CHAPTER II
REVIEW OF LITERATURE

This chapter reviews the studies on various aspects of web advertising connected directly and indirectly with the present study. The review of literature is highly useful to design the present study as it indicates the research gap in the study of effectiveness of web advertisements with special reference to select services. The study of non-traditional advertisements has attracted the attention of many researchers and practitioners irrespective of countries, be it developed, developing or least developed. Therefore, studies on these experiments of such countries are also reviewed in this chapter.

Shyam Sundar, et al. (1998)\(^1\) made an attempt to measure the memory differences for identical content transmitted via different media. Specifically, the experiment measures recall and recognition of advertising as well as news story content on a newspaper front page and compares it with recall and recognition of the same content presented on a website. The independent variable used in the study is medium, with two values namely print and online. The dependent variable is incidental memory for ad content. The control variable is memory for news story content. The

experiment was administered to groups of subjects in a classroom with computers. However, all subjects in a given group administration belonged to the same condition. Subjects were informed that they were participating in a study that compared different formats of a newspaper. After they informed, the consent forms were signed and copies of the print version of the newspaper were distributed to the subjects in the print condition. In the online condition, experimenters directed subjects to view the Daily Star website on the computer monitors in the classroom. Subjects in both conditions were encouraged to read the newspaper as they would read any other newspaper. No time constraints were placed on subjects. Once all subjects had finished reading the Daily Star front page, they were handed a paper-and-pencil questionnaire and asked to answer the questions without referring to the news stories. The study found that the absence of differences in story memory serves to highlight the fact that ad memory differences between the two groups of subjects is not due to any attentional differences between the two conditions. They concluded that print and online media command different levels of attention from readers. The news stories in the online version had smaller font size than in the print version.

Nathan Rae and Mike Brennan (1998)² carried out the first survey to test the relative effectiveness of four versions of a banner ad, incorporating

sound and animation. The second study was conducted to extend the experiment with these elements. The two studies used a similar experimental design, but differed in the way respondents were recruited. Study 1 was a survey of the clients of a local internet provider. It was designed to experimentally investigate two forms of a purchase intention scale. At the end of the questionnaire, respondents were asked for permission to contact them at a later date for a short follow-up survey. Then, after submitting the last page of the questionnaire, respondents were taken to the home page of the marketing bulletin, where they were exposed to one of four, randomly assigned, versions of a banner ad. Respondents who agreed to be included in the follow-up survey were sent an e-mail message describing the survey, inviting participation, and directing them to the survey website. Half were randomly allocated to a group which received this invitation one day after completing the Phase 1. The rest received the same invitation four days after completing Phase 1. The questionnaire in Phase 2 was designed to measure unprompted recall of information related to the banner advertisement placed at the end of the previous survey and to measure prompted recall, and obtain information to assess the brand building effects of that ad. The first three postings were at four-day intervals; the final posting was made eleven days after the third. The results of this study are obviously limited, as the samples were small, and only a single ad was tested. However, the consistency of the results across the two
studies suggests that, at least in some situations, "click through" and “both unprompted and prompted recall” can be improved by making simple adjustments to a banner ad design.

Ju Pak Kuen Hee (1999)\(^3\) compared US, UK and Korean banner ads. She discussed the importance of understanding cultural differences in using the web as a global advertising medium. The underdevelopment of online advertising in many countries may account for the lack of research of studying online advertising internationally. But international advertising researchers must pay attention to this truly globally accessible medium to examine standardization and localization issues. This review reveals the contribution of many non-US researchers on online advertising in markets such as China, Hong Kong, Taiwan, Singapore, Korea, France, Australia, United Kingdom and Sweden.

Muylle Steve, Rudy Moenaert and Marc Despontin (1999)\(^4\) studied the web search behaviour. They propose five types of search behaviour namely, exploratory surfing, window surfing, evolved surfing, bounded navigation and targeted navigation. Based on the findings from observation and interviews of 5 students and 10 business people subjects who were

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confronted with recordings of their own behaviour, the authors propose a grounded theory of search behaviour that classifies search by the purpose and specificity of search objectives with exploratory surfing the lowest in purpose and specificity of search and targeted navigation the highest in purpose and specificity. They propose that information to be gathered through search can be categorized as core, peripheral and browser information. Core information is the information embraced by the search boundaries. Peripheral information relates to information that is displayed on the screen, although it is not specifically sought by the user, such as banners and non-related hyperlinks. They discovered that an ad banner, as peripheral information in the search process, was only recalled if it was seen at least three times or directly related to the consumers' search objectives.

Rossiter John and Steven Bellman (1999)\(^5\) state that web advertising effectiveness model is a conceptual model emphasizing the role of web ad schema formation in processing of web advertising. Web ad schema is the mental representation of the web ad in the consumers' mind and the initial schema of the product prior to the exposure will change after processing to the ad. Content and structure of the ad affect the exposure of the advertising. The macro structural elements of web advertising are unique based on the non-linear hypertext structure. They suggest four factors that

affect the formation of ad schema such as web navigation ability, product category need, expertise of the user, and situational factors such as time pressure. Their model suggests a four stage process similar to the traditional hierarchy of effects model of exposure, ad schema formation, communication effects and action.

Chen and Wells (1999)\textsuperscript{6} conceptualized and operationalized attitude toward the site in an effort to assess individual website effectiveness. While most marketing and advertising managers have focused on simply the number of visits to websites and on information about the demographics and buying patterns of site visitors, it is apparent that attitude towards the site plays an important role in website effectiveness. Given the findings on attitude towards the site and advertising recall in general, it would seem that the degree of liking the website would have an effect on the consumers' ability to recall the advertised brand. He found many of the same advertising perception factors that have been used to study evaluations towards advertising in traditional media to be relevant when assessing attitudes towards the site.

Stone and Han (1999)\textsuperscript{7} revealed the behaviour segmentation patterns in online advertising of few service sector companies. According to them,


the customer wants convenience of transactions. The respondents were asked to show the impact of online advertising on their purchase decisions. It was concluded that most of the respondents agreed that online advertisements are more convenient medium of gaining information about the company. However, many of them do not pre-pone their purchase decision due to online advertising. It is a means of quenching their thirst for information about the services offered by the organizations.

Pavlou Paul and David W. Stewart (2000) developed a research agenda for measuring interactive advertising effectiveness. The two researchers recommend two sets of measures. The former focuses on media choice, information search, attention to and processing of information. The latter focuses on the effects of consumers' use of interactive media such as awareness, recall, attitude, and product choice. Both sets of measures have been employed by online advertising researchers. They suggest the application of structuration theory to interactive advertising that involves the identification of the ways in which consumers shape the production, re-production, and transformation of the advertising message, future products and services and relationships with marketers and other consumers.

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Briggs and Stipp (2000)\textsuperscript{9} stated the effectiveness of different types of ad formats. Internet advertising is a commercial communication intended to generate a response over time. A better understanding of the function of internet advertising will not only help the development and use of various advertising formats but also assist the effective integration of both traditional and internet advertising in marketing campaigns. Commercial communication can take different forms when advertisements are placed within website content. These can be banners, full page advertising, rich media ads, pop-up ads, buttons, animated cursors, etc.

Jeffrey Parsons, Katherine Gallagher and Dale Foster (2000)\textsuperscript{10} examined the impact of advertising format, medium and web content structure on a broad range of measures of advertising effectiveness and evaluation of web content. They selected participants from experienced web users. 175 third year undergraduate business students participated in the study. They were randomly assigned to one of eight groups namely, print no advertising, print advertising, linear no advertising, linear banner advertising, linear pop-up advertising, frame no advertising, frame banner advertising, and frame pop-up advertising. They compared users' evaluation


of content and advertising effectiveness in both print and web formats. The findings show that advertising effectiveness is constant across advertising formats, media, and web content structures. Evaluation of content was found to be unaffected by medium or web content structure, but positive related to the presence of advertising, and negatively associated with the level of intrusiveness of advertising format. The results show that there is no difference in advertising effectiveness across a range of variations in advertising format.

Sheehan Kim Bartel and Timothy W. Gleason (2001)\textsuperscript{11} in their study on combining surveys of internet advertising practitioners and content analysis of these practitioners' website reveal that while these practitioners understand the privacy issues that their data collection on the internet may create, their practice fails to take appropriate actions to address those concerns. Using the Federal Trade Commission's four core principles of information privacy i.e. notice, consent, access and security as the basis of evaluation, they found few sites followed at least three of the four principles and many do not post privacy policies when they collect information. Their study shows discrepancies between advertising practitioners and online consumers' concerns about privacy and their information provision such as online consumers believe that they provide complete information, but

advertising practitioners think that more consumers are unwilling to provide information. Such discrepancies call for attention to whether and how the information collected is used for decision making by advertisers.

Anandam P. Kavoori and Kalyani Chadha (2001)\textsuperscript{12} studied the future of the internet in the developing world by examining the discourse of advertising. Based on a visual record of New Delhi and textual analysis of advertisements in a mass circulated Indian newspaper and magazine, it is suggested that there is a need to rethink the discourse of digital celebration and joy that has accompanied the internet in the developing world, especially India. They argue that the themes which emerge in the advertising of internet firms provide for a vision of the future of the internet, which reifies issues of linguistic hegemony, technological solutions, consumerist culture, and reiteration of the traditional discourses of masculinity and class. They suggest that the future of internet technology in the developing world as intimately connected with issues of global capitalism and cultural hegemony in place of a focus on objects of technological innovation or individual innovators of technology.

Ronald E. Goldsmith and Barbara A. Lafferty (2002)\textsuperscript{13} made an attempt to test four hypotheses regarding the effects of viewing websites 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. More consumers reported that visiting a brand's website improved their view of the brand than detracted from their view. But the consumers said that their view of the brand was improved by only about one-third of the sites visited, while about two-thirds of the visits had no effect on perceptions of the brand. Feeling that the website improved the perception of the brand was also associated with aided recall of brands appearing on the web. Consumers with positive responses to websites felt that there were more advantages to web advertising, but they also felt there were more disadvantages as well. They suggest that while internet advertising is seen as advantageous, there are still issues with seeking out the ad or dealing with clutter.

\textsuperscript{13} Ronald E. Goldsmith and Barbara A. Lafferty (2002). “Consumer Response to Websiteand their Influence on Advertising Effectiveness”, \textit{Internet Research}, Vol. 12, No.4, pp.318-328.
Shen Fuyuen (2002)\textsuperscript{14} states that the media directors' online advertising practices show contradictions in the industry. On the one hand, the overwhelming majority of them use the traditional ad impression based method of cost per thousand in paying for online ads. On the other hand, their measures of online advertising effectiveness are only transaction based such as click through rates, inquiries and purchases. The increasing pressure for accountability leads advertising agencies to put pressures on action related measures rather than by impression. Yet as outlined in the above, the ad impression camp receives strong support in the advertising industry. The interactive camp is primarily in the academic industry.

Bhat Subodh, Michael Bevans and Sanjit Sengupta (2002)\textsuperscript{15} offer a review of web audience measurement. They classified web audience measurements into five types namely, metrics for evaluating exposure and popularity such as page impressions, hits, click through rates; metrics for evaluating stickiness and quality of user relationships; metrics for evaluating usefulness of content; metrics for evaluating co-marketing success; and metrics for measuring targeting efficiency. Some of the metrics


belonging to several types such as page impressions are used to measure both popularity and usefulness.

Ngai (2002)\(^{16}\) presents an application of the analytic hierarchy process used to select the best website for online advertising. This method adopts a multi-criteria approach that can be used for analysis and comparison of websites for online advertising. The method is based on pairwise comparison between several factors that affect the selection of the best website. Five criteria were used for evaluating sites such as impression rate, monthly cost, audience fit, content quality, and look and feel. For each, a matrix of pairwise comparisons between websites was evaluated. Although his application was for only one specific company, there is nothing unique about the environment of the case study, and thus this approach could be generalized to any company. He believes that the application shown could be of use to managers and, because of its ease of implementation, others could benefit from this approach.

Sejung Marina Choi and Nora J. Rifon (2002)\(^{17}\) explored antecedents and consequences of online advertising credibility and examined the effects of website credibility, ad relevance and advertiser credibility on ad

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credibility, ad and brand attitudes, and product purchase intentions. The study was undertaken to examine source effects in the web advertising process. Although the issue of credibility on the web has received increased attention due to consumer uncertainty and security concerns, research on what determines perceived web ad credibility is scant. A total of 294 male and female students participated in the study. Subjects were recruited from undergraduate courses at a Midwestern University. The study was administered in groups of 10-20 in a computer lab on campus. Participants were asked to browse one of the eight varieties of the websites as they normally would. After 5 to 10 minutes passed, they turned off the monitor and filled out a questionnaire. The results of the study suggest that popular websites with high prices that reach many internet users may not be good choices for banner ad placements if the website content is too general to generate relevance perceptions and the subsequently desirable brand attitudes and purchase intent. Ad rates are mostly determined by direct response measures such as the number of visitors to the sites or click through rates. The results suggest that source credibility is vital to understanding web advertising effectiveness.

Shaik (2002)\textsuperscript{18} accomplished a study to get an insight into application of information technology into the marketing of services.

According to the researcher, the service providers are now moving towards the internet as an important medium of communication. In India, many service sector organizations have switched over to internet to market their services, banks being the first adopter. These e-marketing strategies are by and large successful towards achieving their goals in big cities. The research conducted on office-goers in a metro city revealed that customers are willing to adopt modern marketing techniques since they don’t have time to visit the shops. They want all information on a click of a button.

Danaher and Mullarkey (2003)\textsuperscript{19} identified the factors that may have impact on the effectiveness of web advertising, focusing, in particular, on the recall and recognition of banner advertising. Drawing on the relevant literature, they point to the conflicting findings concerning the relationship between programme involvement and memory for advertising. The study presents an experimental methodology for examining advertising memory, viewing duration, user involvement, web page context factors and the affect of task orientation on the effectiveness of banner ads. It outlines two hypotheses that were then tested on data collected from a questionnaire survey, concerning an experimental website, using a student sample who viewed the ads in goal directed mode and surfing mode. The findings of the study reveal how web page exposure duration has a significant effect on

unaided recall, aided recall and recognition of the target advertisement; report on how website context appears to have no impact on ad recall and recognition; draw attention to the importance of web mode on users; and puts forward how those in goal directed mode are much less likely to remember banner ads than those surfing the site. The study suggests that firms supported by advertising should design websites, taking exposure duration times into consideration. The advertisers should choose websites where more surfing is likely to take place.

Xavier Dre Ze and Franc Ois Xavier Husserr (2003)\textsuperscript{20} conducted a study using information portals as a background. The study was an ergonomic research on the design for one of the largest French portals: \textit{Voila} (www.voila.fr). The subjects were asked to perform five searches using three portals: \textit{Voila}, an alternate layout for \textit{Voila} (henceforth called \textit{Voila Bis}), and \textit{Voila}’s largest competitor. Each of the three general topic searches was made using different portals. The two other searches were made with \textit{Voila} and \textit{Voila Bis}. They collected data in two steps. First, they used an eye tracking device to collect eye movements and fixations during the experiment. Second, they asked subjects to fill out a short survey after completing their assigned task on the eight web pages. The survey asked questions about their internet savvy, the experimental process, their

preferences regarding the various pages to which they were exposed, and a 
series of questions regarding the banner ads they saw. Click through rates 
are still the de facto measure of internet advertising effectiveness. 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. 
The findings show that banner ads do have an impact on traditional memory 
based measure of effectiveness. The researchers claim that advertisers 
should rely more on traditional brand equity measures such as brand 
awareness and advertising recall. In terms of what factors influence online 
advertising effectiveness, they found that frequency is important. Repetition 
affects unaided advertising recall, brand recognition, and brand awareness. 
Contrast, animation content, and shape of the banner influence aided 
advertising recall, but no other dependent measure. Nevertheless, a banner’s 
message influences both aided advertising recall and brand recognition.

Ramaraj Palanisamy and Suzanna A. Wong (2003) studied the 
impact of online consumer characteristics on banner ad effectiveness. 
A questionnaire survey was proposed to collect empirical data about the 
research variables, and the hypotheses were statistically tested. This study 
dealt with web-based advertisements but more specifically with banner ads.

Consumer Characteristics on Web-based Banner Advertising Effectiveness,” 
Global Journal of Flexible Systems Management; January-June, Vol.4, Nos.1 & 2, 
pp.15-25.
Respondents were randomly drawn from the population of university senior students. Of the 750 potential participants, 158 provided usable responses. The instruments for internal flexibility, consumer expectations, consumer involvement, perceived personal usefulness, and banner ad effectiveness were compiled into a single survey instrument. The results validate the relationship between online consumer characteristics on banner ad effectiveness. However, the study data do not support the impact of focus and planning approach for online shopping on ad effectiveness.

Lohtia Ritu, Naveen Donthu and Edmund K. Hershberger (2003)\textsuperscript{22} distinguished the difference between business to consumer and business to business banner ads and argued that both content and design elements affect advertising effectiveness. Emotional message appeals and incentives are content elements that are conductive to click through responses, while interactivity, colour and animation are design elements that facilitate positive responses. By linking real banners with click through data, they demonstrate that the presence of incentive lower click through rate, the presence of emotion and animation increased the click through rates for B2C banner advertisements and decreased the click through rates for B2B banner advertisements. They concluded that medium colour is better than low or high levels of colour for B2B and B2C banner advertisements. B2B

banner advertisements had higher click through rates than B2C banner advertisements.

Griffith David and Qimei Chen (2004)\textsuperscript{23} compared consumer response to the presence of virtual direct experience of banner ads in movies and sunglasses with online ads without the virtual direct experience and found ads with virtual direct experience are more effective. In examining the effect of the degree of digitalization in the single product category of apparel, they suggest that incorporating virtual direct experience with higher degree of digitalization will improve the evaluation of the product, create higher affect and conation of the ads. They demonstrate that consumer product expertise moderates the effect of digitalization on effect on the advertised product. Although their study, they admitted, is confounded by lack of control in the amount of information in the ads, their investigation of the benefits of integrating digitalizable product experience into online advertising is particularly relevant when broadband and rich media become the dominant mode of internet use.

Fangfang Diao and Shyam Sundar (2004)\textsuperscript{24} investigated the effects of pop-up windows and animation on online users’ orienting response and


memory for web advertisements by conducting a 4 x 2 x 4 x 8 mixed design
factorial experiment. In this study, four versions of presentation of animation
were used namely, animated banner ad + animated pop-up ad; animated
banner ad + static pop-up ad; static banner ad + animated pop-up ad; and
static banner ad + static pop-up ad. The first independent variable, animation
condition, then had four versions or levels. The second independent variable,
ad type, had two levels such as banner ad or pop-up ad. To increase the
generalizability of findings, each participant was exposed to four different
websites, each with a banner and a pop-up ad. The third independent
variable, site ID, had four levels such as Site A, Site B, Site C and Site D.
The fourth independent variable, time had eight levels, ranging from second
1 to second 8. 60 participants in a mixed design factorial experiment were
exposed to four online portal websites, each containing a banner ad that was
either animated or static and a pop-up ad that was also either animated or
static. Their orienting responses during reception of the online sites were
measured via heartbeats using electrocardiogram. Recall and recognition
memory for ads and portal websites were measured via a post-exposure
questionnaire. The analyses revealed a significant impact of pop-up window
on orienting responses. The animation effect on orienting response was non-
existent in the case of banner ads and only subtly apparent in the case of pop-
up ads. Message content played an important role in eliciting orienting
response as demonstrated in various interaction effects.
Cho Chang Hoan (2003)\textsuperscript{25} disclosed in his studies that the number of people who never looked at banner ads increased from 38% to 48% from 1997 to 1998 and the number of people who looked at banner ads often or very often has decreased from 16% to 9%. More recently, there has been evidence that heavy internet users tend to ignore internet ads altogether. As the web access increases and new technologies emerge to allow for more sophisticated ads, it is important to continually analyze the effectiveness of ad campaigns. The effectiveness of banner advertisements has been traditionally measured by click through rates i.e. the rate at which viewers click on a banner ad to visit the target site, and there has been an increasing trend to base pricing on click through rates.

Jean Louis Chandon, Mohamed Saber Chtourou and David R. Fortin (2003)\textsuperscript{26} made an attempt to measure effectiveness in web advertising and to 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 one year period. 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 on click through rates.

Scott McCoy, et al. (2004) examined the effects of online ads. A 2 x 2 factorial design was employed, where the factors included are ad placement and congruence. This site contained images, prices, and descriptions of products and product categories. The products were those that would be carried by a “general store,” and included food, health care and household products. Six original ads and slogans were created for each of the congruent and non-congruent treatments. All were presented either in a pop-up window or within the page presented to users. Undergraduate students enrolled in two U.S. universities and one Mexican university were invited to participate in the study, and 417 undergraduate business students were assigned to conditions at random. The task consisted of searching for information on nine products contained in a store simulating website. The findings suggest that ads do have significant effects on retention of the online experience. The mere existence of ads decreases retention of both site and ad content. Pop-up ads reduce a person’s retention of both site and ad content more severely than in-line ads. Also, advertising content that is non-congruent with the site’s content seems to lead to greater effort in reconciling the differing content, and ultimately greater memory of both the

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website and the ad. Intrusiveness is important for both website designers and advertisers. Pop-up ads seem to be more intrusive than in-line ads, implying that users should not be interrupted from their online tasks to close the extraneous windows.

Ta Tao Chuang and Pete Chong (2004)\textsuperscript{28} reported that the effectiveness of advertising is extremely important, and this effectiveness is measured as the number of customers who actually purchase the product. They propose the use of exposure as a metrics to supplement the visit count as a means to determine the quality of web advertisement. Since companies are interested only in how often their own pages are visited by customers and not in the visits of the advertising pages, companies should place their advertisements on web pages that would bring maximum exposures to their products or corporate websites. To increase this exposure, an advertiser should consider two factors such as the relationship between his/her products and other products advertised on the third-party website. Based on these two factors, they concluded that web pages may serve as the destination sites and/or web traffic control sites.

Se Jin Lee, et al. (2004) employed a combination of web-based content analysis and web assisted personal interviews to identify key characteristics of websites and how consumers perceive them. This study employed two main methods to address the above research questions namely content analysis and in-depth interviews. For the content analysis, three computer manufacturers' sites, Apple, Compaq and Dell were selected. The survey queried 52 college students about websites they frequently visited for a computer. Content analysis was employed to determine three objective characteristics, namely, interactivity, information content and design. These constructs were operationalised as the presence or absence of relevant elements. Three coders who were blind to the research questions independently coded the websites to confirm each of the 131 coding items. All three websites were recorded by software on the same date and time to ensure equivalence in coding and comparison. For in-depth interviews, 39 college students enrolled in a Southwestern State University were recruited to participate in a hands-on online shopping task involving the three manufacturers. Subsequently, participants were asked to evaluate the websites they had visited. The results from in-depth interviews rendered a somewhat different picture from that of the content analysis. Individuals tend to view the message through their personal perceptual "lens." By and

large, the comparison between content analysis and in-depth interviews indicated that although the three computer manufacturers’ sites were very similar in terms of objective site characteristics, this was not reflected in consumers' perceptions.

Kazmi and Batra (2004)\textsuperscript{30} found advertising essential for the companies dealing in products or services that are difficult to differentiate on functional attributes. It performs an important economic function for the advertisers as it affects the economic decision of the audience. Thus, it can be considered an integral part of the entire national and international economic system. The acceptance of advertising by different media enhances the potential for raising the revenues. Advertising educates consumers about the new product or service and thus, creates a general awareness. This awareness stimulates latent needs and reinforces the aroused needs of the consumers. It helps in differentiating a company’s offer in a manner that the product may be considered as something with unique value having a definite identity of its own.

Ramaraj Palanisamy (2004)\textsuperscript{31} examined whether gender difference is a factor in the relationships between online consumer characteristics and

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banner advertisement effectiveness. The characteristic variables included in this study are: online consumer's internal flexibility, consumer expectations and consumer involvement. A questionnaire survey was carried out to collect empirical data. Respondents were randomly drawn from the population of senior students at a university. Of the 850 potential participants, 190 provided usable responses. The results showed that in the context of web based banner ads, gender influences the following relationships: banner ad judgment and attitude towards banner ad; focus and planning approach and attitude towards banner ad; and consumer expectations and banner ad effectiveness. The study also depicted that in the context of web-based banner ad, there is no gender difference in the following relationships: search style and attitude towards banner ad; search style and banner ad effectiveness; consumer expectations and attitude towards banner ad; consumer involvement and attitude towards banner ad; banner ad judgment and banner ad effectiveness; focus and planning approach and banner ad effectiveness; and consumer involvement and banner ad effectiveness.

Chan Yun Yoo and Patricia A. Stout (2005)\textsuperscript{32} introduced the measure of implicit memory as an alternative to assess the effectiveness of web advertising.

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advertising. The results confirmed that explicit and implicit memories are distinctive, and furthermore revealed an improvement of implicit memory performance upon exposure to web advertising regardless of the level of ad processing effort. They suggest that the measurement of implicit memory would complement the shortcomings of explicit memory measures, especially in the case where consumers do not actively engage in processing web advertising information.

Gavin Lees and Ben Healey (2005) carried out a study to test the effect on click through rates of a variation in the design of a web banner advertisement placed on a number of high profile New Zealand websites. The variation involved the addition of a mouse pointer image next to the ‘click here’ message on the last frame of the advertisement. The research opportunity for this study arose out of a university student recruitment campaign that included the placement of a banner advertisement on three high profile New Zealand websites. For instance, the campaign was designed to run over a four week period from 31st May to 27th June 2004. The results show that a pointer image used in a fashion similar to that in this research is unlikely to add substantially to click through rates. It is worth noting that, although the design treatments did not deliver significantly different click through rates, the different websites did. Specifically, the

New Zealand Herald pages generated significantly lower click through than both the Seek and Scoop pages.

Hsuan Ting Tai and Shao Shiun Chang (2005) demonstrated evidence based internet advertisement scenarios: the impacts, from dissimilar “contents and types of webpage” and diverse “presentation types of advertisement”, on five indexes of advertising effectiveness. 688 interviewees are sampled on-site for the survey of the persuaded response to three phases of internet advertising effectiveness namely, cognition, affection and action. The results are: “contents and types of webpage” has significant impact on advertisement clicking, memory effectiveness and general attitude towards the advertisement; and the influence on advertising effectiveness from “presentation types of advertisement” is the most powerful of all influence factors. Among six presentation types, the banner advertisement is identified as the most valuable for adoption while the animated ads advertisement are the most attractive but lacks for persuasion. The three interference variables, “involvement”, “media users’ behaviour” and “age level” yield reciprocal influence on two causal models such as contents and types of web page. Males are more likely persuaded by internet advertisement into shopping online than females. The highly involved excel the lowly involved in advertisement clicking, memory

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effectiveness, the attitude towards the advertisement and towards the advertisement agent, and online shopping frequency.

Lagrosen (2005)\textsuperscript{35} conducted a research to get an understanding of how traditional service companies use internet in their marketing communication and the impact of internet on the use of other marketing communication channels. Multiple case studies were carried out at 19 service companies for the purpose of research. The findings had shown that there were different communication strategies adopted by the service companies depending on the scope. While small companies used the personalized relationship communication strategy, large companies had the option of using either the mass relationship communication strategy or the mass transaction communication strategy. The characteristics of the strategies and their respective effects on other marketing communications tools were described.

Mohan (2006)\textsuperscript{36} stated that advertising is a major way of establishing communications between manufactures and other organizations providing services or trying to put across ideas and concepts. It reminds the existing consumers and attracts new customers. It is used to lure customers to move towards products by attracting the attention of the people. Thus,


advertisements can be considered as an effective communication vehicle with the target audience. The advertisement should be drafted in such a way so it should increase the awareness of the people to whom it is addressed.

Cho and Hyoung Koo Khang (2006)\(^37\) in their review of internet communication research literature, indicate that there is no new theory in online advertising research. The online advertising information processing models examined are mostly integration of old theories with some new elements specific to online advertising. Among the most commonly used theories are the product involvement theory; information processing theories such as limited capacity theory and elaboration likelihood; and psychological theories such as motion effects, excitation transfer, vividness, vividness effects of media modality, and availability valence, which refer to the availability of information enhanced response by stimulating cognitive elaboration of message relevant information, which are used to explain the effects of interactive and other execution elements in online advertising.

Fourquet Courbet, et al. (2007),\(^38\) in their in-depth interviews with French web banner designers, combined with retrospective protocols, reveal

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the implicit theories of the communication process that designers apply during their creation process. Web banner ad designers use interest generation and attention attraction as the framework in their design. Their design is based on rules they believe are universal to audiences and products like animation. They place high importance on advertisers’ evaluation of their design. They think that internet has at least as much, if not more, influence as traditional advertising media with communication taking place in an intimate setting. Their study focused on the entire message creation process. The design paradigm, rather than individual executive elements is examined.

Chan Yun Yoo (2007)\textsuperscript{39} assessed the implicit memory upon web ad exposure. A total of 140 subjects were recruited at Southwestern University. The effectiveness of the ad processing effort manipulation was assessed by comparing subjects' objective knowledge scores of the web page contents across three groups. The objective knowledge score for the control group was used as a baseline performance level, assuming a majority of attentional resources are being devoted to reading the content of the web page. The control group had neither motivation nor advertising to shift their attention. ANOVA test found a significant main effect. Post hoc tests showed equivalent objective knowledge scores between control and low

processing effort groups, while the mean score for the low processing effort group is significantly greater than that for the high processing effort group measures. The findings revealed that subjects in the low processing effort group showed more favourable Ad without significant increase of click through intention than those in the control group. The findings imply that current measures based on explicit memory and click through rates may be valid only in higher ad processing conditions in which consumers engage in active and effortful ad processing. However, this may not be the case when many web ads are processed.

Patrali Chatterjee (2008), in his experimental design for the lab studied had two between subjects factors and one within subjects factor. 163 undergraduate senior students at a major Northeastern University taking computer lab classes completed all three stages in the study. Data were collected in three stages. Every student was provided with a numeric code that they used to access questionnaires and website in all three stages and receive course credit. In the first stage, subjects answered an online questionnaire to measure involvement with several product categories. A week later, the second stage was conducted in several 45 minute sessions. Subjects were told to carefully browse through the website for 15 minutes. The third stage was conducted seven days after the second stage, subjects

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reported delayed unaided recall, conditional post-impression conversion intent, brand attitude and recognition measures in an online questionnaire. They found a significant effect of ad format for post-impression conversion. Tests indicate that post impression conversion intent was significantly higher for banner ads than for pop-up ads. However there were no significant differences between large and small ads, observed differences were probably due to random variances. They found that immediate click through rate for pop-up ads were insignificantly higher than banner ads; however click through rates for large ads were significantly higher than those of small ads.

Jason Morrison (2008)\textsuperscript{41} compared the search information retrieval performance of folksonomies from social book marking websites against search engines and subject directories. Participants were drawn from students of graduate programs at Kent State University. 34 participants created 103 queries for various information needs. Folksonomy search results overlapped with those from the other systems, and documents found by both search engines and folksonomies were significantly more likely to be judged relevant than those returned by any single information retrieval system type. The search engines in the study had the highest precision and recall, but the folksonomies fared surprisingly well. Overall the directories

were more precise than the folksonomies but they had similar recall scores. This study discovered a number of possible causes for the differences in performance among the various information retrieval systems and types. The use of query operators was found to have a small but significant negative correlation with recall and retrieval rate. The use of operators correlated more strongly with poor retrieval rates for folksonomies. The folksonomies seemed to handle queries differently from the other information retrieval systems, in some cases requiring all terms in the search string be present in order to return a result. This study demonstrated a number of ways in which existing folksonomies might be able to improve information retrieval performance, for example by better handling query operators and not requiring all terms. This study suggested that folksonomies could be used to improve the information retrieval performance of search engines.

Kai Wang, Eric T.G. Wang and Cheng Kiang Farn (2009)\textsuperscript{42} compared two advertising strategies by investigating the role of consumer involvement in influencing advertising effectiveness. They also investigated whether consumer goal directedness for web navigation affects advertising effectiveness in the web environment. This research followed a $2 \times 2 \times 2$

factorial design. The three manipulated independent variables were variation strategy, appeal strategy and goal directedness. The fourth independent variable was consumer involvement. Participants were randomly assigned into two groups namely, representing non-goal directed or goal directed consumers. For the non-goal directed group, participants were told to follow their usual browsing habits. For the goal directed group, participants were instructed to search for healthcare related information and were informed that the web pages and the ads might contain the needed information. All participants were requested to go through four identical web pages during browsing. Each web page contained only one banner, located at the top of the page. The banner of the TV game console appeared in the second web page, and the sequence of the four banners remained the same across all groups during browsing to ensure consistency. Participants were requested to fill in a questionnaire after browsing all the web pages. The results showed how advertising strategies should be designed and implemented in accordance with consumer goal directedness and involvement to achieve web advertising effectiveness.

Fotini Patsioura, Maro Vlachopoulou and Vicky Manthou (2009) present a conceptual framework to evaluate the overall performance of

corporate advertising websites towards the multiple advertising, promotional and relationship marketing objectives of their establishment. A total of 160 undergraduate students within the Department of Applied Informatics of University of Macedonia participated in the survey. Participants were divided into groups of four and were randomly assigned to browse for at least five minutes one of the two websites i.e. 80 participants reviewed site A and 80 participants reviewed site B. The findings of the study reveal significant dimensions of the participants' behaviour based on their actions, activities, preferences and intentions. Also, the outcomes show a great impact of the relationship marketing qualitative factors in question on specific advertising effectiveness indicators. The study concluded that effectiveness measures will provide to practitioners a factual demonstration of consumers' use and intended use regarding functions and features incorporated by corporate advertising websites and enable the optimisation of their execution.

Malte Brettel and Andrea Spilker Attig (2010)\textsuperscript{44} studied the online advertising effectiveness. This study aims to show that national culture has an impact on how consumer behaviour is influenced by online advertising. The study compares the effectiveness of internet advertising in the USA and France by analyzing a real data sample with more than 1.20 million

transactions using partial least squares and structural equation modeling. It is found that on-demand channels have a stronger effect on short-term success than push-channels and that this effect is strongly moderated by the culture. It is recommended that spending and efforts in the various advertising channels be adjusted to reflect the product offered and the customers to whom it is offered, as customers in both countries should be targeted by advertising in different ways. The channel effectiveness of affiliate price comparison sites and search engines has significantly different impacts on customer behaviour in the USA and France. The study suggests that advertisers should apply the methodology to identify the total effect of clicks in each advertising channel.

Zia-ul-haq (2011)\textsuperscript{45} carried out a study to identify how the various factors and interactivity influence attitude towards the target ads and click through intention; to examine how the various factors and interactivity influence consumer attitude formation and processing in the computer mediated environment; and to explore the relationship that may exist between a set of these variables and click through intentions on the web. 300 respondents were selected randomly through convenience sampling. Structured questionnaire was deemed to be the appropriate instrument for data collection. The study found that interactivity was an important factor in

online advertising. This study successfully replicated the relationship between attitude towards banner advertising and click through intention. Various factors had relationships with click through intention mediated by attitude towards banner advertising. The findings indicate that the celebrity factor of the online advertising possibly play not only the role of leverage as causal effect when consumers form their attitude towards the banner advertising, but also that these factors indirectly influence click through intention.

Tchai Tavor (2011) examined the relative effectiveness of the two types of advertisements and discovered the unique characteristics that classify one manager as a predominantly banner preferring and the other manager prefers another tool. In this study, 1000 questionnaires were sent to key people in several business areas in Israel. The purpose of the questionnaire was to see if there is a difference in efficiency between two types of advertising, and to characterize the respondents with regard to their advertisement preference. With regard to efficiency, three stages were examined. The first determined whether a user finds more interest in a banner or a pop-up advertisement. The second discovered if there is a difference between the calling rates induced by each of the two forms of ads and the third whether one type of ad increased sales. It was found that, with

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regards to all three stages, banner ads were more efficient than those for a pop-up advertisement. In the second part of the study, features of the manager most likely to choose one ad form over another were revealed. It was found that the probability that a manager will choose a banner advertisement is higher if the manager is either a female, married, older, employed in the real estate, car dealership or wedding industries.

Usman Owolabi Akeem (2011) made an attempt to ascertain the nature of Nigeria customers’ attitude towards internet advertising and online sales of MTN Nigeria. Specific objectives are to identify the factors that affect the adoption of the internet as a means of doing business in Nigeria; to examine the effect of internet advertising on sales volume in Nigeria; and to investigate whether imperfect knowledge about market situations concerning internet facilities and exact information on customers behaviour affect e-commerce. A survey research was employed and questionnaires were administered to selected staff. The findings of the study revealed that there is relationship between availability of an uninterruptible power supply and effective internet advertising/online sales; there is relationship between perfect knowledge about market situations concerning internet facilities and exact information on customers’ behaviour on e-commerce; and high cost of providing information scientifically through

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internet ads affect customer behaviour especially the local communities that are illiterate. The study suggested that government should intervene in the provision of internet services with the view of lowering its cost and making it more accessible to the majority of Nigerians. Since some of respondents feel they do not have need for online shopping, companies offering products on the web should promote the advantages of online shopping to traditional means of exchange.

Vinita Srivastava and Sanjeen Kumar Mishra (2012)\textsuperscript{48} measured the effect of internet advertising on consumers. The study aims to find the role of internet advertising in creating awareness among the consumers, to find out the role of internet advertisements on consumers’ decision making, to study the perception of consumers regarding the reliability of advertisement being broadcast on the internet and to find out the relevance of internet advertisement to consumers. A web-based survey approach was selected for this study. A sample of 300 respondents was selected by adopting convenience sampling technique. A non-disguised structured questionnaire was used for the study. The study was done on a population of youth in the National Capital Region of India. The researchers found that internet advertisements are reliable and have the relevance for consumers in generating awareness and providing right information about the products

and services. Companies can opt for this internet advertising for aggressive promotion of their products.

Abdul Azeem and Zia-ul-Haq (2012) investigated the relevance of internet marketing and antecedents of consumer attitudes towards internet advertising. The analysis is based on a consumer survey conducted in India. For this purpose, representative quota samples of internet users in India were interviewed. Data were collected from internet users among students, employees and entrepreneurs. A purposive sampling was used. Overall, 190 questionnaires were collected in employees, 192 from entrepreneurs, and 196 from the students. This study provides an insight based on which it is understood that the five factors which are entertainment, information, credibility, economy and value are significant predictors of attitude towards internet advertising. Employees share some commonalities with entrepreneurs in terms of social life and economic independency. However, employees exhibited more negative attitude towards online advertisements than did entrepreneurs and the lowest trust towards online advertising among the three groups. Demographics have a significant impact on consumers’ behavioural responses to online advertising among three groups. The results showed that entrepreneurs were more likely to click on

online advertisements than students and employees. Students shopped online more than did employees and entrepreneurs consumers.

Srivastava Priyanka (2012)\(^{50}\) analyzed consumers’ attitude towards internet advertising and its effect on their purchase behaviour pattern; analyzed consumers’ perception of online ads and the degree to which it contributes to internet advertising; and analyzed consumers’ response to online advertisements and their perception of companies which advertise online. The research focused on urban consumers of above 18 years of age. The study seeks the effect of internet ads on the attitude of online consumers. A cluster sampling was used. A total number of 100 respondents were surveyed i.e. 50 respondents were from Rajajipuram and 50 from Alambagh of Lucknow city. He found that the internet users have the same perception towards the web advertisements. But all age group people agreed that the online advertising is very informative, but at the same time these advertisements create irritation among all age group people and people have done purchasing through internet. According to 16 respondents, the internet advertisements have interactivity. Credibility aspect of the online advertisements is assessed by 14 respondents. 12 respondents agreed that online advertisements are entertaining.

The study concluded that the online advertising is informative for all age groups of people and basically it is used for accessing e-mail.

Bibhas Chandra, Shubham Goswami, and Vineet Chouhan (2012)\(^{51}\) attempted to decipher the embedded attitude of the customers towards online advertising on the social community sites. They further investigated the instrumentality of key discriminating attributes configuring attitude on the premise of customers' proclivity for online advertising. The study was conducted on the undergraduates and postgraduates students of selected universities in Udaipur city. Through an e-mail invitation, respondents received hypertext link of an online survey. The request to respond was solicited from 128 respondents and finally 100 of them responded to return the filled in questionnaires. The study reveals that online advertising helps in purchase decision and results in lower price. The frequent browsers demonstrated a strong favourable attitude towards online advertisement on the social media which they chiefly attributed to the trustworthiness of social media. Moreover, the frequent browsers hold favourable attitude towards online advertisement due to the fact that it supports purchasing decisions and results in lower price products.

Li Zhongwei, et al. (2012)\textsuperscript{52} studied the effectiveness of interactive advertising in the contact of social media. The data collection was based on survey method. The primary data were collected from 160 undergraduate students in one of the private universities in Malaysia with the help of questionnaire. Probability sampling technique was adopted in this research. This study presents the review of literature related to the effectiveness of interactive advertising. The findings of the study showed that there exists relationship between the key determinants and the effectiveness of interactive advertising.

Payam Hanafizadeh and Mehdi Behboudi (2012)\textsuperscript{53} developed a solution for selecting the right format of web advertisement in Iran. The study was based on a review of the literature and scrutinizing among more than 40 scholarly papers. By reviewing the literature, a conceptual model was designed to examine factors explaining the right format of web advertisement. They selected 150 Iranian high ranked websites and found that the model is working properly. Expert’s opinion was used to test the conceptual model. It was found that seven critical factors affect selection of the right format of the web advertisement. They designed a new


methodology based on TOPSIS philosophy. They have defined two ideal frameworks namely, one for advertisement and the other for alternatives. They concluded that the right format of web advertisement is the advertisement that its ideal has more similarity with the ideal of alternative.

Ashraf Bany Mohammed and Mohammed Alkubise (2012)\textsuperscript{54} explored the factors that contribute to the effectiveness of online advertisements and affect consumer purchasing intention from the perspective of developing countries. This study analyzes the effect of online advertisement on purchasing intention using data collected from 339 Jordanian university students. Data were collected using questionnaire. Statistical testing has shown that neither gender nor age represents statistically significant factor that contributes to the effectiveness of online advertisement on consumers’ intention to purchase. However, income, internet skills and interest usage intensity per day were critical factors. The results have also shown that the location of the online advertisement seems to be the most significant factor among advertisement characteristics dimension. The results show two notable findings: first was the key significant role of website language and secondly the impact of other people’ opinions.

Denis A. Shakhov and Anna A. Panasenko (2012)\textsuperscript{55} investigated the problem of evaluation of bank advertising effectiveness in the internet both theoretically and practically. In particular, the work mostly focuses on the analysis of “traditional” advertising methods. Special attention is given to the economic and psychological effectiveness of advertising. Various methods of evaluation of advertising effectiveness are considered, their advantages and disadvantages are identified and possibilities of their adaptation and usage in financial sphere are ascertained. They suggest that the current methods for evaluation of economic and communicative effectiveness of advertising should be adapted to the conditions of bank functioning and to requirements of the clients of financial institutions. They should also consider the features and peculiarities of the advertising subject

Vahid Sharafian, et al. (2012)\textsuperscript{56} examined the effectiveness of advertising on the Iranian websites on the web space. Cluster sampling is used in this study. The population was divided into groups in terms of internet users namely students, professors and so on. The primary data were collected from 400 respondents of Islamic Azad University of Semnan. It has been found that there is a significant relationship between


the variables of information, encouraging purchasing, interest in product, preferring the product, convincing, deciding to purchase, advertising in the virtual space and virtual users, and this relationship is the advertisers' consideration in the virtual space. It is concluded that the advertisers in Iran have been weak on "exposing the advertisement" and this could be important.

Muhammad Awais, Tanzila Samin and Muhammad Bilal (2012)\textsuperscript{57} in their paper titled “Valuable Internet Advertising and Customer Satisfaction Cycle (VIACSC)” explored valuable internet advertising which will help to enhance the value of internet advertising. They have compared internet advertising with television advertising and found that advertising will survive and grow if it focuses on being valuable. The basic purpose of VIACSC is to identify the latent need of the customer through advertisement and inform him about a product which will help to retain business image, customer satisfaction and then loyalty. They have introduced certain steps in valuable internet advertising, and then customer satisfaction cycle through valuable internet advertising. They concluded that internet advertising becomes valuable when it identifies customers’ latent need, and when customers’ issue of privacy seems to be the main proponent in driving a new advertising concept.

Josefa D. Martín Santana and Asunción Beerli Palacio (2012) analyzed the relationship between click through rate and the traditional measurements of advertising effectiveness; measured the advertising effectiveness of two less common formats of online advertising in blogs namely, rectangle and contextual; and explored which factors influence that effectiveness. A survey was used to gather data. Advertising effectiveness was determined using the traditional measurements employed for conventional media at cognitive, affective and conative levels and analyzing the click through rate. The results reflect a direct relation between measurements of effectiveness and click through rate, differences in the effectiveness of the two advertising formats, and the factors influencing effectiveness are attitude toward the website, involvement with the product and duration of website visit. The study concluded that managers should not evaluate the effectiveness of their online campaigns by using only the click through rate.

Ziadi Nihel (2013) studied the efficiency through two indicators namely, the advertising memorization and the click on the banner advertising. The sample consists of 200 internet users i.e. 100 persons for each model


(memory model and click model). He opted for a non-probabilistic convenience method. The results showed that memory is largely affected by the location in the screen, size and animated banner advertising. As for the "click", it is related to the colours used in the banner, size and clarity of the message. He opted for the experimentation that took place in whole Net cafes in the region of Bardo. Though this study was based on an experiment, he tried to test the relationship between banner memorization and click on the one hand and the size, position, animated images, colour, occupation, the internet and the duration of the other. Both descriptive and explanatory analysis showed that all determinants except "images" are likely to explain either the memory or click banner advertising and therefore the effectiveness of internet advertising. He suggested that any company that uses the internet must necessarily take into account these dimensions in order to succeed as best tools for customer relationship and increase their internet advertising effectiveness.

Kai Yu Wang, Eric Shih and Laura A. Peracchio (2013)^{60} investigated whether exposure duration and banner ad complexity impact the attitudes of respondents towards target ads and brands. The sample included 219 respondents enrolled in marketing classes. The study was conducted in a campus computer lab. Respondents were randomly assigned to one of the nine experimental conditions and were seated in front of a

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computer. They were then asked to access the designated website. Processing fluency is used to explain the underlying process that occurs among consumers during exposure to advertisements, and refers to the ease of stimulus encoding and processing that is facilitated by prior exposure to a banner ad. This research used a priming phase and a testing phase, in which respondents viewed two banner ads for the same brand. The findings show that when a banner ad is difficult to process in the priming phase, increasing the duration of exposure to the ad in the priming phase causes a linear increase in respondents’ attitudes towards the target ad in the testing phase.

Seyed Rajab Nikhashemi, Laily Paim and Saeideh Sharifi Fard (2013) examined the effectiveness of e-advertisement on customer purchase intention. Besides, this study examined the effect of mediating and moderating demography factors on customer purchase intention in Malaysia. Of the 635 samples only 570 responses were considered complete and valid for data analysis. The findings revealed that service quality, social network and brand recognition can highly influence customers’ perception towards web-based advertisements. Consequently, consumers who are more optimistic in web-based advertisements have most likely higher intention to online purchase. Besides, the results showed that the demography factors

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cannot mediate the customer perception towards advertisement nor the effectiveness of e-advertisement towards customer purchase intention. The study suggests that companies must stress the intrinsic attributes of online advertisements to attract highly involved consumers and must present a benevolent corporate image for consumers.

Adeline Kok Li Ming, et al. (2013)\(^{62}\) studied the predictors of consumers’ attitude towards online advertising. The study identified three antecedents of attitude towards online advertising such as usability, trust and information. Three educational institutions have been selected using purposive sampling approach. 207 undergraduates were selected who are studying marketing and business as part of their majoring program. The questionnaire was used to collect data. The findings reveal that all the three predictors had positive significant influence on consumers’ attitude towards online advertising. In this study, usability was found to be significantly affecting consumers’ attitude towards online advertising.

Balasubramanian Somasundaram (2013)\(^{63}\) portrayed the complex social process effectively tackled by technology driven online matrimonial service.

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There is steady requirement for match making service and ever adoptive Indian society is flogging to online matrimony as communities embrace online services. Major online portals have built expertise over the past 10 to 15 years maturing as good business ventures in the self-service technology arena will attract more investment through capitalization and growth will be positive. All pointers are favourable towards both technology and business strategy points of view. They concluded that the online matrimony service marketing adopted by India will have strongest growth potential beating all economic scenario of recession, inflation, deflation experience.

The above studies have made use of various aspects of web advertisements. Most of the researches measured effectiveness under the concept of click through and response rates for web advertisements. Search engine had not been provided any software to calculate the effectiveness of web advertisements on the basis of viewers’ perception. Moreover, no study has so far even been attempted to examine the relationship between demographic profile of the respondents and their acceptance towards various attributes of web advertisements, and the relationship between socio-economic profile of the respondents and their acceptance towards effectiveness of web advertisements for select services. Therefore, the present study is undertaken to measure the effectiveness of web advertisements with clear perception of respondents. It is in the backdrop, the present study has been undertaken to fill in this vital gap in the existing research.