

Factors influencing Consumer Perception (CP) towards TV and Newspaper Advertising

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ABSTRACT

This study identifies three factors namely: advertising media; economic and social factors and personal characteristics; that impact customer perception (CP) towards TV and newspaper advertising. While the extent of impact tends to vary, it is not possible to single out the factors.

Needless to say, of all the factors identified to have influenced Fiji consumers' perception towards TV and newspaper advertising, only education of consumers stands out as a predominant variable.

Keywords: *Consumer perception; TV; Newspaper; Advertising media, Fiji*

1. INTRODUCTION

The concept of advertising has been subject to diverse interpretations. Advertising could be explained as the mechanism through which people are introduced to new things that they do not know about (Coulter et al., 2001) and helps consumers interpret experiences (La Tour et al., 2004). It is also known as a creative art of communication (Koslow et al., 2006) and serves as a promotional activity in creating a strong institutional brand image in the minds of the public (Scott & Walker, 2010).

Consumer perception, on the other hand, is described as acting and reacting on what one sees (Kotler et al. 1998, p. 187). In putting the two concepts together, it can be said here that - advertising is the driving force (Akaka & Alden, 2010), responsible for shaping consumers' perceptions and inducing a behavioural response (Jones et al., 2010).

Advertising is an undeniable force adept in reaching consumers across the globe and advertising messages needed to be projected through identified mediums/ media to consumers. Reid and King (2003) describe the advertising medium as the vehicle of deliverance. Two such vehicles that continue to maintain their prominence over the years till today and that are widely used by advertisers to promote their products are TV and newspaper (Thompson, 2007).

A quick glance at the Fiji advertising and media environment reveals that since the mid 1970's, deregulation of the Fiji media industry gave rise to several daily newspapers and publications, and radio and TV commercials, and digital media in the 1990's (Bhagwan-Rolls, 2007), which Fiji businesses today have, favourably employed as advertising tools to reach consumers (Liu, 2002). Regrettably, the advertising environment in Fiji was reported in the Pacific Media Center- "Nius beat" by *The Consumer Council of Fiji* as unsatisfactory with advertisement producers exploiting "a grey area" in current codes of practice (Foster, 2008). The deficiency presented in Fiji's advertising industry reflects immaturity of Fiji's advertising market and this does not help when consumers have the subsequent view that - media is the message (Dahle'n, 2005); in that whatever the ad says or what the advertiser intends to convey is also what it should mean to consumers (Zhou & Belk, 2004). Such practices and ideologies are ineffective in Fiji's advertising environment.

The purpose for this research is suggested by a gap in the advertising literature driven by the fact that all documented literature on consumer perception was directed internationally. Since there has been no focus on Fiji as a nation, it is therefore more necessary to explore the perception of consumers towards TV and Newspaper advertising in particular. This study is intended to contribute to the literature methodologically, theoretically, and managerially. Although many researchers have come up with different models of variables that they believe influence consumer perception of advertising and is critical to a successful consumer reaction, this may not be relevant to Fiji's situation and condition. Given the context, this leads to the third intention of the study, and that is to develop a model that reflects Fiji consumer's 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 newspaper more effectively and generate a more positive response from consumers.

The presentation of the paper is as follows: Section 2 presents a review of the relevant literature and identifies the theoretical framework and development of the hypothesis pertaining to consumer perception of advertising. Section 3 looks at the empirical designs and the methodology used in the study. Section 4 displays the demographic profile, hypotheses test results and interpretation followed by a detailed discussion and analysis. Section 5 discusses the implications, states the limitation of the research, provides recommendations and suggestions for future research.

2. LITERATURE REVIEW & HYPOTHESES DEVELOPMENT

In a number of empirical studies involved with advertising, two theories that commonly come up in association with CP are the cognitive theory and the affective theory (Park & McClung, 1985; Park & Young, 1986; Gyo-Lee & Thorson, 2009). Cognitive involvement refers to the thought-related reactions generated by stimuli (Blackwell, Miniard & Engel, 2001) while affective involvement consists of feelings and arousal induced by stimuli (Dubé, Cervellon, & Jingyuan 2003; Yoo & MacInnis, 2005). Ahuvia (2005), suggested that an individual's relationship with any (consumption) object may involve positive feelings of affect, as well as identification.

These theories collectively demonstrate that when consumers are exposed to advertising – in this case TV and newspaper, they cognitively conceptualise 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. Reversibly, negative cognition or perception of the ad will cause disinterest and negative self-identity and so the chances of a negative consumer reaction towards the ad are high. Tylee (1989) and Meenaghan (2001) explain that this is similar to a see-saw perception towards advertising.

While literature on advertising may have identified many variables that may influence the overall perception of consumers towards advertising, it is not practically and methodologically sound to include all in this model. Hence, only the variables perceived in this research to influence Fiji consumers' perception towards TV and newspaper advertising, and literature pertaining to the components of the conceptualised model will be examined, whereas the operationalisation of testing the variables in this model will be presented in Section 4.

The factors affecting consumer perception towards advertising are examined under three main pillars:

- Perceived type of advertising medium.
- Personal, economic and socio-cultural factors.
- Perceived product information and attributes.

PERCEIVED TYPE OF ADVERTISING MEDIUM

It is factual knowledge that for advertising to reach the consumer, a medium is needed to present market information. However, the decision as to which media to watch or read 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*’. On a wider scale the advertising media is said to have the ability to control the markets and the overall economy (Chyong & Jin, 2009). It is apparent that the type of medium used in advertising influences consumers’ perception towards advertising and their consequent reactions. Thus, hypothesis 1 is as follows:

H1: Media selection influences consumer perception towards advertising

PERSONAL CHARACTERISTICS, ECONOMIC AND SOCIO-CULTURAL FACTORS

Consumer personality variables can be defined as personality temperaments that consumers seek to fulfill or satisfy one-self (Elliot et al., 2000; Henry, 2005; 2006) – such as occupation, education level, areas of residence, status. One way of expressing that self-fulfilled image is through the consumption of products (Firat et al., 1995), which are based on the consumer’s perception of attributes. The components of self or personal concept, according to Souiden and Diagne (2009) include physical, psychological, and social attributes. Achieving a personal variable is a universal desirable need, consumers will look for avenues of satisfaction even in the case where substantial boundaries are applied such as limited capabilities and opportunities (Henry, 2006). Taking these views into consideration, consumer perception towards advertising (TV and newspaper) can be influenced by the many facets of consumer personal characteristics (e.g. lifestyle).

The economic variables (*income, economic recession and devaluation of the Fiji dollar*) here are factors that affect the consumer’s purchasing power. These are factors that either incapacitate the consumer or enable the consumer to behave accordingly after perceiving the advertisement. As stated by Lyziak (2009), rapid increase in prices of frequently purchased products was a principal factor explaining the increase in consumers’ perception of inflation. Given the display of factors, it is reasonable to say, that economic factors do play a significant role in influencing consumer perception towards TV and Newspaper advertising.

Social factors according to Muk (2007) are complex and multifaceted because they involve individual and collective cultures. Taylor et al. (2010) said that within the realm of consumer behaviour, research indicates that religious affiliations and religiosity level influence decision making and purchasing behaviour. Zu’bi et al. (2008) claimed that in terms of family interaction, parents and children influence each other. The importance of cultural influence (social factors) on consumer decision making is extensively covered in the literature (Henry, 1976; McCort & Malhotra, 1993; Radford et al., 1993; Fam, Waller & Erdogan, 2004) and shows that culture significant in individual decision making; affecting individual’s attitude, norms and other cognitive process (e.g. perception) intention and behaviour. Thus, the understanding of culture and the differences is considered a prerequisite for successful advertising (Wells Burnett & Moriarty, 2006; Muk, 2007). The social factors in the study were: *religion beliefs, traditional beliefs, family/friends/colleagues, past experience, view on fashion*. Thus, hypothesis two is as follows:

H2: Consumer perception towards TV and Newspaper advertising is influenced by personal, economic and social-cultural factors.

PERCEIVED PRODUCT INFORMATION AND ATTRIBUTES

Information awareness is a valuable factor (Zimmer et al., 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 & Mullet, 2009). Such information according to Mai and Schoeller (2009) includes product characteristics, features and factual contents. Consumers having prior product information contribute towards their perception in forming an opinion about the product. It also contributes towards making a decision to buy (Voigt, 2010) and affects their evaluation of the product (Creusen, 2010) as well. Mehta et al. (2008) and Hong and Sternthal (2010) state that advertising was intended to inform consumers of product attributes and hence raise awareness and knowledge.

Parts of projected media information are product attributes which influence consumer perception of TV and newspaper advertising and subsequently impact their behaviour. These are perceived product price, perceived product quality, perceived value, perceived product benefit, perceived product Country of Origin (COO), perceived product popularity & perceived company image.

Huang et al. (2004) stated that price has played an important role in affecting or influencing consumer behaviour. The reasons according to Coy (2009) could be that consumers comprehend the value or worth to them; and they try to justify why they are buying at that price (Lau, 2009). Studies on perceived product quality have also shown that it influences consumer perception (Glynn & Chen, 2010). They indicated that quality is one attribute that influences consumer's vulnerability to buy products. Perceived product value on the other hand, is an antecedent to a person's willingness to buy and is an outcome of the price and quality trade off (Monroe, 1990).

Product value is another factor. A study by Vogel et al. (2008) based on a sample of 5694 customers of a large European do-it-yourself retailer, suggests that customer perceptions of value apart from brand and relationship affects loyalty intentions and future sales. Mitchel (2010) presents the negative aspect of perceived product value and that is – "*diminished view of value means a significant reduction of quality*", which may lead to negative reaction. Trujillo (2004) has pointed out that – *consumers* have constantly proven that if *products* and services of value that are better than what they've seen before are made available, they will buy and spend more. Thus, the implication for companies is to leverage resources in a way that they can create "value" for their customers through product attributes, product modification, loyalty schemes, and other service related benefits.

Perceived product benefit is the next variable. Wu and Hsing (2006) say that benefit is how a product assists the consumer in the development of a visible, unique, and personal representation of himself or herself. The key point is that when consumers perceive a product as beneficial to them the chances of a positive reception is high. On that ground, perceived product benefit can influence Fiji consumer perception towards TV and newspaper advertising.

Furthermore, the country of origin (COO) concept is also referred to as country image effects (Heslop et al., 2008) which according to the authors affects behavioural intentions, particularly product purchasing intentions. Kumara and Canhua (2010) also mention that the COO cue is an important condition for the consumer's evaluation of the product. While there has been some concern expressed about the breadth of the impact of country-of-origin information on consumer purchases (Liefeld, 2004); there is considerable evidence that country of origin does impact consumers' 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 et al., 2008).

Product popularity plays a significant role in the consumer purchasing process but has not been given much attention in recommendation research (Ahn, 2006/2007). Nevertheless, advertisers have capitalised on product popularity as a category in inciting consumer perception towards advertisements by using phrases *like-well known*, *exclusively used*, *number one product* to name a few. Product popularity was also one of the variables that Patwardhan et al. (2010) identified to have affected consumers' buying behaviour on soap and chocolates. Based on these predominant views, perceived product popularity is deemed to influence Fiji consumers' perception towards TV and newspaper advertising.

Company image is viewed as a path to achieve competitive advantage and encourages repeat purchase (Alwi, 2009; Porter & Claycomb, 1997). According to Shamma and Hassan (2009), the formation of perceptions about company image can differ between customers and non-customers.

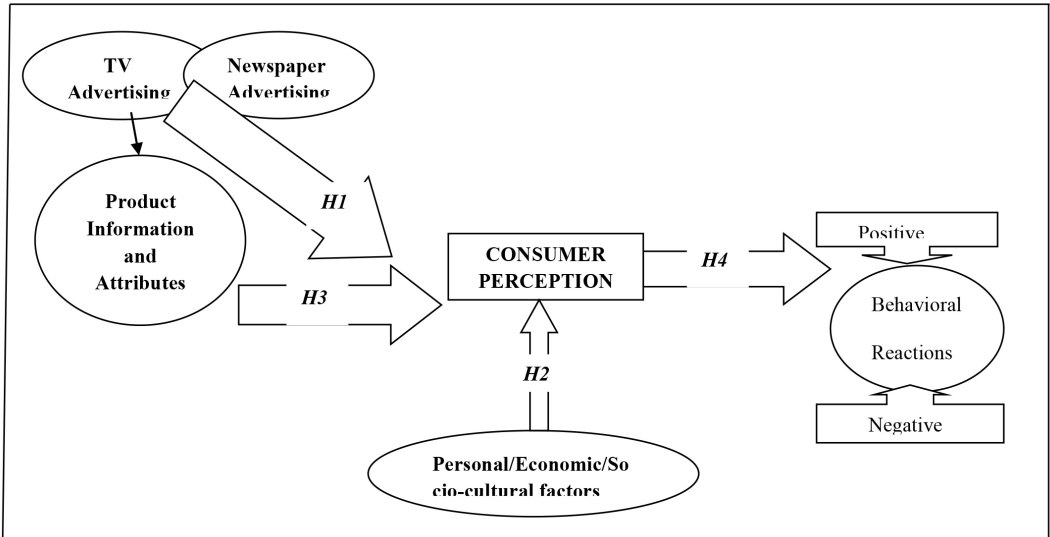
Given these examples, it is assumed here that perceived company image can influence Fiji consumers' perception towards TV and newspaper advertising which then impact their behaviour. Consumer perception of price (which can also be applied to product benefit and country of origin) differs according to individual characteristics (Lowengart et al., 2003; Campo & Yague, 2007); and the socio-demographic stratum to which consumers belong (Gupta et al., 1997; Rosa-Di'az, 2004). Such perceptions can also be related to perceived product benefit and country of origin, but, they do not affect all consumers in the same way (Lowengart et al., 2003). Additionally, when there is a missing link, consumers tend to rely on different psychological mechanisms to predict whether an outcome benefits them (Ayres & Nalebuff, 2003; Bertini, 2006; Hossain & Morgan, 2006; Xia & Monroe, 2004). The theories and findings on product information and attributes lead to the development of the third hypothesis which is as follows:

H3: *Perceived product price, product quality, product value, product benefits, product country of origin, product popularity and product company image influence consumer perception towards TV and Newspaper advertising.*

The above mentioned theories and literature coverage on the three hypotheses indicate that consumer perception towards advertising media (TV and newspaper), consumers personal, economic and socio-cultural factors and product information and attributes can affect consumer behaviour and this in turn leads to the development of the fourth hypothesis which is:

H4: Consumer behaviour towards TV and Newspaper advertising is affected by consumer perception.

Figure 1: Conceptual model of CP towards TV and Newspaper Advertising in Fiji



3. EMPIRICAL DESIGN AND METHODOLOGY

This research study is quantitative in nature and has employed a survey questionnaire. The measurement used in the research questionnaire was a multi scale measurement such as Likert-type scales which employed 5 and 7 point scales. Prior to full administration of the questionnaire, a pilot test was conducted using the students at the University of the South Pacific, Laucala Bay Campus Fiji. Ten students were used for the pretest and the questionnaires were randomly distributed. The sample size was selectively chosen and was not based on the population of each town or area but on the precept of ensuring a wider comparative sample of consumer perception towards TV and newspaper advertising in Fiji. The sample size was 500 but 394 responses were received. The breakdown of the areas and responses is as follows: Levuka and Rotuma representing the island groups of Fiji - 90, Navua in VitiLevu and Bua in Vanua Levu representing the rural and sub rural views - 126, Lautoka and Nadi representing consumer views of the western side of Viti Levu-46 and Suva-the capital of Fiji - 132.

4. ANALYSIS AND DISCUSSION

DEMOGRAPHIC OVERVIEW

Table 1: Demographic Profile

Total Sample Size (394) – 100%						
Geographical	Urban – 24.6%	Rural –31.7%	Sub-rural – 5.1%	Sub-urban – 14.7%	Islands– 23.9%	
Age Group	18-30 yrs – 43.7%	31-40 yrs – 24.9%	41-50 yrs – 18.5%	51-60 yrs – 7.1%	>61 yrs – 4.6%	
Gender	Male – 39.6%		Female – 6.04%			
Ethnicity	Fijian – 64.7%	Indo-Fijian – 13.5%	Rotuman – 14.2%	Others – 7.6 %		
Marital Status	Single – 32.5%	Married – 59.9%	Others – 0.3%	Widowed – 3.8%		
Occupation	Employed – 62.9%	Unemployed– 36.8%				
Education	Postgrad and others -3.6%	Primary – 4.3%	Secondary – 33.2%	Tertiary – 1.3%	Certificate holders– 26.4%	Diploma– 23.1%

HYPOTHESES TESTING AND INTERPRETATION

H1: Media selection influences consumer perception towards advertising

To test hypothesis 1, a Pearson’s bivariate correlation was conducted. Consumer perception (CP) is composed of “Reasons for liking TV/Newspaper” (RLikeTV/NP) and “Reasons for not liking TV/Newspaper” (RNotLikeTV/Newspaper) on a five point Likert Scale. The Pearson’s correlation value for “Reasons for liking TV” (RLikeTV) and “Reasons for not liking TV” (RNotLikeTV) are both negative (-.036 and -.030), implying that consumers choice of media (TV) has a negative contribution and in both cases is insignificant in explaining this contribution as p values of 0.475 and 0.554 are > 0.05 significance level.

To gauge whether Consumer Perception towards TV advertising (CPTV) is associated with the choice of media (TV), the results show that media choice (TV) is not associated with CPTV, due to the negative result (-0.035) and 0.492 is greater than p value of 0.05. This means it is not significant in explaining its influence on consumer perception. This corresponds with negative correlations on “RLikeTV” and “RNotLikeTV”.

For Newspaper (NP), the Pearson correlation value for “Reasons for liking Newspaper” (RLikeNewspaper) and “Reasons for not liking Newspaper” (RNotLikeNewspaper) are both negative (-.056 and -.051), implying that consumers’ choice of media (NP) has a negative contribution and is insignificant as p values of 0.265 and 0.313 > 0.05 significance level.

To gauge whether consumer perception towards newspaper (CPNP) advertising is associated with the choice of media (NP), the results show that media choice (NP) is not associated with (CPNP) due to the negative result (-0.057) while 0.263 is greater than p value of 0.05. This means it is not significant in explaining its influence on consumer perception.

To ensure reliability and ascertain whether there is any difference from the correlation result, a chi square test is employed.

For (Media Choice/CPTV), Pearson has a value of 572.14 with a significance of 0.693, while the Pearson value for (Media Choice/CPNP) stands at 597.215 with a significance of 0.524. The significance values for both are far above the alpha value of 0.05, and thus insignificant in explaining the hypothesis that media choice influences consumer perception. The chi square test result is consistent with the correlation result. Thus, Hypothesis 1 is rejected.

A number of reasons delineate why media selection (TV and Newspaper) does not influence Fiji consumers' perception towards advertising. First, the area of residence contributes to the negative hypothesis. The results depict that there are more rural consumers ~65% compared to urban consumers ~35%. From this result, the likeability of these consumers turning to alternative mediums to connect with the market is quite high taking into account issues like isolation, minimum spending money, lack of paid jobs coupled with other social and economic factors.

A second factor that may explain this result is age. Of the 394 respondents, 68.6% were aged between 18-40 years. A total of 128 respondents voted for TV and NP both in the 18-30 age category, whilst 69 respondents voted for both media choices in 31-40 age category, and therefore did not see TV and Newspaper as significant to them., This has a strong impact on the result.

Third, Fiji is a collectivist society. In this case word of mouth communication (WOM) for Fiji consumers is a viable method of transmitting information and consumers are bonded to information transmitted by these immediate loved ones than outside sources of advertising. Other reasons could be that although Fiji consumers are exposed to TV and Newspaper advertising, they do not take note, interest or let alone remember the ads. As stated by Shavitt et al. (2004), consumers are less likely to remember the ads that they ignored.

H2: Consumer perception towards TV and Newspaper advertising is influenced by personal characteristics, economic and socio-cultural factors.

The results for the regression measurement are as follows and are of two folds-first (CPTV) and then (CPNP).

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.194	1.819		1.755	.080
Age	-.117	.043	-.141	-2.744	.006
Gender	.579	.887	.031	.652	.515
Ethnicity	-.714	.463	-.077	-1.542	.124
Occupation	-.005	.089	-.003	-.054	.957
Education level	.520	.064	.399	8.070	.000
Area of Residence	-.155	.298	-.026	-.520	.603
Status	-.014	.083	-.008	-.170	.865
Economic Factors	.082	.122	.080	.676	.499
Social Factors	-.054	.129	-.050	-.418	.676

a. Dependent Variable: CPTV

$CPTV = 0.520$ (Education) + 0.082 (Economic factors) + 0.579 (Gender) - 0.117 (Age) - 0.714 (ethnicity) - 0.005 (occupation) - 0.155 (Area of residence) - 0.082 (Status) - 0.054 (Social factors)

The results for multiple regression showed that r square 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 (8.070). To further compare the contribution of the variables, the beta values were examined and showed that education equaled 0.399, second is economic factors with beta value = 0.080, and third is gender with beta value of 0.031. This means that the variable which makes the strongest unique contribution to explaining the dependent variable (CPTV) is the education level.

Variance is explained by controlling all other variables (eg: age, gender, ethnicity, and occupation, area of residence, status and social factors) in the model. The results reveal that the education level of consumer is significant with p value of 0.000 which is less than 0.05.

Both the second predictor for CPTV which is economic factors (dealing with income, recession in the economy and devaluation of the Fiji dollar), and the third predictor which is gender have

positive beta values. This implies that it does make a contribution; but the contribution of these variables in the case of Fiji is not significant in explaining the influence on Consumer Perception as the p value of 0.499 0.515 are greater than 0.05. Other predictors such as age (beta value = -.141), ethnicity (beta value = -.077), occupation (beta value = -.003), area of residence (beta value = -.026), status (beta value = -.008), and social factors (beta value = -.0050) make less of a contribution. 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 < .006, which could mean that age is a relevant variable to the model although its contribution is less.

Table 3: *Coefficients^a*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
1 (Constant)	3.250	1.030		3.157	.002
Age	-.060	.024	-.129	-2.479	.014
Gender	.351	.502	.034	.698	.485
Ethnicity	-.367	.262	-.072	-1.398	.163
Occupation	-.006	.051	-.006	-.113	.910
Education-Level	.254	.036	.350	6.957	.000
Areaof Resid	-.117	.169	-.036	-.694	.488
Status	.003	.047	.003	.058	.954
Economic Factors	-.002	.069	-.004	-.032	.974
Social Factors	.015	.073	.026	.212	.832

Dependent Variable: CPNP

$CPNP = 0.254$ (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 of newspaper (dependent variable). The significance of the independent variables to CPNP showed an F-value of (5.9). An examination of the T-value indicates education to be the most significant contributor to CPNP with a (6.957). To further compare the contribution from variables, the beta values were examined and showed that the highest in the rank, education equals .350, second is gender with beta value of .034, third is social factors with beta value of 0.026 and status with beta value of 0.003 stands last.

This means that the variable which 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 and it is significant as p value of 0.000 is less than 0.05.

The second predictor (gender), the third predictor (social factors) and the fourth predictor (status) have positive beta values showing that they do contribute; but the contribution of these variables in explaining consumer perception towards newspaper is not significant as p values of 0.485, 0.832 & 0.954 are greater than 0.05.

The variables age (beta value = -.129), ethnicity (beta value = -.072), occupation (beta value = -.006), area of residence (beta value = -.036), and economic factors (beta value = -.004) make less of a contribution with reference to CPNP advertising.

Thus, H2 in this study for both CPTV and CPNP is rejected. The hypotheses test result showed that Fiji consumers' perception towards TV and Newspaper advertising (CPTV and CPNP), is strongly influenced by education- (CPTV has a beta value of .399 and a p value of .000; CPNP has a beta value of .350 and a p value of .000). An update in 2010, by CIA World Fact Book on ([URL:www.indexmundi.com/fiji/literacy.html](http://www.indexmundi.com/fiji/literacy.html)), on Fiji's literacy level showed that, literacy definition in Fiji refers to –age group 15 and over who can read and write–in a total population=93.7%; male=95.5% and female=91.9%. Srivastava (2010) conducted a research in India involving 1,000 respondents. The study attempted to investigate whether global advertising would be effective, how it is perceived–and whether it is affected by consumer's age, education, religion besides collectivism, and individualism. The research results found that *education* does play a role in the *perception* of global advertisement. Another research by Macias and Lewis (2009), on consumer comprehension of direct to consumer TV drug advertising- found that consumer comprehensions obtain an understanding of? What?, and that respondents who view the ad achieved higher comprehension indicating that learning does occur.

H3: *Perceived product price, perceived product quality, perceived product value, perceived product benefits, perceived product country of origin, perceived product popularity and perceived company image influences consumer perception towards TV and Newspaper advertising*

The test results for TV are as follows:

Table 4: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.501	.617		7.295	.000
	Perceived product price	-.323	.303	-.305	-1.066	.287
	Perceived product quality	.198	.170	.209	1.166	.245
	Perceived product benefits	-.053	.302	-.048	-1.175	.861
	Perceived country of origin	-.037	.092	-.039	-.401	.689
	Perceived product popularity	.174	.293	.160	.595	.552
	Perceived company image	.021	.092	.023	.234	.815
	Perceived product value	.024	.302	.022	.078	.938

a. Dependent Variable: CPTV

$CPTV = -0.323$ (Perceived product price) + 0.198 (Product quality) + $.024$ (Product value) - 0.053 (Product benefits) - 0.037 (Country of origin) + 0.174 (product popularity) + 0.021 (company image).

The results for multiple regression showed that r square equals .006. This means that the model outlined above helped to explain 0.6 percent of the variance in CPTV-the (dependent variable). Hence, the contribution of the independent variables to the model is very low as indicated by the F-value which is .34. An examination of the T-value indicates quality to have the highest contribution (1.166); followed by product popularity (.595); company status and image (.234); and value (.078). An analysis of the beta values showed that product quality is the highest at .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 stands at 0.022. This means that all the variables (product quality, product popularity, company status and product value) contribute towards explaining the dependent variable - Consumer Perception on TV (CPTV) as the positive beta values above suggest. However, these values are not significant in explaining its contribution because 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 it makes less of a contribution; implying that as price, country of origin and benefits derived increase, consumer perception towards TV declines; 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 0.287; country of origin with sig value 0.689; and benefits 0.861; all of which are > 0.05 p value).

For Newspaper the results are as follows:

Table 5: *Coefficients^a*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.871	.341		11.349	.000
	Perceived product price	-.218	.167	-.370	-1.302	.194
	Perceived product quality	.108	.094	.206	1.153	.250
	Perceived product benefits	-.135	.167	-.223	-.810	.419
	Perceived country of origin	-.009	.051	-.016	-.170	.865
	Perceived product popularity	.102	.162	.170	.633	.527
	Perceived company image	.074	.051	.141	1.469	.143
	Perceived product value	.078	.167	.130	.469	.639

$CPNP = -.218$ (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 square equals .014. This means that the model outlined above helped to explain 1.4 percent of the variance in CPNP (dependent variable). The contribution of the independent variables to the model are low, however, the results have improved compared to CPTV as indicated by the r square 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 for product quality equals 0.206, second, is product popularity with beta value of 0.170, third is company status 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), with similar results for value in where ($0.639 > p$ 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 which means that it makes less of a contribution; implying that as price, country of origin and benefits increase, consumer perception towards newspaper 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 sig value of 0.865 and benefits $0.419 > 0.05$ p value).

The test result for hypothesis 3 on CPTV and CPNP are identical. The variables having a positive

beta value—showing a contribution towards Fiji advertising model are product quality; product popularity; company image and product value- although their p-values are not significant (> 0.05). Thus, hypothesis 3 is rejected since all the variables are not contributing to the model.

The two variables - product quality and product value may be viewed and classed by Fiji consumers to be integrative, meaning that they could be interchangeable to mean the same. As such, when consumers think of product quality they are also inclined to think about product value. 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 mixed ethnicity of consumers. On the other hand, since advertisements in Fiji are highly repetitive with very minimum transformation, it could be that quantity of advertising (not content) signals product quality to Fiji consumers (Sobernan, 2004). All these reasons can affect the result/ results.

Product popularity in Fiji depends on individual choice and personal judgment (Maynes, 1976; Gronroos, 1984). Although product popularity plays a significant role in the consumer purchasing process (Ahn, 2006/2007), as indicated by the 177 respondents, other factors like finance can cause consumer negativity let alone consumer skepticism for advertisements. A good example in Fiji is the frequent reminder by Fiji Consumer Rights Director Mrs Premila Kumar in the daily papers, the radio and TV news about the advertising environment and cautioning Fiji consumers to be vigilant. Statements found in The Fiji Times - (2009, March 2) - “*misleading ads worry consumers*”; (2009, March 1) - “*be wise, consumers told*”; (2009, August 24) - “*Watchdog critical of false advertisements*” are examples that could affect consumer perception of product popularity because of skepticism. As claimed by Yeh-Chiu (2008), a study trying to explore the popularity claims embedded in advertising found that when consumers’ advertising skepticism is high, then what? (unless this sentence joins into the next one). There is no difference between popularity claims, regardless of the credibility of the sources.

On company image, due to Fiji’s small market, consumers tend to know the companies and they have a mental list of companies bracketed into low, medium and high status company. With these prefabricated ideas, coupled with word of mouth, consumer perception on company image could influence their behaviour.

H4: Consumer behaviour towards TV and Newspaper advertising is affected by consumer perception.

CPTV has a positive relationship with Consumer Behaviour (CB) as indicated by the pearsons coefficient which 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.

CPNP has a positive relationship with CB 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. The results for hypothesis 4 also confirms the relationship, although it is not significant to be marginalised. Thus, hypothesis 4 is rejected.

5. CONCLUSION, IMPLICATIONS AND FUTURE RESEARCH

The advertising literature has much to offer on consumer perception towards numerous advertising mediums including TV and newspaper and great portion of the literature presents different empirical models testing various variables that were perceived to have influenced consumer perception which then impacted their behaviour. The study has designed a specified model using some of the variables tested in the past models to see whether they influence consumer perception in Fiji towards TV and newspaper advertising, and if they do hold influence, factors that stand out strong need to be identified. However, the results of the study are not conclusive and the variables investigated presented a poor fit of the model. The result testifies that variables influencing consumer perception and affecting their behaviour in numerous studies conducted globally is not always applicable to every country and situation and most especially to consumers of the study area. This is because many unknown factors impinge on and influence consumer perception to be positively inclined or negatively inclined even in the most conducive environment and situation.

This research puts forth the challenge to marketers and advertisers in Fiji today and - although their sphere of influence may seem narrow, their ability small, the opportunities few, their acquirements limited, wonderful possibilities can be achieved through the faithful use of opportunities that is at their reach and that is understanding consumer perception and capitalising on their significance as a strength for the future.

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 significance, that it is consumer perception towards advertising that influence their reaction or behaviour to buy or not to buy.

Marketers and advertisers of businesses in Fiji should make careful considerations when it comes to selecting the type of medium to be used in promoting their product and services, as Fiji consumer perceptions of advertising are not influenced by the type of medium used. This could easily affect their purchasing decisions. Future consideration can be given to alternative mediums with cheaper rates but with an effective reach.

Alternatively, the age variable is a green light for marketers and advertisers in Fiji to try and differentiate advertising according to age categories rather than generalising the ads. In tailoring or customising the ads according to age categories (e.g. youth, young adults, early middle age, late middle age and retirees), consumers may feel that the advertisement relates to them, and this may improve the reading to a more positive level. This also points to the need for marketers and advertisers of businesses in Fiji to be alert and explore alternative strategies and new constructs that could prove valuable in their advertising campaigns influencing consumer perception to TV and newspaper advertising and increasing their level of interest in buying. Rather than being

complacent with a strategy, a need for a continuous review and update of current strategies to changing consumer needs and perception is necessary.

There are varying factors which impact consumer perception and reaction such as consumers' varied personalities, the surrounding environment, unforeseen circumstances, and the culture. Thus, it is imperative for marketers and advertisers to be vigilant and robust in making changes when needed and being mindful of what consumers perceive to be important. 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. The importance of TV and newspaper in the advertising industry today implies that the two mediums will continue to captivate academic interest and attention globally. This study has been an effort to demonstrate the extent to which TV and newspaper influence consumers perception. While the result acquired in this study is different from other research findings, it 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 with time. However, this study marks a start for future researchers to build from and expand the foundation in the area. In Fiji this will bring a brighter perspective of understanding consumers and achieving better results in the market.

The study has the following limitations. Firstly, the age range, the gender equality, and the race factor is not a total representation of Fiji consumers, or 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 research is only limited to TV and Newspaper, and some consumers may not have excess to either or neither of the two, therefore their answers may not be a revelation of truth but based on hear say and negligible contacts with the two mediums.

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