CHAPTER 3

REVIEW OF LITERATURE
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3.1 Introduction

3.2 Internet as a Marketing tool

1. J Suresh Reddy
2. Vika Bondar
3. V.Kumar and Denish Shah
4. Victor Van Valen

3.3 Cost savings between Traditional marketing and Internet Marketing

5. Scott F. Geld

3.4 Online advertising

6. Peter J. Danaher and Guy W. Mullarkey
7. Neelika Arora
8. Shelly Rodgers and Esther Thorson

3.5 Web Advertising (Articles)

9. Christian Rohrex and John Boyd
10. maxpc.co.uk
11. Nicholas Ind, Maria Chiara Riondino
12. Sumanjeet

13. Robin Farewell

14. Jeffrey Parsons, Katherine Gallagher and K. Dale Foster

15. Jean Louis Chandon, Mohamed Saber Chtourou, David R. Fortin

3.6 Research work on Web advertising

16. Gavin Lees and Benjamin Heal

17. Nathan Rae and Mike Brennon

18. Dr. Rajesh Mahajan and Prof. Sunil Kumar

3.7 Consumer attitude towards Web advertising

19. Dr. Gurmeet Sing and Mr. Harish Gautam

3.8 Future prospects for Web advertising

20. Jaffrey Graham

3.9 Observations of researcher and usefulness of review of Literature
3.1 Introduction

An extensive literature review is done on the concepts and theories related to web advertising. A review of Research papers, articles is undertaken to take note of and acknowledge work that has been done in the field of web advertising as such. The Researcher has collected secondary data from reputed Journals and Magazines, Newspapers, articles, Internet websites and Archives. The Researcher has visited Libraries in Pune and out of Pune, to collect literature.

The researcher has identified seven research papers along with thirteen articles published in renowned journals on various topics such as Web ad, Web based ad market, E-commerce impact, trends of online marketing, consumer attitude to Web ad and sales/marketing strategy.

The review of available Literature on each topic is taken into account in this chapter.

3.2 Internet as a Marketing tool:

1. J Suresh Reddy\textsuperscript{26} has published article in Indian Journal of Marketing. Title of article is “Impact of E-commerce on marketing”.

Marketing is one of the business function most dramatically affected by emerging information technologies. Internet is providing companies new channels of communication and interaction. It can create closer yet more cost effective relationships with customers in sales, marketing and customer support. Companies can use web to provide ongoing information, service and support. It also creates positive interaction with customers that can serve as the foundation for long term

relationships and encourage repeat purchases. Even cyber shopping allows customers to sit in the comfort of their homes and purchases their goods. One can shop any kind of product or service in the mind of the night and from any part of the world.

2. Vikas Bondar\(^\text{27}\) has published his article on “sales and marketing strategies”.

Internet is a really good thing. The Internet gives people a greater amount of information as we need. It is the best way to get a comparison of the products that we need. If we are interested in buying, it is best for us to check the Web sites. Also if we would like to make our own Web page we can do this, without paying a lot of money. From where do we set all this information? The answer is from advertising, which we see, everywhere: on TV, on the Internet, in the newspapers and more. Year after year we get more and more new, interesting information and in the future the Internet use will increase more than now.

This article explains how internet is useful tool for advertisement.

3. V.Kumar and Denish Shah have published research paper entitled “Pushing and Pulling on the Internet”

The internet is fast emerging as a domain sales channel. The Internet is expanding & it influences consumer which shifts the consumer behavior. It has changed the way product awareness is created\(^\text{28}\), developed new modes of product consideration.

\(^{27}\) Vikas Bondar, “Discuss how sales and marketing strategies have changed as a result of developing technology. What changes have occurred in advertising with the development of computer technology? How has developing technology expanded the marketplace for both businesses and consumers?” –Focus discipline projects business, ESL 91, Spring 2000

\(^{28}\) V.Kumar and Denish Shah, “Pushing and Pulling on the Internet”, Marketing research, spring 2004.
It also creates new means of purchasing products. This has brought new opportunities, challenges and threats (in the form of competition) to both existing and new business.

The table 3.1 shows the comparison between traditional advertising and Internet advertising with attributes such as Form, Format, Timing and objective.

**Table 3.1**

**Comparison between Traditional and Internet advertising**

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Traditional advertising</th>
<th>Internet Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td>Form</td>
<td>Print advertisements, TV commercials, radio broadcasts, billboard signs, poster display and so on</td>
<td>Banner ads, pop-up windows, interstitials, paid search, classifieds, rich media ads and so on.</td>
</tr>
<tr>
<td>Format</td>
<td>Well-defined size or duration</td>
<td>Infinitely creative palette giving way to complex variations and multiple formats.</td>
</tr>
<tr>
<td>Timing</td>
<td>Prime time is leisure time</td>
<td>Prime time is work time.</td>
</tr>
<tr>
<td>Objective</td>
<td>Delivering brand/product awareness/ information</td>
<td>Can lead to multi-purpose: brand/product awareness/information, sales and customer services.</td>
</tr>
</tbody>
</table>
Traditional advertising propagated through the conventional channels of television, radio, and print media typically follows the AIDA (Awareness, Interest, Decision, and Action) where advertisements are deployed to “Push” awareness to arouse interest leading to influencing the decision and purchase action.

However, the Internet is a medium where you can serve, support and interact with consumers beyond the AIDA model objectives. Therefore, it would be myopic to view the Internet as a mere push-marketing medium.

One has to look at the Internet as a business channel capable of performing multifunction – advertising, sales, and information exchange and after sales support. In this age of information overload, user chooses to see, read or hear what he/she want and promptly discard the rest to move on to the next relevant item. This is because a huge amount of self-awareness is created by Internet users actually going out and learning about new products and services. They not only watch the Web, they use it. This distinguishes the Internet as a pull medium as well as a push medium for information dissemination. In such a scenario, non relevant online advertisements such as pop-up ads or banners run the risk of annoying users and losing them forever. It’s time for marketers to rethink their online advertising
strategy and strive to develop a more targeted and focused approach towards their potential customers.

This article explains how internet is used for pulling the new customer and a push medium in information. Today’s customers have unique needs, interests and demand. They use Web for getting more and more the information of the product. In this scenario web advertisement can be used to pull the new customer and increase the sale.

4. Victor Van Valenas\(^29\) published article “Is Your Marketing Smart?”

Today advertisers not only need to cater to and directly pinpoint a precise targeted audience, but they need to customize their advertisements as well. In print mediums, you have an idea of who will see your ad. For example, you know Femina magazine would be great to target women so you can promote your new beauty product in this magazine. But when it comes to online venues, how can you target the right audience when millions are browsing?

Solution to this problem is Yahoo! SmartAds product, an innovative new advertising platform that allows marketers to deliver tailored ads to highly targeted audiences. SmartAds combines Yahoo!’s consumer insights and media capabilities with new ad serving technology. It automatically converts campaign creative and targeted offerings into highly-customized, relevant ad displays.

\(^29\)http://www.salesandmarketing.com/msg/content_display/marketing/e3i0436ad849dad5c1d51e3f5c8e62ef6bc
“Yahoo!’s SmartAds gives marketers what they want from online advertising: the ability to deliver customized marketing messages to consumers, and still engage very large audiences with their brand,” says Todd Teresi, Yahoo!’s senior vice president of display marketplaces.

3.3 Cost savings between Traditional marketing and Internet Marketing:

5. Scott F. Geld has written the article entitled “Cost savings between Traditional marketing and Internet Marketing”.

Marketing can be defined as 'whatever you do to promote and grow your business' including market research, advertising, publicity, sales, merchandising and distribution. With traditional marketing techniques all of these things are delivered in print format or in person. Internet marketing however, uses the power of online networks and interactive media to reach your marketing objectives...no paper, no telephone calls, no in person appearances. Internet marketing can save your time, money and resources.

Electronic versions of catalogs, brochures, white papers, data sheets etc. don't have to be printed, stored or shipped to your customers resulting in an enormous savings in printing and storage costs. And what about manpower (or lady power) costs?

It is no longer requires as many people to handle mailing and distribution of your marketing collateral...more savings.

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Updating catalogs, brochures and any other marketing collateral you produce can be accomplished as needed online and in lightning speed. There's no need to send revised material out to a printer and then have to wait for a revised version, a great savings in time. And, time is money.

More information can be provided to customers with little if any additional cost. Adding more pages to a document online involves virtually no expense compared to the additional cost and space required to deliver the same thing in print format. You can reach more customers than ever before and it doesn't cost a penny more. There's no postage or courier charges to pay. Distribution costs are the same whether you reach one or one million.

Finally, for little or no cost you can have several electronic versions of the same catalog customized to meet the needs of different audiences.

The difference between traditional and Internet marketing is money and Internet marketing improves your bottom line.

### 3.4 Online advertising

6. Peter J. Danaher and Guy W. Mullarkey have published their research article entitled “Factors Affecting Online Advertising Recall: A Study of Students”.

In this research article we examine factors that might impact on web advertising recall and recognition. These factors include the viewing mode, duration of page viewing, and web page context factors, including text and page background complexity and the style of the banner advertisement. Via an experimental design

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conducted on a student sample, we manipulate these factors over several levels. The key finding is that the longer a person is exposed to a web page containing a banner advertisement, the more likely they are to remember that banner advertisement. We also find that recognition scores are much higher than both unaided and aided recall scores.

Finally, web users in a goal-directed mode are much less likely to recall and recognize banner advertisements than users who are surfing a site.

In addition, a number of personal demographics and site attitude factors are incorporated. The key finding is that web page exposure duration is a strong determinant of banner advertisement recall. Stated simply, the longer a person stays on a particular web page, the more likely they are to remember a banner advertisement on that page. In addition, some minimum and maximum thresholds are observed. To achieve reasonable advertising recall, some minimum level of exposure (around 40 seconds) is required. However when a user is in surfing mode, advertising recognition does not increase appreciably when exposure exceeds 40 seconds.

In this article the Authors has consider only banner advertising , the other methods of web advertising such as pop-up ads, pop-under ads ,interstitial ads square ads etc. are not considered, which the researcher will consider for the Ph.D. work.


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32 Neelika Arora , ” Trends in Online Advertising”, Advertising Express,Dec2004
The global online advertising revenues are expected to touch US $10bn by 2006. In India, the revenues at present are estimated to be Rs. 80 cr. and are expected to increase six times more within the next five years.

In India, Internet as a medium is accepted by a wider industrial segment that includes automobiles, telecom, education, banking, insurance, credit cards, FMCG (Fast Moving Consumer Goods), apparel/clothing, durables, media, business services and tourism. Out of these, it is estimated that the banking, FMCG and insurance sectors together account for 45% of the total advertising spend. In comparison to this, automotive, travel and retail spend 37% of the total advertising revenue and financial service companies spend 12% only. Some of the top spenders in India are automobiles, followed by brands like Pepsodent, Kelloggs, Cadbury, HDFC (Housing Development Finance Corporation Ltd.) loans and Sunsilk. In addition to these the early adopters in the field of finance and IT are also increasing their spending. Globally, the trend is that almost 60% of the revenue goes to five firms- Goggle, Yahoo, Microsoft, AOL(America Online Launchers), and Overture. Approximately, 90% of the Goggle revenues come from advertising. In India, portals like indiatimes.com, exchange4media.com, rediffmail.com, agencyfaqs.com etc are attracting major online spender.

This article explains demographic profile of Indian users. It also gives the comparison between global trend and Indian trend, which is useful for my research work.
8. Shelly Rodgers and Esther Thorson\textsuperscript{33} have published research paper entitled “The Interactive Advertising Model: How Users Perceive and Process Online Ads”. The authors provide an integrative processing model of Internet Advertising, which incorporates the functional and structural schools of thought. The model begins with the functional prospective, which attempts to identify reasons for Internet use. Since most individuals enter cyberspace with some goal or agenda, in mind, the authors argue that a model of online processing should begin with consideration of Internet functions. These functions, according to the authors, operates conjointly with the user’s mode-ranging from high goal-directed to playful-to influence the types of ads web users will attend to and process. The authors offer a broad scheme in which to classify most Internet ads, as well as a number of common features unique to these ads. The authors conclude by offering a number of hypotheses suggested by the model.

Although the internet provides an efficient medium for advertising (Hoffman & Novak, 1996) practitioners are trying to figure out how to maximize this new medium (Eighmey & McCord 1998). Scholars are attempting to do the same. Their approach, however, generally differs from practitioners in the way rigorous theories, methods and models are built, used, tested and re-tested. Our purpose here is to offer an Interactive model of ad processing that can be used, tested and re-tested by anyone interested in Internet advertising research. The model differs from

\textsuperscript{33} Shelly Rodgers and Esther Thorson, ”The Interactive Advertising Model: How Users Perceive and Process Online Ads”, Journal of Interactive Advertising, Volume 1, number 1, Fall 2000.
other online models in the way it incorporates several paradigms, or schools of thought.

In short, we propose an interactive information processing model of Internet advertising that incorporates both function and structure. Our rational for doing so is simple.

3.5 Web ads:

There are seven articles and two research papers, reviewed by the researcher as below:

9. Christian Rohrex and John Boyd\(^{34}\) have published article entitled “Ads that work on the Web” in 2004.

A Website’s long term success often rests upon its ability to balance two fundamental and frequently conflicting needs: the need to sell ad space so that the site makes money and the need to keep users happy so that they continue to visit site. Sites that effectively strike this tenuous balance prosper, while those that do not become increasingly unpopular, either with users or with advertisers and shareholders. Further complicating this challenging balancing act is the fact that the point of equilibrium is often found at different places on different sites at different times. A growing body of research has revealed principles and guidelines that designers can use to optimize this balance and at times, to create a Web experience in which advertising and page characteristics actually work together to enhance – or at least not harm – the user experience. In this tutorial, we introduce participants to these principles and the research techniques through which they were developed.

\(^{34}\) Christian Rohrex and John Boyd (2004), “Ads that work on the Web”
With a thorough understanding of the current state of art, participants can improve
their sites immediately. Learning how the principles were developed will ensure
that their sites and the principles themselves continue to evolve alone with the Web.

10. The article “Web ads that work” from Website www.maxpc.co.uk explains which
Software tools can be used to design Web ad.

Unlike most other media, an online ad has the potential to react and interact, with
the target market. The target market is young and looking for fun and excitement.
The ‘Bad Surf Butt’ ad uses a homemade, camcorder feel and slapstick characters
to grab the attention of the youth market. Making the banner ad into a simple,
humorous game makes the ad fun to play.

The banner advertisement follows the usual three –point banner formula

1. **Catch the eye:** as the man rips off his suit, the banner brightens and the ‘inner
   Surfer’ runs out

2. **State your business:** Use the URL as its self explanatory.

3. **Call user to action:** the user needs a reason to click a banner advert, banner-
   centric promotions are a great way to convert click-through to sales. Statistics show
   that using the phrase ‘click here’ increases click through by around 20 per cent.
   The real power of online advertising lies in combining the interactivity of rich
   media formats (such as Flash) with great concepts. This is the area that offers the
   greatest opportunities for creative and memorable advertising.

In this article twelve web designers explained the designing tools used for banner
advertising which gives the guidelines for this research study.

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35 www.maxpc.co.uk
Nicholas Ind, Maria Chiara Riondino have originally published their article in the Journal of Brand Management in September 2001.

The title of this article is “Branding on the Web: A real Revolution?”

Although much has been written about the marketing implications and opportunities of the “interactive revolution”, with particular emphasis on e-commerce and online advertising, the effect that this may have on the practice and theory of brand management has to date gone unexplored. To contribute to a better understanding, a series of one-to-one qualitative interviews was undertaken with companies in the UK and Italy, including traditional companies, dot.coms and brand consultancies. In this paper difference in corporate attitudes to the Web are discussed and conclusions as to the way in which branding practice and theory are affected by the new technology are drawn. Finally an updated model of brand management is suggested.

This article explains the Web is both a distribution and a communications channel that facilitates interaction community building, openness and comparability. The best Web brands optimize all these facts and integrate the Web into the other activities. They recognize that the Web is not just a medium to the outside world, but something that impacts both internally and externally on the way they do business. The Web may not be a revolution in terms of seismic shift in the world order, but as it becomes a more intuitive part of business, it will alter the relationship between a brand and its users.

This article explains the web ads can be used for branding.

12. Sumanjeet\textsuperscript{37} has published article on “On Line Banner Advertising”- in Indian Journal of Marketing.

Online banner advertising has great potential as an advertising medium. It is easy to create, place and use. It offers companies targeting well educated, innovative, affluent males/females or students with great potential for success as their segments are highly represented. But it is not superb-direct marketing tools. It has many limitations like CPM banner advertisement doesn’t provide enough accountability to advertisers and click-through (CTR) doesn’t provide enough accountability to publishers. Still banner advertising remain the mainstay of online advertising. There are some forces that will shape the evolution of online advertising and determine the future of advertising banner. Will the media format that gives rise to online advertising industry evolve to survive in these new conditions, or will something new emerge from another source?

13. Robin Farewell\textsuperscript{38} has published his article on “Web banner ads fit in new marketing mix” in Business Journal Serving Southern Tier,CNY.

This article indicates that the Web has a huge potential for building customer relationships, measurability and speed through banner advertisements. The majority of advertisers like the Web medium for advertisement because it allows advertisers to see how well their advertisement is doing on a daily basis.

The real advantage of Web advertising is the interactive nature. It provides a new and virtually limitless opportunity to reach existing and new audiences. Effectively utilizing this strength requires a precise definition of each target audience's wants &

needs, and the design of ad with proper messages based on those needs. For the banner ad design colors, logos, company signatures and images should be considered so that it serves a purpose. The messages must be replaced more rapidly to keep the audiences coming back. Use the word “FREE” in banner ad has positive impact since it has power to attract the audience.

This article explains that the Web has huge potential for building customer relationship. It provides opportunities to reach existing and new audiences through banner advertisement.


This paper reports a laboratory experiment that examines the impact of advertisement format (less or intrusive), medium (print or web) and Web content structure (Linear or non-linear) on a board range of measures of advertising effectiveness and evaluation of Web content.

The results 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 structures. Evaluation of content was found to be unaffected by medium or Web content structures, but positive related to the

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63
presence of advertising and negatively associated with the level of intrusiveness of advertising format.

The findings with respect to Web advertising effectiveness suggest that advertisers should consider advertising on the Web. Notwithstanding the low click through rate, Web advertising is effective. Moreover, advertisers may not need to be concerned about evaluating the interactive quality of Web Sites in which they advertise- focusing on the exposure to the target market available through the site may be more important. Finally, there does not seem to be any advantage in developing more intrusive forms of Web advertising.

From a Web content provider’s point of View, the advertising effectiveness findings in this study may be useful in helping convince potential advertisers to engage in Web Advertising. The study may loss help alleviate potential content providers concerns that selling advertising may lead to less use of their content by Web users- advertising may in fact improve evaluation of content (Particularly where there is a strong relationship between the content and the advertised products). Finally, content providers may want to discourage ever more intrusive forms of Web advertising, not only for selfish, reasons, but from the perspective that higher levels of intrusiveness do not improve advertising effectiveness.

This article explains web advertising effectiveness and evaluation of web content. The findings of this research suggest that advertiser should use web for advertising their product.

15. Jean Louis Chandon, Mohamed Saber Chtourou, David R. Fortin\(^{40}\) have

published the article entitled “Effects of Configuration and Exposure Levels on Responses to Web Advertisements” in Journal of Advertising Research.

This article reviews the measures currently used to measure effectiveness in web advertising. It also determines the factors that might contribute to observed variations in click-through rates based on an actual sample of advertising campaigns. The study examined the complete set of all advertising insertions of 77 customers of a large advertising agency over a one-year period. A sample of 1,258 placements was used to study the effect of banner formats. The other factors such as size of the advertisement, motion, and use of “click here” & “online only type of announcers all have a significant impact on click – through rates.

The click-through rate is an original and interesting measure of advertising effectiveness. It can be seen from two points a view: an immediate response to an advertisement and a behavioral action to request for further information. The study would suggest that the internet can be considered as a high –involvement media for advertisement.

This article highlight the various aspects of click through rates such as size of the advertisement, motion, images, animation, use of “click here” word, etc. The limit of this study is click through rates measures only for short term effects & also all aspects of advertising effectiveness can not be measure by click through rates.

3.6 Research work on Web advertising:

The researcher has ascertained two research studies on this topic. The details are as below.
16. Gavin Lees and Benjamin Heal\textsuperscript{41} have published the research article entitled “A Test of the Effectiveness of a Mouse Pointer Image in Increasing Click through for a Web Banner Advertisement”, in Marketing Bulletin.

The objective of this research was 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. Previous studies had found that including a ‘click here’ instruction increased response to banner advertisements but in this study no such effect was found. However, click-through rates for the advertisement varied significantly across the sites examined. More research is therefore called for not only to identify whether a pointer image is able to increase click-through rates in combination with other design elements, but also to further investigate the relationship between site content, visitor ship and click-through rates.

The click-through rate is used to measure effectiveness of web advertising and this article has explained the effect of click-through rates of a variation in the design of a web banner advertisement and this aspect is considered in this research.

17. Nathan Rae and Mike Brennon\textsuperscript{42} have published research note entitled “The Relative Effectiveness of Sound and Animation in Web Banner Advertisements”.

The research paper explains the most common form of Web advertising - banner advertising. Banner advertisements take the form of a rectangle standardized to 468

\textsuperscript{41} Gavin Lees and Benjamin Heal, “A Test of the Effectiveness of a Mouse Pointer Image in Increasing Click through for a Web Banner Advertisement”, Marketing Bulletin, 2005, 16, Research Note 1

\textsuperscript{42} Nathan Rae and Mike Brennon (1998)- “The Relative Effectiveness of Sound and Animation in Web Banner Advertisements
pixels wide by 60 pixels high, typically placed at either the top or bottom of a Web page (IAB 1996). By clicking on the banner, the viewer can access the advertiser’s site or generate more information. Banner ads have two main functions one is to generate a click-through that is, get people to visit the advertiser’s site, the second is to increase awareness.

The purpose of this research note is to report findings of two web based surveys; the first survey was to test the relative effectiveness of four versions of a banner ad, incorporating sound and/or animation. And the second study was to extend the experiment with these elements. The two studies used a similar experimental design, but different in the way respondents were recruited.

The results of this study are obviously limited as the samples were small, and only a single as was tested. However the consistency of the results across the two studies suggested 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. The use of sound and the use of a “click here → “ message did tend to improve the effectiveness of the ad, whereas the animation did not. The relative ineffectiveness of the animation was unexpected. However, in this as the animation involved text, not graphics. Perhaps the animated text distracted the viewers from realizing that the ad was a clickable link. Further research into the relative effectiveness of textual versus graphical animation in banner ads is required.

This article compares alternative banner ad designs and it highlights a set of general principals that could be used to ensure the construction of the effective banner ads.

In this research paper for banner ad designs the sound and / or animation aspects are considered, but the size aspect and the impression (how many times ad is displayed on the web site) are not considered.
18. Dr. Rajesh Mahajan and Prof. Sunil Kumar have published their research paper entitled "Organisational Participation in Web Based E-markets" in Indian Journal of Marketing.

“The present research work on “Organisational Participation in Web Based E-markets” is an attempt to know the level and nature of participation by the industrial units located in Punjab, primarily dealing in Hand Tools and Sports goods. Web penetration is surprisingly helping this organization to exploit the markets globally.

Measurements /Finding:

1. The use of Internet penetration is growing rapidly because of the cost factor. The cost of accessing Internet is about Rs.1400 per month, which is quite low as compared to the incomparable benefits of the Internet.

2. Web advertising is quite popular in the industrial units of Punjab. Further the big organization is tremendous by exploiting the e-markets by launching attractive websites. The use of web advertising is influenced by the size of the organization.

3. Web advertising enables organizations to increase the turnover. The Big companies are exploiting e-markets. 80 percent industrial units are processing orders online. Public companies are gain gin about 95 percent as compared to small organizations which get only 50 percent.

4. User’s interest in web advertising depends upon the size of organization and number of order processed by respective organization. About 60 percent industrial units showed high interest in web advertising. Whereas more than 80 percent

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companies shows very high interest and that of sole trader 30 percent shows high interest.

5. Web provides vast coverage. More than 60 percent industrial units are currently using it to attract foreign buyers.

6. Shopping through popular websites is quite common and is influenced by the nature of organization.”

This research work highlights that the organization in Punjab is actively participating in Web Based E-Markets and there is scope for the organization to exploit the markets globally in the future. Since Web advertising is growing very rapidly and it has more scope in the market. But at the same time it is needed to strengthen the Information Technology.

3.7 Consumer attitude towards Web ad:

19. Dr. Gurmeet Sing and Mr. Harish Gautam have published their research article entitled “Consumer Attitude towards Web Advertising in Urban Panjab“ in Indian Journal of Marketing. The study revealed that web advertising and Internet Marketing in Punjab is still in its infancy. Only a few people use net and those who use it are least interested in purchasing through net. Some of them don’t have credit card and some of them are fear sharing the number with the web-site because of hackers. But the most drastic thing is that those who have experienced the purchase through net are not satisfied with their purchases. Respondents have numerous complaints regarding advertisements on the Web and they are of the view that they are misleading. With

the progress made in framing legal setup in the form of Cyber Laws consumer attitude towards web advertising is expected to have a positive impact and with the success of these Cyber Laws more and more people will start conducting business through the net and thus web advertisements will become more meaningful for them. The study has revealed that 69 percent of the respondents will definitely go for internet marketing through websites provided the marketing and legal framework is made foolproof. So there is no doubt that web advertising is an undiscovered goldmine yet to be explored. It needs lot of efforts on the part of infrastructure development and the efforts should be made to make it genuine so that customers feel better served and satisfied.

This study explains the consumer behavior about the web advertising and the important point it is mentioned that the attitude of consumer in Punjab will change if Cyber Law related to framing the web-site defines properly.

3.8 Future prospects for Web marketing:

20. Jaffrey Graham\(^{45}\) has published his article entitled “Web advertising’s future >>> eMarketing strategy”.

While comparing cost of Web advertising with cost of traditional advertising the author has stated that “There is a sense of urgency among Web publishers to replace the revenue lost since dot-com advertisers started hitting hard times. And they are looking at an obvious source -- traditional advertisers that thus far have devoted only a small share of their advertising budgets to the Internet.

Wall Street has even started to judge the strength of public Web companies that rely on advertising by the percentage of their revenue that comes from traditional

\(^{45}\) Jaffrey Graham, “Web advertising’s future >>> eMarketing strategy”, February 28, 2001
advertisers. Consequently, Web sites have refocused their sales staff toward building relationships with these advertisers, and some have even formed SWAT teams devoted solely to this task.”

Traditional advertisers spend most of their money trying to change or reinforce the way people think about their products, not trying to induce them to make immediate purchases.

Morgan Stanley Dean Witter published an equity research report analyzing the Internet marketing and advertising industry. The report studies research from dozens of companies and calculates the cost and effectiveness of advertising across various media.

The analysts' conclusions are good news for the industry and should sharpen its focus on providing branding solutions for traditional advertisers. Here is what the analysts reported:

- Branding on the Internet works. For existing brands, the Internet is more effective in driving recall than television, magazines, and newspapers and at least as good in generating product interest.

- The top six advertisers spend less than one percent of their advertising dollars on the Web.

- Two unpublished studies show a direct correlation between Web branding and purchase. One, from Avenue A, shows that exposure to Web ads increases site visits and purchase, regardless of click-through. Another, from Double-Click, shows that exposure to banner ads increases offline purchase 19 percent.

3.10 Observations of researcher and usefulness of review of
**Literature:**

From these thirteen articles and seven research studies, the researcher is benefited. This material is useful for the background of this research.

However not a single study focuses on the techno economical aspects of Web ad. In this research study researcher has considered ten technical aspects. The economic aspects covered in this study focuses mainly on the cost of Web ad with reference to these technical aspects.

The ten Technical aspects are as follows:

1. Web ad Types/formats
2. Web ad Size
3. Duration of Web ad
4. Position of Web ad
5. Frequency/occurrence of Web ad on Website(s)
6. Images in Web ad
7. Animation used in Web ad
8. Use of “Click here” or “Free” word in Web ad
9. Frequency of changing Web ad design
10. Use of Flash software for Web ad design

For this study researcher has taking views of Web ad users (customers), Web ad agencies (who designs the Web ad) and companies / organizations (who uses Web ad for their products).