market. This is because advertising in Fiji is not segmented to target a certain age group but is presented generally. As such, certain age groups may have a
positive response towards the ad while others not and this affects consumer response to advertising. It is also a gap in which marketers and advertising can capitalize on the opportunity and use age to personalize their advertisement, may be this is a more effective approach to induce consumers to respond positively to TV as well as newspaper advertising, rather than generalizing. In tailoring or customizing the ads according to age categories (e.g. teen and young teens, youth, and young adults, early middle age, late middle age and retirees) consumers may feel that it is especially for them and this may improve the reading to a more positive level.

The findings on pillar three revealed that TV and newspaper ads promoting product price, product quality, product value, product benefits, product country of origin, product popularity and company image did influence consumer perception to advertising but are not significant enough to be singled out as a cause related factor because their p value is > 0.05. As stated in Chapter-5 these variances only explained 0.6 % in CPTV and 1.4 % in CPNP (see interpretation of hypothesis- 3 results on CPTV and CPNP in chapter-5) which is very low. The implication to marketers and advertisers of businesses in Fiji is that the information and knowledge of these variances is not the sole motivator of consumer perception to advertising that impacts their behavior; there could be other variables that are not included in the Fiji model but have a greater influence. For that reason marketers and advertisers are tasked to discover them and how well they can be presented to consumers in order to attract them and influence their behavior.

The challenge to marketers and advertisers in Fiji businesses is the insignificance of the variances in the model, given consumer varied personalities, the surrounding environment, unforeseen circumstances, the culture and many other factors that can bring about an array of feelings and emotions that can impact consumer perception and reaction. Marketers and advertisers need to be vigilant and robust in making changes when they see fit, mindful of what consumers perceive to be important. Perhaps what is needed is a fact finding mission of knowing consumers and how they perceive advertising, if marketers are to make a difference in the market. There is also a need to think outside the norms of doing things and come out creatively, fitting the society in which the ads are projected. As stated by a guru in marketing - Omahe “think globally but act locally’ is a challenge for marketers and advertisers in Fiji to
think globally and creatively but contain it in a localized surrounding.

6.2 IMPLICATIONS FOR THE STUDY OF CONSUMER PERCEPTION TO TV AND NEWSPAPER ADVERTISING

The importance of TV and newspapers in the advertising industry today implies that the two mediums will continue to captivate academic interest and attention globally and the current study is part of the race. Nonetheless, the result acquired in this study though it is different from other research findings, does not mean that the mediums have lost their relevancy and importance in the advertising industry, as the test result is only compounded to Fiji but could change in time. However, this study marks a breaking of the ground for future researchers to build and expand the foundation in the area and in Fiji, as this will bring a brighter perspective of understanding consumers and achieving better results in the market.

The study came up with a model of consumer perception underlining the variance that influences perception that could cause a behavior. However, the design model is problematic because the data collected did not fit the model as hypothesis 1 rejects the model and for hypotheses 2, 3 and 4, though the variance is contributing, it is not they are not significant. The poor fit of the model raises questions relating to the format of the questionnaire, which can also affect the methodology used to measure the results. The poor fit of the model also suggests extra test pads, like an exploration of these variances in greater depth with the use of other media as control factors to see if the result is conclusive. For instance, the exploration of new variables and strands e.g. creativity and belief, the use of visual stimulus presented in the advertisement e.g. packaging plus creation of new pillars like consumer satisfaction, before consumer behavior can expand the scope and scale of the model and the research.
6.3 LIMITATION OF FINDINGS

The study has the following limitations. Firstly, the term perception may not be fully understood, or assimilated by respondents to mean other items therefore the answers obtained have limited depth. Secondly, because it is a sample data, the respondents and area of study are only representative of the total population and land mass, as a result insufficiency may affect the validity and the generalization of the findings. Thirdly, the age range, the gender equality, and the race factor is not a total representation of Fiji consumers, their culture and perceptions therefore a general sample should be considered in future as this will increase the number of respondents together with new areas in order to get a deeper insight into how consumers view advertising. The fourth limitation is presented by the lack of discriminant validity among the scales used to measure consumer respondents and therefore could be a primary factor for the rejection of the test model. The fifth limitation is that the research is only restricted to TV and newspapers, and some consumers may not have access to either of the two even at all therefore their answers may not be a revelation of truth but based on hearsay and negligible contacts with the two mediums. The evidence is shown in the number of invalid questionnaires (106) where most are not filled because of not accessing any mediums. Similarly, some consumers may be interested in the likes of electronic mediums hence contributing to the number of invalid questionnaires. The sixth limitation is the unwillingness by The Fiji Times and The Fiji Sun to give out information about their organization despite various email and personal attempts. Thus information gathered are taken from the internet which may not be the latest information required. A proposal that companies should be more receptive to researchers though it is an academic exercise such findings can raise company awareness in identifying their strengths and weakness and improve their competitive advantage. The seventh limitation is that information obtained from the respondents as answers to the questionnaire may not be the right response due to many factors and this causes biasness of result. One such example is that respondents may have discussed it with friends and colleagues and the answers given are not an individual perception but collusion of many. The eighth limitation is achieving enough knowledge and understanding in the usage of SPSS program to test the hypotheses hence has caused the research not to be completed in required time. The practicality of such programs should be made a course on its own in the post graduate
student normal assessment program with other latest research softwares as this will give confidence to research students in analyzing their data. The final limitation which may not be the least is the researchers’ personal commitment in finding time for the home, family and concentrating on the study, thus contributing to the delay in completing on time.

6.4 DIRECTION AND SUGGESTIONS FOR FUTURE RESEARCH

This study should be looked at as a spring board for future research into this emerging area of advertising and consumer perception in Fiji as this will help build up a data base index for Fiji along these dimensions. Since how consumers perceive advertising and what are the sources that influences consumer perception is not an actively researched topic in Fiji, future studies in the area would immensely contribute towards helping company’s better understand consumer perception and desing effective advertising strategies to meet consumer needs. Also the study has offered many areas which can be expanded and extended relating to the model construct and specification, the data collection and the analyses. Future research should further validate the scale and improve measuring techniques used in the current study inorder to obtain results that would better fit a designed model. New models built on the research model should be able to bring up new visions in which Fiji companies can utilise them as benchmarks in knowing and understanding consumer decision making.

Furthermore, future researches will be allowed to reconstruct and respecify the model including other variables like - perceived product uniqueness, where consumers perceive the product to be different from competitor’s brands or products and perceived corporate social responsibility. As it is, consumers are the targets of every business so it will be interesting to see how much a company has given back to the community in compliment of consumers buying and using their products. Also a reformate of the questionnaire would also bring a new phase to the exisiting model and future proposed models.

Future researchers can also extend the sample size, and the perimeter of the existing locations for data collection. Also a conglomeration of consumers in a given age strata
should give a more discrete and validated perceptions of consumers in a particular age level rather than a general presumption of 18-30 years of age. This can also apply to other identified variables as generalising a property can lead to biasness of selection as respondents answers may not fit the given criteria and so response will be pushed to acceptance. The age groups should be specified alongside consumer nationality or the race, as this will give a colorful comparison of consumer perception in these variables towards advertising. This will bring about new measurements that would enhance discriminant validity and increase confidence in the result providing a better model fit then what the current study has obtained.

The study also prompts future researchers to also extend the perimeter of the advertising media in Fiji to include other media to see whether consumers do have the same response or varies towards different medias. Future researches may also want to explore the same topic to similar social cultural bearings most especially in other south pacific islands to see if there is any correlation of consumer perception to TV and Newspaper advertising or a difference.

6.5 CONCLUSION OF THE RESEARCH STUDY

Consumer psychology has been greatly researched in the field of marketing, more so in the area of advertising. In this application of knowledge, the study of perception has been classed to be extremely important because of the influencing role perceptions play in consumer decision making process and their behavior. The advertising literature has also commented on the significance of consumer perception towards the advertising media and has provided numerous empirical models that have tested the variables and proven to be the forerunner for consumer decision making and behavior. The same ideology was taken in at the commencement of the study to examine consumer perception to Fiji advertising media, comparing consumer perception towards TV and newspaper. The study has designed a specified model using some of the variables tested in the past models in the advertising literature to see whether they influence consumer perception in Fiji towards TV and newspaper advertising and if so which factors stands out strongly.
The research has also run a quantitative method of testing the research hypotheses using SPSS and has also employed qualitative and interpretive methods as means of explanation. However, the results of the study are not conclusive because the variables that are considered and believed in this research to influence Fiji consumer perception to TV and Newspaper advertising present a poor fit to the model. The result testifies that variables influencing consumer perception and affecting their behavior in numerous studies conducted globally are not always applicable to every country and situation, and most especially to consumers of the study area. This is because many unknown factors can affect and influence consumer perception at that point in time to be positively inclined or negatively disposed even in the most conducive environment and situation. As stated by White (1988, p. 397) people differ so widely in disposition, habits and education that their ways of looking at things varies; which is obvious in the research result. Blois (2000) complementing the thought said that the study of customer attitudes and perceptions is not an easy task for marketing experts because in this ever changing competitive market environment, customers are gradually becoming erratic and therefore more unpredictable, making the study much more complicated. On the basis of former research findings and the literature on consumer perception and as a current researcher on the topic of consumer perception to advertising, it is obvious that determining exactly what influences consumer perception is like chasing the wind, as one can only assume and predict the chances without specification. Even the variables identified in the advertising literature that are said to influence consumer perception in a research project is not found appropriate or favorable in similar research carried out in different places and situations in the world. The current research is an example of this. Therefore one can say that only God alone knows the exact perception of individuals - “God forms all man’s thoughts and knows everything they do” (Psalms 33:15-Good News Bible). Thus the challenge for advertisers of today can be this: that even though their sphere of influence may seem narrow, their ability small, their opportunities may be few and their acquirements limited, successes in achievement can be realised if they capitalized in knowing and understanding consumer perception.
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255


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APPENDIX

QUESTIONNAIRE

SECTION A

Consumer Personal Information (Personal Characteristics)

Age: ----------- (specify)
Gender: □ Male    □ Female
Ethnicity: □ Fijian □ Indian □ Rotuman □ Others _________(specify)
Occupation: □ Employed □ Not Employed
Level of Education: □ Primary □ Secondary □ Certificate □ Diploma □ Vocation

□ University Degree   □ Others- Specify-----------

Choice of Media: □ TV □ Newspaper □ Both

Area of Residence: □ Urban □ Rural □ Suburban □ Sub rural □ Islands
Status: □ Single □ Married □ Divorced □ Widow □ Others

Level of Income per annum: □ No Income □ $1,000-$5,000 □ $5,001-$15,000
□ $15,001-$25,000 □ $25,001-$35,000 □ $35,001-$45,000 □ $45,001 and over
SECTION B

This section is to gauge your perceptions towards TV advertising. Please indicate your views by putting a tick in the relevant box of your choice

### Reasons for Liking

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<td>1</td>
<td>I watch TV more frequently</td>
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<td>2</td>
<td>The colorful background and the live characters helps me understand the advertisements</td>
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<td>3</td>
<td>Easy to remember the ads because someone is talking</td>
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<td>4</td>
<td>Easy to remember the ads because it is frequently repeated during the week and day</td>
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<td>5</td>
<td>The product features and benefits are shown live which helps me to make a faster choice</td>
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<td>6</td>
<td>Gives detail information about the product advertised</td>
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<td>7</td>
<td>Information is clear and I understand it</td>
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<td>8</td>
<td>I have sufficient time to watch TV at home</td>
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<td>9</td>
<td>The advertisement are different from other programs so I remember them</td>
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<td>10</td>
<td>The advertisement are exciting</td>
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<td>11</td>
<td>Provides useful information regarding products I purchase</td>
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<td>12</td>
<td>Provides more choices for buying</td>
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</tr>
<tr>
<td>13</td>
<td>Convenient because every information is provided</td>
<td></td>
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</tr>
<tr>
<td>14</td>
<td>Helpful when I am making an important purchase</td>
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<tr>
<td>15</td>
<td>Helps me buy the best brand for the price</td>
<td></td>
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<tr>
<td>16</td>
<td>Helps me identify which brand have the features I am looking for</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>17</td>
<td>The ads are relevant to my needs</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

**Scale:** VL=very low, L=low, N=neither low nor high, H=high, VH=very high

### Reasons for Not Liking

<table>
<thead>
<tr>
<th></th>
<th></th>
<th>VL</th>
<th>L</th>
<th>N</th>
<th>H</th>
<th>VH</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Too much information in a short time (information overload)</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>2</td>
<td>Presentation of information too fast that I cannot understand</td>
<td></td>
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<tr>
<td>3</td>
<td>Lots of slogan used in the advertisement that I cannot understand</td>
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</tr>
<tr>
<td>4</td>
<td>Product advertised are not always available in the market</td>
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</tr>
<tr>
<td>5</td>
<td>Nonverbal ads are confusing</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>6</td>
<td>I don’t have a TV set so I don’t watch TV ads</td>
<td></td>
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<tr>
<td>7</td>
<td>Exaggeration of information</td>
<td></td>
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<tr>
<td>8</td>
<td>I don’t have sufficient time to watch TV</td>
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<tr>
<td>9</td>
<td>I do not depend on TV advertising to make decision and choices for my life</td>
<td></td>
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</tr>
<tr>
<td>10</td>
<td>It make me buy things that I do not need</td>
<td></td>
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</tr>
<tr>
<td>11</td>
<td>I do not like the characters in the ad</td>
<td></td>
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</tr>
<tr>
<td>12</td>
<td>The advertisement are not relevant to my needs</td>
<td></td>
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</tr>
</tbody>
</table>

**Scale:** VL=very low, L=low, N=neither low nor high, H=high, VH=very high
SECTION C

This section is to gauge your perception towards Newspaper advertising. Please indicate your views by putting a tick in the relevant box of your choice.

**Reasons for Liking**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th>VL</th>
<th>L</th>
<th>N</th>
<th>H</th>
<th>VH</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I read newspaper more frequently</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>I have sufficient time to read newspaper</td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>3</td>
<td>I have excess to newspaper only</td>
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<tr>
<td>4</td>
<td>The flexibility of time in reading the ads</td>
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<tr>
<td>5</td>
<td>Advertisers daily supermarket ads that are on sale</td>
<td></td>
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<tr>
<td>6</td>
<td>I can compare prices of the same type of goods advertised</td>
<td></td>
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<tr>
<td>7</td>
<td>The language used is very simple to understand</td>
<td></td>
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<tr>
<td>8</td>
<td>No slogans used so I am not confused</td>
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<tr>
<td>9</td>
<td>Convenient because every information is provided</td>
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<tr>
<td>10</td>
<td>Gives detail information about the product advertised</td>
<td></td>
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</tr>
<tr>
<td>11</td>
<td>The ads are relevant to my needs</td>
<td></td>
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<tr>
<td>12</td>
<td>Provides useful information about the product I want to purchase</td>
<td></td>
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<tr>
<td>13</td>
<td>Helpful when I am making an important purchase</td>
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<tr>
<td>14</td>
<td>Provides a variety of advertisement</td>
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<tr>
<td>15</td>
<td>Provides more choices for buying</td>
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<td>16</td>
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</tbody>
</table>

**Scale:** VL=very low, L=low, N=neither low nor high, H=high, VH=very high

**Reasons for Not Liking**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th>VL</th>
<th>L</th>
<th>N</th>
<th>H</th>
<th>VH</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Too much time taken to search for the advertisement of my choice</td>
<td></td>
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<tr>
<td>2</td>
<td>The prints are too small</td>
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<tr>
<td>3</td>
<td>Hardly read newspaper</td>
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<tr>
<td>4</td>
<td>I have to spend money on newspaper daily to read the ad</td>
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<tr>
<td>5</td>
<td>I do not have sufficient time to read newspaper</td>
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<tr>
<td>6</td>
<td>The information written are misleading at times</td>
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<tr>
<td>7</td>
<td>I do not depend on newspaper advertising to make decisions and</td>
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<tr>
<td></td>
<td>choices for my life</td>
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<tr>
<td>8</td>
<td>It makes me buy things that I do not need</td>
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</tr>
<tr>
<td>9</td>
<td>The advertisements are not relevant to my needs</td>
<td></td>
<td></td>
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<tr>
<td>10</td>
<td>The advertisement is unattractive because they are in black and white</td>
<td></td>
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</tr>
<tr>
<td>11</td>
<td>Products advertised are not always available in the market</td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>12</td>
<td>Advertisements are boring</td>
<td></td>
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</tr>
</tbody>
</table>

**Scale:** VL=very low, L=low, N=neither low nor high, H=high, VH=very high
SECTION D

This section intends to explore other contributing factors that may influence your perception towards TV and Newspaper advertising and affects your behavior. Please circle the number that best suits the level of your agreement or disagreement with these statements.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Economic factor like the income you receive influence your purchasing decision</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>2</td>
<td>Economic factor like the devaluation of the Fiji dollars affects your buying decision</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>3</td>
<td>Economic factor like the recession in the economy affects your decision making and perception to buy</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>4</td>
<td>Your religious belief on (e.g. meat, dressing, food, jewelry etc) influences your decision to buy</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>5</td>
<td>Your religious belief (e.g. meat, dressing, food, jewelry etc) influences you not to buy certain products</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>6</td>
<td>Your traditional values and beliefs (as a Hindu, Fijian, Muslim, Islanders or Others) influence your purchase decision regarding product type</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>7</td>
<td>Your traditional values and beliefs (as a Hindu, Fijian, Muslim, Islanders or others) make you not to purchase certain products</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>8</td>
<td>Your view on fashion influences your buying decision making</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>9</td>
<td>Family, friends and colleges feedback about various product helps you make quicker buying decisions</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>10</td>
<td>Your past experiences with a product helps you make buying decisions</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>11</td>
<td>Perceived product value in ad influences your decision to buy</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>12</td>
<td>Perceived product quality in ad influences your decision about the product</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>13</td>
<td>Your view about the products country of origin influences your intent to buy</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>14</td>
<td>Perceived view on the company reputation and image influences your decision about the product</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>15</td>
<td>Perceived product benefits that you can see in various products influences your intent to buy</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>16</td>
<td>Perceived product popularity regarding certain products in the ad helps you in your buying decision making</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>17</td>
<td>Decrease in prices makes you buy more products</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>18</td>
<td>Increase in prices makes you buy fewer products</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
</tbody>
</table>

Scale: (1=Strongly Disagree, 2=Disagree, 3=A little bit Disagree, 4=Neutral, 5=Little bit Agree, 6=Agree, 7=Strongly Agree)

THANK YOU FOR PARTICIPATING