

Document Analysis for Modelling iTV Advertising towards Impulse Purchase

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Abstract : The study provides a systematic literature review which analyzed the literature for the purpose of looking for concepts, theories, approaches and guidelines in order to propose a conceptual design model of interactive television advertising toward impulse purchase (iTVAdIP). An extensive review of literature was purposely carried out to understand the concepts of interactive television (iTV). Therefore, some elements; iTV guidelines, advertising theories, persuasive approaches, and the impulse purchase elements were analyzed to reach the scope of this work. The extensive review was also a necessity to achieve the objective of this study, which was to determine the concept of iTVAdIP design model. Through systematic review analysis, this study discovered that all the previous models did not emphasize the conceptual design model of interactive television advertising. As a result, the finding showed that the concept of the proposed model should contain the iTV guidelines, advertising theory, persuasive approach and impulse purchase elements. In addition, a summary diagram for the development of the proposed model is depicted to provide clearer understanding towards the concepts of conceptual design model of iTVAdIP.

Keywords : impulse purchase, interactive television advertising, human computer interaction, advertising theories

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