CHAPTER 2: SURVEY OF THE LITERATURE
Survey of Literature is an important part of any research. A lot of sources were consulted and insights gleaned from there. Some of the examples of Literature review are given.

**William, D. C.; Paul, J.; Ogilvie, J. C. (1957)** in their paper *Mass media, Learning, and Retention* elucidate “the result of presentation of an abstract lecture, "Thinking through Language," simultaneously to a TV studio audience, on TV, on radio and in print to 4 groups of college students matched for grade averages. In the study, each group took a 30-minute, multiple-choice examination immediately after the lecture and again 8 months later. TV, radio, and reading ranked in that order of effectiveness and the order was unchanged 8 months later. Those in the studio did no better than the reading group”.

**Grass, Robert C.; Wallace, Wallace H. (1974)** in their paper *Advertising Communications: Print vs. TV* “exposed 84 subjects to 6 TV commercials and another 84 subjects to 6 print ad equivalents under "normal" conditions. TV delivered 81% of the message while print advertising delivered only 56%. TV also was more effective in "teaching" the message regardless of use/purchase probability, and the difference in favour of TV was most evident at very low use/purchase probabilities. It was suggested in the paper that such media differences in communication effectiveness must be balanced against differences in exposure costs”.

Chaiken, Shelly; Eagly, Alice H. (1976) in their paper “Communication Modality as a Determinant of Message Persuasiveness and Message Comprehensibility” exposed 299 undergraduates to either an easy or difficult-to-understand persuasive message presented via the written, audiotaped, or videotaped modality. With difficult messages, both persuasion and comprehension of persuasive material were found to be greater when the message was written, compared to videotaped or audiotaped. With easy messages, persuasion was greatest for a videotaped message, moderate when audiotaped, and least when written, but comprehension was equivalent regardless of modality. The persuasion and comprehension findings, as well as results on other variables, were discussed in the paper within a framework that considered the effect of communication modality on the capacity for effective reception of information and on the tendency to yield to information. The communicator's nonverbal expressions of confidence, manipulated within audiotaped and videotaped conditions, did not affect opinions according to the paper’s findings”.

Weinstein, Sidney; Appel, Valentine; Weinstein, Curt (1980) in their paper “Brain-Activity Responses To Magazine And Television Advertising” hypothesized that (a) magazine advertising would produce more brain-wave activity than would TV advertising; (b) relative to TV, magazine advertising would generate disproportionately more brain-wave activity in the left hemisphere than in the right; and (c) advertising that generated more brain-wave activity would also generate higher levels of brand recall. Eight double-page print ads and eight 30-sec 4-color TV commercials (embedded in other material) were presented to 30 paid, right-handed women (median age 33 yrs), who were equipped with scalp electrodes for EEG recording during testing. A trained observer (a confederate) was fitted with electrodes that were not attached to the EEG. Recordings were
made, separately for the right and left hemispheres, of the percentage of time subject's brain was emitting beta waves of 13–38 cps. Analyses of the data confirmed the 1st and 2nd hypotheses and partially confirmed the 3rd. Since increased beta activity is indicative of increased attention, findings show that the magazine ads were more closely attended to than were the TV ads. There was a significant increase in left-brain activity when subject began viewing magazine ads”.

**Gary Klein (1981)** in the paper “*Relative Advertising Channel Effectiveness: A Test of Learning vs. Involvement Orientations*” described an experiment which attempted to measure the relative communication effectiveness of three advertising channels—print, radio, and television. Recall measures were taken both immediately after exposure and two weeks later. Results indicated that print and radio produced significantly greater recall by subjects than did television during both stages of the experiment; however, the differences among the media were considerably less after two weeks. It was suggested that involvement theory, rather than traditional learning theory, was a reasonable explanation for subjects' behavior. Applications of an involvement orientation to advertising strategy were suggested in the paper”.

**Japhet H. Nkonge** and **C. Scott Greene (1982)** in their paper “*The Impact of Communication Medium and Message Format on the Effectiveness of Corrective Messages*” used experimental findings to indicate that the impact of corrective messages varies significantly when the messages are printed rather than televised”.

**Jacob Jacoby, Wayne D. Hoyer** and **Mary R. Zimmer (1983)** in their paper “*To Read, View, or Listen? A Cross-Media Comparison of Comprehension*” made an
examination using several of the communications employed in another large-scale investigation into the miscomprehension of televised communication. In their paper, they compared miscomprehension rates for TV with those for print and audio-only formats. The findings revealed that print was better comprehended than either TV or audio presentations of the same material. This held true for both advertising and news-oriented communication”.

Paul J. Strand, David M. Dozier, C. Richard Hofstetter, John D. Ledingham (1983) in their paper “Campaign Messages, Media Usage and Types of Voters on a study of a California initiative, study the voter decision-making process in stages. The researchers discuss ways that messages and media can be split among various types of voters, based on the findings suggested by their research”.

George P. Moschis, Linda G. Mitchell (1986) in their paper “Television Advertising and Interpersonal Influences on Teenagers' Participation in Family Consumer Decisions presented the results of a study designed to test the effects of television advertising and interpersonal communications on the teenager's consumer behavior. Unlike previous studies, however, the effects of such communication processes on teens are evaluated in the context of household decision making. Specifically, the research examines the effects of television advertising, family and peer communications about consumption on the child's participation in household decision making”.

Laura M. Buchholz, Robert E. Smith (1991) in their paper “The Role of Consumer Involvement in Determining Cognitive Response to Broadcast Advertising investigate the role of involvement in determining consumer response to radio and TV commercials. After reviewing relevant literature, a summary
model that focuses on the amount and type of cognitive elaboration and subsequent effects on consumer recognition of the brand and message points is presented. Hypotheses are developed that predict interaction effects between the type of broadcast media and the level of consumer involvement in the commercial. A study is conducted where mode of presentation (radio versus television) and level of consumer involvement (low versus high) are experimentally manipulated. Analysis of variance of the data provides general support for the hypotheses”.

Mittal, Banwari (1994) in their paper “Public assessment of TV advertising: Faint praise and Harsh criticism examined consumer perceptions of TV advertising by surveying 202 members of a consumer panel maintained by a southern state university. Results confirm a negative picture of consumer attitudes toward TV advertising, with about half of the subjects expressing a dislike compared with only about one-fourth expressing a liking for advertising. Subjects credited only a small proportion of commercials with honesty and enjoyment and characterized much of the advertising as being misleading, boring, irritating, offensive, silly, and trivial. Subjects are described as having thought that advertising creates undesirable effects ranging from increased cost of goods to spreading materialism, promoting sex, and taking advantage of children”.

Ducoffe, R.H. (1996) in the article “Advertising Value and Advertising on the Web” presented results of an intercept survey which focused on the perceived value of advertising on the World Wide Web to consumers, an approach developed by the author for assessing advertising in the general media. Suggested reasons behind the indications that advertising in traditional media possess little value to consumers that come out in the survey are discussed.

Subhash Bhatnagar (1997) in his paper “Electronic Commerce in India: The Untapped Potential” discusses the potential of electronic commerce by reviewing the state of the Internet infrastructure, the skill base, and the potential application areas from which Indian organizations can benefit. It identifies the enabling factors as well as the bottlenecks and projects the future growth of electronic commerce in India.

Mary Ellen Gordon and Kathryn De Lima-Turner (1997) in their paper “Consumer attitudes towards Internet advertising: A social contract perspective” discussed that advertising on the Internet can be viewed as a social contract between advertisers and Internet users. The attributes comprising this contract are: access to advertisements, placement of advertisements, message, influence on fee, and information collection. The paper examines empirically the tradeoffs consumers make among the attributes in the social contract using an online survey analyzed through conjoint analysis. The findings indicate that consumer attitudes towards Internet advertising differ from many predictions about this new media.

Xavier Drèze, Fred Zufryden (1998) in their paper “Is Internet Advertising ready For Prime Time?” discussed that advertising on the World Wide Web is growing at a fast pace. However, the study found it difficult to compare advertising
effectiveness on the Internet relative to standard media, such as broadcast and print, because measures of advertising effectiveness on the Web are not standardized and incorporate significant measurement errors. In the study, issues relating to the accurate measurement of advertising Gross Rating Points (GRPs), Reach and Frequency on the Internet are investigated. Further, critical measurement issues that need to be resolved before Internet advertising can be considered as an integral part of a company’s media mix are suggested”.

Chang-Hoan Cho (1999) in his paper “How Advertising Works on the WWW: Modified Elaboration Likelihood Model develops a model called Modified Elaboration Likelihood Model to understand how people process advertising on the Internet. An empirical study verifies the new model by examining several variables influencing voluntary exposure or clicking of banner ads. These variables include (a) level of personal and product involvement, (b) the size of a banner ad, (c) relevancy between the content of a vehicle and the product category of a banner ad, (d) attitude toward the vehicle, and (e) overall attitude toward Web advertising. The findings document significant relationships between these variables and clicking of banner ads and support the hypothesized model”.

Shelly Rodgers, Esther Thorson (2000) in their paper “The Interactive Advertising Model: How Users Perceive and Process Online Ads provided an integrative processing model of Internet advertising, which incorporates the functional and structural schools of thought. The model begins with the functional perspective, which attempts to identify reasons for Internet use. Since most individuals enter cyberspace with some goal, or agenda, in mind, the authors argue that a model of online processing should begin with consideration of Internet functions. These functions, according to the authors, operate conjointly with the
user's mode--ranging from highly goal-directed to playful--to influence the types of ads web users will attend to and process. A number of mediating variables, such as skill level, are offered as reasons to switch motives. These variables are conceptualized as having either a deleterious effect, as in the case of low skill and high anxiety, or beneficial effect, as in the case of high skill and low anxiety, on ad processing. Last, the authors incorporate a structural perspective, which seeks to identify and classify Internet ads. The authors offer a broad scheme in which to classify most Internet ads, as well as a number of common features unique to these ads. The authors conclude by offering a number of hypotheses suggested by the model”.

Dahlén, Micael (2001) in the paper “Banner Advertisements through a New Lens examined the impact of brand familiarity and internet user experience on banner-ad effectiveness. The results from a large empirical study show that there are major differences between the performances of banner ads for familiar and unfamiliar brands. Advertisements for familiar brands tend to wear out quickly, whereas banner ads for unfamiliar brands need multiple exposures to wear in. Major differences are also found between novice and expert internet users regarding their susceptibility to web advertising. Novice users are more affected by banner ads than are expert users. Implications based on the findings are discussed”.

Shamdasani, Prem N.; Stanaland, Andrea J. S.; Tan, Juliana (2001) in their paper “Location, Location, Location: Insights for Advertising Placement on the Web addressed web advertising placement issues by examining two main variables: website reputation and the relevance between website content and banner ad product category. An experiment was conducted, with a sample of web surfers that manipulated product type, relevance between advertisement product
category and vehicle content, and vehicle reputation. Four dependent variables were examined: attitude toward the ad, attitude toward the brand, intention to click, and purchase intention. Online data collection using adapted websites yielded different results for high- versus low-involvement products. Advertising effectiveness for a high-involvement product appeared to be relevance-driven, with reputation enhancing outcomes only when the website's content is relevant to the advertised product category. In contrast, advertising effectiveness for a low-involvement product was found to be reputation-driven: when a site's reputation is well established, relevance exhibits no effect on outcomes. Results are consistent with Elaboration Likelihood Model predictions and the contention that variables can serve dual roles in the persuasion process, depending on the experimental context”.

Wenyu Dou, Randy Linn, Sixian Yang (2001) in their paper “How Smart Are "Smart Banners"? examined smart banners, or keyword-activated banners that are tied to internet user search keywords, and are popular with major search engines and their advertisers and understanding how they work best is a challenge facing the online advertising industry. This paper examines how specificity in the meaning of search keywords may affect the accuracy of banner matches. Through analysis of banner matches obtained from 12 major search engines, the authors found that as search keywords became more specific, search engines returned fewer exact banner matches and more general banner matches. Implications of these findings for search engines and their advertisers are discussed”.

Katherine C. Pramataris, Dimitris A. Papakyriakopoulos, George Lekakos & Nikolaos A. Mylonopoulos (2001) in their paper “Personalized Interactive TV Advertising: The iMEDIA Business Model discuss how
Interactive TV, also referred to as iTV, combines the appeal and mass audience of traditional TV with the interactive nature of the Web. As such, it offers viewers an active entertainment experience and industry players new business opportunities to learn better about and serve their audience and prospective customers. Interactivity, in particular, implies a two-way communication between the viewer and the medium, allowing for unprecedented personalization of programming and services. In this paper the authors deal with the topic of advertising over digital interactive TV and describe a specific approach to the delivery of personalized interactive advertisement content to viewers based on their individual profiles. The emphasis is placed on the transformation of industry business models that the new technological developments imply. The main implication of iTV advertising is a whole new set of information and information flows among industry players that are introduced to take advantage of interactivity and personalization. The authors suggest that a new value chain and new market intermediaries will be needed to harness the new information flows, proposing an integrated industry business model for a future technological platform”.

Ronald E. Goldsmith, Barbara A. Lafferty (2002) in their paper “Consumer Response to Web Sites and their influence on Advertising Effectiveness tested four hypotheses regarding the effects of viewing Web sites on Internet advertising. They surveyed a convenience sample of 329 undergraduate students, asking them to recall brand names seen on the Internet, to describe perceived advantages and disadvantages of online advertising, and to recall ads encountered in all media and whether they liked these or not. Visiting Web sites appeared to increase aided recall of brands seen on the Internet and to improve consumers’ views of the brand. Consumers who felt that Web sites improved their perceptions of brands saw more advantages in Web advertising, but they perceived more disadvantages as well.
Finally, the consumers appeared to like TV and magazine ads more than the ads they recalled seeing on the Internet. The findings presented a complex picture of Internet advertising that should be useful to online advertise”.

**Patrick De Pelsmacker, Maggie Geuens, Pascal Anckaert (2002)** in their article “Media Context and Advertising Effectiveness: The Role of Context Appreciation and Context/Ad Similarity” tested humorous, warm, and rational television and print advertisements in similar television and print contexts. The impact of ad style/context style congruency and context appreciation on the attitude toward the ad and recall was studied. Results show that low involvement persons perceived ads embedded in a congruent context as clearer and more likable. High involvement persons perceived ads embedded in a contrasting context as having a higher likeability and clarity. Ads shown in a highly appreciated television or print context resulted in a more positive attitude toward the ad. As opposed to a print environment, in a television context, ad content and brand recall were positively influenced by a positively appreciated context”.

**Xavier Drèze, François-Xavier Hussherr (2003)** in his paper “Internet advertising: Is anybody watching?” discussed how click-through rates were still the de facto measure of Internet advertising effectiveness. But unfortunately, click-through rates have been declining. This decline prompts two critical questions according to the authors: (1) Why do banner ads seem to be ineffective and (2) what can advertisers do to improve their effectiveness? To address these questions, the authors utilized an eye-tracking device to investigate online surfers’ attention to online advertising. Then they conducted a large-scale survey of Internet users’ recall, recognition, and awareness of banner advertising. Their research suggests that the reason why click-through rates are low is that surfers actually avoid
looking at banner ads during their online activities. This implies that the larger part of a surfer's processing of banners will probably be done at the pre-attentive level. If such is the case, click-through rate is an ineffective measure of banner ad performance. This research also shows that banner ads do have an impact on traditional memory-based measure of effectiveness. Thus, the authors claim that advertisers should rely more on traditional brand equity measures such as brand awareness and advertising recall. Using such measures, they show that repetition affects unaided advertising recall, brand recognition, and brand awareness and that a banner's message influences both aided advertising recall and brand recognition”.

**Wen Gong, Lynda M. Maddox (2003)** in their study “*Measuring Web Advertising Effectiveness in China*” explored Chinese consumers' perceptions and responses to web banner advertising. Results suggest that just one additional banner exposure improves Chinese users' brand recall, changes their attitude toward the brand, and increases their purchase consideration. Although click through was found to be a significant predictor for banner recall, there was no evidence that click through affects brand recall, attitude toward the brand, or purchase consideration”.

**Micael Dahlén, Alexandra Rasch, Sara Rosengren (2003)** in their study “*Love at First Site? A Study of Website Advertising Effectiveness*” discussed that the body of web advertising research has grown continuously during the last few years. The understanding of the new medium has trailed the increasing web experience among advertisers and consumers. However, there is still one important knowledge gap, namely the communication effects of website advertising”. 
Peter J. Danaher, Guy W. Mullarkey (2003) in their study “Factors Affecting Online Advertising Recall: A Study of Students” examined factors that might impact on web advertising recall and recognition. These factors include the viewing mode, duration of page viewing, and web page context factors, including text and page background complexity and the style of the banner advertisement. Via an experimental design conducted on a student sample, the authors manipulate these factors over several levels. The key finding is that the longer a person is exposed to a web page containing a banner advertisement, the more likely they are to remember that banner advertisement. The authors also found that recognition scores are much higher than both unaided and aided recall scores. Finally, web users in a goal-directed mode are much less likely to recall and recognize banner advertisements than users who are surfing a site”.

Patrali Chatterjee, Donna L. Hoffman, Thomas P. Novak (2003) in their paper “Modeling the Clickstream: Implications for Web-Based Advertising Effort” developed an analytical approach to modeling consumer response to banner ad exposures at a sponsored content Web site that reveals significant heterogeneity in (unobservable) click proneness across consumers. The effect of repeated exposures to banner ads is negative and nonlinear, and the differential effect of each successive ad exposure is initially negative, though nonlinear, and levels off at higher levels of passive ad exposures. Further, significant correlations between session and consumer click proneness and banner exposure sensitivity suggest gains from repeated banner exposures when consumers are less click-prone. For a particular number of sessions, more clicks are generated from consumers who revisit over a longer period of time, than for those with the same number of sessions in a relatively shorter timeframe. It is also found that consumers are equally likely to click on banner ads placed early or late in navigation path and that
exposure has a positive cumulative effect in inducing click-through in future sessions. The results have implications for online advertising response measurement and dynamic ad placement, and may help guide advertising media placement decisions”.

**Louisa Ha (2003)** in the paper “*Crossing Offline and Online Media: a Comparison of Online Advertising on TV Web Sites and Online Portals*” presented findings of a study comparing the advertising on the web sites supported by offline media and on the dot.com media that only have online presence. The study analyzed the advertising strategies of leading U.S. TV networks' web sites and online portals, which respectively represent web sites with strong offline media support and web sites with no offline media counterparts respectively. TV networks' advertising strategies were identified based on a spectrum of brand extension and brand integration strategies. The results showed that even with the strong offline support of the TV networks, TV web sites are much more moderate in their display of advertising than online portals and use primarily brand integration as their convergence strategy in advertising recruitment. Forced exposure advertising is not common in TV web sites, which is contrary to the captive audience characteristic of the TV medium according to the study. The study demonstrated that portal sites have a much stronger presence of advertising support and their advertisers are also more diversified than those of TV web sites. Many TV web sites are used as a marketing and promotional tool for TV networks rather than as a stand-alone advertising medium for advertisers concludes the study. According to the authors, portal sites have emerged as a full-fledged advertising medium completely capable of carrying different forms of online advertising to deliver advertising messages to target audiences for advertisers.
Implications of the findings to advertisers, TV networks, and other online media are discussed”.

Jean Louis Chandon, Mohamed Saber Chtourou, David R. Fortin (2003) in their study “Effects of Configuration and Exposure Levels on Responses to Web Advertisements” debated about which media metric efficiently measures the effectiveness of a web-based advertisement, such as banners. The most widely used measure of effectiveness for banner advertisements is the click-through rate. The purpose of the article was to review the measures used to measure effectiveness in web advertising and to empirically determine the factors that might contribute to observed variations in click-through rates based on an actual sample of advertising campaigns. The study examined the complete set of all advertising insertions of 77 customers of a large advertising agency over a one-year period. A resulting sample of 1,258 placements was used to study the effect of banner formats and exposure levels on click-through rates using analysis of variance. Results suggest that the strongest effect on click-through rates comes from the use of trick banners and that other factors such as size of the advertisement, motion, use of “click here,” and “online only” type of announcers all have a significant impact of click-through rates”.

Baltas George (2003) in the paper “Determinants of Internet Advertising Effectiveness: An Empirical Study” considers the structure of advertising effectiveness on the Internet. It investigates empirically the importance of creative and media factors for banner effectiveness. Econometric modeling of actual data on banner ads demonstrates that creative factors such as banner size, animation, message length and logos, as well as media factors such as campaign length, number of host Web sites, use of offline media, and campaign cost, may influence
the direct response of the target audience as measured by click-through rates. The results lead to important practical implications for Internet advertising”.

Ritu Lohtia, Naveen Donthu, Edmund K. Hershberger (2003) in the paper “The Impact of Content and Design Elements on Banner Advertising Click-through Rates” investigate the impact of content and design elements on the click-through rates of banner advertisements using data from 8,725 real banner advertisements. It is one of the first empirical studies to examine banner advertising effectiveness (measured by click-through rates) and also one of the first to examine the differences between business-to-business (B2B) and business-to-consumer (B2C) banner advertisements. Content elements examined include the use of incentives and emotional appeals. Design elements examined include the use of interactivity, colour, and animation. Results suggest that content and design elements do not work the same way for B2B and B2C banner advertisements”.

Micael Dahlén (2005) in the paper “The Medium as a Contextual Cue: Effects of Creative Media Choice” add to the research on media-context effects with a study of creative media choice (i.e., creatively choosing a medium to implicitly communicate the message). In an experiment, ads were placed in a creative media choice setting and compared with identical ads in a traditional medium. Employing theories on media-source effects and on cognitive priming and assimilation, it was hypothesized that the creative media choice enhances the perception of target brand associations and increases ad credibility and ad and brand attitudes. The results supported the hypotheses. The effects of creative media choice are moderated by congruence, and additional analyses suggested that they may be mediated by surprise”.
Randolph J. Trappey III, Arch G. Woodside (2005) in their paper “Consumer Responses to Interactive Advertising Campaigns Coupling Short-Message-Service Direct Marketing and TV Commercials discussed that as a direct marketing tool, electronic Short Message Service (SMS) is likely to surpass internet-based advertising before the end of 2006. This article profiles heavy and light consumer acceptors of SMS direct advertising texts and SMS direct marketing prompts to watch TV programs. The article includes empirical findings of practitioner campaign evaluations of SMS-TV direct marketing campaigns in U.K. and U.S. markets. The results support the view that younger consumers higher in social class are the most willing to accept SMS direct advertising text and respond favorably to SMS-TV integrated marketing communications. The article closes with a call for true experiments to validate consumer acceptance and use of SMS-TV interactive, commercial, communications via split-run testing”.

Kind, Hans Jarle, Nilssen, Tore Sørgard, Lars (2005) in their paper “Advertising on TV: Under or Overprovision considered a model where TV channels transmit advertising and viewers dislike such commercials. It was found that the less differentiated the TV channels’ programs are, the lower is the amount of advertising in equilibrium. Relative to the social optimum, there is under-provision of advertising if TV channels are sufficiently close substitutes. In such a situation, a merger between TV channels may lead to more advertising and thus improve welfare. A publicly owned TV channel can partly correct market distortions, in some cases by having a larger amount of advertising than a private TV channel. It may actually have advertising even in cases where it is wasteful per se”.
Marilyn Y. Jones, Robin Pentecost, Gabrielle Requena (2005) in their paper “Memory for Advertising and Information Content: Comparing the Printed Page to the Computer Screen” used an experiment to test memory for two forms of information—ad copy (persuasive) and consumer information (non-persuasive) presented in print and screen media. For both forms of information, print outperforms screen on recall but not on recognition. The results suggest that print information is easier to retrieve but also that screen information is available in memory. Differences between print and screen media are persistent and not readily explained by any of the obvious individual factors—comfort/familiarity, preference, and reading time. Other results with implications for marketing communication decisions show that brand name is poorly recalled from the screen relative to the printed page and that the non-persuasive consumer information is better remembered than is persuasive ad information.

Verolien Cauberghe and Patrick De Pelsmacker (2006) in the paper “Opportunities and Thresholds for Advertising on Interactive Digital TV: A View from Advertising Professionals” investigated the knowledge, perceptions, and intentions of advertising professionals in Belgium toward the introduction and use of IDTV as a marketing communication tool. In the first wave, a total of 320 advertising professionals cooperated in a web-survey that was posted just before the commercial launch of IDTV. 437 advertising professionals participated in the second wave, just one year after the commercial launch. The results showed that their knowledge about the possibilities of IDTV was still very limited one year after the launch, reflecting also a rather troublesome result in terms of intentions to adopt IDTV. The intention rates measured in the first wave were relatively promising, taking into account that IDTV was not available at that moment, and the lack of knowledge about its possibilities. These intentions did not appear to be
increased one year after IDTV launch. The growing perception of the low effectiveness of advertising on IDTV in combination with technological concerns that are rising after the first real-life try-outs may be the reasons for this threshold to use IDTV”.

Eric J. Karson, Samuel D. McCloy, P. Greg Bonner (2006) in the paper “An Examination of Consumers' Attitudes and Beliefs towards Web Site Advertising examine consumers' attitudes towards Web site advertising (WSA), and the beliefs that help shape these attitudes, using an established model of consumers' evaluation of advertising (Pollay and Mittal 1993). The authors apply these constructs to WSA, using three years of data gathered from consecutive student samples. Key findings indicate that while global attitudes towards WSA are relatively stable, consumers have become less positive about the “hedonic/pleasurable” aspects of WSA. In addition, this analysis suggests that consumers can be segmented based on their beliefs about Web site advertising in terms of the following: (1) Pro WSA; (2) Ambivalent towards WSA; and (3) Critics of WSA”.

Puneet Manchanda, Jean -Pierre Dubé, Khim Yong Goh, Pradeep K Chintagunta (2006) in their article “The Effect of Banner Advertising on Internet Purchasing focused on whether banner advertising affects purchasing patterns on the Internet. Using a behavioral database that consisted of customer purchases at a Web site along with individual advertising exposure, the authors measured the impact of banner advertising on current customers' probabilities of repurchase, while accounting for duration dependence. The results show that the number of exposures, number of Web sites, and number of pages all have a positive effect on repeat purchase probabilities, whereas the number of unique creatives has a
negative effect. Returns from targeting are the highest for the number of advertising exposures. The findings also add to the general advertising literature by showing that advertising affects the purchase behavior of current (versus new) customers”.

**Lance Porter, Guy J. Golan (2006)** in their study “*From Subservient Chickens to Brawny Men: A Comparison of Viral Advertising to Television Advertising* examined and defined a division of Electronic Word-of-Mouth (eWOM) known as viral advertising. Representing the first empirical effort to investigate the content of, and ultimately define, viral advertising, this exploratory study found important differences between viral and television advertising. The definition posited in this study was confirmed. Significantly more than traditional advertising, viral advertising relies on provocative content to motivate unpaid peer-to-peer communication of persuasive messages from identified sponsors. While emotive content has always been the key to capturing audiences' attention in advertising, viral advertising relies on increasingly raw content for actual distribution. This added reliance on titillation for distribution has a number of implications both for advertisers and the ultimate consumers of advertising”.

**Matthew C Farrelly, Altijani Hussin, Ursula E Bauer (2007)** in their study “*Effectiveness and Cost Effectiveness of Television, Radio and Print Advertisements In Promoting The New York Smokers’ Quitline* assessed the relative effectiveness and cost effectiveness of television, radio and print advertisements to generate calls to the New York smokers’ quitline. A positive and statistically significant relation between call volume and expenditures for television (p<0.01) and radio (p<0.001) advertisements and a marginally significant effect for expenditures on newspaper advertisements (p<0.065) was
found. The largest effect was for television advertising. However, because of differences in advertising costs, for every $1000 increase in television, radio and newspaper expenditures, call volume increased by 0.1%, 5.7% and 2.8%, respectively. Thus television, radio and print media all effectively increased calls to the New York smokers’ quitline. Although increases in expenditures for television were the most effective, their relatively high costs suggest they are not currently the most cost effective means to promote a quitline. This implies that a more efficient mix of media would place greater emphasis on radio than television”.

Louisa Ha (2008) in the article “Online Advertising Research in Advertising Journals: A Review discussed how with the rapid increase in the number of Internet users around the world, the World Wide Web has become the fastest growing advertising medium in this decade. The Interactive Advertising Bureau (2007) reported US online advertising revenue’s growth from 1998’s US$1.8 billion to $20 billion in 2007. The 10 fold increase not only signifies the importance of online advertising to the advertising and media industry, but also the rapid advancement of technology in online advertising delivery and display formats that requires researchers to help the media and advertisers to capitalize on the new medium and the society in understanding the increasing impact of the medium”.

Chan Yun Yoo (2009) in the article “Effects beyond click-through: Incidental exposure to web advertising discussed that while Web advertising tends to be based on a direct response model, there is a growing debate about the brand building potentials of Web ads. Click-through rates (CTR) are disappointingly low, but Web ads can be effective at brand building in an environment where Web ads
are outside of consumers' attentional focus. With this in mind the authors conducted two experiments. The first experiment examined the effects of incidental exposure to banner ads. Subjects who were incidentally exposed to banner ads reported greater priming effects induced by implicit memory and a greater likelihood for the advertised brand to be included in a consideration set over no exposure to the ad. These effects were found without significant improvement on explicit memories (i.e. recall and recognition) and click-through intention. The second experiment to assess the conditions conducive to incidental exposure examined two advertising strategies: format (animated vs. static) and placement (congruency vs. incongruency). Findings suggested that the level of congruency between an advertised product and Webpage content played significant roles in affecting consumers' responses to incidentally exposed banner ads. The paper examined the results of these two experiments before discussing the implications for the role of Web ads on brand building”.

Markus Pfeiffer and Markus Zinnbauer (2010) in their paper “Can Old Media Enhance New Media? conclude that to build brand strength or to actively convey a brand’s positioning relative to competitors toward a broad audience, classic advertising remains a necessity. According to them an online pure-play will be successful only in later stages of the brand”.

Hilde A.M. Voorveld (2011) in his research paper “Media multitasking and the effectiveness of combining online and radio advertising showed that combining online and radio advertising resulted in more positive affective and behavioral responses than using only one medium. However, media multitasking seemed to have a negative influence on the recall and recognition of auditory information as combining media did not result in superior cognitive responses compared to using online ads alone”.
Davood Feiz, Meysam Fakharyan, Mohammad Reza Jalilvand and Marzieh Hashemi (2013) in their research paper “Examining the effect of TV advertising appeals on brand attitudes and advertising efforts in Iran” examine the effect of TV advertising appeals of communication companies on customers' attitude towards their advertising efforts and their brand and show that there is a positive, direct, and significant relationship between: advertising appeals and attitude towards advertising; advertising appeals and brand attitude; and attitude towards advertising and brand attitude.

Michaela Draganska, Wesley R. Hartmann, and Gena Stanglein (2014) in their research paper “Internet Versus Television Advertising: A Brand-Building Comparison” demonstrate that Internet ads perform on par with television ads on the brand-building metrics that advertisers use and trust. The authors extend traditional brand–message recall measurements to facilitate comparisons between Internet formats and television by supplementing brand–message surveys conducted during the campaign with a set of pre-campaign surveys to control for pre-existing brand knowledge. They find that accounting for differences in pre-existing brand knowledge is paramount in obtaining valid comparisons across advertising formats because people who are exposed to Internet display ads have significantly lower levels of pre-existing brand knowledge than television viewers. Without considering the differences in these “initial conditions,” television advertising seems to be more effective than advertising on the Internet, but when the pre-existing differences among media formats are taken into account, the brand recall lift measures for Internet ads are statistically indistinguishable from comparable television lift measures.”
Hossam Deraz, Gabriel Baffour Awuah and Desalegn Abraha Gebrekidan (2015) in their paper “Assessing the Value of Social Network Sites’ Advertisements” introduce advertisements’ credibility and interactivity as crucial variables in the assessment of social network sites advertisements’ value (SNSAV). They also offer a new construct model for assessing SNSAV based on four main dimensions: informativeness, entertainment and credibility and interactivity values. According to the data analysis, interactivity value has the highest significant effect with regard to the assessment of SNSAs.
Research Gaps in the body of knowledge based on the Survey of Literature

Based on the survey of literature, the following research gaps can be identified in the body of knowledge base on the survey of literature undertaken.

1. Internet is a relatively new medium, so research work on it is no match to that on TV. TV advertising being much older than Internet advertising has a solid research base behind it. The Internet has been able to become an extremely important medium and is growing day by day. There have been studies conducted on the effectiveness of Internet advertising and TV advertising separately but there is not much work on the comparison of these two advertising media. Hence, a need for such a study is there.

2. Whatever research has been done on the comparison between the two is from the business manager’s point of view. Hence, there is a need for a study from on the subject and that too from a consumer’s point of view.

3. Secondly, studies in this field have been conducted mostly in the West and there is a real shortage of studies in the Indian context. Internet penetration is increasing at a rapid pace in India but continues to be still low. This study is an attempt to capture the views’ of the audience that uses both TV and Internet.

4. There has been no separate study comparison the effectiveness of these two media vis-à-vis the student segmentation. This segment is especially important from the point-of-view of the advertisers as it is a voracious consumer of information and is particularly active online.


