

Expert Review on Conceptual Design Model of iTV Advertising towards Impulse Purchase

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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 researchers' knowledge, none of the impulse purchase model is dedicated towards impulse purchase tendency for interactive TV (iTV) advertising. Therefore, the proposed model conceptual design model of interactive television advertising toward impulse purchase (iTVAdIP) was developed. The focus of this study is to evaluate the conceptual design model of iTVAdIP through expert review. As a result, the finding showed that majority of expert reviews agreed that the conceptual design model iTVAdIP is applicable to the development of interactive television advertising and it will increase the effectiveness of advertising. This study also shows the conceptual design model of iTVAdIP that has been reviewed.

Keywords : impulse purchase, interactive television advertising, persuasive

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