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CONCEPTUAL DESIGN MODEL OF INTERACTIVE TELEVISION ADVERTISING: TOWARDS INFLUENCING IMPULSE PURCHASE TENDENCY

Azizah Che Omar, Norshuhada Shiratuddin and Siti Mahfuzah Sarif
School of Multimedia Technology and Communication, Universiti Utara Malaysia, Sintok Kedah, Malaysia
E-Mail: co.azizah@uum.edu.my

ABSTRACT

Various studies have proposed factors of impulse purchase in different advertising mediums like website, mobile, traditional retail store and traditional television. However, to the best of the researchers' knowledge, none of the impulse purchase model is dedicated towards impulse purchase tendency for interactive TV (iTV) advertising. In addition, through systematic review analysis, this study discovered that all the previous models did not emphasize on the conceptual design model of iTV advertising. Therefore, based on a comparative analysis, this study looked for the components in order to propose a conceptual design model of interactive television advertising toward impulse purchase (iTVAdIP). It is suggested that components of the proposed model is classified classify into three categories; layer of technology, development process and impulse purchase components. These categories are represented through a figure for a better clarity.

Keywords: impulse purchase, interactive television advertising.

INTRODUCTION

Television advertising is an important medium for marketers around the world and it brings new opportunities for the advertisers to reach more consumers (IAB, 2013). In addition, most of the countries show that the advertising on television is an effective way to market products and bring effective strategies for marketing. According to Forecast Advertising (2011), the advertising on television had grown by 6.0% globally in 2011 and generated $169 billion. Over the following five years, the industry should grow at an average rate of 7.5% to the total of $243 billion by 2016 (Forecast Advertising, 2011). According to Nielsen (2011), the number of televisions in households has shown the largest ownership. It shows that the TV has succeeded in attracting the biggest possible audience and, as a consequence, to be appealing to advertisers. Therefore, a comprehensive study on interactive television (iTV) advertising is much needed in order to make television advertising more effective.

The consumers have been discovered to purchase products and services because they view the products and services on the TV (Deloitte, 2011). However, the advertising and the marketing people have to know how to attract and influence customers to purchase their products on the TV. There are different types of interactive advertising strategies to attract viewers' attention and to provide specific information. According to NDS Business Consulting (2000), interactive advertising can be categorized into response, jump, tag, incentive, targeted, viewers' response, and impulse purchase. Impulse purchase means, purchase happened without planning and it happened when a consumer experiences positives effects when exposed to stimulus such as the product quality, promotion, brand identifier, product display and etc (Park & Lenon, 2006). By understanding the consumer

behaviour regarding impulse purchase it will easily influence users to make purchases.

Through the years, impulse purchase has also been made easier by innovations, such as telemarketing, debit cards, and credit cards. Previously, rapid developments in information technology have substantially changed the landscape of consumer behaviour. The retailing availability for the Internet has brought about increased impulse purchase (Madhavaram & Laverie, 2004). Consequently, impulse purchase accounts for a large volume of products sold every year (Hausman, 2000) contributing to the iTV advertising.

iTV advertising has increased the ease to make purchases and accessibility to products and services. Additionally, iTV eliminates the constraints in terms of space and time that are always experienced by shoppers in the context of traditional commerce (Eroglu et al., 2001). In fact, in the Europe and USA (Digidoft, 2004) found that the success of iTV advertising adoption was excellent. In order to take advantage of the positive aspects of iTV advertising, the design model of iTVAdIP must be carefully and intelligently designed. Therefore, based on the preliminary investigation which was published in (Azizah et al., 2013; Siti Mahfuzah et al., 2013), there was a clear need for a design model of iTVAdIP.

Therefore, the main objective of this study is to contruct and determine the components of a conceptual design model of interactive television advertising toward impulse purchase (iTVAdIP). In accordance, the specific objectives for this article are:

Therefore, the main objective of this study is to contruct and determine the components of a conceptual design model of interactive television advertising toward impulse purchase (iTVAdIP). In accordance, the specific objectives for this article are:

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(i) To identify the common components from a comparative analysis in designing a conceptual design model of iTVAdIP.

(ii) To contruct a conceptual design model of iTVAdIP.

METHODOLOGY

As shown in Figure-1, this study implemented two phases to come out with the conceptual design model on iTVAdIP. Firstly, the comparative analysis from existing models on development process of interactive adverting were compared to get the generic components of development process for iTV advertising.

After that, in finding the generic components of impulse purchase elements and layer of technology, 8 samples of advertising have been identified and later compared. These samples were used as the basis to get the generic components of impulse purchase and layer of technology.

Finally, after identifying all the components of for iTVAdIP design model, the diagram of the overall conceptual design model of iTVAdIP was constructed.
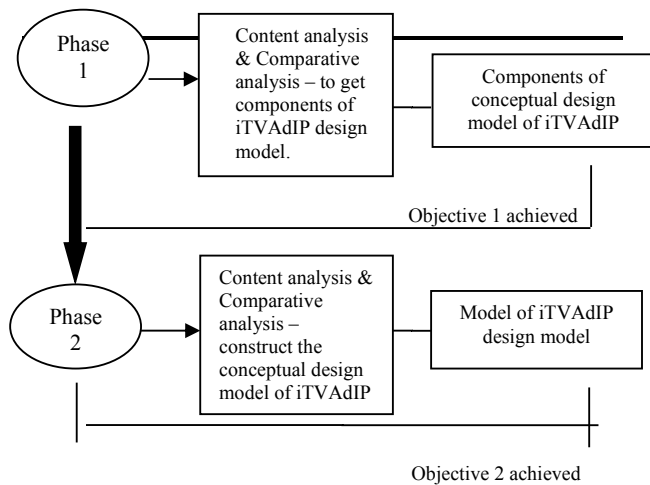
CONSTRUCT PROPOSED CONCEPTUAL DESIGN MODEL OF ITVADIP

The conceptual design model of iTVAdIP was developed based on three main components which are layer of technology, development process, and impulse purchase elements. In order to find the components of conceptual design model, a comparative analysis is conducted to define such elements. The following is the comparative analysis for the development process

DEVELOPMENT PROCESS

In the literatures, the processes in making iTV advertising are divided into several phases. Prominent work by (Arrens, 1996) has outlined three major phases in iTV advertising making process. The first phase is pre-production where the preliminary arrangements concerning conception and planning are made upon the inception of an iTV advertising development. The second phase is production where the iTV advertising is technically produced which includes code and content integration. The third phase is post-production, which is the final stage in iTV advertising development, and typically involves finalizing the iTV advertising before it is marketed.

To get the elements of development process, six samples of interactive advertising process were compared to identify generic steps that are suitable with the development process on iTV advertising. A comparison of all interactive advertising processes is presented in Table-1, where every step in each process was mapped to phases suggested in (Arrens, 1996). From the table, a repetition of steps can be detected which show similar patterns for iTV advertising process. Table-2 summarizes the selection of steps that should be included in the proposed conceptual design model based on the majority appearance in the comparison table (see Table-1).

Phase Activities Output

Figure-1. Summary of phases.

Table-1. Comparison of steps involve in iTV advertising.

	AP1	AP2	AP3	AP4	AP5	AP6
Authors	**Jasskelainen (2001)**	**Carol (1997)**	**Hodge (1994)**	**IAB (2008)**	**DMA (2001)**	**Williams (1993)**
Pre-production	• Environment analysis • Audience analysis • Content analysis • System analysis • Paper prototype • Functional requirement • Skeleton screens • Working prototype • Storyboards & flowchart scripts	• Storyboarding • Advertising body / design	• Preparation & planning • Prioritize features • Features assigned	• Preparation & planning • Scene structuring	• Idea/ concept • Identify actor • Setting up props	• Bidding • Choosing production company • Preproduction meeting • Planning special elements • Script writing

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Production	• Interface design • Navigation map	• Code optimization • Dressing up the advertising	• Development • Meeting for feedback	• Adding interactivity • Adding effects	• Design advertising • Develop / Build advertising	• Editing • Sound Mix
Post-production	• Implementation/ Evaluation • Alpha Test • Beta Test • Publish • Executive • Evaluation	• Fixing the bugs/ testing	• Advertising review/ testing • Adjustment • Advertising Release	• Preview • Testing • Packaging Content	• Test advertising • Collate / analyze results	• Final tape • Approved • Video tape duplicates • Tape Creation • Pre Airing • Live

Table-2. Summary of selected steps in iTVAdIP.

Phases	Steps	AP1	AP2	AP3	AP4	AP5	AP6
Pre-production	• Brainstorming idea	√		√	√	√	√
	• Environmental analysis (timimg, budget, media)	√		√			√
	• Analysis target audience	√		√			√
	• Creating concept	√		√	√	√	√
	• Planning special elements for advertising content	√	√	√	√		√
	• Decide style of presentation			√			
	• Creating storyboard		√			√	
	• Script preparation	√					
	• Identify actor	√		√			√
	• Setting up props		√				
	• Planning schedule	√		√		√ √	√
Production	• Preparing multimedia elements	√		√			√
	• Audio recording						
	• Developing user interface design					√	√
	• Insert actual content on presentation style	√				√	
	• Organize scene structuring			√			
	• Programming code				√		
	• Organize navigation specification	√					
	• Adding interactivity			√	√		
	• Insert audio	√					√
	• Adding effect (sound mix, animation, transitions)	√	√		√		√
					√		
Post-production	• Pre Airing			√	√	√	√
	• Quality checking	√			√		√
	• Live		√				√
	• Analyze results	√		√			√
	• Packaging content	√					

Note: AP = Advertising Process 1

Based on the summary displayed in Table-2, the following steps are included in the development process of the conceptual design model for iTVAdIP. The production phase consists of brainstorming idea, environment analysis, analysis target audience, creating concept, planning special elements for advertising content, deciding style of presentation, creating storyboard, script preparation, identifying actor, setting up props, and planning schedule. In the production phase, steps include preparing multimedia elements, audio recording, developing user interface design, insert actual content on presentation style, organize scene structuring, programming code, organize navigation specification, adding interactivity, insert audio, adding effect (sound mix, animation and transitions). Meanwhile, in the post-production phase includes pre airing, quality checking, live, analyze results, and packaging contents. In real situation, the advertisers must revisit the steps in

completing their advertising development. The identification of development process leads to the construction of the development process for the conceptual design model as illustrated in Figure-2.
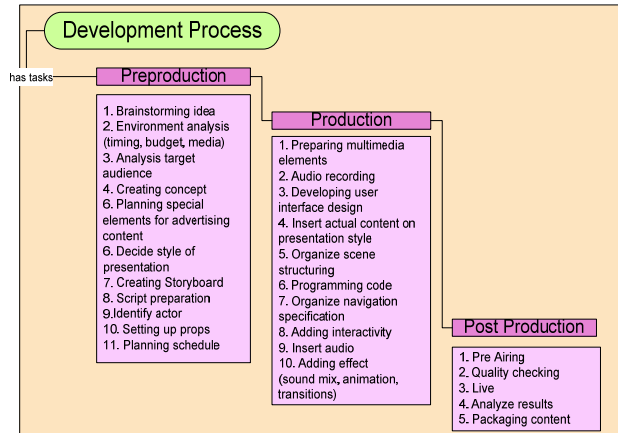

Figure-2. Proposed development process of iTV advertising.

Having described the development process, the next step is to discuss the impulse purchase that should be incorporated in conceptual design model of iTVAdIP.

IMPULSE PURCHASE COMPONENTS

Impulse purchase means purchase happened without planning and it happened when a consumer experiences positives effects when exposed to stimulus such as the product quality, promotion, brand identifier, product display and etc (Bono, 2012). Impulse purchase elements may involve the different kind of strategies and tactics. However, to the best of the researcher's knowledge, no previous studies have systematically investigated the components of impulse purchase in iTV advertising.

In finding the generic components of impulse purchase elements, 8 samples of advertising have been identified and later compared. These samples were used as the basis to get the generic components of the impulse purchase. Table-3 summarizes the features of all the samples of advertising.

Table-3. Features of Advertising.

Advertising	Medium	Features
A1: ZALORA URL: www.zalora.com.my	Website Advertising	It consists of fashion online for both men and women. It has the collection of fashion clothes with the latest fashion trends and styles.
A2: LELONG URL: www.lelong.com.my	Website Advertising	It is the Malaysia most demanded and successful e-commerce. It sells varieties of product such as electronic tool, clothes and etc.
A3: TVC JAKEL	Traditional Television Advertising	It contains of Jakel 's Collection such as
A4 : TVC FIRST LADY	Traditional Television advertising	It contains of First Lady's Collection
A5 : TVC PEACE	Traditional Television Advertising	In consists of peace's collections
A6 : ADIDAS SHOE WALL	Interactive advertising	It consists of interactive elements.
A7 : INTERACTIVE DRESSING DIGITAL SIGNAGE	Interactive advertising	It consists of interactive elements.
A8 : CISCO STYLEME FASHION	Interactive advertising	It consists of interactive elements.

Note. A1 = Advertising 1

Generally, selection of advertising involved in this study was made based on a number of reasons. Nevertheless, the number of advertisings review in this study is meant to be representative, not exhaustive.

- Samples include varying medium of advertising (website, traditional television and interactive television) to illustrate different designs of advertising.
- Samples provide varying type of products that can persuade consumer to buy the product.

The following subsection discusses the comparison made to the samples of iTVAdIP. Generic components of impulse purchase elements for advertising are obtained from the activity.

Impulse purchase component

In general, having good impulse purchase elements in advertising design leads to a successful marketing strategies that can persuade consumer to purchase the good (Amstrong, 2010). In seeking for the components of impulse purchase for iTV advertising, comparative analysis method was employed. The analysis involves samples of existing advertising as described

earlier (see Table 3). The existing advertisings were assessed on the following aspects of impulse purchase. The elements of impulse purchase consist of:-

1. Strategy
a. Information
   i. Product characteristic – allow user to know about the information and characteristic of product.
   ii. Price – consist of product price that able user to do comparison with other product.
   iii. Distribution – consist information regarding how, when and where to get the product.
b. Influence
   i. Quality product – able user to know the quality of product to make differences between other products.
   ii. Promotion – show the promotion of product that can persuade user to buy that product.
   iii. Free gift and rewards – as a concerns for user which able to do additional purchase.
   iv. Trials and free sample – provide consumers trial and free sample in order to attract attention from them.
c. Emotion
   i. Happiness – represent the emotion towards user when having the product.
   ii. Trust – represent any symbol that can attract user to believe on product.
   iii. Self-expression – as a symbolic for user to show their self-expression when having the product.

2. General tactics
a. Attention
   i. Brand name identifiers – a way to call attention such as logo that can convey information quickly.
   ii. Slogan and taglines – representation of any interactive trademark in presenting the product value.
   iii. Credible spokesperson – Use a trustworthy and credible spokesperson whose appearance is consistent with the objectives, product and target market
b. Message
   i. Powerful word – the word which bring meaningful information to user .
   ii. Simplicity and clarity – the information is relevant, short and easy to read.
   iii. Consistency – make elements of advertising reinforce one another.
c. Acceptance
   i. Demonstration of product – demonstrate product benefits.
   ii. Data evidence – provide quantitative evidence and offer verifiable evidence.
   iii. Endorsement by celebrities, experts or customers - consider celebrity, expert and customer endorsements for gaining attention and make sure they are relevant to the product.
   iv. Product comparison – provide comparative claim for product comparison.

3. Media specific tactics
a. Still Media
   i. Headline – use rinight headline that relevant to the product.
   ii. Informative color and picture – used informative color and picture to convey information quickly.
   iii. Interesting text – contain relevant information about the product itself.
b. Motion Media
   i. Scenes - makes the closing scene relevant to the key message.
   ii. Voices – use an appropriate voice and avoid orally ambiguous words
   iii. Animation – use an appropriate animation that is relevant to the product.
   iv. Graphic – provide graphic that make sense especially on describe quality of product.
   v. Music and Sound – if music or sound effects are used, make them relevant to the product.
   vi. Video – use an opening that directly emphasizes the product.
   vii. Transition – if transition used make them relevant to the product.
   viii. Effect – use attractive effect that suitable to the product.
   ix. Audio – if audio used make them relevant to the product.
c. Interactivity
   i. Navigation – consider a good and clear navigation in order to provide consumers to access the information sources of the quality of products quickly and easily.
   ii. Interaction – a way of interaction that allows users to navigate whenever they wish.
a. Remote control - Use a limited number of keys for interaction with the remote control that enable consumers to press on in order to help consumers to see more information about the product.
b. Hand gesture - consumers able to interact with information provided via natural hand gesture
c. Touch screen – consumers can interact with information by touching on the TV screen.
d. Voice recognition - consumers able to interact with information through oral commands to TV.
e. Face recognition – consumers able to interact with information through face recognition.

Proposed impulse purchase components for iTVAdIP

The process started with analyzing the above mentioned aspects in all samples of advertising. Findings from the analysis were summarized and tabulated (see Table-4) for comparison. Also, the table has grouped the findings into three main components and nine sub components namely; Strategy (information, influence, emotion), General Tactics (Attention, Message, Acceptance) and Media Specific Tactics (Still Media, Motion Media and Interactivity). The proposed

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components of impulse purchase components are guided by several works (Amstrong, 2010; Boyland, 2012; Gantz, 2007; Hausman, 2000; Saari, 2004; Erdogan, 2004 which link them to impulse purchase on advertising.

Table-4 compares the findings from analysis made to the samples of advertisements. As stated earlier, the components of existing applications are used as guide to propose generic components for iTVAdIP. Accordingly, from the total of occurrence of each component in the samples, this study proposed a list of generic components in iTV advertising towards impulse purchase. The conditions for determining compulsory and recommended components are as displayed in Table-5.

Based on the conditions stated in Table-5, the generic components of impulse purchase on iTV advertising are proposed and as demonstrated in Table-6.

Table-4. Impulse purchase component for iTV advertising.

Components			A1	A2	A3	A4	A5	A6	A7	A8	T
Strategy	Information	Show product characteristics	√	√	√	√	√	√	√	√	8
		Price descriptions	√	√				√		√	4
		Include product distribution	√		√		√	√			5
	Influence	Show product quality	√	√	√	√	√	√	√	√	8
		Sales promotion	√	√	√		√			√	5
		Free gift and rewards	√	√					√	√	4
		Trial and free samples	√			√		√			2
	Emotion	Happiness	√	√	√	√	√	√	√		7
		Trust	√	√	√		√		√	√	6
		Self-expression	√	√	√				√	√	4
General tactics	Attention	Brand identifiers	√	√	√	√	√	√	√	√	8
		Slogans & taglines	√	√		√	√	√	√	√	7
		Credible spokesperson			√	√	√	√	√	√	6
	Message	Powerful word	√	√	√	√	√	√		√	7
		Simplicity and clarity	√	√		√	√	√	√	√	7
		Consistency	√	√		√		√	√	√	6
	Acceptance	Demonstration product problem and solution	√	√				√		√	4
		Data evidence or testimonial	√	√				√	√	√	5
		Endorsement by celebrities, expert or customer	√	√	√	√		√	√	√	7
		Product comparison		√		√					2
Media specific tactics	Still Media	Headline	√	√	√	√	√	√	√	√	8
		Informative color and pictures	√	√	√	√	√	√	√	√	8
		Interesting text	√	√	√	√	√	√	√	√	8
	Motion Media	Scenes			√	√	√	√	√	√	6
		Voices			√	√	√	√	√	√	6
		Animation	√	√		√	√	√	√	√	7
		Graphic	√	√			√	√	√	√	6
		Music and Sound			√	√	√	√	√	√	6
		Video			√	√	√	√	√	√	6
		Transition			√	√	√	√	√	√	6
		Effect	√			√	√		√	√	5
		Audio		√			√	√	√	√	6
	Interactivity	Navigation	√	√	√	√	√	√	√		7
		Interaction	√	√		√	√	√		√	6
		Remote control			√	√	√				3
		Hand gesture						√	√	√	3
		Face recognition						√	√	√	3
		Touch screen	√					√	√	√	4
		Voice recognition							√		1

Note:
A1 = Advertisement 1
Total is referring to number of occurrence of each component
√ indicates the component is used in the advertising

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Table-5. Conditions for classification of generic components.

Conditions (Total score)	Indications
6 to 8	Compulsory
3 to 5	Recommended
0 to 2	Discarded

Table-6. Impulse Purchase Component for iTV Advertising.

			Components	For iTVAd
Strategy	Information		Show product characteristics	Compulsory
			Price descriptions	Recommended
			Include product distribution	Recommended
	Influence		Show product quality	Compulsory
			Sales promotion	Recommended
			Free gift and rewards	Recommended
	Emotion		Happiness	Compulsory
			Trust	Compulsory
			Self-expression	Recommended
General tactics	Attention		Brand identifiers	Compulsory
			Slogans & taglines	Compulsory
			Credible spokesperson	Compulsory
	Message		Powerful word	Compulsory
			Simplicity and clarity	Compulsory
			Consistency	Compulsory
	Acceptance		Demonstration product problem and solution	Recommended
			Data evidence or testimonial	Recommended
			Endorsement by celebrities, expert or customer	Compulsory
Media specific tactics	Still Media		Headline	Compulsory
			Informative color and pictures	Compulsory
			Interesting text	Compulsory
	Motion Media		Scenes	Compulsory
			Voices	Compulsory
			Animation	Compulsory
			Graphic	Compulsory
			Music and Sound	Compulsory
			Video	Compulsory
			Transition	Compulsory
			Effect	Recommended
			Audio	Compulsory
	Interactivity		Navigation	Compulsory
			Interaction	Compulsory
			Remote control	Recommended
			Hand gesture	Recommended
			Voice recognition	Recommended
			Touch screen	Recommended

From the proposed components in Table-6 the model of impulse purchase for iTV Advertising could be obtained and illustrated in Figure-3. The model is later incorporated into the proposed conceptual design model to support the implementation of proposed advertising process in iTV Advertising.
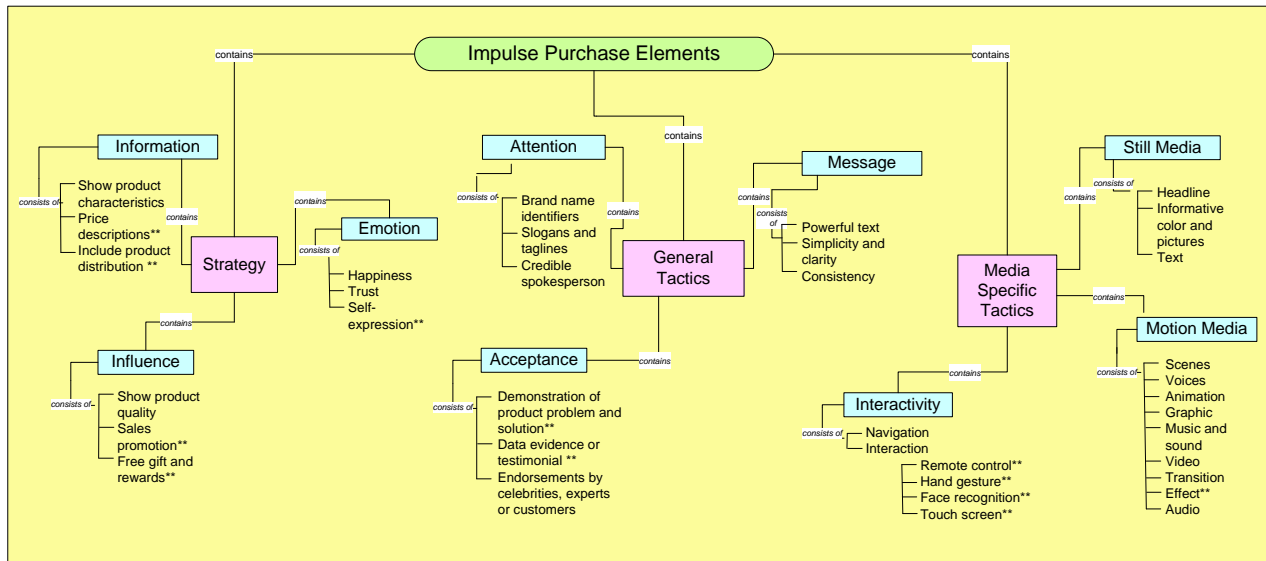
Figure-3. Model of impulse purchase component for iTVAd.

LAYER OF TECHNOLOGY

In general, a layer of technology comprises a way in implementing mind-based technologies in the system design (Saari, 2003). In the literatures, the layer of technology in interactive advertising is divided into several phases. Prominent work by (Saari, 2003) has outlined three major phases in a layer of technology in interactive advertising, namely, physical, interaction and style of presentation. Physical layer includes the physical technological device and the connection channel that is used to transmit communication signals. It involves the type of devices or hardware. The interaction phase is a way of presenting controls in an interface visually and functionally. It means that how interaction on user interfaces is performed. Meanwhile, the style of presentation phase consists of the way of presentation for interactive advertising which includes contextualize, independent and interactive advertising. When the layer of technology is followed, then it is ready for implementation of iTV advertising.

Component of layer of technology

In seeking for the components of layer of technology, comparative analysis method was employed. The analysis involves samples of existing advertising as described earlier (see Table-3). The existing advertisings were assessed on the following aspects of layer of technology.

1. Physical: physical technological device and the connection channel that is used to transmit communication signals
   a. Devices / Hardware- It involves the type of devices or hardware is identified.
2. Interaction: is a way of presenting on user interface

a. Interaction on user interface - how interaction on user interfaces is performed.
3. Style of presentation
   a. Contextualized – the advertising depending on other application, channel or program.
   b. Independent – the advertising having own application, channel or program.
   c. Interactive advertising – adds interactivity in commercials for specific application

Proposed layer of technology component

The process started with analyzing the above mentioned aspects in all samples of advertising. Findings from the analysis were summarized and tabulated (see Table-7) for comparison. Also, the table has grouped the findings into three main components namely, Physical (Devices/Hardware), Interaction (Interaction on user interface) and Style of presentation (Contextualize, Independent, Interactive Advertising). Table-7 compares the findings from analysis made to the samples of advertising. As mentioned earlier, the components of existing advertising are used as guide to propose generic components for iTVAdIP. Accordingly, from the total of occurrence of each component in the samples, this study proposed a list of generic components in layer of technology for iTVAdIP. The conditions for determining compulsory and recommended components are as displayed in Table-7.Based on the conditions stated in Table-5, the generic components of layer of technology of iTVAdIP are proposed and as demonstrated in Table-8.

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Table-7. Layer of technology component for iTVAdIP.

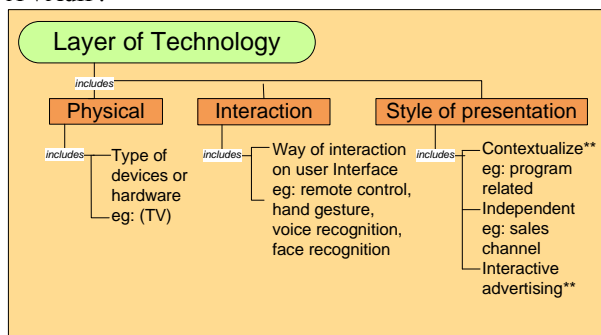| Layer of technology component	Layer of technology component	Ad1	Ad2	Ad3	Ad4	Ad5	Ad6	Ad7	Ad8	Total
Physical	Devices/ Hardware	√	√	√	√	√	√	√	√	8
Interaction	Interaction on user interface	√	√	√	√	√	√	√	√	8
Style of presentation	Contextualize				√	√	√	√	√	5
	Independent	√	√	√	√	√	√	√	√	8
	Interactive advertising	√				√	√	√		4

Note.
A1 = Advertising 1
Total is referring to number of occurrence of each component
√ indicates the component is used in the advertising

Table-8. Layer of technology component for iTVAdIP.

Layer of technology component	Layer of technology component	For interactive television advertising toward impulse purchase
Physical	Devices/ Hardware	Compulsory
Interaction	Interaction on user interface	Compulsory
Style of presentation	Contextualize	Recommended
	Independent	Compulsory
	Interactive advertising	Recommended

From the proposed components in Table-8 the model of layer of technology for iTVAdIP could be obtained and illustrated in Figure-4. The model is later incorporated into the proposed conceptual design model of iTVAdIP.

Figure-4. Layer of technology in conceptual design model for iTVAdIP.

THE PROPOSED CONCEPTUAL DESIGN MODEL FOR ITVADIP

Generally, the proposed conceptual design model for iTVAdIP consists of three main components; development process, layer of technology and impulse purchase elements. The development process outlines three main phases namely pre-production, production and post-production phase. Each phases consists of sub elements as stated in Figure-5.

In addition, the conceptual design model of iTVAdIP is supported by layer of technology components. There are three main components namely physical, interaction and style of presentation. In physical, types of devices or hardware (e.g. TV) could be included. In interaction; way of interaction on user interface (eg. remote control, hand gesture, touch screen, voice recognition, and face recognition) could be opted. Meanwhile, in term of style of presentation is divided into three stages where contextualize (e.g. program related), independent (e.g. sales channel) and interactive advertising.

In supporting the layer of technology, an impulse purchase model is also incorporated. Three main components are included, namely strategy, general tactics and media specific tactics. In strategy elements, information, influence and emotion could be included. In general tactics elements, attention, message, acceptance could be opted. Meanwhile in media specific tactics, still media, motion media and interactivity could be considered. The details elements for each components as depicted on Figure-5.

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Besides that, the conceptual design model is also associated with other attributes namely advertising theories. As shown in Figure-5, a number of advertising theories are considered in support the proposed conceptual design model for iTVAdIP.
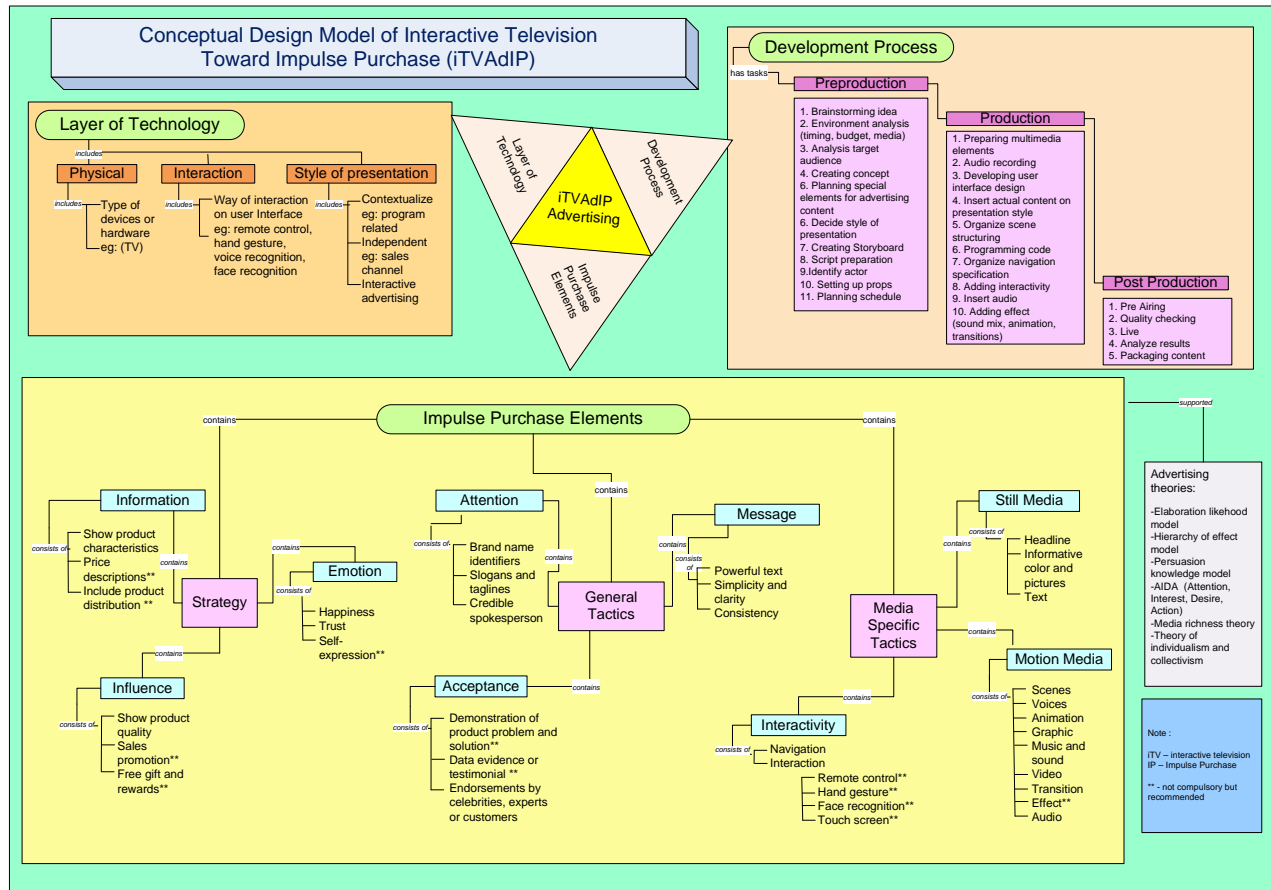

Figure-5. Proposed conceptual design model of iTVAdIP.

CONCLUSION AND FUTURE WORK

The proposed conceptual design model of iTVAdIP is useful to guide advertisers to the development of iTV advertising and it should increase impulse purchase tendency towards advertised product. This study believes that by adding impulse purchase elements in iTV advertising, the power of purchasing among viewers could increase. Besides that, the study of impulse purchase brings more benefits to the advertisers to reach the target market by understanding more about consumer behavior regarding impulse purchase. In relation to this, it will also help them to plan good marketing strategies and develop effective advertisement in a systematic way. Future works of this study is to validate the proposed model through expert review.

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