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

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