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Research paper

Awareness Among Potential Advertising Designer Regarding ITV Advertising

Azizah Che Omar*

School of Multimedia Technology and Communication, Universiti Utara Malaysia
**Corresponding author E-mail: co.azizah@uum.edu.my*

Abstract

Conceptual Design Model of Interactive Television Advertising Towards Influencing Impulse Purchase Tendency (iTVAdIP) is proposed to provide guideline for advertising designers to develop iTV advertisements which embed elements that are perceived could influence impulse purchase tendency. Previous literature studied on the factors of impulse purchase in different advertising mediums like website, mobile, traditional retail store and traditional television. However, none of the impulse purchase model is dedicated towards influencing impulse purchase tendency for interactive TV advertising. Therefore, this study focuses on the awareness among potential advertising designer regarding iTV advertising. A series of interviews were conducted involving 58 potential advertising designers. The results from interview are presented in this paper, indicating that majority of the respondents indicate that, there is a difference between advertising with interaction and without interaction elements where the advertising with interactive interaction elements could perceived influence more consumers in their purchasing tendency compared to advertising without interaction elements.

Keywords: *advertising, interactive television, impulse purchase, influencing.*

1. Introduction

Television advertising is an important medium for marketers around the world and it brings new opportunities for the advertisers to reach more consumers [1,2,3]. 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 [4], 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 [5]. According to Nielsen [3] 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.

In addition, based on the preliminary investigation which was published [6,7], there was a clear need of iTV advertising design model. Also, previous studies [8,9,10,11,12] related to comparative studies indicate that there is lack of impulse purchase elements being focus on iTV advertising. Therefore, the main objective of this study is to give awareness among potential advertising designer regarding iTV advertising towards influencing impulse purchase tendency.

2. Methodology

As shown in Figure 1, this study implemented two phases. Firstly, this study identified 58 potential advertising designers students in Universiti Utara Malaysia who have potential to be advertising designers in future. Then, 58 potential advertising designers were interviewed in order to know their awareness regarding iTV advertising. Exploring and understanding the potential advertising designer's awareness requires familiarization, interaction, and observation of the particular setting [13]. Before the interview, the interview questions were developed as depicted in Figure 2.

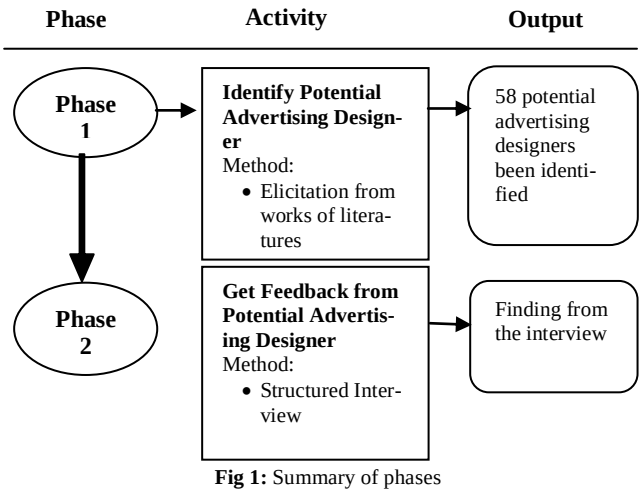


Fig 1: Summary of phases

3. Finding

Interviews were conducted to strengthen the needs of this study. The analysis of the interview is as described below:

3.1. Interview Session

The main objectives of this interview are (i) to obtain the feedback from potential advertising designers regarding the difference be-

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tween advertising with interaction elements and without interaction elements, and (ii) to gather the potential advertising designers opinion regarding whether the advertising with interaction elements that are perceived could influence more consumers compared to advertising with no interaction elements. A series of interviews were conducted involving 58 potential advertising designers. Before the interview, the interview questions were developed, following the phases as depicted in Figure 2.

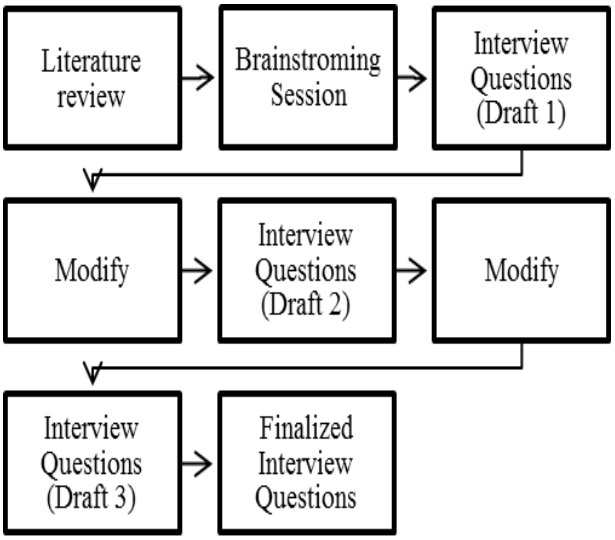


Fig 2: Design of the interview questions

In conjunction, the finalized semi-structured interview questions which consist of 6 questions are listed in Table 1.

Table 1: List of Interview Questions

No.	Items
Q1	In your opinion, is there any difference between advertising with interaction elements and without interaction elements?
Q2	In your opinion, do you agree that interaction elements could attract more consumers to purchase the advertised product impulsively?
Q3	In your opinion, do you agree that advertising with interaction elements that are perceived could influence more consumers compared to advertising with no interaction elements?
Q4	To your knowledge, do you agree that the interaction elements have the ability to increase impulse purchase tendency towards advertised product?
Q5	To your knowledge, do you agree that the interaction elements have the ability to increase interactivity of advertising design?
Q6	In your opinion, do you agree that the model can guide advertising designers to create iTV advertising which embed elements that are perceived could influence impulse purchase tendency?

The questions were addressed to investigate the following conditions: (1) whether there is any difference between advertising with interaction elements and without interaction elements, (2) whether the interaction elements could attract more consumers to purchase the advertised product impulsively, (3) whether the advertising with interaction elements that are perceived could influence more consumers compared to advertising with no interaction elements; (4) whether the interaction elements has the ability to increase impulse purchase tendency towards advertised product, (5) whether the interaction elements has the ability to increase interactivity of advertising design, and (6) whether that the model can guide advertising designers to create iTV advertising which embed elements that are perceived could influence impulse purchase tendency. In the end, the interviews managed to gather results as listed in Table 2.

Table 2: Potential advertising designers' opinion regarding interaction elements could attract more consumers to purchase the advertised product impulsively

Q	R1	R2	R3	R4	R5	R6	R7	R8	R9	R10	R11	R12	R13	R14	R15
1	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
2	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
3	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
4	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
5	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
6	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√

Q	R16	R17	R18	R19	R20	R21	R22	R23	R24	R25	R26
1	√	√	√	√	√	√	√	√	√	√	√
2	√	√	√	√	√	√	√	√	√	√	√
3	√	√	√	√	√	√	√	√	√	√	√
4	√	√	√	√	√	√	√	√	√	√	√
5	√	√	√	√	√	√	√	√	√	√	√
6	√	√	√	√	√	√	√	√	√	√	√

Q	R27	R28	R29	R30	R31	R32	R33	R34	R35	R36	R37
1	√	√	√	√	√	√	√	√	√	√	√
2	√	√	√	√	√	√	√	√	√	√	√
3	√	√	√	√	√	√	√	√	√	√	√
4	√	√	√	√	√	√	√	√	√	√	√
5	√	√	√	√	√	√	√	√	√	√	√
6	√	√	√	√	√	√	√	√	√	√	√

Q	R38	R39	R40	R41	R42	R43	R44	R45	R46	R47	R48
1	√	√	√	√	√	√	√	√	√	√	√
2	√	√	√	√	√	√	√	√	√	√	√
3	√	√	√	√	√	√	√	√	√	√	√
4	√	√	√	√	√	√	√	√	√	√	√
5	√	√	√	√	√	√	√	√	√	√	√
6	√	√	√	√	√	√	√	√	√	√	√

Q	R49	R50	R51	R52	R53	R54	R55	R56	R57	R58
1	√	√	√	√	√	√	√	√	√	√
2	√	√	√	√	√	√	√	√	√	√
3	√	√	√	√	√	√	√	√	√	√
4	√	√	√	√	√	√	√	√	√	√
5	√	√	√	√	√	√	√	√	√	√
6	√	√	√	√	√	√	√	√	√	√

Note.

Description of symbols	
√	Yes
X	No
Q	Question number
R	Respondent number

Referring to Table 2, most of the respondents agreed that the advertising with interaction elements that are perceived could influence and attract more consumers compared to the advertising with no interaction elements (Q1)(Q2)(Q3). However, it can also be noticed that all of the respondents found that the interaction elements has the ability to increase the interactivity of advertising design and could increase the impulse purchase tendency towards advertised product (Q4)(Q5).

In addition, all of the respondents agreed that the model can guide advertising designers to create iTV advertisements which embed elements that are perceived could influence impulse purchase tendency. In addition, Table 3 shows the feedback from the interviews.

Table 1: Feedback from the respondent

Theme	Feedback From The Respondents
Attract	1) The consumer is more interested with interactive advertising compared to non-interactive advertising because consumers not only can see the advertisement but at the same time they can interact with the advertisements.

	2) Each impulse purchase element in the model could attract consumer to purchase the product. eg. element of price, music, promotion and also interaction elemens. 3) The interactive elements could attract more consumers because it give basically confident to try the product which is suitable or not for them. 4) The interactive advertising is not only attractive but we can save our time and energy. We can just stay in the house and buy any product that we like through television. No need to waste our time to go to the shopping complex.
Influence	1) The interactive advertising is able to persuade consumers to purchase the product because it contains persuasion value. 2) We as consumers are really satisfied with the interactive advertising because it could influence us to buy the product easily. 3) Interactive advertising bring a lot of convenient to consumers to buy anything unlimited anytime. 4) The interactive advertising has the ability to persuade consumer to purchase the product impulsively. 5) The interaction elements make consumers feel enjoy, satisfied, happy, amused, impressed, fascinated and also excited. 6) The interactive advertising gives consumers more confident compared to non-interactive advertising because it look rea, creativel and intangible.
Increase Impulse Purchase Tendency	1) Consumers believe that the interactive advertising could give clearer information about the product and is easy to interact. 2) The interactive interaction could increase impulse purchase tendency among consumers because it looks more futuristic and realistic compared to non interactive interaction. 3) The advantage of interactive advertising is consumers can try the product visually without need to go to shopping complex. 4) The interactive advertising is very good because we could try all the clothes including the expensive one and we could look around the clothes that suit our body. 5) Interaction elements can give new experience to consumers to buy the products in different way, systematic and productive and it automatically will increase impulse purchase tendency
Increase Interactivity	1) The interactive advertising is user friendly, simple, interesting, useful, and attractive. 2) Consumers will be more confident with the quality of products by experience it themself. 3) Interactive advertising has the ability to keep the viewers attracted and engaging with the advertisement. 4) The interactive advertising is easy to interact and purchase. 5) I believe that the interactive advertising will become more popular soon with the produced interactive interaction elements. 6) It gives new experience to consumers to try the product in a new way.
Can Guide Advertising Designers	1) I believe that interaction elements will guide advertising designers and advertising agencies to create interactive TV advertisements which embed elements that are perceived could influence impulse purchase tendency. 2) The interactive elements bring a lot of opportunity to advertising designers to polish their skills in order to produce something fresh. 3) It is a useful guideline for advertising designers to develop iTV advertising that can make consumers life more valuable. 4) It benefits the advertising designers to have such a good tool for guiding them to develop interactive advertising that consists of impulse purchase elements.

From the comments as depicted in Table 3, it can be concluded that the majority of the respondents believe that the interactive interaction elements for iTV advertising; 1) can attract more consumers to purchase the advertised product impulsively 2) able to persuade consumers to purchase the product easily 3) it could influence consumers to buy the product using the provided interactive interaction elements 4) it has the ability to persuade consumers to purchase the product impulsively 5) the information and interaction provided by the iTV advertising show persuasion elements.

4. Conclusion

This paper aims to provide awareness among potential advertising designer regarding iTV advertising. In this study, a structured interview was conducted. It involved 58 potential advertising designers. The main objectives of this interview are (i) to obtain the feedback from potential advertising designers regarding the difference between advertising with interaction elements and without interaction elements, and (ii) to gather the potential advertising designer's opinion regarding the advertisements with interaction elements that are perceived could influence more consumers or not compared to advertising with no interaction elements. The finding show that most of the feedbacks by the respondents indicate that, there is a difference between advertising with interaction and without interaction elements where the advertising with interactive interaction elements could perceived influence more consumers in their purchasing tendency compared to advertising without interaction elements.

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