Abstract

Numerous studies have been carried out to find out the factor of impulse purchase components in different environment such as on website, mobile, traditional retail store and traditional television. However, those studies are not dedicated to design models to increase impulse purchase on iTV advertising. Therefore, an analysis involving five existing models of website advertising environment, three models on traditional television advertising and four models from iTV advertising were carried out. It is revealed that the conceptual design models of iTV advertising that specifically focus on impulse purchase is highly scarce, suggesting a gap that ought to be looked into.
Impulse Purchase in iTV Advertising: A Conceptual Model of Gap Analysis

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Index Terms

Computer Science

Information Sciences
Keywords
   t-commerce   interactive TV advertising   impulse purchase.