**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