Conceptualising Impulse Purchase Elements for iTV Advertising

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Abstract—This paper describes an ongoing study related to the conceptual design model of interactive television (iTV) advertising towards influencing impulse purchase tendency. It was found that most of the existing studies have proposed factors of impulse purchase in different advertising medium like website, mobile, traditional retail store and traditional television. However, none of the impulse purchase model is dedicated towards impulse purchase tendency for iTV advertising. Therefore, the objective of this study is to identify and eventually conceptualise impulse purchase elements that are suitable for iTV advertising. The method used for this study is content and comparative analysis from existing studies in order to get the impulse purchase elements. The findings show that the elements of impulse purchase are classified into nine categories; information, influence, emotion, attention, message, acceptance, still media, motion media and interactivity. The detail elaborations of the impulse purchase elements are discussed at the end of this paper.

Index Terms—Interactive advertising, impulse purchase elements.

I. INTRODUCTION

Television advertising is an important medium for marketers around the world and it brings new opportunities for the advertisers to reach more consumers [1]. 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 [2], 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 [2]. According to Nielsen [3], the number of televisions in households has shown the largest ownership. Therefore, a comprehensive study on 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 [4]. 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 [5], 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 and etc [6]. By understanding the consumer behaviour regarding impulse purchase it will easily influence users to make purchases.

Previously, the marketing team realized the importance of impulse purchase phenomenon in the traditional commerce, which allowed the marketers to attract customers in many ways [7]. 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 [8]. Consequently, impulse purchase accounts for a large volume of products sold every year [9] 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 [10]. In fact, in the Europe and USA [11] 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 [12]-[14], there was a clear need for a design model of iTVAdIP. Therefore, the objectives of this article are: 1) To do comparative analysis in identifying impulse purchase elements and 2) To elaborate in detail sub impulse purchase elements and the main elements of impulse purchase.

II. METHODOLOGY

As shown in Fig. 1, this study implemented two phases. Firstly, a comparative analysis of existing studies was conducted to get the generic elements of impulse purchase for iTV advertising. Total of 16 studies were compared from different advertising medium like website advertising, traditional television advertising and interactive advertising.

Then, the generic impulse purchase elements were grouped based on commonalities. After that, each sub element and main element of impulse purchase were described clearly in details. Some important elements of impulse purchase such as interactivity were added to the existing impulse purchase elements.

Fig. 1. Methodology in this study.

1) Identify impulse purchase elements based on comparative analysis of 16 existing studies from different medium of advertising; website advertising, traditional TV advertising and interactive TV advertising as shown in Table I.
2) Classify and group the impulse purchase elements with commonalities into one component. Stated in Table II.
3) After that, each sub element of impulse purchase was described in details in Section V.
4) Lastly, the overall explanation for the main elements of impulse purchase were described in Table III.
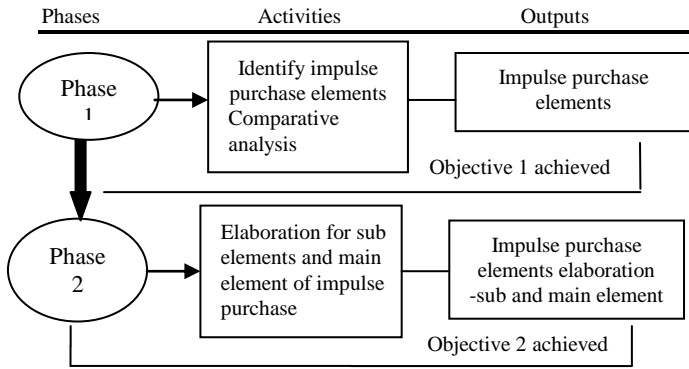
III. DEFINITIONS OF IMPULSE PURCHASE

Several researchers have proposed variety of definitions of impulse buying. As an example, Rook [15] defined it as an unplanned purchase, which happens when a consumer experiences positive effects when exposed to a stimulus. Later, Piron [16] integrated the definition and proposed a new comprehensive definition of impulse buying. Particularly, it contains four characteristics, which are suggestion, reminder, pure, and unplanned impulse buying. Suggestion occurs when a consumer sees a product and tries to visualize the need for it [17]. Meanwhile, reminder occurs when a consumer is reminded to purchase the product when he or she sees it [17]. Pure impulse purchase occurs when a consumer purchases products impulsively. The consumer may remember about running out of that product or may still remember an advertisement about the interest of item, which sparks the impulse purchase. On the contrary, unplanned impulse buying occurs when consumers do not plan to do any purchasing, but search for and take advantage of promotions in the market [17].

This study agrees with the latter definition of impulse purchase - unplanned impulse buying which is related with the study. It is also claimed that impulse buying involves an emotional reaction to the stimulus such as the product, packaging and point-of-purchase display. In addition, this study also associates the impulse purchase tendency with persuasiveness. Simply because, in order to make consumers buy impulsively, persuasive elements play significant parts in influencing the consumers to buy the product [18].

A few researchers have studied impulse purchase behavior for different requirements. Dittmar, Beattie, and Friese [19] explained why consumers purchase products impulsively. Meanwhile, Betty [20] proposed one of the most detailed theoretical frameworks that explain the impulse buying process and most of the researcher have studied impulse purchase elements from different advertising medium such as website, mobile and traditional TV advertising [21]-[23]. However, none of the researcher is dedicated towards impulse purchase tendency for iTV advertising.

IV. IDENTIFYING IMPULSE PURCHASE ELEMENTS

In order to get the generic elements of impulse purchase, this study followed the steps below:

V. ELABORATION ON EACH IMPULSE PURCHASE ELEMENT

Prominent work by Armstrong [37] has outlined three major impulse purchase components; strategy, general tactics, and media specific tactics. So all of the identified elements from the comparative analysis these categories are presented in an order that reflects a natural progression in the design process. They begin with more general issues and move to more specific one. In formulating these categories, each impulse purchase element gathered from the comparative analysis was mapped to the major components suggested in [37].

In strategy section, it is organized into three areas; information, influence, and emotion. Then it follows by general tactics section which is more detail than the previous section. It is divided into three areas; attention, message, and acceptance. Last categories are media specific tactics, which include still media, motion media and interactivity. Interactivity was added to the original list [37] which is not included. Since the focus of this study is towards the impulse purchase tendency in iTV advertising, thus the interactivity element is seen as crucial to cater for both interaction and navigation styles. Below is the descriptions of each impulse purchase element.

A. Strategy

1) Information
- Product characteristic – allow user to know about the information and characteristic of product.
- Price – consist of product price that able user to do comparison with other product.
- Distribution – consist information regarding how and where to get the product.

2) Influence
- Quality product – able user to know the quality of product to make differences between other products.
- Promotion – show the promotion of product that can persuade user to buy that product.
- Free gift and rewards – as a concerns for user which able to do additional purchase.
- Trials and free sample – provide consumers trial and free sample in order to attract attention from them.

3) Emotion
- Happiness – represent the emotion towards user when having the product.

TABLE I: COMPARATIVE ANALYSIS OF GENERIC IMPULSE PURCHASE ELEMENTS IN DIFFERENT ADVERTISING MEDIUM

AUTHOR								
[21]	[22]	[23]	[33]	[29]	[35]	[25]	[26]	**ELEMENTS**
Product Information	Describe Product	Content			Content	Product Distribution		**Information**
Price	Features						Price	
Product Quality				Argument		Promotion	Premium Offer Free Gift	**Influence**
	Promotion			Product Quality		Sales	Promotion	
Empathy		Liking	Audience emotion	Loyalty	Emotional	Trust	Fun	**Emotion**
Self-expression	Positive			Hope	Self-expression	Self-expression	Enjoyment	
Playfulness				Aspiration			Satisfaction	
							Brand equity	**Attention**
		Credible Spokesperson	Credible Spokesperson					
							Taglines	
		Authority		Expertise	Stories Problem & solution		Celebrities endorsement	**Acceptance**
	Data	Social proof		Data evidence				
	Headline	Consistency		Consistency				**Message**
	Powerful text							
	Text				Color			**Still Media**
	Pictures				Shapes			
					Text			
					Texture			
		Visual Element			Audio			**Motion Media**
					Sound			
					Video			
					Animation			
					Navigation			**Interactivity**

AUTHOR								
[24]	[27]	[31]	[30]	[32]	[34]	[28]	[36]	**ELEMENTS**
Product information	Product Distribution						Product Distribution	**Information**
Exploring product								
	Promotion	Praise	Promotion					**Influence**
	Sales	Reward	Premium Offer Free Gift					
	Trust	Trust		Humour				**Emotion**
	Favourables	Liking		Fun				
				Happiness				
		Brand Recognition					Brand	**Attention**
		Credible Spokesperson					Logo	
							Slogan	
		Authority	Celebrities endorsement	Story Problem & solution				**Acceptance**
		Expertise						
Interface			Persuasive appeals		Simplicity	Clarity		**Message**
Powerful text			Powerful text			Headline		
				Text	Color			**Still Media**
Typography				Still Images				
			Animation		Video	Graphic		**Motion Media**
			Visual Effect		Music			
Navigation						Link		**Interactivity**
Notification						Menu		
Remote control						Interaction		
Bookmark the product								
Interaction								

TABLE II: THE DETAILS OF IMPULSE PURCHASE ELEMENTS THAT WERE CLASSIFIED FROM COMPARATIVE ANALYSIS IN TABLE I

Strategy		
Information		
	Show product characteristics	[20]-[24]
	Price description	[21], [25]-[28]
	Include product distribution	[25], [27], [28]
Influence		
	Show product quality	[21], [22], [28], [29]
	Sales promotion	[22], [25]-[27], [30]
	Free gift and rewards	[26], [30], [31]
Emotion		
	Happiness	[25]-[27], [32]
	Trust	[25], [27], [31]
	Self-expression	[20], [21], [25], [29]
General tactics		
Attention		
	Brand name identifiers	[26], [28], [31]
	Slogan and taglines	[26], [28]
	Credible spokesperson	[23], [31], [33]
Acceptance		
	Demonstrate product problem & solution	[20], [32]
	Data evidence & testimonial	[22], [23], [29]
	Endorsements by celebrities, experts or customers	[23], [26], [29]-[30]
Message		
	Powerful text	[22], [24], [30]
	Simplicity & clarity	[20], [34]
	Consistency	[23], [29]
Media specific tactics		
Still media		
	Headline	[22], [34]
	Pictures	[20], [22], [35]
	Text	[20], [22], [35], [24]
Motion Media		
	Scenes (video)	[20], [35]
	Audio (voice, music & sound)	[20], [35]
	Animation (effect, transition)	[30], [35]
	Graphics	[23], [34], [35]
Interactivity		
	Navigation	[35], [24], [34]
	Interaction	[24], [34]
	Remote control	[24]
	Hand gesture	Additional elements
	Touch screen	Additional elements
	Voice recognition	Additional elements
	Face recognition	Additional elements

- Trust – represent any symbol that can attract user to believe on product.
- Self-expression – as a symbolic for user to show their self-expression when having the product.

B. General Tactics

1) Attention

- Brand name identifiers – a way to call attention such as logo that can convey information quickly.
- Slogan and taglines – representation of any interactive trademark in presenting the product value.

- Credible spokesperson – Use a trustworthy and credible spokesperson whose appearance is consistent with the objectives, product and target market

2) Message

- Powerful word – the word which bring meaningful information to user .
- Simplicity and clarity – The information is relevant, short and easy to read.
- Consistency – Make elements of advertising reinforce one another.

3) Acceptance

- Demonstration of product – demonstrate product benefits.
- Data evidence – provide quantitative evidence and offer verifiable evidence.
- Endorsement by celebrities, experts or customers - consider celebrity, expert and customer endorsements for gaining attention and make sure they are relevant to the product.
- Product comparison – provide comparative claim for product comparison.

C. Media Specific Tactics

1) Still media

- Informative color – consider a short memorable slogan (tagline) with the brand name and benefit.
- Clear picture – used clear picture to convey information quickly.
- Interesting text – contain relevant information about the product itself.

2) Motion media

- Scenes - makes the closing scene relevant to the key message.
- Voices – use an appropriate voice and avoid orally ambiguous words
- Animation – use an appropriate animation that is relevant to the product.
- Graphic – provide graphic that make sense especially on describe quality of product.
- Music and Sound – if music or sound effects are used, make them relevant to the product.
- Video – use an opening that directly emphasizes the product.
- Transition – if transition used make them relevant to the product.
- Effect – use attractive effect that suitable to the product.
- Audio – if audio used make them relevant to the product.

3) Interactivity

- 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.
- 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.

VI. OVERALL EXPLANATION ON THE MAIN ELEMENTS OF IMPULSE PURCHASE

In order to be more comprehensive, this study also provides the general explanations on the main elements of impulse purchase as depicted in Table III.

TABLE III: THE ELABORATION OF IMPULSE PURCHASE ELEMENTS FOR iTV ADVERTISING

Elements	Descriptions
STRATEGY	
Information	The information in advertisements should emphasize on product characteristics, price descriptions and include product distribution which is when and how to get the product in order for consumers to be impulsive.
Influence	Influence is important to motivate consumers to buy impulsively. It focuses more on examining the strategies that advertisers can employ to influence consumers to take action. Thus, the advertisement should emphasize on product quality which include the reason and proof why product is important and widely used. In addition, by providing special promotion, free gift or rewards in order to influence consumer to purchase impulsively.
Emotion	Emotion emphasizes on the process of convincing consumers to make a purchase. For example once people have become familiar with the brand, advertiser can shift the emphasis from information toward emotion. Thus, advertisement with emotional elements such as happiness, trust, and self-expression can effect consumers expectations toward the product.
GENERAL TACTICS	
Attention	Advertisement must first gain attention if it is to have any impact. In order to get attention from consumers, advertiser should emphasize brand identifiers in using logos to express meanings or emotions. In addition, advertisement should consider a short memorable slogan (tagline)
	with the brand name and benefit, as well involve credible spokesperson to support product.
Message	Message is important in getting consumers to be impulsive. It deals with the crafting the powerful text that can attract consumers to buy the product. In addition, the message should be consistent, simple and clarity in order to make consumers buy impulsively.
Acceptance	Principles for gaining acceptance should be considered for all advertising. Once the audience is in a receptive mode, the advertisement should seek acceptance of the message. All of acceptance elements such as demonstration of product problem and solution, show data evidence or testimonial, endorsement by celebrities, experts or consumers should be clear in order to be accepted by consumers.
MEDIA SPECIFIC TACTICS	
Still Media	Still media emphasize on messages that contain complex information. It allows the consumers to decide when to read an advertisement and at what pace. Still media consist of elements such as headline, pictures, and text which play an important role in order to make an advertisement more attractive and create a high perceived value for the product.
Motion Media	Motion media focus on how to create advertisement that emphasize on emotional rather than informative appeals. It much focuses on simple demonstrations reinforcing consumers beliefs rather than changing them. Motion media consists of video; scenes, audio; voice, music and sound, animation; effect, transition, and graphic that play an important role to present the creative advertisement that can generate high emotional appeal until able to persuade consumers to buy impulsively.
Interactivity	Interactivity emphasizes on the interaction style of the advertisement presentation. It shows how consumers can have interaction with the advertisement. For example, to know more about the product, consumers could pressing a button on the remote control, performing natural hand gesture, providing oral commands directly to TV, and by touching on areas on the TV screen.

VII. CONCLUSION AND FUTURE WORK

Overall, this study has achieved the objective to

conceptualize the impulse purchase elements for iTV advertising from comparative analysis and elaborate in details the sub elements and the main elements of the impulse purchase. Findings from this study indicate that all of the impulse purchase elements will bring benefit to the advertiser and advertising agencies as a guide for them to create creative advertisement that can attract consumer to purchase the advertised product impulsively. In addition, 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 will also help advertiser and advertising agencies to plan good marketing strategies and can develop interactive advertisement that can attract consumer.

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