CHAPTER 2
REVIEW OF LITERATURE

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CHAPTER 2
REVIEW OF LITERATURE

This chapter is devoted for the review of literature which was collected during the course of present research work focusing on the internet users’ perception towards internet advertising with reference to banner ads. Review of available literatures on selected variables is like a mirror which facilitate in identifying the gaps in knowledge and developing the linkage between the variables under focus. With the increasing importance of internet as advertising media and emergence of new web-based advertisement models, the analysis of these models and exploration of factors related with internet advertising have become the areas of growing interest to the researchers. Many studies have been conducted on internet advertising. But literature witnessed almost negligible presence of studies with specific reference to the banner ads of internet advertising. Also there have been very little research, if any, is available that have examined the effect of internet users’ age and gender separately on their perception towards banner ads of internet advertising.

2.1 ADVERTISING

Advertising business is a big business and ranks among the top industries of the world along with oil, automobile, information technology and agriculture. The growth of advertising industry in any country is directly related to the level of business activity and economy. In India, the last few decades have witnessed a phenomenal growth in advertising business (Kazmi and Batra, 2006). Advertising is the most common and familiar marketing communication tool. It is all about reaching the target customer base at various touch-points with high visibility and at low costs (Rawal, 2009). Brierly (2002) contended that advertising is very cost-effective method to reach a large audience. It can create images and is an important feature for company’s dealing in products or services to differentiate on functional attributes. According to Alexander...
(1964) advertising is primarily meant to influence the independent thinking of the consumers and change their behavior.

Advertising is enjoyed for its entertainment value and some consumer may use it consciously or unconsciously to alter mood (Coulter et al., 2001). Wolak (1999) recommended that advertising can track how consumer interacts with the brands and use it. Brown and Stayman (1992) said that one of the most common set of relationships is that attitude-toward-the-ad tends to have a strong direct impact on attitude-toward-the brand, which in turn tends to have a strong positive effect on purchase intention. Stewart and Furse (1986) found that feelings based advertisements are associated with greater brand recall than fact-based ads. They state, “The single most important advertising execution factor related to persuasiveness of a commercial is the presence of a brand differentiating message”.

Advertisements are often filled with elements that are supposed to create associations and an image to the brand, for example youth or status (cf. Ringold et al., 1989; Phillips, 1997; Toncar and Munch, 2001). Advertisement elements can be visual (pictures) (Phillips, 1997) or verbal, in the form of implicit meanings in words and sentences (Toncar and Munch, 2001). Audiences infer this information to provide a meaning for the advertisement (Phillips, 1997). The function of advertising is not directed at specific products attributes/benefits, and the objective is not only to influence consumers’ perception toward the brand but instead directed toward the ad in order to leave consumers with a positive feeling after processing the ad (Shimp, 1981). Puto and Wells (1984) said that advertising could be categorized as either informational or transformational. Informational advertisements provide consumers with factual data in a clear and logical manner. Transformational advertisements associate the experience of consuming the brand with a set of psychological characteristics that may not be logically connected to the brand.
2.2 INTERNET AS A MEDIUM FOR ADVERTISING

Internet is already established as one of the most important communication channels for global commerce (Thomas, 1998). According to Panday (2009) internet has given birth to marketing innovation by enabling the marketer to reach the consumers in faster and cheaper ways. The internet is the fastest growing medium (Eighmey and McCord, 1998). The evolution of internet as a social media has made it possible for organizations to reach the potential customers directly and create the impact. The internet provides better interaction and plenty of information to the users according to their needs (Ducoffe, 1996). Internet has break down the geographical barriers, increased competitiveness and forced the companies to adopt a new paradigm to differentiate from the competitor.

Internet is expected to play a pivotal role and it also serves as the foundation of a firm’s marketing effort. It is a technology that is spreading faster than any other technology and totally changing the way people work and live (Shukla, 2009). Jack Flanagan, executive vice-president of Comscore, commented that India truly represent one of the most promising internet markets (Comscore, 2008). According to Chakraborty (2008) the emergence of the World Wide Web (WWW) has redefined the way business is done. The biggest beneficiaries are the sellers and buyers, as distance between them has been bridged and enabling them to reach faster. Strangelove (1994) said that the internet is first mass media that allows marketers to build direct relationship with consumers. Dahlen et al., (2003) said that internet help to create a link between the consumer and the brand, better than traditional media. Meeker (2003) suggested that leading internet companies are able to generate strong revenue through the internet. Companies recognize the importance of interactivity elements that offer various interaction opportunities to involve and engage the customers.
In mid 1990s, researchers recognized that internet was becoming an ideal marketing platform because of its interactive nature and capacity to deliver consumer services from business to directly at home similar to those of cable and telephone companies (Anderson, 1995). Many researchers suggested that the uniqueness of the web is lies in its interactive communication medium over the other mediums such as television, radio, etc., (Covjello et al., 2001). Interactivity as an important feature that distinguishes the internet from other medium (Pavlik, 1996; Roehm and Haugtvedt, 1999). Internet offers the unique opportunities to digitalize product attribute in multimedia formats (Burka, 1997). The multimedia aspect of the web makes the experience more fun and stimulating by presenting the information in numerous ways including text, images, video, and sound. It also helps to holds the attention of the online consumer for longer time (Ghose and Dou, 1998). The internet is among the most flexible media, with an ability to quickly and easily change the ad in reaction to competitor and market conditions (Batschelet, 2001; Lane et al., 2005).

Decade ago the advertisers had media options like TV, radio, print and outdoor. Presently, the media choices also include advance technology like cell phone and internet (Suresh 2008). Caroline et al., (1997) studied that internet has big impact on advertising like radio and television. They also suggested that companies' entire marketing would be redesigned to reflect interactions with consumers on the internet. Internet is constantly changing the way consumers shop and businesses sell their products. Web's shift the communication pattern from the old media’s which is from ‘seller to buyer’ to the new media that is from ‘buyer to seller’ (Wastson et al., 1998). The marketing community has to learn how to reach targeted customers with the new technology internet by replacing the old media. Internet provide tremendous opportunities for companies to make the consumers enjoy, feel and interact with the brand through the advertisement (Dahlen et al., 2003).
In the present technology driven scenario, every organization feels the striving need to reach out and cater various customers around the globe (Chakravarthi and Charravarthi, 2009). To reach the customer, marketing process must now be interactive, consumer driven and social. The internet provides a means for reaching targeted consumers easily (Burke, 1997). Bellman et al., (1999) found that the internet users regularly use the internet for work-related activities such as reading news, e-mails, entertainment, searching for product/service information, shopping, and for banking transactions. Companies are turning to the internet as a source for identifying new customers (Ilfeld and Winer, 2002). Faiz and Kabiraj (2010) conducted the study in Sharjah UAE to understand the attitude and behavior of the youth towards the internet. The result shows that 53.6 % sample use exclusively internet as source of information whereas 34.5 % prefer buying product online. Organizations began to understand the importance of communication and began to analyze it with more concentration and enthusiasm. In order to compete effectively, the advertisers are trying to make maximum use of this communication channel.

Mrudhula (2008) said that internet as a communicating channel counts on the expectations of all the peoples such as the advertisers, customers and the online publishers. Websites are based on information and communication technologies that enable easy and rapid interaction between consumers and advertisers (Coyle and Thorson, 2001; Ha and James, 1998). Advertisers have the advantage of identifying, differentiating and customizing customers for purchase of product/service (Roberts and Ko, 2001). The internet enables active and selective exposure to advertising, thus giving consumers the discretion to attend to particular messages within the medium (Bezjian et al., 1998; Dijkstra and Raaij, 2001; Klein, 2003). The key characteristic that typically separates the internet from other media is its interactivity. Internet interactivity defined as the extent to which the communicator and the audience respond to, or are willing to facilitate, each other's communication needs (Ha and James, 1998).
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Deighton (1997) highlighted two critical features of the internet firstly, the addressability that means the communication is directly addressable to individuals and secondly, responsiveness when the communication is alert to the receiver’s response. Zeng and Reinartz (2003) argued that the internet provide customer values at all three stages of the consumer decision-making process—search, evaluate, and transact. The internet has been very successful, in increasing the efficiency and effectiveness from the first stage of the information search. Pergelova et al., (2010) say that internet ability to transmit information quickly and inexpensively is expected to have a greater impact on marketing communications than on other marketing elements. The ease of manipulating content and the ability to transfer information, grants additional control to the users and enables two-way communication capabilities that are not available through traditional media (Liu and Shrum, 2002).

2.3 INTERNET ADVERTISING

Every business knows the importance of internet for creating a presence of their products to potential consumers. Firms are using internet advertising to achieve higher objectives (Sheehan and Doherty, 2001). Businesses see the web-based media as an opportunity to channel their advertising, marketing and distribution of their products (Verity and Hof, 1994). General Manager of Google, David (2007) said that millions of businesses invested in internet advertising and search engines for their customers. The extraordinary growth of consumers and businesses connecting to the internet indicates a viable audience for advertising and promotional messages for many companies (Margherio et al., 1998). Similarly Rae and Mike (1998) suggested that advertising on the internet has increased rapidly, due to an astronomical growth in web traffic. Mc-Millan et al., (2003) recommended that advertisers must adjust with a new medium of internet as it is not bound by either space or time and has the capability to involve and engage the consumers.
Advertising on the web has exploded in recent years, the need for accurate information and tracking of site traffic, advertisement delivery, and user response has grown increasingly important for both web site publishers and advertisers (Krishnamurthy 2000). Meeker and Joseph (2006) suggest that rich media has lifted internet advertising to new realms of interactivity. WWW is more vivid as a medium and offers a greater degree of interactivity and a multitude of stimuli (Coyle and Thorson, 2001). The internet has grown tremendously in both its applications and number of users mainly due to its unique characteristics of flexibility, interactivity, and personalization. It has been a very useful tool for communication, entertainment, education, and electronic trade (Ko et al., 2004; Koyuncu and Lien, 2003). Ifigeneia (2008) suggested that internet advertising targets specific groups with specific interests as it places the correct message, to the correct person, at the correct moment. Romeo et al., (2006) said that there is no doubt that internet advertising is an effective marketing tool.

Advertising on the internet is the fastest-growing media vehicle. Web advertising is widely used throughout the world by e-mail, newsgroup, popup and banner. Online advertising is a paid message on website (Laudon and Traver, 2003). Advertising on the World Wide Web began in 1994 (Parker, 2001). Advertisers have an advantage in advertising online over traditional methods because of the tracking possibilities. Metrics can be used for evaluating exposure, popularity, stickiness, user loyalty, reach, and behavioral responses (Anfuso 2008; Bhat, Bevans, and Sengupta 2002; Dainow 2004). Ju-Pak (1999) defined web advertising as commercial messages that promote a firm and its products/services online. Nasco and Bruner (2008) discussed that relevance of the message to the recipient is a key factor associated with the effectiveness of digital advertising. American Academy of Advertising (1996) defined web advertising as paid advertising on the web that include linked sites from the paid banners.
Chandrasekhar and Sridhar (2008) suggested that online advertising has become a strong medium due to its high-speed of communication which can be to reach out to anybody, anytime and anywhere in the world. Internet advertising is quickly becoming an immediate and cost effective advertising channel because it gives unique power to marketers to create targeted and selected advertising message (Krishna, 2005). Suresh (2006) considered customization and low costs as the major advantages that online advertising provides to the advertisers. Laudon and Traver (2003) says that online advertising has the ability to target ads to narrow segments and to track performance of advertisements in almost real time. Online advertisements also provide greater opportunities for two-way communication between advertiser and the potential customer. Berthon et al., (1996) suggested five advantages of online advertising (i) Awareness efficiency, (ii) local ability, (iii) contact efficiency, (iv) conversion efficiency, and (v) retention efficiency.

Jerram (1997) argued that internet advertising provide the corporation an avenue for allowing the customer to experience the brand more deeply than traditional form of advertising. The internet enables consumers to access an unlimited range of products / services from companies around the world, and it has reduced the time and effort consumers spend on shopping. Ducoffe (1996) pointed out that web ads are more relevant to consumers and could be presented vividly in various formats such as video, sound, text or their combinations. Taylor (2009) said that advertisers as well as search engine companies understood how consumers searched for information online and noticed a substantial opportunity for advertising and behavioral targeting by matching advertisements to searches. Graham and Havlena (2007) found that internet advertising can stimulate consumers to advocate the products/services.

Diao and Sundar (2004) said that internet provide the users to control the ads and gain their attention towards the advertisement. Muylle et al., (1999) proposed five types of consumer search behavior on net viz., exploratory
surfing, window surfing, evolved surfing, bounded navigation and targeted navigation. Pavlou and Stewart (2000) suggested that consumers can collect and provide information by commercial websites, they can post and customize their preferences and communicate with other consumers also. Personalization in the context of a website involves treating each visitor as an individual, the idea of customization of content is allowed a greater degree of control over the type of information to which one is exposed; individuals get more relevant and targeted news and information from the advertisements (Wind and Rangaswamy, 2001).

Advertising on the internet is the most cost-efficient way of reaching customers all over the world. The number of online users and technological innovations are fueling the growth of internet advertising (Shen, 2002). Indian advertising agencies need to wake up to the challenges posed by global economic trends and emerging interactive technologies like the internet (Weilbacher, 1984). Lohse and Johnson (1999) found that although people access to the internet frequently at the office and home—with 21 percent of the respondents spending more than 20 hours per week on the internet at home. Internet has given consumers more control in accessing information on products and services. Websites spend an average of $250 on marketing and advertising to acquire one customer. Unfortunately less than five percent of all site visitors on average ever become customers (Mowrey, 2000). Gupta (2009) indicated that Indian online advertising industry is slowly beginning to make a mark for itself considering the fact that the web is filled up with consumer products like education, sports, entertainment, matrimony, social networking and much more.

The rapid growth of online networking communities has caught the attention of advertisers (Hart 2007). Kukreti (2007) recommended that internet advertising is cheaper than TV, billboards and print and it gives a technology edge to the business. Google has decided to link product specific advertisements, with
location specific outlets and synchronized with their stock positions. Ju-Pak (1999) determined that internet advertising can provide addressable communication, flexible format and 24-hour accessibility that traditional media cannot do. The websites provides an opportunity to the advertisers to customize their advertisements according to the targeted customers. Advertisers have to analyze the issues and challenges and take care of some of the dos and don’ts in order to garner the benefits of advertising online. Broadband net connections are now being introduced and web page designers are working on ways to bring exclusivity and entertainment value to the ads (Anderson, 1999).

Many observers believed that internet facilitate the relationships between consumers and advertisers because internet advertising has the ability for highly personalized communication (Blattberg and Deighton, 1991; Hoffman and Novak, 1996; Newell, 1997; Peppers and Rogers, 1993). Online medium is quite dynamic in nature and offers the advertiser an opportunity to design attractive ads and also control the communication process by providing the ad exposure click through option to the consumers (Chatterjee et al., 2003). Wang et al., (2009) suggested that internet offers greater flexibility in the design and presentation of ads. They also discussed that due to the internet one-to-one marketing was implemented easily. Stewart and Pavlou (2002) suggested that advertisers have the advantage of identifying customers, differentiating them, and customizing purchasing and post purchase. Ko et al., (2004) informed that for advertisers it becomes challenge to pull consumers for online content because consumer decides whether, when, where, what, and how much commercial content they wish to view. Longer internet ads visits result in longer website visits and more interactions with consumers’ which foster closer buyer-seller relationships (Peppers and Rogers, 1993). Yaveroglu and Donthu (2008) said that the internet provides advertisers with an ultimate platform for customization, repetition and placement of advertisement for generating greater recall.
Online ads transforms into the business transactions by click it provides value to the users who would otherwise place an order by phone or by a visit to the store (Stone, 1999). As e-commerce becomes more important, attitude toward the site will gain parallel status in evaluating effectiveness. Chen and Wells (1999) studied the attitude toward the ad and develops the reliable and valid scale to measures the attitude toward a website. Reasons for high and low evaluations are discussed and illustrated by Chandrashekar and Sridhar (2008). Bush and Harris (1998) continue to show that the number one barrier to online advertising continues to be no proof of ROI or other measure of effectiveness. Also suggest that industry to use the online advertising as a medium for branding. Pergelova et al., (2010) studied the Spanish automobile industry by a nonparametric method and found online advertising improves the efficiency levels. E-marketer (2009) projected that due to social network communities the advertising revenue increasing. Internet advertising consumer decides how much they wish to take part in the advertisement content as they clicks on links and scrolls on the page at their own rate.

On the internet various types of advertising formats co-exist. The most recognized formats are banners, pop-ups, floating ads, skyscrapers, large rectangles, and interstitials although each online ad format possesses distinctive features (Burns and Lutz, 2006). Internet has the capacity to support a number of additional ad formats, which are not found in traditional media. Online advertising decisions may be difficult because of the various ranges of ad formats and insufficient knowledge about their effectiveness. Dahlén (2002) said that there are various online advertising formats like classified, directory, showcase advertising, on-page advertising, banner, interstitials, superstitials, pop-ups, full screen ads, email advertising, viral campaigns, etc. He also recommended paying attention to the various forms of online advertising to create a campaign that best suits the business and advertising goals. According to Mansoftcreations.com (2006) internet advertising comes in various online forms such as advertising with sponsored links, recommended links, etc.
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Companies have to pay for internet advertising when they receive potential buyers to website.

Ad formats such as banners, buttons, hypertexts, microbars, pop-ups, or skyscrapers are not requested by the receiver of the message. These advertisements are usually inserted in portals, searchers, or media web sites, which reach large audiences (Ha, 2003). Format of the ad simply refers to the manner in which it appears. Ifigeneia (2008) found that there are three different ways that companies can be advertised on the web. The first one is that of the web pages, the second one is through banners and links and the last one by email to the consumers. Rodgers and Thorson (2000) indicated differences between a website and other ad formats that are important. First, the information processing of websites are more complex than other ads like sponsorships, banners, pop-ups, etc. Secondly users visit a website with a wider variety of motives. Some users may want to play a game, whereas others may want to socialize in their favorite chat room. The consumer can close out advertisements they do not want to see or go back to the ads they would be interested in. This gives consumer numerous opportunities to view the web-based advertisements. After a number of exposures to advertisements, the consumer would retain more information (Vakratas and Ambler, 1999).

Rohrer and Boyd (2004) described that online advertising is the primary source of revenue for many products and also suggested to influence the online users. It is essential to understand the nature and impacts of online advertising on users’ experience. Involuntary exposure formats of internet advertising are placed in a medium by a marketer with the intent of reaching a particular audience (Hwang et al., 2003). Thus, the length of time that is spent with a website might be longer than what might be spent glancing or even clicking into another ad format. It is important to articulate the format in which an interactive ad is seen because different ad formats result in differential processing and outcomes. Therefore, advertisers require greater understanding.
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about the use, effectiveness, and measurement of interactive and rich online media (Burns and Lutz, 2006; Gatarski, 2002; Hong, Thong, and Tam, 2004; Simon and Pappas, 2004).

2.4 BANNER ADS OF INTERNET ADVERTISING

The most commonly used internet ads today are banner ads, text ads, pop-up ads, HTML ads and sponsorships or partnerships ads. Even among these banner ads are used as a major online advertising tool (Hyland, 1998; Internet Advertising Bureau, 2000). According to the Internet Advertising Bureau (1999), 55% of all online ads are formatted as banners, 37% are sponsorships and remaining 8% are formatted as hyperlinks, interstitials, pop-ups and e-mails. Nielsen Netratings (2003) survey revealed that the most popular ad format deployed on web sites was the banner ad format that captures 33% of all ad formats. Cho et al., (2001) said that banner ads are the most widespread types of internet advertising. Banner ads have ruled the web advertising and become the regular advertising format on the internet. Banner ads dominated web advertising and have become the standard advertising format on the internet (Smith and Swinyard, 1982; Meland, 2000; IAB, 2001). According to Zeff and Aronson (1999) internet advertising began in the middle of the past decade, when the first banner advertisements were placed in commercial websites. Banner ad displays a promotional message in a rectangular box at the top or bottom of a computer screen.

Banner advertisements may not disappear soon; animation and video should become increasingly common and slowly replacing "static" banner advertisements (Weaver, 2000). Sundar and Kim (2005) found that while animated ads were viewed as more interactive and positively impacted attitude toward the ad, on the other hand they also acted as a form of distraction hindering product involvement and subsequent recall of product knowledge. Animation consists of movements which attract the eye causing it to appear more important than the surrounding images that remain still. Thus, animation
can act to draw attention and increase the banner ad click through rate (Lohtia et al., 2003). Chen et al., (2009) proposed that internet users of Taiwan would have more favorable attitudes toward websites with animated graphic banner ads rather than toward those with static ads. They also studied three characteristics of web sites was varied: types of banner ad, web localization, and involvement in purchasing a product. The dependent variable was attitude towards the site. In laboratory experiments conducted in Thailand and Taiwan, participants browsed versions of a website containing different types of banner ads and products. Results showed that animated (rather than static) banner ads, localized versions (rather than a standardized version) of web sites, and high (rather than low) product involvement led to favorable attitudes toward the site.

IAB (2001) reported that internet advertising produces an image that announces the name or identity of a site and invites users to click on it to reach the advertiser’s full website. Banner ad characteristics such as banner size, shape and background color contrast; seem to play a role in achieving better click-through (Dreze and Hussherr, 2003). One potential alternative to the banner is the use of background graphics, which present information in a less obtrusive manner. Both the foreground and background of web pages provide a means of exposing consumers to brands and logos (Smith and Swinyard, 1982). Contradicting Moore et al., (2005) found no significant impact on banner ad recall or recognition based on background color-text color contrast. Chandon et al., (2003) showed that large banners ad occupies more screen space and has better chances of grabbing the viewer attention. Also being seen and remembered by the viewer. Banner size has certainly been shown to make a difference in terms of information processing. Li and Bukovac (1999) found that larger banners have higher click-through than smaller banners. They also studied the effectiveness of banner ad type on viewer cognition by three factors: stimulus, individual, and situational. Danaher and Mullarkey (2003) found that internet users who spend longer time on a web page, the more likely
he/she remember a banner advertisement than those who simply surfing the site.

Robinson et al. (2007) investigates the impact of creative characteristics of banner ads on the effectiveness of online advertising using a multiple regression model. Creative characteristics include: a larger size, long message and absence of promotional incentives and the presence of information. Lohtia et al., (2003) distinguished between business to consumer and business-to-business banner ads and argued that in both content and design elements affect advertising. Compared with other forms of advertising, banner ads differ in visual quality, attention-getting ability and creative execution (Manchanda et al., 2006). Paivio (1971) explains the banner ad effects by Dual coding theory (DCT) which has two cognitive subsystems: one for nonverbal and another for verbal information. Pictures and text (moving text) activate both coding systems. These trends increase the importance of a banner’s ability to induce direct responses and emphasis the problem of effective and creative design and of media planning (Shamdasani et al., 2001). According to Mangani (2004) there are two types of banner ads; run-of-site and targeted. Run-of-site banner ads are randomly placed anywhere within a website and they are usually used for products and services that have universal appeal. Targeted banner ads are displayed when searches are carried out for predefined subjects.

Banner ad went through a strong novelty phase and the bulk of expenditure is allocated to banner ads (IAB, 2001). Hanson and Kalyanam (2009) observed that during the early phase of the net, almost all banners were sold on standard impression pricing. The first source of additional revenue on online was the banner ads. Advertisers put their banners on the site, knowing exactly the demographics and geographical location of the audience. Banner ads establish a point of origin, however, creating the possibility of payment based on impression, on clicks, on purchases, or on a mixture of all three. Most advertisers recognized that the internet enables to track the responses of ads so
payment would be on responses or performances (Ephron, 1997; Parsons, 1997). Edelman et al., (2007) said that selling banner space to advertisers, web publishers typically choose between two price regimes: pay-per-view (PPV) and pay-per-click (PPC). PPV means the advertiser pays certain amount for each time a consumer opens the website and is exposed to the advertisement. PPC means that the advertiser pays only if the consumer clicks on the advertisement to read more about the product.

Briggs and Hollis (1997) suggested that viewers are able to recall banner ads even after a single exposure and these exposures may result in significant attitude changes. These attitude and perception change in turn can influence internet users' behavior. Clicking on the banner takes the visitor from the current web page to the advertiser's web page. Due to this banner ads are used as vehicles to bring prospective customers to a site and offering an automated link to the advertiser (Bellizzi, 2000). For high-involvement products banner ads work best through clickthrough whereas for low involvement products the advertising impressions work best (Dahlen, et al., 2000). Chatterjee et al., (1998) and Homer (1995) reported a U-shaped click-through rate with multiple impressions after little research has been done on banner advertisements in a dynamic context. The effects of advertising repetition at initial exposures to a message first increase attitude toward the product due to positive habituation, but later exposures lead to boredom and lower attention, and thereby decrease attitude toward the product. These effects suggest an inverted-U relationship between number of exposures and message impact (Batra and Ray, 1986; Cacioppo and Petty, 1979; Calder and Sternthal, 1980).

Empirical studies have shown that the communication effects can be enhanced through banner advertisement impressions (Dahlén, 2001; Dahlén and Bergendahl, 2001). Holahan (2007) said that few people actually click on the banner ad and other people respond to banner ads as the ubiquitous interactive posters that run in fixed places on sites. This may influence consumers'
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attitudes and behavior. Dreze and Hushherr (2003) found that internet users avoided looking at ads while online and internet users might perceive banner ads in their peripheral vision. Others argue that such measurement methods would not consider the banner advertising's brand-building value and creativity. Payment based on outcomes is considered more accurate than mere exposures or banner clicks, but not all banner ads are designed to generate immediate behavioral changes. Internet users feel unconvinced to click the banner ad that's why many people are skeptical about the effectiveness of banner ads. MediaPost (2001) reported that skepticism appears justifiable as the average click-through rate dropped to 0.33% in 2001 from 2% in 1998.

According to Agarwala (2008) exposing the same customer to a banner advertisement over and again results in 'banner burnout' that is counter-productive. The tendency to ignore or avoid banner ads by the internet users is called “banner blindness,” (Norman, 1999; Bayles, 2000; Pagendarm and Schaumburg, 2001). Fulgoni and Morn (2009) study shows click on advertisements fell dramatically in recent years it would not be a relevant measure to know the impact of advertising. Maddox and Snyder (1997) said that click-through is not as effective as banner ad exposure in measuring web ad campaigns. Banner exposure was found to be responsible for 96 % of ad awareness, while click-through to an advertiser's website contributed only about 4 % to an increase in ad awareness. The click usually takes the consumer to the marketer's web site, which is the main vehicle that a company has to inform, persuade, and remind consumers about its products and services on the internet (Karson and Korgaonkar, 2001). Moe and Fader (2003) said that click-through was inaccurate measure to study the effectiveness of banners. Zeff and Aronson (1999) identified that click-through rates measure the percentage of those exposed to the banner ad that then proceed to the advertiser's website by clicking the banner. According to Chandon et al., (2003) despite the advantages of click-through rates, it cannot measure all aspects of advertising effectiveness. It measures only short-term effects but do not consider that web
user is exposed to the banner ad even without the click or it can later go for the view or information search. Dreze and Hussersh (2000) argued that "click-through rates will not capture the full extent of an advertisement's effectiveness since pre-attentive processing does not lead to immediate action".

Cho and Leckenby (1998) said that the advertising process on WWW usually occurs with the initial exposure to the banner ad located on various independent sites (i.e., involuntary exposure to the banner ad), which may or may not lead to the voluntary exposure to the target ad through banner clicking impact of gender on advertisements. Stevenson et al., (2000) found that site context affects viewers' attitudes toward banner advertisements. Wreben (2005) believes that single exposure to a web banner generates greater awareness than a single exposure to a television or print ads. Exposure to information may influence a person's opinions, attitudes, or choices without his or her explicit recollection of the causal event (Smith and Swinyard, 1982). Exposure to banner advertising leads to increased advertisement awareness, brand awareness, purchase intention, and site visits (Dreze and Hussersh, 2003; Ilfeld and Winer, 2002). Manchanda et al., (2006) found that the number of exposures, number of websites, and number of pages on which a customer is exposed to advertising all have a significant effect on customer. They also found evidence of considerable heterogeneity across consumers in response to various aspects of banner advertising. Pashupati and Lee's (2003) comparison of Korean and Indian online banners ads on newspaper sites reveals the importance of internet penetration in the use of online advertising by advertisers. Korean is a much more developed internet market than Indian market for the banner advertisements. Most of the academic and industry research on advertising in digital environments has focused on measuring changes in brand awareness, brand attitudes, and purchase intentions. A growing body of literature now reports favorable outcomes of
web advertising. Thus, the focus of this study has been on understanding the effect of banner advertising on the perception stage of internet users.

2.5 PROFILE OF INTERNET USERS
Liu and Wilson (2001) argued that information technology has changing the way of doing businesses, across the globe. It cannot be denied that the entire generation that is growing up with new technology is likely to have different expectations towards the use of digital media. McLuhan and McLuhan (1988) suggested that with any medium there is a connection of human mind. Internet consumers are able to experience psychological states because the medium creates a sense of presence that results in augmented learning, altered behaviors, and a perceived sense of control (Hoffinan and Novak, 1996). Krentler and Singh (2009) reported that internet maven trust the internet for information. Krishna (2005) said that internet as a media has the advantage of active reader involvement and attention -- users have the capability of choosing different websites and advertisements. Advertising efforts should focus on the audience and the capabilities of the internet make the direct connection between the audience and advertiser (McMillan, 2005).

Comscore (2008) reported that India has one of fastest growing internet population among 37 countries. The overall online population growing due to the broadband users and outnumber dial-up users (Elkin, 2002a; Vauhini, 2004). India is considered as one of the best growing online advertisement markets. Rewarding online customers will become the prime target of many Indian and foreign companies (Mrudhula, 2008). India has over 39 million internet users and is expected to emerge as one of the top online markets in Asia, along with China, Korea and Taiwan (SIRC, 2006).

According to Korgaonkar and Wolin (2002) consumers can be classified as heavy, medium and light users of the web. The heavy users spend up to five hours per day on the web. The medium users spend up to three hours per day
on the Web. The light users spend about an hour per day on the web. Typically, the consumers spend between one to three hours per day online (Gatti, 2004). Internet users are characterized as highly active, selective, and constructive because they can control when and how to view certain information and tailor the information according to their needs and preferences (Hoffman and Novak, 1996, Coupey, 1999). Ifigeneia (2008) conducted the study in Greece and found that 74% internet users have access from their houses, 37% from office and 16% from cyber café. Korgaonkar and Wolin (2002) explored the differences between heavy, medium, and light web users in terms of their beliefs and attitudes toward web advertising. They found that heavy internet users tended to have more positive attitudes toward online advertising than those of medium and light internet users.

Rainie and Packel, (2001) the demographic profile of the internet has changed greatly since 1995. In recent years there has been a marked increase in internet usage by females, minorities, and families with modest incomes. Demographic characteristics such as gender, age, etc., also appear to affect attitudes toward advertising (Shavitt et al., 1998; Danaher, 2006). Potential demographic factors that affect website duration include gender, age, education and occupation (Dreze and Hushserr, 2003). Hoffman et al., (1996) and Shavitt et al., (1988) identified that gender and age of internet users are related with usage behavior or perception toward advertising. Earlier studies (Ducoffe, 1996; Kamakura and Wedel, 1995; Mehta and Sivadas, 1995; Schlosser et al., 1999) mainly employed demographic variables for classifying internet users. It is important for advertisers to understand how different groups of internet users vary in their attitudes towards internet advertising. Such understanding helps advertisers in designing internet advertisements and targeting different segments of internet users. Several past studies (Alwitt and Prabhakar, 1992; Korgaonkar et al., 1997; Mittal, 1994) indicated consumers’ beliefs and attitudes towards advertising in general, as well as towards medium specific advertising such as internet advertising, etc., are correlated to their age and gender. Out of other
demographic variables, age and gender of internet users found most significant in the previous behavioral researches related with internet. Thus, the present study is also focusing on these two demographic variables.

**Gender** means differences between men and women due to socially constructed role and expectation. Gender identity as a male and as a female plays an important role in framing actions and shaping ones' behavior. Moreover women are sensitive, emotional and nurturing whereas men are expected to be assertive, analytical and unemotional thus referring them as feminine and masculine respectively (Munusamy and Ismail, 2009). Hofstede and Bond (1984) define masculinity as “a situation in which the dominant values in society are success, money and things” and femininity as “a situation in which the dominant values in society are caring for others and the quality of life”. Past research has demonstrated gender differences in advertising response due to differences in values (Brunei and Nelson, 2000). Masculinity and femininity exist even to evaluate the advertisement (Alreck et al., 1982; Garst and Bodenhausen, 1997).

Bimber (2000) argued that gender differences exist due to socioeconomic status because of which men and women may differ in technology adaptation which in turn influences their internet usage. According to Munusamy and Ismail (2009) early involvement of women with digital technology was restricted. However, the transition of developed society has changed how women engage themselves to the Internet. Herring et al., (1995) found that internet was male dominance and resistance to female participation on the internet. Howard (2006) found women spent an average of 58 hours per month on the internet while men spent 67 hours per month. Chen (1986) found that males generally have more positive attitudes and confidence with computers compared to females. Teo and lim (2000) study suggested that internet users in Singapore are predominantly males than females. Recent evidence indicates that the gender gap in internet use is rapidly diminishing as more females are using the
internet. Crocco et al., (2008) found that young girls and boys have relatively equal interest in computers as far as internet is considered.

Prior research on men's and women's use of the internet has revealed gender differences in online communication (Savicki et al., 1997). According to Chandrashekar and Sridhar (2008) marketers are attracted to the demographics of online user to segment the market. Darley and Smith (1995) said that gender could be used for market segmentation to meets several requirements for successful implementation of marketing mix elements. Many companies use gender segmentation strategies to target the customer. Studies on demographic profiles of internet users suggest that it affect the individual's use and perception towards the internet ads (Donthu and Garcia, 1999; Stellin, 2001). Websites tend to be targeted genders by creating separate hyperlink headings for men and women's products. Internet ads would design distinctively to cater the men's and women's needs and expectations (Palanisamy, 2005; Rogers and Harris, 2003). Gender is probably one of the demographic variables that could explain usage of the internet ads (Simon and Peppas, 2005). Assael and Cannon (1979) studied that male and female select the media use on the basis of product or brand usage criteria.

Kim et al., (2007) reported that gender differences are noticed in the way how the information are processed and decision making are made through the internet ads. Companies need to think about the women and men perception before designing the internet ads content and online marketing strategies (Murrow, 2005). Dutta-Bergman (2006) explored that gender had a positive effect on attitude toward the advertising. Researches (Dittmar et al., 2004; Rodgers and Harris, 2003) indicated differences in the determinants of men's and women's engagement and satisfaction with internet advertising. Weiser (2000) results showed that males use the internet mainly for purposes related to entertainment and leisure, whereas women use it primarily for interpersonal communication, shopping and educational assistance. Donohoe (1995) believed
that males exhibit more positive beliefs and attitudes toward advertising compared to females. Males and female reveal stronger belief for internet ads than traditional ads (Haller 1974; Mittal 1994). Males prefer internet ads than traditional ads because of the internet interactivity and pictorial representation (Bezjian et al., 1998).

**Age** carries with it culturally defined behavior and attitudinal norms (Alreck, 2000). Age is an important part of the individual’s self-concepts and social values. How someone perceives himself (old or young) significantly affects his/her values (Gross, 1998). Psychological studies of age differences found the impact of it on the individual’s perception. Levinson et al., (1978) had proposed three stages of adulthood i.e. early, middle and late there is alternative, stable & transition phase. Neugarten and Hall (1987) emphasized that adult is the age in which someone has lived a certain numbers of years, based on cultural views of the life span that may vary from one society to another.

Arora (2010) recommended that decision to sell online was depends on the age group of internet users. The young age group (15-30 years) surf the web comfortably for product information. Gallagher et al., (2001) suggested that young age group are the heaviest internet users with low brand loyalty. Younger consumers have higher access to the web due to the availability of the personal computer at home, at work or at school/college compared to the older (Anderson and Bickson, 1995). Kukreti (2007) contradicted and identified that the heaviest users of internet are in the age group of 30-49 years. Also indicated that population of internet users is around 163 million and 74% of the internet users are online at any time. Ciaralone (2008) said that about 92 million people use the internet on an average day. U.S. Studies indicated that older and adults focus on emotional information (Carstensen, 2004). Research suggests that, older people and adults also differ in information processing with respect
to the emotions and experience which enhanced with age (Isaacowitz et al., 2000).

2.6 PERCEPTION OF USERS TOWARDS INTERNET ADVERTISING

2.6.1 Internet Users' Perception

Studies on demographic and psychological profiles of internet users suggested that differences in an individual's use and perception for the internet would result in different online behaviors (Donthu and Garcia, 1999; Stellin, 2001). Rodgers and Cannon (2000) said that to attract and retain the internet customers it is important to understand their web-related perception, attitudes and behaviors. In marketing, perceptions are more important than reality. Shah and Souza (2009) said that it is essential for marketers to know the consumers' perception for planning and adapting the marketing mix and communication strategies. Hong (2004) examined the effects of internet users' perceptions in both task-relevant and task-irrelevant information. Mohan (2008) suggested that the reaction of the target audience towards the ads was depend on a number of factors such as content, message, media, perception, attitude and situational characteristics of the audience. Are these manifestations of user's personality, perception and skills related to internet advertising? To understand this perspective, the present study tried to link the past researches based on internet users' perception.

It is ironic that one of the most measurable media internet can monitored it users in many different ways (Ray, 2002). In the context of mass communication the web, seems to affect users' perceptions due to the interactivity (Sundar and Nass, 2001). Leong et al. (1998) explored that how web managers perceive the website in relation to eight traditional media on ten key attributes of media. They found that website is perceived to be a rational medium, provide detailed information to audience than traditional media. Perceived characteristics of technology have been identified as a key variable to explain internet users' adoption and usage behavior. Because different users
might perceive attributes of a technology in different ways. The two major underlying models in the research context of the adoption of innovation and technology are the diffusion of innovations model and the technology acceptance model (Brancheau and Wetherbe (1990), Moore (1987) and Moore and Benbasat (1991), Davis (1989)). Internet user perceptions of the media itself influence the effectiveness of a commercial (Chen and Allmon, 1998).

Today with the increasing consumer awareness no business can survive for long without advertising. With growing business competition it has become necessary to ensure right advertising strategy to reach the target audience. Internet advertising has grown during the past several years to attract the internet users’ attention and persuade them to purchase the product (Yoo et al., 2004). Marketer will be benefited from understanding how users perceive the internet advertising since perceptions of the media affect attitudes toward advertisements (Alwitt and Prabhaker, 1994; Bauer and Greyser, 1968; Becker et al., 1976). Understanding consumers’ perception toward advertising is important because it influence consumer exposure, attention, and reaction (MacKenzie and Lutz, 1989). Murthy and Bhojanna (2010) said that target market specified based on economic, social or psychographic segmentation. Once the target audience is finalized then design the message keeping them in mind to left positive impression on them. They also suggested that ad on the net must change in terms of their content, type of customization and delivery.

Cheung (2006) explored that an effective advertising strategy can proceed from different perspectives of user’s to improve loyalty of users. According to Miller (1964) all success in business depends upon the process of planned persuasion. If internet advertising is to be persuasive than advertisers need to understand the perception of internet users to engage and interact with them. Lutz (1985) said that perception toward advertising is an essential construct that guides consumer behavior. Jin and Villegas (2007) suggested that perception was the main factors in consumer decision-making. Similarly Robertson et al., (1984)
said that purchase decisions are ultimately guided by consumers' perceptions of the product or service.

Ducoffe's (1996) research focused on consumers' perceived value of advertising on the World Wide Web. He found that consumers have a strong association between advertising value and attitude toward internet advertising. Advertising scholars explored perceptual antecedents that predict the attitudes toward advertising (e.g., Brackett and Carr, 2001; Ducoffe, 1996; Pollay and Mittal, 1993). Chen and Wells (1999) developed the perceptual measures for the internet, such as attitude toward the internet. Friestad and Wright (1994) found that an individual's perception of message effectiveness does not always coincide with objective effectiveness of messages. Rodgers and Thorson (2000) said that perception lead to the attitude formation of internet user, and attitude toward the brand, liking for characters or message provide insight into perception that develop in response to the advertising. Schlosser et al., (1999) suggested that internet users’ attitudes towards internet advertising are positive. Lavidge and Steiner (1961) indicated that perception is a precursor to attitude, and attitude is an antecedent to behavior.

Understanding consumers’ perception toward advertising is important because these attitudes influence consumer exposure, attention, and reaction to individual advertisements. Perception can take different forms from attitude change to behavior change depending on the advertising. Flores (2006) said that users’ experience towards internet advertising depends on his/her ability to be exposed to the ads. Once consumer gets exposed, he/she needs to notice the stimulus (Recall); he/she needs to get the message (Communication) before being persuaded (perception). Bush et al., (1998) studied the advertisers’ perceptions and found that advertisers perceive greater internet presence for the product information and communications mix. Reid and King (2000) found that perceived communication effectiveness and value-added opportunities are important to practitioners. Galletta et al., (2004) studied the users’ reaction,
response time and users' perceptions. Dravillaset et al., (2003) recorded the internet users' perception towards brand awareness by exposed them to an advertisement. They found 4% brand recall, 17% message association, 4% brand favorability and 13% purchase intention.

Advertising perception and persuasion are closely linked and have positive effect on consumer beliefs regarding a company's internet advertising (Woodside and Soni, 1991). Singh and Dalal (1999) said that consumer choice to view any form of internet advertising is dependent upon his/her belief and perception. The beliefs may be formed on the basis of explicit or implicit message information and the perception may be influenced by affective experiences such as entertainment and irritation. Internet advertising could boost brand awareness, brand recall, create positive brand perceptions, and increase intent to purchase (IAB and Millward Brown Interactive, 1997; Briggs, 1999; IAB, 2001). Consumers have control over web-based advertisements, on what ads, when, where, and how long they would like to see them (Gallagher et al., 2001; Watson et al., 1998). Website helps to project a favorable corporate image (Muehling and McCann, 1993). To attract and keep the audience to browse the internet advertisements, it needs to provide the unique selling propositions (Pelsmacker and Geuens, 1997). The use of color, shape, and typography are elements that describe users' psychological responses (Bacheldor, 2000; Holzschlag, 1999). Solomon (2002) revealed that the central goal of advertising is persuasion of customer, an active attempt to change consumer perception towards brand.

The more relevant the advertising message to the media context, the more likely the message can affect consumers' attitudes positively and influence their behavioral responses to the advertising. A prominent feature of internet advertising is its interactivity and ability to record internet users' behavioral responses (e.g., intentions) by paying attention to clicking and product purchasing (Rodgers and Thorson, 2000). Coyle (1999) recommended
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measures to understand and predict internet users' perception for internet advertising. This measures click-through, time spent at websites, exploration patterns and the pattern of online purchasing. Recalling and recognizing ads are most commonly used measures for indicating attention and perception of the ad (Brown, 1968). The respondent demographics and advertising exposure was based on electronic "cookie" data. The advertising campaign would measured by frequency of exposure and last exposure time (Dynamic Logic, 2004). Consequently, if the consumer found the internet not useful or interesting, he/she will immediately terminate the ad by clicking out this known as zipping and zapping behavior (Heeter and Greenberg, 1985; Olney et al., 1991).

Internet users are irritated by commercial messages in which they would not be interested (McCormick, 2006; Brackett and Carr's, 2001). Ducoffe's (1996) discussed that internet advertising with entertainment and information was positively related to perceived value of the ads and irritation is negatively related to perceive value of the ads. Li et al., (2002) suggested that forced exposure ads are often perceived to be intrusive, resulting in negative response such as feelings of irritation and ad avoidance. Aaker and, Bruzzone (1985) said that internet user feel irritated by the ad because of content and frequency of ads. Dellaert and Kahn (1999) suggested that how to manage the perceived time of ad by providing consumer with duration information or countdown information like Orbitz and Sidestep that manage perceptions by showing users a status bar of processing or searching site. A recent research study showed that website design and use of colors can also influence waiting perceptions of users (Gorn et al., 2004).

2.6.2 Perception towards Banner Ads of Internet Advertising

Burns and Lutz (2006) found that perceptions played a significant role in the six online ad formats viz., banners, pop-ups, floating ads, skyscrapers, large rectangles, and interstitials. A number of findings from various studies demonstrated the importance of banner ad formats. Banner ads have been
shown to increase awareness even without click-through (e.g., Briggs and Hollis, 1997; IAB, 1997). Sherman and Deighton (2001) described the process of targeting advertising to internet users by banner advertisements and increase the response rates of the users. Nielson (2007) argued that banner ads get attention when the design is integrated into the website. Baltas (2003) investigated the importance of creative and media factors for the banner advertisement. Econometric modeling demonstrates that creative factors such as banner size, animation, message length, logos and media factors such as campaign length, number of host websites and campaign cost influence the response of target audience towards banner ads. Maddox and Snyder (1997) found that banner ads were effective in raising brand awareness and had a significant impact on brand perception and purchase.

Hofstede’s (2001) expect that individualism has the highest impact on banner advertising effectiveness because of the obtrusive nature of banner advertising. Brill (1999) informed that clicked on banners ad however has positive attitudes and purchase intentions than unclicked banners. IAB (1999) survey identified that most banner ads are animated to attract a larger percentage of users’ clicks. Chao (2003) explored two streams of factors influencing people’s clicking behavior such as consumer-related and contextual factors. Internet advertising, particular banner is relatively new medium but has received considerable attention from academics and practitioners. The previous researches showed that the study of online advertising or its effectiveness has been conducted through two alternative paradigms. The first, widely used in academic research, argued that banner advertising should be considered as a form of marketing communication used to raise brand awareness. The second, predominantly used in empirical research, contended that the internet is a direct marketing medium, and hence a banner ad is likened to it.
2.6.3 Factors Related to Internet Advertising Perception and Attitude

Wang (2002) examined consumers' perception of different types of ads and believed that the internet have the potential to better support goal-oriented consumers. The study suggested six factors that are expected to affect ad attitude within the internet environment those are entertainment, informativeness, irritation, credibility, interactivity and demographic. Wolin and Korgaonkar (2005) conducted a study to measure the internet advertising and dimensions emerged was enjoyable, offensive, informative, deceptive, annoying, and useful. Ducoffe (1995, 1996) identifies entertainment, informativeness and irritation as factors contributing to consumers' evaluations of ad values and thus attitudes toward ads. Kim et al., (2001) found four attitudinal dimensions such as expressive attitudes, informative attitudes, complex attitudes and unique attitudes. Igbaria et. al., (1995) used the fun-frustrating, pleasant-unpleasant, negative-positive, pleasurable-painful, exciting-dull, foolish-wise and enjoyable-unenjoyable item to know the feelings about the internet ads. Burns and Lutz (2006) found three perceptual factors that are information, annoyance, and entertainment towards the internet ads. These items are similar to those used in other studies of attitudes toward advertising (Cho 1999; Ducoffe 1996; Mittal 1994). Schlinger (1974) identified seven factors: entertainment, confusion, relevant news, brand reinforcement, empathy, familiarity and alienation. Wang and Sun (2010) investigated that five perceived factors i.e. information seeking, entertainment, economy, credibility, and value corruption were significant predictors of users' perception and attitudes toward online advertising.

Wolk and Theysohn (2007) results showed that different factors affect different components of marketing mix framework. They found factors that influence website traffic: (1) product: quality, uniqueness, relevance, personalization, and branding, (2) price: price level, price discrimination, business model, and payment system, (3) place: interactivity, website organization, navigation, accessibility, actuality, and (4) promotion: credibility and visibility of the

### 2.7 INTERNET ADVERTISING MODELS

Zhou and Bao (2002) study proposed a model exploring the impact of internet motivation and users’ attitude toward web advertising. Leckenby and Hong (1998) studies proposed that models developed for conventional media can be satisfactorily applied to the internet advertising context. According to Unz and Hesse (1999) researchers employ either a system-centered or a user-centered approach for the internet. The system-centered approach involves studying websites from the perspective of their objective content, which may help website designers or advertisers identify the best design guidelines. The user-centered approach, in contrast, involves studying an internet from an internet users’ perspective in order to find out how internet influences users’ perception, attitude or purchase intention. Berthon et al., (1996) provide a model of the conversion process on the web. They demonstrated that websites can generate awareness, display the product and provide information of product. Brackett and Carr (2001) extend the Ducoffe’s model by including credibility and consumer demographics. Credibility is shown to be directly related to both advertising value and attitude towards advertising.
Huang and Lin (2006) said that a certain fundamental assumption of conventional exposure models is not relevant in the internet advertising context since the internet audience's exposure to a given advertising message is not limited on the extent of exposure to on-line campaigns. McGuire (1968) developed an HOE (Hierarchy-Of-Effects) model with six information processing steps: presentation, attention, comprehension, yielding, retention, and behavior. MacKenzie and Lutz (1989) suggested that the hierarchy-of-effects model observed in the traditional media can be transferred to the internet as well. Internet advertising has significant positive relationships with hierarchy-of-effects model because one can examine how "realistic" websites are, how much people "experience" the product through the advertisements. Rodgers and Thorson (2000) proposed the interactive advertising model in which internet advertising effectiveness was influenced by consumer-controlled factors (e.g. the motives and modes for using the internet and cognitive tools) and advertiser-controlled factors (e.g. advertisement types, advertisement formats and advertisement features).

Pollay and Mittal's (1993) presented a model with seven belief factors underlying consumers' beliefs, and classified those factors into two categories. The first category, labeled as personal use that consists of factors including product information, social role and image, and hedonic/pleasure. The second category, labeled as social effect that includes value corruption, falsity/no sense, good for the economy, and materialism. Wolin et al. (2002) tested Pollay and Mittal's (1993) model and reported that belief factors, such as product information, hedonic pleasure, and social role and image, were positively related to attitudes toward online advertising. Whereas materialism, falsity/no sense and value corruption were negatively associated with attitudes toward online advertising. Lavidge and Steiner (1961) proposed the model's stages as: awareness, Knowledge, liking, preference, conviction, purchase. Howard and Sheth (1969) model suggested that consumers go through a series of behavioral stages from attention to beliefs, to attitudes, to intentions, and to behaviors.