

Television Advertising and Viewers' Attitude A comparative study of Fiji and India

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ABSTRACT

This study reports the results of a survey conducted on TV viewers of India and Fiji to compare how positive consumer attitude is towards TV advertising in these two different geographical locations. The study finds that consumers' interest in watching TV has declined when compared with past levels. But those who watch TV appreciate the sense of humour in advertisements and they find the advertisements shown on TV entertaining. Some of the respondents were of the view that they like to watch advertisements not for knowledge or information so much as for entertainment. The findings of this research reveal that consumers in India and Fiji have positive attitude towards TV advertising. The study also found that there is no significant difference in viewers' attitude towards TV advertising based on income, occupation, gender and education.

KEY WORDS: TV viewers, TV, media, advertising, attitude, Fiji, India

INTRODUCTION

The attitude of consumers towards a company's products plays an important role in the success or failure of the business. The success of marketers depends heavily upon advertising effectiveness. An advertisement is said to be effective if it is able to change the attitude and behaviour of consumers towards the product advertised. So advertising helps to ensure a positive consumer attitude towards the company's products. Because the complex task of formation of positive attitude requires the injection of positive ideas and images about the product in the minds of the consumers, the media play an important role in this image building process. Media advertisements are aimed, basically, at improving the image of the company's products and ultimately, the sales of the concern. So it is a must to ensure that the advertisements are seen by the target consumers. If a consumer's attitude towards a particular medium is positive, then he will watch or at least be exposed to the advertisements appearing on that medium. To ensure this, the advertisers need to determine whether a particular advertising medium is regarded positively by the target consumers or not, knowing that they can place greater dependence upon media towards which the minds of the target consumers are positively oriented.

Many media are available for advertising the company's products: print, audio, audio-visual and internet. But television, with the widest coverage and its combination of audio and video, is perhaps the most important one in making it possible to optimise delivery of the most appealing messages. No doubt there are various other factors, such as finance, that play an important role in the selection of the media; in addition, the attitude of the people towards that particular medium is also important. For this reason the present study is aimed at studying the attitude of consumers towards television as a medium of advertisement. It is impossible to introduce any commodity to consumers and to win their favourable response unless and until the product is introduced in such a way as to suit their needs, aspirations and attitudes. Attitude, being an inner positive or negative feeling regarding something, plays a vital role in the consumers' decision-making process. It is through the proper understanding and study of the attitude of the viewers that the effectiveness of advertisement can best be judged.

The main purpose of advertising is to change the attitude of the prospective buyer towards the brand. The attitude can be changed only if the marketer is able to deliver persuasive messages and this is possible only if the consumer actually attends to the message. Consumer attention can best be captured if the consumer likes the medium through which the advertising is being disseminated. Attitude towards the advertisement affects the brand attitude (Mackenzie 1989). Thus the success of marketers depends upon the advertising effectiveness. An advertisement is said to be effective if it is able to change the attitude and behaviour of consumers towards the product advertised. To change the attitude and behaviour of the prospective consumers towards the product requires effective persuasive communication. Advertising, to be effective, has to attract attention; secure interest; build desire for the product; and finally, obtain action in the form of purchase. All this needs an effective advertising medium.

In the case of India, various media are available to advertisers but critical in attitude formation is the level to which an individual is exposed to these mass media. Through the mass media the producer and companies make educative and informative appeals regarding their products to the consumers, who have a status cum social cum emotional and sentimental stake in it. So availability, standardisation of items and exposure to mass media work together to feed individuals with large amounts of information, increasing their awareness and knowledge about the products advertised on TV. Thus it seems that in a country like India, where people have very large number of channels to watch on television, mass media advertising is an important source of information to influence their attitudes. Similarly, people in Fiji are generally exposed to a broad range of print and social media advertisements. Print advertisements normally appear in newspapers, magazines, billboards, brochures or pamphlets and even on public service vehicles. The latter form of advertising is gaining popularity in Fiji, as evidenced by a growing number of buses and taxis featuring corporate advertisements (such as Vodafone recharge locations) or environmental advertisements (for instance, WWF messages). In-store advertisements are another popular way to advertise daily specials or introduce new products.

LITERATURE REVIEW

The commonly used mass medium television has created more of a global mall than a global village; while viewers still retain their indigenous cultures, including differences in religion and ethnic or national customs, they are starting to speak the same universal language of marketing built around the same brand names (Walker, 1996). In the last decade or so, television for the viewers in India has transformed itself from a single-channel, largely indigenous, state controlled network to a system offering multiple options (Panwar & Agnihotri, 2006). Indian viewers also have unprecedented access to foreign programs. TV in India has now become an important source of information and entertainment for millions of viewer families. A National Readership Survey in 2006 found there are 112 million TV homes in India. Merely having TV in the home is not sufficient, of course; the success of advertising depends on the fact of its actually being watched. The total TV viewing audience in the country meanwhile has grown to 437.8 million.¹ This figure reflects the fact that TV is not a personal medium; rather, it is shared by a family or household group. But launching an advertisement on TV does not mean that it will be viewed by 437.8 million TV viewers; they may not all be watching the TV channel at that time even if it is a prime time. Accessibility of TV advertising is another major issue; if an advertisement launched on a TV channel is not accessible to consumers this all goes in vain. Figures available for 2006 indicate that out of 112 million TV homes in India, 68 million receive television broadcasts through cable and satellite (TRAI, 2007). Homes that do not have access to the satellite channel are never able to watch commercials launched on paid satellite channels.

Television was initially introduced in Fiji in October 1991 to broadcast the Rugby World Cup and Cricket World Cup games to the Fijian nation. There are currently three main television broadcasters – Fiji TV, MAI TV and FBC-TV. Fiji Television Limited was officially established

in June 1994 as the first permanent commercial television broadcasting network in Fiji (Fiji Television Limited, 2009). Fiji TV provides a free-to-view channel, Fiji One, and a pay-TV (but non-commercial) multi-channel service, Sky Pacific. MAI TV, Fiji's second broadcasting company offering free-to-air TV services, is a privately-owned company that began operation in June 2008 (MAI TV, 2012). In 2011, Fiji Broadcasting Corporation introduced FBC-TV as another national free-to-air television service (Fiji Broadcasting Corporation, 2012). All advertising companies in Fiji – including TV advertisement production companies, media placement services and graphic arts companies – are required to abide by the Fiji Advertising Association's Standards of Practice (FAASP) developed in 2007 (Fiji Times, 2007), a document outlining the responsibilities advertising companies have towards the

public and encouraging them to self-regulate their advertising materials to ensure that ethical standards are maintained (Fiji Times, 2008). Apart from this, Fiji Media Watch also acts as a monitory body and forum for airing media related complaints (Fiji Media Watch, 2012). Established in 1994 as a civil society organisation, Fiji Media Watch (FMW) works towards creating a media literate public through its awareness-raising and media education programs to enable people to develop a positive critical attitude towards the media (Fiji Media Watch, 2012). The FMW looks at complaints against advertising in the media (Fiji Times Online, 2008). The Media Council has developed a general media code of ethics and practice for all media agencies (Fiji Media Watch, 2012).

Even if a TV channel is accessible to viewers, the average time spent on watching TV is now falling. Overall, media consumption is becoming more dispersed: more media are being consumed, but time spent has gone down. This is fairly consistent with the changes in urban lifestyles, in which travelling, socialising and maintenance of the lifestyle all eat into leisure time. Because of this, advertisements on television have come under scrutiny (Rust & Oliver, 1994) and this has led advertisers to search for alternative media to complement television. Now, the average time spent on watching TV all over world has come down to 92 minutes in 2006 as compared to 108 minutes in 2003. Thus it can give alarm enough to prompt checking of the reasons for the downtrend in TV media. Nevertheless, TV still remains an important medium and companies spend large amounts of funds for advertising on it. In the UK TV advertising spending per annum in the categories of food, soft drinks and chain restaurants was \$USD 522 million and similarly in the US, the figure was \$USD 5 billion (Livingstone & Helsper, 2004). Also the relatively newly applied concept of triangulation (the practice of an advertiser employing a TV advertising campaign on a TV outlet, plus a Web campaign on that same TV outlet's Web site, combined with the optimisation of the advertiser's own website) that is becoming common in many parts of the world increases the importance of TV as a medium (Adam, 2007). This pattern has also started to emerge in India, so that in spite of the drop in watching times, TV is still considered as one important alternative way to reach people and TV remains the best option for anybody looking to drive penetration and awareness upward (Hoffman, 2007).

The attitude towards the media determines the attitude and receptivity towards advertisements and the feelings towards the advertising determine attitude toward the brand; in other words feelings affect attitude toward the advertisement and attitude toward the brand, directly and indirectly (Burke et al., 1989). Liking of an advertisement may be the best indicator of advertising effectiveness (Brown et al., 1992; Mehta, 2000). One study showed consumer attitude/relationships proposed by advertising are applicable in and are similar in strength across different countries (Durvasula et al., 1993). Attitude towards advertisement has a greater effect on brand attitude and this relationship of attitudes to behaviour is now well established in the literature of behavioural science (Fishbein, 1967; Lutz, 1985, 1991; Mackenzie & Lutz, 1989; Smith & Swinyard, 1973). If the attitudes are positive, then the likelihood of a brand being bought increases and similarly, positive attitudes toward a program may increase the probability and frequency of viewing it (Bass & Wilkie, 1973; Lutz, 1977; Assel & Poltract, 2006). Consumer attitude may be influenced without consumers being able to identify the antecedents or the processes responsible for that influence and it is possible that preferences may be formed independently of conscious consideration (Janiszewski et al., 1988).

Informational TV commercials of brief duration are effective commercials whereas emotional commercials of longer duration are superior TV commercials in influencing a viewer's learning of brand name and attitude (Singh et al., 1993). When subjects/viewers are affectively involved, attitude towards advertisement has a greater effect on brand attitude (Park et al., 1986). Assael and Poltract (2006) also argue that measures of TV program effectiveness should rely on attitudes as well as exposure because attitudinal data might provide a better indication of the strength of a program. Ehrenberg and Goodhardt, in a study on women conducted in London (1981) found the association between attitudes and frequency of viewing for 10 TV news programs positive and linear; they also found that the level of discrimination was not particularly high. In a similar study in the US market, Barwise and Ehrenberg (1987) again found a strong relationship between attitudes and frequency of TV viewing.

Generally consumers are not negative about advertising. They feel that advertising is an important instrument of information, which helps in their buying decisions. Attitude towards the advertisement affects brand attitudes directly and indirectly through cognition for a television commercial (MacKenzie and Lutz, 1989). People who like TV commercials 'a lot' are twice as likely to be persuaded by them as people who simply feel neutral towards the advertising, because a likeable commercial affects the emotional components of consumers' attitude towards the brand (Biel et al., 1990). But often consumers are sceptical about the advertising messages and the level of scepticism towards advertising becomes high and is positively related to having a more adult understanding of advertising tactics (Boush et al., 1994).

Wang et al. (2002) have found demographics as one of the key determinants of consumers' attitude towards advertising. According to Shavitt et al. (1998) age, gender and income have some influence on attitude of consumers towards advertising. While Brackett and Carr (2011)

report gender to be relevant for consumers' attitude toward the advertising type but not for their perceived value. They also found that age does not influence attitude towards advertising.

TV viewers agree that advertising takes undue advantage of using film stars and sportsmen to testify for their products, with the effect that most advertisements are mere 'fine talk' or exaggeration. Sometimes children are the target and the glamour and celebrity of the film stars and sportsmen endorsing the products induces the young ones to believe the advertisements implicitly. All the same, even children are now developing some knowledge about advertising techniques, becoming quite 'media savvy' and displaying some scepticism ('as they realize that ads are not only entertaining and informative but are sometimes untrue'). The temptation is high to conclude that once they have acquired this knowledge, children will be more critical and therefore less easily influenced by persuasive messages (Christian et al., 2003).

The effectiveness of advertising depends not only on film stars as models in advertisements but on many other factors. Researchers have developed various models for effective advertising; these models advocate the use of affective appeals for products for which attitudes are based mainly on affect, and of informative or reasoned appeals when attitudes are based mainly on utilitarian, cognitive foundations. But the interesting fact is that in practice, there exists no match between these consumer models and advertising contents (Dube et al., 1996). The effectiveness of TV commercials also depends on the television program being aired at the time of the advertisement's launching on TV. Subjects' feelings are manipulated by viewing a positive, negative or neutral emotional program. Thus the influence of program liking on attitude toward the advertisement and subsequently on attitude towards the brand is moderated by both commercial involvement and the commercial's positioning in a sequence of commercials (Murry et al., 1992).

Ultimately, the effectiveness of advertising must be thought of in terms of the experience it creates for the viewer and emotion has an inescapable role to play in that experience. In other words, to be effective, an advertisement must have emotions flowing through it. Human experience is larger than language – hence the need for developing nonverbal measures for describing that experience (Charles 2004).

RESEARCH OBJECTIVES

In particular, this paper attempts assessment of the present status of TV advertising. The specific objectives of the research are:

1. to assess the attitude of consumers towards television in Fiji and India
2. to assess the present status of TV advertising in Fiji and India
3. to study the problems in the success of TV advertising in these two countries

On the basis of these objectives we develop the hypothesis that gender, occupation, or even educational qualification of the respondents has no impact on the attitude of the consumers towards TV advertising.

DATA AND METHODOLOGY

For the purpose of study, the questionnaires were circulated to 800 respondents in India and 700 in Fiji, and these respondents were selected using convenience sampling technique. Out of these only 779 questionnaires from India and 654 questionnaires from Fiji were found fit for the purpose of analysis. The respondents included in the sample were classified on the basis of their income, sex, occupation and education. A pre-tested structured questionnaire was used. To suit the study objectives, statements were formulated according to a five-point Likert scale on which the positive statements were encoded as 1 = strongly disagree (SD), 2 = disagree (D), 3 = neutral (N), 4 = agree (A) and 5 = strongly agree (SA) whereas for negative statements the weights were reversed. These were all tabulated and presented graphically.

For the tabulation of the data, the calculated attitude was converted into percentages for each questionnaire. The data were divided into three categories and for the purpose of analysis, the first category – those whose attitude percentage fell in the 1–40 range – were regarded as having a negative attitude towards TV advertising, those falling between 41 and 60 per cent, a neutral attitude and those in the 61–100 category, a positive attitude.

For the further analysis, attitude was studied with relation to Gender, Profession and Educational Qualification to find out if there is any significant difference in attitude due to any of these factors. Three null hypotheses were set for this purpose and various statistical tools like ANOVA and Z test were applied.

HYPOTHESES OF STUDY

Gender of the respondents plays no role in their attitude towards TV advertising.

Occupation of respondents/consumers has no impact on their attitude towards TV advertising.

The attitude of respondents/consumers towards TV advertising does not depend upon their educational qualification.

RESULTS AND DISCUSSION

To explore consumer attitude towards TV advertising a survey of citizens in India and Fiji was conducted. The survey used a structured questionnaire.

This section presents the findings from the survey. The first part examines general consumer perception of advertising in each of the countries. The second part examines the specific attitude of consumers towards TV advertising. This part consisted of various statements prepared as per a Likert scale.

Table 1 presents the demographic profile of the 779 respondents selected for study in the Indian segment of the study.

TABLE 1: *Demographic Profile of Respondents*

DEMOGRAPHICS	INDIA		FIJI	
	<i>Frequency (N = 779)</i>	<i>Per cent</i>	<i>Frequency (N = 779)</i>	<i>Per cent</i>
GENDER				
Male	487	62.52	432	66.06
Female	292	37.48	222	33.94
EDUCATION				
High School	110	14.12	411	62.84
Under Graduate	276	35.43	144	22.02
Post Graduate	309	39.67	22	3.36
Others	84	10.78	77	11.77
OCCUPATION				
Business	229	29.40	54	8.26
Professional	175	22.46	73	11.16
Service	165	21.18	94	14.37
Student	185	23.75	276	42.20
Other	25	3.21	157	24.01

Consumers' general attitudes towards TV advertising are reflected in respondents' answers to various questions. As far as the present status of TV advertising in India is concerned, it is found that 86.26 per cent of the Indian TV homes have colour television; around 9.24 per cent have black-and-white; and the remaining 4.49 per cent are 'other', i.e. have colour TV accessing fewer than 30 channels. Thus the accessibility of TV channels has increased manifold as compared to literature reports for 1999. But merely having access to colour TV is not enough to ensure that consumers are actually reached by the advertisements launched. The cable connection is a must to ensure consumers' channel-access to those on which the company is launching its advertisements. Study results indicate that a high 89.60 per cent of the homes have a cable connection. For further approach to our objectives of study, respondents were questioned on what they felt about the advertisements shown on television. Virtually half (48.52 per cent) of the respondents feel that the advertisements are 'Enjoyable'; a major chunk (13.74 per cent), though, feel that the advertisements are 'Misleading' and a surprisingly large 37.74 per cent consider them 'Time Wasting'. Further, a question asked about whether advertisements affect their buying decisions or practices prompted 58.41 per cent to agree that they generally purchase the same product that is shown in the advertisements while a further 28.24 per cent of them feel that their purchase decisions are not affected by the advertisements and the rest (13.35 per cent) admitted only that they are 'sometimes' influenced by the TV advertisements toward purchasing those products.

As far as the 654 Fiji respondents are concerned, 55.6 per cent of Fiji respondents agree that they not only watch but also feel it is enjoyable and gives them knowledge about products, while the rest of them believe it is either misleading or time wasting. Last but by no means least, around 58 per cent of the I-Taukei respondents agree that their buying practices are influenced by TV advertising; the response is almost identical for Indian Fijian respondents, i.e. 58.4 per cent of them, believe that it influences their buying practices.

Thus on the whole the TV advertising is playing a crucial role in influencing the viewers and customers to buy the products advertised and the respondents from both the geographical locations are in agreement that their purchase decisions are thus influenced. The data are depicted in Table 2.

TABLE 2: Response to TV viewing and TV advertising

Statements	India		Fiji	
	Frequency	Percentage	Frequency	Percentage
Do you watch Advertisements shown on Television?				
Yes	128	16.43	340	51.99
No	335	43.00	45	6.88
Sometimes	316	40.56	269	41.13
What do you feel about Television advertising?				
Enjoyable & knowledgeable	378	48.52	364	55.66
Misleading	107	13.74	80	12.23
Time wasting	294	37.74	210	32.11
Does Advertising shown on TV influence your buying practice?				
Yes	455	58.41	378	57.80
No	220	28.24	223	34.10
Sometimes	104	13.35	53	8.10

For the purpose of assessing the overall attitude of the respondents specifically towards television advertising, 14 statements were prepared as per a Likert Scale. The analysis of various statements is presented to reach final conclusions. The overall attitude of respondents towards TV advertising was positive; the results of calculations as per methodology are given in Table 3.

TABLE 3: Overall Attitude based on Likert Scale Score

ATTITUDE (Likert Score)	Frequency		Percentage	
	India	Fiji	India	Fiji
Positive (61–100%)	490	209	62.90	31.96
Neutral (41–60%)	280	433	35.94	66.21
Negative (below 40%)	09	12	1.16	1.83
	779	654	100.00	100.00

As shown in table 3, the overall attitude towards TV advertising is positive for the samples in both India and Fiji but as far as India is concerned it is 63 per cent, virtually double the 32 per cent rate in Fiji. Almost all of the rest of respondents are neutral towards TV advertising. Thus Fiji TV advertisers seem more at risk of missing the target as compared to India, as most of the respondents cannot be guaranteed to be watching and believing the TV advertising.

HYPOTHESIS RESULTS

The results discussed were further tested in relation to respondents' gender, occupation, income and education. The first hypothesis was that:

Hypothesis 1: Gender has no impact on the attitude of consumers towards TV advertising.

The Z-Test was calculated as a measure of association between the following variables: sex/ gender of the respondents and the attitude towards TV advertising. Results are presented in Table 4.

TABLE 4: Hypothesis 1 results

ATTITUDE TOWARD TV ADS	MALE		FEMALE	
	<i>India</i>	<i>Fiji</i>	<i>India</i>	<i>Fiji</i>
Mean	64.94	56.76	66.92	57.31
Variance	196.76	84.09	207.61	73.31
No. of Observations	487	432	292	222
	<i>India</i>		<i>Fiji</i>	
Z	-3.74		-1.52	
Z Critical two-tail	-1.96		1.96	

An analysis of table 4 reveals that for Indian TV viewers, the calculated value of Z is -3.75, which is much beyond the critical value of the Z, -1.96. Based on this value the null hypothesis is rejected. Thus it was concluded that the gender of the respondents in India has an impact on their attitude towards TV advertising. For Fiji, on the other hand, the null hypothesis stands accepted as the calculated value of z (-1.52) is less in comparison to the critical value of 'Z' (-1.96) thus there is no significant difference due to gender in Fiji.

The second hypothesis was that:

Hypothesis 2: Occupation of respondents/consumers has no impact on their attitude towards TV advertising.

For the purpose of testing the hypothesis that the occupation of the respondents has no impact on their attitude, analysis of variance (ANOVA) was used. Results are presented in Table 5.

TABLE 5: Hypothesis 2 results

SOURCE OF VARIATION	SS		df		MS		F		F critical (From F-Table)	
	India	Fiji	India	Fiji	India	Fiji	India	Fiji	India	Fiji
Between Groups	219.23	326.70	4	4.00	54.81	81.67	0.27	1.02	2.38	2.39
Within Groups	156937.15	52162.31	774	649.00	202.76	80.37				
TOTAL	157156.9	52489.01	778	653.00						

SUMMARY

GROUPS	COUNT		SUM		AVERAGE		VARIANCE	
	India	Fiji	India	Fiji	India	Fiji	India	Fiji
Business	229	54.00	15182.86	3040.00	66.30	56.30	207.23	132.42
Professional	175	73.00	11372.86	4174.29	64.99	57.18	200.28	71.60
Service	165	94.00	10764.29	5328.57	65.24	56.69	196.77	61.98
Student	185	276.00	12194.29	15914.29	65.92	57.66	196.34	84.75
Other	25	157.00	1652.86	8785.71	66.11	55.96	268.46	69.99

Table 5 of the ANOVA setup shows that for Indian respondents the calculated value of F is 0.27, which is lesser than the table value of 2.38 at 5 the per cent level, with d.f. being $V_1 = 4$ and $V_2 = 774$; and hence could have arisen due to chance. Similarly for Fijian respondents the calculated value of F is 1.02, which is less than the critical value of 2.39, thus here too the null hypothesis stands accepted. This analysis fails to disprove the null-hypothesis that there is no significant difference in the attitude of the respondents due their occupation both for Fiji and India.

The third hypothesis was that:

Hypothesis 3: *The attitude of respondents/consumers towards TV advertising does not depend upon their educational qualification.*

ANOVA testing was used to test the hypothesis that the level of education attained has no impact on their attitude towards TV advertising. Results of this statistical testing are presented in Table 6.

TABLE 6: *Hypothesis 3 results*

SOURCE OF VARIATION	SS		df		MS		F		F critical (From F-Table)	
	India	Fiji	India	Fiji	India	Fiji	India	Fiji	India	Fiji
Between Groups	126.40	192.10	3	3.00	42.13	64.03	0.21	0.80	2.62	2.62
Within Groups	157029.98	52296.91	775	650.00	202.62	80.46				
Total	157156.39	52489.01	778	653.00						

SUMMARY

GROUPS (LEVEL COMPLETED)	COUNT		SUM		AVERAGE		VARIANCE	
	India	Fiji	India	Fiji	India	Fiji	India	Fiji
High School	110	411.00	7325.71	23294.29	66.60	56.68	202.47	73.05
Undergraduate	276	144.00	18137.14	8314.29	65.71	57.74	192.30	117.84
Postgraduate	309	22.00	20194.29	1287.14	65.35	58.51	206.52	60.15
Other	84	77.00	5510.00	4347.14	65.60	56.46	222.53	55.67

Table 4 presenting the ANOVA results shows that for Indian respondents the calculated value of F is 0.21, which is less than the table value of 2.62 at the 5 per cent level of significance, with d.f. being $V_1 = 3$ and $V_2 = 775$. For Fijians, though, it is 0.80 against the critical value of 2.62 at the 5 per cent level with d.f. being $V_1 = 3$ and $V_2 = 650$; the variance, then, could have arisen due to chance. This analysis fails to prove null-hypothesis that there is no significant difference in the attitude of the respondents due to their level of education.

The analysis of the data has revealed an important fact that the TV viewers in India and Fiji have a positive attitude towards TV advertising. Research has also revealed that though the attitude of TV viewers in the two countries is positive, there is a no significant difference in how TV advertising is perceived by viewers when we differentiate them on the basis of respondents' occupation and educational qualification. However, this study has revealed significant differences in how TV advertisements are perceived by Indian viewers when differentiated on the gender basis. The results, however, revealed no significant differences on the part of Fiji viewers.

CONCLUSION

A glance at the figures in the tables gives a vivid picture of the attitude of consumers towards TV advertising in India and Fiji. In today's India, TV commercials are available to the majority of the population and they do actually watch ads on TV. But the attitude reflects that they like to watch TV advertisements just for entertainment. The same thing is true for TV viewers in Fiji but due to limited channels for TV entertainment, consumers find it hard to stay away from advertisements. The most worrying fact about TV advertising is that on one hand it is considered to be so effective in convincing the viewers but same viewers have some degree of doubt in their minds; they still feel most of the TV advertisements are misleading. Advertisers thus should avoid exaggeration lest all the money and efforts spent on ads go to waste and TV advertising be assumed as merely a momentary entertainment source for viewers.

The survey shows that consumers' interest in watching TV has declined (when compared with the past), doubtless because of the wider range of options for sources of information, particularly with the addition of mobiles and internet to the 'traditional' newspapers, magazines and radio. The other important factor that restricts them from watching TV is time availability. As time has become a scarcer commodity, TV viewing has declined. TV viewers are also showing a declining habit of stickiness, i.e. TV as a medium is consumed more casually than before. But at the same time, the viewers appreciate the sense of humour in advertisements. They feel that advertisements shown on the TV are entertaining; in fact the respondents were of the view that they like to watch ads not for knowledge or information but for entertainment. It is true with almost all the respondents: even those who, not liking to watch advertisements, skip channels but usually come to rest at the channel whenever humorous ads are shown. Thus the advertisers should give preference to those ads that are entertaining, near to reality and purposeful.

Finally, the study supports the viewpoint that in general, TV viewers in Fiji and India have a positive attitude toward TV advertising and fails to undermine the hypothesis that differences based on income, occupation or education produce no significant modification of attitude towards TV advertising. However, for Indian viewers, differences based on gender do matter as far as advertising is concerned.

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