CHAPTER III
WEB ADVERTISEMENTS: AN OVERVIEW

3.1. Introduction

As the internet was transformed in the 80s from a “research only network” to allow commercial activities, organizations realized that the sheer number of users connected to the network and the very low cost of reaching out to them made the internet an attractive medium for advertising. Almost all media planners now consider the internet a viable advertising vehicle and almost all marketers agree. The World Wide Web is distinguished from other traditional media by its innovative communication technologies as an advertising medium. As the most prevalent and well-known type of web advertising, it provides advertisers with opportunities to make advertising messaging valuable, with varied creative appeals and convenient functions available.  

Effective advertising procedure is built on the stable foundation of advertising plans. As in the case of advertising on any other medium, effective web advertising starts from an understanding of the fundamental advertising procedure in general.  

Web advertising is a form of promotion that uses the internet to deliver marketing messages to attract customers. Examples of web advertising include contextual ads on

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search engine results pages, banner ads, rich media ads, social network advertising, interstitial ads, online classified advertising, advertising networks and e-mail marketing. One major benefit of web advertising is the immediate publishing of information and content that is not limited by geography or time.

### 3.2. Characteristics of Web Advertising

Web advertising is a kind of operational advertising released on the internet with carriers of digital codes. The advertising circle even thinks that web advertising will surpass outdoor advertising to become the fifth major media, following the traditional television, radio, newspaper and magazine. Since the first commercial web advertisement appeared in 1997, web advertising has always been favoured by many people. Today we are witnessing a resurgence of the web advertising industry. The huge successes of Microsoft, Yahoo!, Google, Amazon and American Online have proved that web advertising is here to stay and flourish. Sensing enormous potential in web advertising, most large companies have set up e-advertising groups. The continuing progress of technology has made significant contributions to making web advertising exciting, interactive and affordable to organizations. Compared with traditional media advertising, web advertising features some innate advantages. The attributes of web advertisements are given below:
**Wide Coverage:** Web advertising provides many professional knowledge, skills and case analysis on web advertising. Web advertising reaches people all over the world via the web all around the clock without restrictions to domain and time.

**Independence:** As it is well known, newspaper, magazine, television, radio, and outdoor advertising are compulsive, which try their best to absorb vision and hearing and compulsively instill the content to brain.

**Statistical Accuracy:** It is very hard for traditional media advertising to accurately calculate how many people can receive the information of an advertisement. While web advertising is different, for it can conduct accurate statistics on how many times the advertisement is exposed in front of users, how many further clicks users make after they are interested in the advertisement, and when and where these users look up the advertisement. This can help customers correctly evaluate advertising effects and examine their advertising release strategies.

**Online Adjustment:** Advertising on traditional media is difficult to revise after the releases, and it takes some money and time even it can be revised. Advertising on the web can change the content of the advertisement according to demands, and the operational strategy can be adjusted and implemented timely.
**Interaction:** Carriers of web advertising are basically multimedia and hypertext documents. If consumers are interested in a specific product, they can further know more, detailed and vivid information about it by just clicking the mouse, so as to “experience” in person the product, service and brand. If new technologies such as virtual reality are used in web advertising, it allows customers to really experience goods or service, and conduct booking, transaction and settlement on the internet, which can greatly strengthen development of web advertising. Interactivity is another great value in advertising web. Unlike print and broadcast media, the clients can actually interact with products. They can check out dimensions, read up on product specifications, compare prices, and submit request for information immediately.

**Low Cost:** It reduces the expenditure to a great extent. This is because except paying the SEO consultant and the service provider on the basis of PPC, no other payment is involved. In fact, now many people prefer to buy online because they are of the opinion that such purchases are hassle free. Web advertisement may seem quite comprehensive in comparison to other media, as it is actually cheaper than most of them. Since there is no expense associated with reprinting and redistribution, it reduces the overall cost.
Accessibility: With the increase in the number of searches over the internet, the popularity of the web also increases. The visitor can search depending on his convenience because it is available 24/7. The visitor will have more information about the product. An advertisement in the print media is lost the day after one gets the newspaper. In fact, many even forget about the advertisement. But it is not so in web advertising. It is timeless and can be accessed.

Quick Communication: The communication on the internet is quick. Clarifications are given online. Frequently asked questions will answer routine queries. Hence, it saves cost and time.

Assess the Success: The number of persons who visited the site, repeat visitors, clarifications sought by them, and the replies given to them are all recorded and can be viewed by the website creator. This will give him necessary data to make advertisements more effective. This is because, queries are answered immediately and such prompt action results in saving valuable time.

Right Target Audience: Through web advertising, one can target the right audience. The advertisement should be placed in a way so that the right customers can see it.

Relatively Trouble Free: There is nothing more comfortable in the world than placing an advertisement on the web for the product that is
selling. All that a company requires are a computer, a well designed site, a careful research of the best available web advertisement package, best possible advertisement style such as banner, text, and pop-up or pop-under.

**Update Ads:** Although commercials on television need to be updated on a periodic basis to avoid monotony, web advertisements have no such compulsions. If at all they require updating, it can be easily done without any complexity.

**Personal Touch:** Although the web can sometimes seem like a very impersonal place, it can afford opportunities for developing a more personal relationship with the current and potential customers. When buyers go online to research a purchase they are considering, the company’s website can tell them a great deal about the company. Photos of the products and videos of the company's services in action can be very effective. One great disadvantage of mass media is that they offer the lowest level of trust with customers, even though many companies continue to use them successfully. The cost of mass media advertising can spread over the many people in its large audience. Use of web captures the benefits of personal contact; it avoids some of the cost inherent in that approach.

**Speed:** There is the ability to include in website a large amount of information, using as much colour as viewer like at a very reasonable price. With print advertising, viewers have to throw away obsolete promotional
items in stock, redesign them, and wait for the printer to produce them. It is considerably more expensive and time consuming to revise traditional advertising than it is to upload revisions to the website.

**Ability to Target:** Even though the internet is vast, specific segments of the market can still be targeted. For example, if a website sells sporting goods, direct advertising efforts to other website owners who play sports or are sports enthusiasts. A service such as Google AdSense can find matches between advertisers and websites that provide access to potential users of a product. When compared with offline advertising, web advertising always helps companies to reach the targeted audience and this helps in making campaign more profitable and getting more relevant leads.

**Immediacy:** Web advertising creates a sense of immediacy, which may lead to more sales. If a customer sees an ad while surfing the internet, he can go right to the website and make a purchase. If he sees an offline ad, he may not be in a situation in which he can buy the product right away, and he may lose interest or even forget all about the product.

**Another Salesperson:** Web ad can serve as an "extra salesperson" for products or services. This can be especially beneficial if the product is complex and buyers need a greater amount of information. Media such as newspaper or television offer limited space and airtime; with a web ad, the
company can include all the necessary information in the ad or provide a link to a "frequently asked questions" page.

**Easy to Track and Measure Conversion:** Measurability and easiness to track the conversion make web advertising miles ahead of the traditional advertising methods. A lot of effective tools are available to measure web advertising campaigns.

**Informative:** In web advertising, the advertiser is able to convey more details about the advertisement to the audience and that too at relatively low cost. Most of the web advertising campaigns are composed of a clickable link to a specific landing page, where users get more information about the product mentioned in the ad.

**Flexible Payment:** Payment flexibility is another added advantage of web advertising and marketing. In offline advertising, the companies need to pay the full amount to the advertising agency irrespective of the results. But in web advertising, there is the flexibility of paying for only qualified leads, clicks or impressions.

**Better ROI:** Since web advertising is mainly focused on performance based payment, the return on investment is sure to be far better when compared with offline advertising.
Easy Audience Engagement: Web advertisement makes it easy for the audience to engage with the ads or products. The advertiser would be able to get more feedback from the audience and thereby improve the quality of ads going forward.

Better Branding: Any form of advertising helps in improving the branding and web advertising stands a notch high in improving the branding of company, service or product.

Flexibility: Web advertising is flexible, the advertisers can use various sizes and positions for their ads, and they can change the ad image and where it goes on a regular basis.

3.3. Types of Web Advertising

Web advertisement is typically placed on the web page of a website. Web advertisement sites are classified into three major categories: sponsored content site such as Hotwired and ZD Net, sponsored search agents and directories such as Yahoo!, Excite and InfoSeek, and entry portal sites such as Netscape and Microsoft. From the advertisers’ point of view, AOL is currently a very attractive website because of its very high membership. Increasingly, the web pages of search engines and entry portals are becoming very popular web advertisement spots. Web advertisements can be grouped into two major classes namely the pull advertisements and the push advertisements which are discussed below:
3.3.1. Pull Advertisements

The pull advertisements are those which appear on web pages selected by the web user. While navigating a web session, the user chooses the action to be taken on any advertisement that is displayed. Thus, a user can choose to interact with the advertisement, click on the advertisement for further information or just ignore the advertisement. Following are some of the popular pull advertisements:

**Banners:** Banner ads are small, usually rectangular boxes that appear near the top of the web pages. The messages are like the roadside billboards, but animated and interactive. Banner ads are primarily used for off-the-shelf products. Some banners, called “virtual tags”, present offers to users and allow them to complete the buying process without having to leave the site of the publisher. A modification of this allows users to play games in the banner area without forcing the user to change from the current website. Banners are currently the most popular form of web advertisement.

**Buttons:** Button ads are smaller than banner ads and are usually at the bottom of a web page. Buttons contain only the name of a company or a brand. Clicking on the button takes the web visitor to the corporate website of the company or brand. Buttons initially were from software companies and allowed web users to freely download software by just clicking on the
button. Buttons are simple and have been a great success in leading users to software developers’ products. Buttons can be used to build brand awareness because of their constant presence on the web pages.

**Advertorial:** Advertorial is web advertising designed to blend with the editorial content of the web page publisher. For example, the advertisement of the online bookstore, Amazon (http://www.amazon.com), appears on the review pages of Word (http://www.word.com). This is intended to attract the attention of the readers of the review if they prefer to order the reviewed book.

**Keyword Ads:** Advertisers can link a specific ad to a text or subject matter that is searched by a visitor. These ads are primarily found on web search engine sites.

**Interstitials:** These ads are like television ads with video and audio. When users click on a specific topic at a site, a separate window pops up with the advertisement related to that topic. However, since consumer expectations are ill-formed with respect to intrusive advertisements, organizations should exercise caution while using this form.

**Destination Sites:** These ads create a new channel by using information and entertainment values to pull users in and bring them back again. For example, MetLife Insurance Company provides advice on parenting as well as various insurance products at its destination site.
3.3.2 Push Advertisements

There is now a new way of delivering information to the web user using push technology. Push technology allows publishers to broadcast to the user rather than wait for the user to initiate the session. This is also called webcasting. A popular push vehicle is the e-mail, which is used to send promotional information to a list of users appearing on an address list. Since e-mail is text based, its use as a promotional material is limited. Further, context, relevance and clutter will determine consumer reactions to unsolicited messages. Now we have push systems that enable a web user to sign up and receive broadcasts of news and information on her/his computer. These channels serve as new vehicles to carry web advertisements. As the user provides personal information to subscribe to the push services, marketers can use the personal profile of the user to target advertisements. Advertising, though popular, is not the only promotion strategy on the web. Organizations are building online store-fronts, also called the virtual store-fronts, to promote as well as sell the products on the web. The various types of push advertisements are given below:

**Text Ads:** Advertisements displayed as simple, text based hyperlinks are known as text ads. As their name suggests, text ads do not include graphic images. Text ads are sold on non-search websites and can be served either by individual websites, or a publisher’s own ad servers. Popular in
newsletters and RSS feeds, and on many sites, text ads are probably the
dominate form of web advertising today. Text ads can be priced like banner
ads on a CPM or CPC basis. It can be difficult to track how many text ads
have been shown on a site. They use some other mechanism to serve the
text ads, and an impression is counted each time that mechanism delivers a
new ad. Probably the most well-known example of text ads is Google's
AdSense program, which delivers contextually relevant text ads and is in
use by thousands of sites worldwide. Text ads in newsletters are usually
specified as a number of lines, with a maximum number of characters per
line. For instance, a site might offer ad space in its newsletter by specifying
a maximum of ten lines of text and 65 characters per line.

Interstitials: Interstitial ads are nothing more than ads that are
shown in the transition between two pages of a site. Interstitials are gaining
in popularity with advertisers since they offer an almost unlimited amount
of space to pitch a product. Many site visitors find interstitials irritating and
they also increase site loading times. Interstitial ads appear between web
pages that the user requests. For example, an interstitial ad may appear after
click on a link in an excerpt to view the full content of news story. Because
interstitial ads load in the background and do not interrupt the users
immediate browsing experience, they are a preferred method of delivering
ads with rich media, streaming video and large graphics.
**Pop-up Ads:** According to many webmasters, pop-up ads are the most annoying type of advertisement. Although there is little evidence, this sentiment is shared by the larger web community. The pop-up windows can contain anything: text, graphics, and a form to collect information or e-mail addresses, even a little game. There are two downsides to pop-up ads, one for webmasters, and the other for advertisers. From a webmaster's point of view, pop-up ads wrench control of the browser away from their own page, and some badly written pop-up ads may also crash certain browsers, leaving a permanently bad impression in a visitor's mind. From advertisers' point of view, most pop-up windows can be minimized with relative ease.

**Opt-in Mailing:** An advertising type that is rapidly becoming popular, opt-in mailing consists of sending an e-mail message to a "pre-qualified" list of people. Some sites sell their lists of newsletter recipients to advertisers, but most prefer to keep the e-mail addresses secret and distribute the ad on the advertiser's behalf. Some unscrupulous companies think nothing of "padding" their lists with the names of people who have no real interest, but who have been virtually press-ganged into joining.

**HTML Ads:** HTML ads combine graphics and text with other HTML elements such as pull-down list, check boxes or forms. These can be very effective in getting traffic, but are much harder to serve and track, and generally require sophisticated software to run properly.
Rich Media Ads: Rich media ads make use of multimedia elements such as sound, animation and Java/JavaScript to drive the message home. Great for advertisers, less good for webmasters since the premium for rich media ads is not particularly high, but the extra load time and annoyance can be considerable.

Hybrid Ads: Hybrid ads combine aspects of other advertising types, such as text and banners, to make a more effective pitch to visitors.

Display Ads: Graphical advertisements featured on websites are known as display ads. Display ads are often available in many standard shapes and sizes, including banners, leader boards, skyscrapers, large boxes, and other sized graphical ads. Display ads use eye catching visuals to quickly catch the attention of website visitors browsing the pages on which they are featured. Display ads are sold on non-search websites and can be served either by individual websites, or a publisher’s own ad servers.

Flash Ads: These kinds of ads incorporate flash animation or other motion graphics. Ads may be animated display ads in more traditional shapes and sizes, or, as of late, they can be sophisticated ads that function similarly to pop-up ads but with much deeper integration into the overall design of the site.

Video Ads: With the popularity of online video watching, video ads have become a viable means of distributing rich advertising content.
Currently video ads can either be content created entirely by the advertiser, or “in video” ads that will show an ad within a video. Major search properties like Google, MSN, Yahoo!, and AOL all offer advertising on their video websites.

**E-mail Ads:** Ads that are distributed by a publisher through e-mail blasts to opt-in audiences are known as e-mail ads. Advertisers can individually sponsor a publisher’s e-mail newsletter or they can purchase classified ad space.

**On-site Sponsorships:** On-site sponsorships are ads that can be bought on individual websites. Sponsorship ads typically appear in an area on the website reserved for sponsors and often noted as such. Not a different advertising type, exactly, but a different way of approaching advertising, sponsorships and partnerships usually involve integrating the advertising more fully into the body of a site. Sponsorships, when done well, can be both discreet and effective. Much sponsorship takes the form: "site brought to you by sponsor" or "sponsor's guide by site"

**Advertorials:** Advertisements in editorial form that appear to contain objectively written opinions are known as paid editorial ads, or “advertisials”. Web advertorials are typically featured on publisher’s websites and promote products and services related to the website’s content.
Some ad networks will develop, optimize, and write company’s advertorial and place it on their ad network.

3.4. Demands for Non-traditional Media

Prior to World War II, business management had been production oriented, with consumer demands surpassing the supply of consumer goods. However, as the war was over, the production oriented market environment shifted to a consumer oriented environment, following increases in manufactured goods, fueled by the development of production technology. Since then, the consumer orientation has been perceived to be the basic and the most important principle in managing companies, among marketers and business owners. In the 1960s and the 1970s, ineffectiveness of mass marketing, which had been the widespread marketing concept since World War II, began to surface as "the masses are breaking up into smaller segments." In the new market environment, advertisers perceive direct or niche marketing, rather than mass marketing, as a more effective and appropriate marketing concept. Consequently, this newly defined marketing concept requires that advertisers modify their marketing objectives and strategies. Advertisers divide the target consumers into smaller segments

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and diversify their products to satisfy the wants and needs of consumers in each market segment more specifically.\textsuperscript{5}

Needless to say, the emergence of the niche marketing concept has either direct or indirect impact on the way to communicate with consumers, because the advertising plan is built on the basis of the overall marketing plan. With the shift in the methods of communicating with consumers, advertisers came to notice the shortcomings of the mass media. First, in performing niche marketing, advertisers would like to deliver advertising messages specifically to each small segment of their target consumer group. However, the mass media rarely allow advertisers to approach so small a number of people. For that reason, advertisers turned their backs on the established mass media and began to look for non-traditional media through which they can contact a well-defined, small segment of consumers efficiently.\textsuperscript{6} Second, in today's niche marketing environment, advertisers and people in the advertising industry have become interested in understanding the needs, wants, problems, and interests of consumers in each small segment more specifically and accurately than ever before.\textsuperscript{7}

Advertisers have considered the active exchange of information and the


establishment of a close relationship with consumers, rather than reference to consumer research databases, as a more effective way to understand their target consumers. Along with the increasing needs for two-way communication and a personal relationship with consumers, advertisers began regarding the established mass media as less effective in satisfying their new demands. Since mass media allow only one-way communication from an advertiser to mass consumers, in most cases, advertisers are hardly aware of consumers’ responses to advertising messages and their concerns with advertisers.

3.5. Emergence of Non-traditional Media

With the market environment and marketing concept changing, advertisers are looking for non-traditional media, through which they can reach the newly defined consumer market and exchange information with consumers more effectively. Non-traditional, interactive media, such as interactive television, electronic kiosks, CD-ROMs, infomercials, and the web, allow advertisers reach to smaller segment of the target market audiences. In addition, these new media enable advertisers to communicate with consumers in a two-way mode and, consequently, to build personal consumer relationships. Non-traditional media may be beneficial to consumers, as well. Consumers would like to make more reasonable purchasing choices, based not only on mere brand name or some beneficial
features, but also on more detailed information for a comparison among advertisers’ products and services. On these media, consumers are allowed to ask questions and to express concerns about an advertisers’ brand for better purchasing choices. In a sense, both advertisers and consumers benefit from exchanging information and establishing personal relationships with one another, under certain conditions. Interactivity is the technological capability that enables the exchange of information and the establishment of close relationships between advertisers and consumers. Availability of interactivity most prominently distinguishes non-traditional media, including the web, from the established media.

With the advent of the internet, the trends to the information society development in many countries of the world have become ever more apparent. This directly influenced various spheres and reached human relations. The internet is first of all realized through the technologies and technical tools whose capabilities are determinant for the process of interaction between people in the network. The integration through advertising serves as a well-ordered interaction between individuals and groups of people based on the relations of relative autonomy and dependence of the participants. Hence, the purpose of advertising, i.e. to stimulate exchange operations, comes into the first place. In general, the

web advertising is a purposeful public communication based on the interaction between its subjects in the internet environment with the view of livening up their interests and activities in relation to the advertising object, on the one hand, and gaining profit and goods, on the other hand. Rapid growth of the web advertising popularity is explained by the fact that using various means, forms and methods of advertising both large-scale companies, small businesses and individual users of the internet may reach the set goals in a very efficient manner. The means, forms and methods of web advertising communication are the integral components of the mechanism of web advertising functioning. The advertising means with all due specificity of the internet are text, graphics, photos, video and audio.

3.6. The Web: Fast Growing Advertising Medium

Web advertising started in 1994 when HotWired, a web magazine, sold a banner ad to AT&T and displayed it on their web page. The ad was sold based on the number of “impressions” which was the model followed by most traditional media for this sort of brand advertising. Many web ads were subsequently sold based on “cost per mille,” which is advertising terminology for cost per 1000 viewers of the advertisement and often referred to as CPM. Paying by number of viewers remained the norm until Procter & Gamble

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negotiated a deal with Yahoo! in 1996 which compensated the web portal for ads based on the “cost-per-click”. Yahoo! was paid only when a user clicked on the ad. This was the web version of the direct response method commonly used by advertisers for things such as mail and telephone solicitations.

The exploding supply of web pages led to the birth, in 1994, of several search engines that also sold advertising to make money. At first, they sold banner ads on a cost-per-mille basis that is, based on how many people saw the ad. However, that approach led to a conflict for the search engine between helping people find things quickly and keeping eyeballs trained on the site to make money. The search engines later moved to the cost-per-click model. GoTo.com which is now owned by Yahoo! introduced many of the key technological and business model innovations in the next three years. These included adopting the cost-per-click approach to pricing and the use of auctions to allocate the advertising spots on the page showing results of the search. During this same period, fairly traditional methods of advertising were mimicked on the web. These included web versions of business directories similar to the yellow pages such as yellowpages.com; web versions of newspaper classified ads such as Craigslist; and web versions of direct mail and telephone marketing such as CheetahMail. These web-based vehicles were charged for in ways that were similar to their traditional counterparts with the exception of Craigslist, which provided a significant amount of free advertising to consumers.
Web advertising revenue has increased steadily over time in absolute terms and as a fraction of all advertising revenue. About twenty years after its birth, the web advertising industry remains in considerable flux. The delivery of web advertising exhibits rapid technological change. At the same time, new economic structures are emerging and business relationships among the key players are changing. For example, in 2008, Google completed its acquisition of DoubleClick, which was a major technology provider, and Microsoft entered into negotiations, ultimately aborted, to buy Yahoo! Nevertheless, certain features of the “web advertising ecosystem” have become clear and provide a useful framework.

On one side advertisers want to reach consumers and consider web advertising as a possible way to do that. On the other side consumers may or may not be receptive to receiving advertising messages. In between are various intermediaries. The fully integrated intermediaries touch consumers and advertisers directly. Many intermediaries are partly integrated. Publishers such as reuters.com bring consumers to their sites and have direct sales forces that sell advertising inventory directly to advertisers. But these publishers also typically rely on technology providers that handle passing ads from the advertisers to the publishers’ advertising spaces as well as advertising networks which aggregate web advertising inventory.

and sell it to advertisers. Finally, some publishers are highly specialized and contract most tasks out.

Almost all of the participants in intermediation between advertisers and consumers operate multi-sided platforms, sometimes working with agents for the advertiser or consumer. This results in an industry of interlocking multisided platforms. Some of these platforms have more “sides” than just buy and sell. Facebook, for example, operates a software platform\textsuperscript{12} that encourages developers to write applications that also enlist advertisers and consumers. As with advertising generally, a key feature of web advertising is that consumers are paid with content and services to receive advertising messages and advertisers pay to send these messages. A fundamental question, not addressed here, is why this particular pricing and reward structure has held over long periods of time and across many different types of advertising. Among other things, the answer would help to illuminate the extent to which advertising is a method for reducing transactions costs between buyers and sellers or a source of imperfection that distorts decision making.\textsuperscript{13}


3.7. Commercialization of the Web

Advertisers, people in the advertising industry, and web advertising developers are sure to predict that the web is and will be one of the most important advertising media in the industry.\(^{14}\) The commercialization of the web, the increase of the web user population, and the unique technological benefits of the web are the primary reasons the web is regarded as one of the most effective commercial communication tools available. Since commercial investment and sponsorship have been permitted on the web, the number of commercial domains and entities, including both traditional and electronic commerce businesses, has increased dramatically, and these commercial corporations have become major players on the web. As a result, the purpose for using the web is not only governmental and academic information exchanges, but dissemination of commercial messages. Web users can search for information regarding products and services, compare various alternatives and advantages, weigh prices provided by numerous companies, and even make a purchase on the internet, if they want. The commercialization of the web lured advertisers to this medium by making the medium favourable for advertisements.

3.8. Web Advertising: Indian Scene

Web advertising is still in the embryonic stage in India, while in other parts of the world it has already taken deep roots. The share of India’s web advertising in world pie is almost negligible. But developing countries like India, where internet users are growing rapidly, it has huge potential. India’s leading advertisers are starting to advertise on web, but at a very slow pace. Indian companies are also showing keen interest in promoting their products or services on the web. Currently finance sector is the most dominating sector in web advertising and it accounts for about 40 per cent of total web advertising in India. Some of the leading companies from this sector are HDFC, Citibank, SBI, UTI, etc. FMCG goods have just started to come in led by companies like Hindustan Lever, Procter and Gamble, etc. FMCG accounts for about 20 per cent of total web advertisement spending in India. Consumer durables companies are also coming and account for 15 per cent of total web advertisement. Share of media sector is about 10 per cent and the rest comes from other. In India, most popular form of web advertising is banner advertising. The reason is that it is easy to create, place and use. India has to cover a lot of grounds to come up to the level of web advertising as, say country like U.S. There are many stumbling blocks in the growth of web advertising in India like, psychological fears of IT, high cost, low education and above all low awareness level. Still many Indian companies are hesitant, anxious
and doubtful about the potential it offers. Unless these are dealt with, web advertising can’t really take off in India.

3.9. Summary

In this chapter an attempt has been made to present a conceptual framework of web advertisements. With the market environment and marketing concept changing, advertisers are looking for non-traditional media, through which they can reach the newly defined consumer market and exchange information with consumers more effectively. Web advertising started in 1994 when HotWired, a web magazine, sold a banner ad to AT&T and displayed it on their web page. Today we are witnessing a resurgence of the web advertising industry. The huge successes of Microsoft, Yahoo!, Google, Amazon, and American Online have proved that web advertising is here to stay and flourish. Web advertising has certain features such as wide coverage, independence, statistical accuracy, online adjustment, interaction, low cost, accessibility, quick communication, and so on. Web advertisements are in two types namely, the pull advertisements and the push advertisements. However, there are many stumbling blocks in the growth of web advertising in India due to psychological fears of IT, high cost, low education and above all low awareness level.