

## ADVERTISING THEORIES IN IMPULSE PURCHASE ELEMENTS FOR ITV ADVERTISEMENT

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**ABSTRACT.** This paper reports an ongoing study related to the design of conceptual design model of interactive television (iTV) advertisement towards impulse purchase tendency. Despite many studies have been proposing factors of impulse purchase in many different advertising medium like website, mobile, traditional retail store, and traditional television; none of the impulse purchase model is dedicated towards impulse purchase tendency for iTV advertising. Therefore, one of the objectives of this study is to identify impulse purchase elements that are suitable for iTV advertising. In particular, this paper describes the connection between the identified impulse purchase elements of iTV advertisement with the advertising theories through content and comparative analysis. The finding shows that the elements of impulse purchase for iTV advertising can be classified into nine; information, influence, emotion, attention, message, acceptance, still media, motion media, and interactivity. In which all of the aforementioned elements are substantiated by advertising theories as further discussed in this paper.

**Keywords:** interactive television advertising, advertising theories, impulse purchase

### 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.

Evidently, consumers have been discovered to purchase products and services that they view on the television (Deloitte, 2011). This reflects the level of interactivities applied and strategies imposed. There are different types of interactive advertising strategies to attract consumers' attention. According to NDS Business Consulting (2000), interactive advertising can be categorized into response, jump, tag, incentive, targeted, viewers' response, and impulse purchase. The retailing availability of the Internet has brought about increased impulse purchase (Madhavaram & Laverie, 2004). Subsequently, impulse purchase accounts for a large volume of products being sold every year (Hausman, 2000). Impulse purchase means, purchase happened without planning and it happened when a consumer experiences positive

effects when exposed to stimulus such as the product quality, promotion, brand identifier, and product display (Park & Lenon, 2006). Apparently, by understanding the consumer behaviour regarding impulse purchase will easily influence them to make purchases.

In addition, rapid developments in technology have also substantially changed the landscape of consumer behaviour. The era of digital television have witnessed a rapid evolution of the technology which trigger the needs for a comprehensive study on interactive television (iTV) advertising in order to optimize the effectiveness of television advertising. Azizah *et al.* (2014) reports that nearing to nil research focuses on identifying the impulse purchase elements for iTV advertising. This is also supported by the surveys conducted in Azizah *et al.* (2013) and Siti Mahfuzah *et al.* (2013). Therefore, one of the objectives of this study is to focus on identifying the impulse purchase elements that are suitable for iTV advertising. In particular, this paper discusses the connection between the identified impulse purchase elements of iTV advertisement with the advertising theories through comparative and content analysis.

## METHODOLOGY

As mentioned previously, the finding reported in this paper is mainly obtained through comparative and content analysis. The aforementioned activities took part in three phases. Firstly, a comparative analysis of existing studies was conducted to elicit the generic elements of impulse purchase for iTV advertising. A total of 16 literatures which covers the spectrum of different advertising medium, e.g. website advertising, traditional television advertising, and interactive advertising, was compared and studied in details. Next, six advertising theories; Elaboration Likelihood Model, Persuasion Knowledge Model, Hierarchy of Effects Model, Means End Theory, Verbal and Visual Imaging and Conditioning Theory model, were reviewed and mapped to the identified impulse purchase elements. Finally, after identifying the generic elements of impulse purchase for iTV advertising and reviewing the advertising theories, the last phase involve the integration of the advertising theories with the impulse purchase elements.

### Identifying Impulse Purchase Elements for iTV Advertisement

Prominent work by Armstrong (2010) has outlined three major impulse purchase components; **strategy**, **general tactics**, and **media specific tactics**. These components are presented in an order that reflects a natural progression in the design process. These components are used as basis to classify the impulse purchase elements which were gathered from a comparative analysis of eight advertising samples across three medium (i.e., website, TV, interactive TV). Elicitation work was then pursued to identify the common elements across the samples. Table 1 shows the elicited elements of impulse purchase for iTV advertising.

**Table 1. The elements of impulse purchase elements for iTV advertising**

Components-elements-sub elements		A1	A2	A3	A4	A5	A6	A7	A8	T
Strategy	Show product characteristics	√	√	√	√	√	√	√	√	8
	Information									
	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

General tactics	Attention	Self-expression	√	√	√			√	√	4
		Brand identifiers	√	√	√	√	√	√	√	8
		Slogans & taglines	√	√		√	√	√	√	7
		Credible spokesperson			√	√	√	√	√	6
	Message	Powerful text	√	√	√	√	√	√	√	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
		Pictures	√	√	√	√	√	√	√	8
		Text	√	√	√	√	√	√	√	8
	Motion Media	Scenes (video)			√	√	√	√	√	6
		Audio (voices, music and sound)			√	√	√	√	√	6
		Animation (effect)	√	√		√	√	√	√	7
		Graphic	√	√			√	√	√	6
	Interactivity	Navigation	√	√	√	√	√	√	√	7
		Interaction	√	√		√	√	√	√	6
		Remote control			√	√	√			3
		Hand gesture						√	√	3
		Voice recognition						√	√	3
		Touch screen	√					√	√	4
		Face recognition						√		1

*Note.*

**A1** = Advertising 1

**T = Total** is referring to number of occurrence of each component

√ indicates the component is used in the advertising

From the above table, highlighted rows are discarded based on least number of occurrence across samples. Additionally, the last element which is interactivity was added to Armstrong (2010) original list since the interactivity element is crucial to cater for both interaction and navigation styles in iTV medium.

### Reviewing Relevant Advertising Theories

This study resort to analysing the following theories, which later being mapped to the identified impulse purchase elements for the iTV advertisement; (i) Elaboration Likelihood Model, (ii) Persuasion Knowledge Model, (iii) Hierarchy of Effects Model, (iv) Means End Theory, (v) Verbal and Visual Imaging and (vi) Conditioning Theory. All of these theories have been the most influential theories in advertising, marketing, and consumer behaviour to date.

*Elaboration Likelihood Model (ELM).* According to Petty, Cacioppo, & Schumann, (2013) ELM is a model of persuasion that proposes two distinct routes to persuasion; the central route and the peripheral route, which refer to attitude changes that occur through different levels of evaluative processing. Central route, such as attitudes is formed through an extensive and full effort process that scrutinizes a message for the quality of its arguments. In contrast, the peripheral route refers to the attitude formation that is based on non-argument cues, such as mood and source attractiveness. The model posits that when people have both the motivation and the ability to process the information presented in a persuasive communication, it means that when the likelihood of message elaboration is high, then people will take the central route. In contrast, when the likelihood of message elaboration is low, they have lack of motivation or the ability to process the information, and people tend to take the peripheral route to persuasion.

In addition, the strength of this theory is that the route taken has a number of important implications. It determines the elements of a persuasive communication that is the most effective; either central cues (message quality) or peripheral cues (mood, expertise, and source attractiveness). This theory also explains how the classic inputs into persuasion (source, message, recipient, and context) could have different impacts, depending on the particular route to persuasion (Petty & Krosnick, 1995). In addition, this theory has been widely used to understand how persuasive advertising works (Petty et al., 2013; Liu et al., 2012; Haugtvedt & Kasmer, 2008; Petty & Wegener, 1998; Kelman & Hovland, Sternthal, Dholakia, & Leavitt, 1978; Zanna, Kiesler, & Pilkonis, 1970).

*Persuasion Knowledge Model (PKM).* This model explains how the knowledge of marketers' persuasion tactics affects consumers' responses to such tactics (Bolatito, 2012; Friestad & Wright, 1994). It decomposes the persuasion process into two primary elements; the target and the agent. The target refers to the intended recipient of the persuasion attempt (the consumer), whereas the agent represents whoever the target identifies as the creator of the persuasion attempt (the marketer). The persuasion attempt encompasses not only the message of the agent, which itself is influenced by the agent's knowledge of the topic, target, the effectiveness and the applicability of different persuasion tactics, but it is also influenced by the target's perception of the agent's persuasion strategy (Liu et al., 2012; Campbell & Kirmani, 2008).

In short, PKM emphasizes on how consumers develop and use the knowledge of persuasion to cope with the marketers' claims. The model focuses more on the interaction between the marketers (agent) and the consumers (target). The model sets up a symmetrical relationship between the agents (marketers) and the targets (consumers). With respect to a persuasion episode (e.g. an advertising for a service), each party is depicted as having knowledge of the other party, knowledge of the topic (e.g. the service), and knowledge of persuasion. With these different forms of knowledge in place, the persuasion episode occurs in the interaction between the agent's persuasion attempt and the target's persuasion coping behaviour (Bolatito, 2012; Liu et al., 2012).

*Hierarchy of Effect Model (HEM).* According to Egan, (2007), the hierarchy model is an appropriate framework for any of these forms of communication and advertising (Sinh, 2004; Barry 2002; Belch & Belch 2009). They are useful to promotional planners from several perspectives. They describe the series of steps potential purchasers must take to move them from unawareness of a product or service to readiness to purchase it (Belch & Belch, 2009). Then, the potential buyers may be at different stages in the hierarchy and make the advertisers face different sets of communication problems.

The theory incorporates elements of awareness, comprehension, conviction, and purchase as stages of the influence of advertising message on consumers' behaviour Colley (1961). Awareness is the stage where advertising can raise audiences' awareness on advertising message. Comprehension is the stage where the consumers understands the core message of advertising, and then, conviction is the stage where the audience believes the genuineness of the message that is delivered through advertising, and purchase is where the consumers follow up their belief in the advertising message through the act of purchase. In conclusion, based on hierarchy of effect model, it can be concluded that all the models focus on the different steps that consumers must pass in the process towards buying a product when exposed to advertising. They must pass a linear process with each step completed before moving to the next one.

*Means End Theory (MET).* According to Zeithaml, (1988), MET provides a framework that allows marketers to use a feedback loop to conduct consumers research and build a brand

strategy simultaneously. In the process, viable alternative marketing positions can be created and tested. This theory states that consumers have abstract ideals that guide their purchasing decisions. Values such as happiness and success are end-states. Products and their attributes that can help the consumer achieve an end-state are valued as instruments, or means to achieve the desired end-state. Consumers also identify with attributes of the products that help them achieve end-states on several levels. The ways that the consumers identifies with these attributes set the product apart from all others in the same function category in the consumer's mind.

The MET states that an advertisement must contain a message or means that leads the consumers to a desired end state. The five elements stated in the model are Products Attributes, Consumer Benefits Leverage Points, Personal Values and Executional Framework. The model is useful in the development of a product strategy because it shows key elements that motivate consumers and what the connections are between the motivators and the more tangible product attributes.

*Verbal and Visual Imaging.* According to Scott (1994), the verbal means the greater emphasis is given on words in some of the advertisements in order to evoke the response from the target market. Meanwhile, the visual imagery is considered to be more effective than the verbal message. Visual imagery is stored both as pictures and words in brain and this dual processing increases recall level. Also the visual imagery is considered to be a universal language for the advertisers as an image will depict the same thing for audience belonging to different geographical and cultural settings. However, the meaning of a word maybe different for different people. In this respect, the visual imagery is very effective.

*Conditioning Theory.* This theory is also called stimulus response theory that plays a huge part in the concept of persuasion. Some stimulus trigger the consumers' need or want, and this in turn create the drive to response (Saari, Ravaja, Laarni, Turpeinen, & Kallinen, 2004). In other word, it is more about leading someone into taking certain actions of their own, rather than giving direct commands. For example in advertising, this is often done by creating commercials that make people laugh, using a sexual undertone, inserting uplifting images and/or music and others, and then ending the commercial with a brand/product logo. For that reason, conditioning theory is more applicable to the simple, basic purchase consumers make every day, and the reinforcement advertising plays its most important role along with superior product performance and good service. Persuasion occurs when the change in belief, attitude, or behavioural intention is caused by promotional communication such as advertising and personal selling. Hence, it is important for the advertiser to establish a connection to the consumers to bring back certain emotions when you see their logo in your local store. The hope is that by repeating the message several times, it will cause the consumers to be more likely to purchase the product because he/she already connects it with a good emotion and a positive experience (Saari et al., 2004).

## FINDINGS

As a result of the comparative analysis made to eight advertising samples, nine elements of impulse purchase for iTV advertisement were elicited. Also, six advertising theories were reviewed based on their relevancy and influences. These six theories were also used to further support the validness of the identified impulse purchase elements for iTV advertisement. Table 2 describes in detail the mapping of the identified impulse purchase elements and the advertising theories.

**Table 2. Mapping of impulse purchase elements for iTV advertising with relevant advertising theories**

No	Impulse Purchase Elements	Advertising Theory	Description
1.	Information	Hierarchy of Effects Model	Before a consumer develops a liking or dislike towards a product or service, consumers must have sufficient knowledge of the product or service. It is to make consumers aware and understand the core message of advertising.
		Means End Theory	Cognitive strategies emphasize on the presentation of rational arguments or pieces of information to consumers. When a cognitive message strategy is used, the advertisement's key message is about the product's attributes or the benefits. Consumers can obtain these benefits by using the product.
2	Emotion	Hierarchy of Effects Model	Once the knowledge is obtained, the advertiser can try to influence the buyer by develop a liking a particular brand or product.
		Means End Theory	Affective component containing the feelings or emotions of a person about an object, idea or topic. Emotional advertising attempts to elicit powerful motions which eventually lead to product recall and choice, including trust, self expression, happiness, glamour, luxury, pleasure, romance, and passion.
		Conditioning theory	It is important for the advertiser to establish a connection to the consumers to bring back certain emotions when they see the advertisement.
3	Influence	Hierarchy of Effects Model	Once the knowledge is obtained and a liking is developed, the advertiser can try to influence the buyer to favour a particular brand or product. Consumers can easily be influenced when it involves on promotion and sales that will attract them directly to buy the product.
		Means End Theory	Conative message strategies are designed to lead more directly to some type of consumer response. They can be used to support other promotional efforts, such as free gift, coupon redemption and offers such as buy-one-get-one-free.
4	Attention	Persuasion Knowledge Model	It explains how knowledge of marketers' persuasion tactics affects consumers' response to such tactics. So, tactics such brand name identifier, slogan and tagline play important role to attract consumer response.
		Means End Theory	The marketing team selects sources or spokespersons based on the individual's attractiveness, likeability, trustworthiness, expertise, or credibility. The more of these characteristics that are present, the better off the advertiser will be.
5	Message	Means End Theory	Choosing the right message strategy is a key ingredient in creating a successful advertising program. To be effective, the message strategy must be carefully matched with the leverage point and executional framework that have been selected as well as with the media that will be utilized.
		Hierarchy of Effects Model	Awareness is the stage where advertising can raise audience awareness on advertising message.
6	Acceptance	Persuasion Knowledge Model	The persuasion attempt encompasses not only the message of the agent, which itself is influenced by the agent's knowledge of the topic, target, the effectiveness and the applicability of different persuasion tactics, but it is also influenced by the target's perception of the agent's persuasion strategy.
		Means End Theory	The marketing team selects celebrities or expertise based on their attractiveness, likeability, trustworthiness, expertise, or credibility. The more of these characteristics that are present, the better off the advertiser will be.
7	Still Media	Elaboration Likelihood Model	In contrast, when the likelihood of message elaboration is low, they have lack of motivation or ability to process the information, and people tend to take the peripheral route to persuasion.
		Verbal and Visual Imaging	The greater emphasis is given on words in some of the advertisements in order to evoke the response from the target market.
8	Motion Media	Elaboration Likelihood Model	In contrast, when the likelihood of message elaboration is low, they have lack of motivation or ability to process the information, and people tend to take the peripheral route to persuasion.
		Verbal and Visual Imaging	The visual imagery is considered to be more effective than the verbal message. Visual imagery is stored both as pictures and words in brain and this dual processing increases recall level.



9	Interactivity	Conditioning Theory	It is more about leading someone into taking certain actions of their own, rather than giving direct commands.
		Persuasion Knowledge Model	With these different forms of knowledge in place, the persuasion episode occurs in the interaction between the agent's persuasion attempt and the target's persuasion coping behavior

## CONCLUSION

Overall, this study has achieved the objective to identify impulse purchase elements for iTV advertisement and consolidated the impulse purchase elements with advertising theories. It was significance for this study to consider advertising theories as the guidance in determining the impulse purchase elements for iTV advertising. Findings for this study indicate that all of the principles of advertising theories are applicable to be mapped to impulse purchase elements for iTV advertising. 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 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.

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