

# Measuring the Effectiveness of Online Advertisement in Recalling a Product: An Empirical Study

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## Abstract:

There has been a tremendous increase in Internet penetration in India during the past 10 years, things for which there was a whole day invested can now be done in few clicks thanks to the power of Internet. Looking at the immense opportunity, companies have made this a good platform to advertise. This paper studies the various online advertisement variables that motivate consumers to recall online advertisements. A quantitative approach was used to collect data from over 1000 respondents. The respondents were filtered and 413 (41 percent) respondents were selected on the basis of the predefined parameters. Several other factors along with their effectiveness were examined. The results discovered that Animated advertisement and Banner plain text make online advertisements is a very effective tool in motivating consumers in recalling online advertisements and eventually making business transactions. The research concluded that Embedded Video, Floating Advertisement and Pop up advertisement are not as effective as Animated advertisement and Banner plain text. From this research study various useful tools have been identified for consumer and business owner.

**Keywords:** Floating advertising, Animated advertising, Online advertising, Banner

## Introduction

Over the past five years, advertising budgets allocated to internet media have grown spectacularly. In 2012, the internet will represent 26% of total advertising expenditure worldwide and this figure could reach 31% in the next four years. This growth is significantly fuelled by search and “performance” tools (affiliate marketing, email, comparison websites, etc.), although display advertising continues to represent a large portion of online budgets (49% in 2010 and 45% in 2012). Two trends are driving this boom (i) an increase in Web usage which strengthens the internet’s role in providing recommendations and preparing consumers to make purchases and recommendations (ii) developments in targeted advertising formats and techniques which help shape more communicative and relevant online campaigns.

In today’s cut throat competition, the emphasis is on, price reduction and all companies are trying to reduce cost by whatever means possible. It is however fair to say that online advertising play an important role. The growing area of interactive advertising presents new challenges for advertisers to motivate customer. Online advertising passes several benefits like it increases efficiency, reduces costs, provides more flexibility and as a global medium. The internet enables buyers and sellers to

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interact and manage business transactions 24 X 7. The endorsement of online sales and advertising revenue has growth significantly. From the buyer's perspective, the restrictions include the inability to touch, smell, taste and trial of tangible goods before making an online purchase. A recent survey of 410 marketing executives suggests that insufficient ability to measure impact, a lack of internal capability, and difficulty convincing senior management as the top three barriers to entry for large companies looking to market online. However, as advertisers increase and shift to online, it is now overtaking radio advertisement in terms of market share (Clark, 2002). The objective of this research was to study the type advertising and factors that motivate consumer recall of online advertisements

### Review of Literature

Immense amount of efficient strategies are needed for reaching customers in online advertising. These strategies include personalization, integration with multimedia and real-time interactions. It is also a fact that the largest revenue arises within Internet advertising are generated through display-based and search-based advertising. The user's search engine queries determines which advertisement are to be displayed. Revenue on the basis of search-based advertising accounted for about \$8.1 billion in 2011, 51% of the total advertising Internet advertising revenue. Google followed by Yahoo and Bing are the leaders in search based advertising market (Goldberg & Gorn).

Malte Brettel, and Andrea Spilker-Attig, in their work on Online advertising effectiveness studied a cross-cultural comparison of the effectiveness of internet advertising in the USA and France by analyzing a real data sample with more than 1.2 million transactions using partial least squares and structural equation modeling. It was found that on-demand channels have a stronger effect on short-term success than push-channels and that this effect is strongly moderated by the culture. It is recommended that spending and efforts in the various advertising channels be adjusted to reflect the product offered and the customers to whom it is offered, as customers in both countries should be targeted by advertising in different ways.

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 he 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. It was found 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.

Novak and Hoffman (1996) empirical evidence suggests that consumers respond to much of the advertising on the Internet in the same ways as they respond to advertising in traditional media, at least with respect to traditional measures of advertising effectiveness. Internet and other interactive media like television have been more powerful, responsive, and customizable than traditional media (Port, 1999).

Drèze and Hussherr (1999) found response to the advertising on the internet to be similar to response to advertising in other media, except that advertising on the internet appeared to be easier to ignore. By Caroline Cartellieri et.al. The Internet has as big impact on advertising as radio and television, it is just another emerging niche medium with some peculiar creative capabilities and constraints

Similarly, Lynch and Ariely (2000) found that consumers are less price sensitive when providers on the internet offer different rather than identical products, a finding that directly parallels findings in more traditional retail settings. Dreze (1998) considered internet advertising as a viable alternative to traditional media, reach and frequency are used as the standard measures for online ad effectiveness.

Consumers have direct control over web based advertisements on what ads, when, where, and how long they would like to see them (Gallagher et. al., 2001). Strangelove (1994) documented several ad formats, including electronic mailing lists, usenet newsgroups, signature files, free electronic newsletters, software samples, electronic brochures, and storefronts on the web. 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.

Palanisamy and Wong (2003) found a positive relationship between online consumer expectations and web-based banner ad effectiveness. Online advertising can be an effective branding vehicle that could provide marketers with powerful communication tools the web can present information in numerous ways including text, images, videos, and sound and therefore, is a flexible medium. The marketplace is changing and it has been shifting towards online shopping, and virtual market businesses. Due to the changes in the environmental trend, the online business has to focus more on web-based advertisement

Qimei Chen and William D. Wells (1999) develop and present a reliable and valid scale that measures attitude toward a website. They then develop and present additional scales that provide more detailed information Laurent Flores (2007), highlighted his findings in the light of internet advertising consumer model to understand the value of different formats (such as banners, banners with daughter window, shared real estates, and interstitials) of sponsorship and broadband advertising.

According to Preston (1985), the perfect advertising effectiveness measure should be related to the actual behavior. Most concrete measure of interactivity is looking at users' actual behavior of interactions, e.g., clicking, searching, book marking, etc.

Briggs and Stipp (2000), share learning accumulated on the effectiveness of different types of ad formats. internet advertising is a commercial communication intended to generate a response over time. A better understanding of the function of Internet advertising will not only help the development and use of various Internet advertising formats but also assist the effective integration of both traditional and internet advertising in marketing campaigns.

Rodgers and Thorson (2000) draw a similar distinction in their Internet Advertising Model. A primary element of their model designed is to explain the communication process consumers follow in relation to messages on the internet, is that some of these processes are "advertiser- controlled," while others are "consumer- controlled." According Pavlov and Stewart (2000), the measurement of advertising effectiveness can be thought of in terms of two distinct aspects one 'Process Control' and another was 'Results'. These two sets can be thought of as different but also complementary in their focus. Control process measures concern primarily media choice, information search, and the attention. Results measures concern the outcomes of consumers having been exposed to messages. Advertising effectiveness is a large part of any marketing campaign; and the marketers need to know if their advertisements have affected their target audience. If the campaign can actually reached the targeted audience then the benefits would be immense.

Anandam P. Kavoori and Kalyani Chadha (2001) studied the future of the internet in the developing world by exploring the discourse of advertising. On the basis of a visual analysis from records of New Delhi and newspapers and magazines, the study concluded that a rethinking is required for online

advertising in developing world. It argues that the advertisement themes used in online advertisement used a vision of the future of internet which defies the issues of linguistic hegemony, technological innovations, a consumerist culture, support of sexism and class. The study suggests that the future of internet technology in the developing world is intimately connected with the issues of global capitalism and cultural hegemony.

### **Objectives and Research Methodology**

Penetration of online advertising in Indian market and its prevailing trends in web usage, online video, social networking. Today, the Indian online population currently ranks as the 3rd largest in the world after China and the U.S. most of the internet users under the age of 35, India has the youngest skewing online population among BRIC countries. It is also indicated in some of the study that Across all age and gender groups, Women between the ages of 35-44 are the heaviest internet users in the Indian market.. in spite of large customer base, the customers inclination towards on line advertising and its influence in online purchase is low. The question, then, is what should be done by web advertisers, to make Indian consumers patronize products and services seen on the internet. With this in mind present research work is taken up with the objectives to:

- i). Find out the consumer attitude towards online advertising.
- ii). Identify the factor of online advertising that make customer to recall the product advertised.
- iii). Find out the ability of online advertising of product in building the recalling ability of customers and influencing the purchase pattern.

To achieve the above stated objectives survey method was used by which data is collected within the region of Dehradun (Uttarakhand). The questionnaire consists of various recall online advertising factors as well as socio-demographic variables such as age, gender and income. These questions in the survey were weighted as a four-point scale (strongly disagree, agree, disagree, and strongly agree) as well as a five-point scale (very important, important, moderately important, not so important, and unimportant). In order to validate the data, participants were asked whether online advertisement had anything to do with their online purchasing. The following Table No. 1 shows that the majority of the participants who purchased a product or service online were significantly influenced by the online advertisement. Applying data-driven and quantitative approach, the data was collected from participants and tabulated as it is shown in the following table 1.

For preparing the demographic profile of the respondents, the questionnaire was queried for the participants' age, gender, income, marital status, education level and occupation. The table shows that the most active group are in the age group of Upto 20 -30 years followed by 41 to 50 years. The survey indicates that majority of the respondents are male category. Out of 431 respondents surveyed percentage of Married respondents were 54.3% and Unmarried respondents were 45.7%. In terms of education qualification of the online buyers it was found that Upto Intermediate were 29% followed by Upto matric, Upto graduation and Post graduate and other qualification. All in all Education Qualification frequency distribution is averaging 25% as evident from the above table. Maximum respondents were recorded from group whose income were Upto Rs 15000 pm averaging 34.1% followed by 27.8% respondents whose salary was between 15000 to 25000 pm and 13.9% respondents were under 25000 to 35000 pm and lastly 7.7% respondents having income above 50000 pm. Out of 431

respondents surveyed students were the maximum with 46.2% followed by service class aggregating 31.3% and professionals, business and others scoring 10.9, 6.5 and 5.1 percent respectively.

**Table No. 1. Demographic Profile of the Respondents**

	<i>Category</i>	<i>Count</i>	<i>Percentage</i>
Age	upto 20 Years	40	9.3
	20 to30 Years	158	36.7
	31to 40 years	99	23.0
	41 to 50 years	103	23.9
	above 50 years	31	7.2
Gender	Male	348	80.7
	Female	83	19.3
Marital Status	Unmarried	197	45.7
	Married	234	54.3
Education level	Upto Matric	106	24.6
	Upto Intermediate	125	29.0
	Upto Graduation	99	23.0
	Post Graduate and other qualification	101	23.4
Income	Upto Rs15000PM	147	34.1
	Rs.150000 to Rs25000PM	120	27.8
	Rs.25000PM to Rs.35000 PM	60	13.9
	Rs. 35000-Rs50000PM	71	16.5
	above Rs50000PM	33	7.7
Occupation	Students	199	46.2
	Business	28	6.5
	Service	135	31.3
	Professionals	47	10.9
	Other	22	5.1

**Table No. 2. Online Advertisement have anything to do with your Online purchasing**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	258	59.9	59.9	59.9
	No	173	40.1	40.1	100.0
	Total	431	100.0	100.0	

As seen in the above table there seems to be not much of an impact of Online Advertisement on Online purchasing as 60% responded Yes (meaning that Online Advertisement have an impact on Online purchasing) and almost equal amount of respondents 40.1% feel that online advertising does not play an important role in online purchasing.

**Table No. 3. Recall of Online Advertisement**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	356	82.6	82.6	82.6
	No	75	17.4	17.4	100.0
	Total	431	100.0	100.0	

Recall of Online Advertisement was an important question in our research and the results were quite satisfactory as upper limit of Yes criteria outshined the No criteria as evident from the above table out of 431 respondents 82.6% respondents said Yes and only 17.4% said No to Recall of Online Advertisement.

**Table No. 4. Influence of online advertisement in online purchase**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	To a great extent	73	16.9	16.9	16.9
	To some extent	202	46.9	46.9	63.8
	To a considerable extent	101	23.4	23.4	87.2
	To a little extent	32	7.4	7.4	94.7
	Not at all	23	5.3	5.3	100.0
	Total	431	100.0	100.0	

Influence of online advertisement in online purchase showed that 46.9% respondents said To some extent followed by 23.4% respondents answered To a considerable extent and 16.9% said To a great extent and 7.4% answered To a little extent and finally 5.3% said Not at all to the question.

**Table No. 5. Descriptive Analysis of online purchase**

	N	Mean	Std. Devia
Online Advertisement motivate me and enhance my ability to recall product or services advertised on line	431	4.10	.889
Celebrity engaged in online advertisement increases my ability to recall online advertisement of product or services.	431	3.60	1.040
Humorous use of online advertisement increases my ability to recall online advertisement of product or services.	431	3.18	.911
Value associated with the product in online advertisement increases my ability to recall online advertisement of product or services.	431	3.20	1.181
background music in online advertisement increases my ability to recall online advertisement of product or services.	431	3.22	1.092
embedded video used in online advertisement increases my ability to recall online advertisement of product or services.	431	3.392 1	.9677 8
Valid N (listwise)	431		

Mean and standard deviation calculated in the above table indicates that Online Advertisement motivate me and enhance my ability to recall product or services advertised on line as it scored highest mean of 4.10. it was followed by Celebrity engaged in online advertisement increases my ability to recall online advertisement of product or services that scored mean of 3.60. However Value associated with the product in online advertisement increases my ability to recall online advertisement of product or services has scored highest SD of 1.181 that indicates respondents view is heterogeneous.

One way ANOVA was carried out to test the hypothesis whether the mean of various online advertising factors influencing customers advertisement recall differ significantly across the age of respondents, for this null hypothesis was assumed mean of various online advertising factors influencing customers advertisement recall does not differ significantly across the age of respondents.

**Table No. 6. One way ANOVA with Age of Respondents**

		Sum of Squares	df	Mean Square	F	Sig.
Online Advertisement motivate me and enhance my ability to recall product or services advertised on line	Between Groups	37.621	4	9.405	13.254	.000
	Within Groups	302.287	426	.710		
	Total	339.907	430			
Celebrity engaged in online advertisement increases my ability to recall online advertisement of product or services.	Between Groups	2.643	4	.661	.609	.657
	Within Groups	462.512	426	1.086		
	Total	465.155	430			
Humorous use of online advertisement increases my ability to recall online advertisement of product or services.	Between Groups	17.467	4	4.367	5.475	.000
	Within Groups	339.777	426	.798		
	Total	357.244	430			
Value associated with the product in online advertisement increases my ability to recall online advertisement of product or services.	Between Groups	67.742	4	16.936	13.554	.000
	Within Groups	532.290	426	1.250		
	Total	600.032	430			
background music in online advertisement increases my ability to recall online advertisement of product or services.	Between Groups	18.638	4	4.660	4.016	.003
	Within Groups	494.295	426	1.160		
	Total	512.933	430			
embedded video used in online advertisement increases my ability to recall online advertisement of product or services.	Between Groups	21.345	4	5.336	5.960	.000
	Within Groups	381.388	426	.895		
	Total	402.733	430			

The above Table no. 6 shows the calculated value of F is lesser than the tabulated value of F (2.37) at ( $p < 0.05$ ) level of significance in the case factors like Celebrity engaged in online advertisement increases my ability to recall online. thus null hypothesis is accepted indicating that mean of various online advertising factors influencing customers advertisement recall does not differ significantly across the age of respondents.. However null hypothesis is rejected in case of all other factor listed in the table. and it is inferred that that mean of various online advertising factors influencing customers advertisement recall differ significantly across the age of respondents.

**Table No. 7. Advertisement making more recalling**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Animated advertisement	177	41.1	41.1	41.1
	Banner plain text	189	43.9	43.9	84.9
	Embedded video	18	4.2	4.2	89.1
	Floating Advertisement	28	6.5	6.5	95.6
	Pop up advertisement	19	4.4	4.4	100.0
	Total	431	100.0	100.0	

This was an important question for the research as it aims to bring out which technique will be most important for online recalling for a product or service and the result were as follows there was a close association between Animated advertisement and Banner plain text followed by Floating Advertisement Pop up Advertisement and Embedded video.

**Table No. 8. Price in recalling online product or services advertisement**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not important at all	128	29.7	29.7	29.7
	Little important	105	24.4	24.4	54.1
	Moderately Important	155	36.0	36.0	90.0
	Important	23	5.3	5.3	95.4
	Very Important	20	4.6	4.6	100.0
	Total	431	100.0	100.0	

As evident from the above table it is clear that Price of the product or service in recalling online product or service advertisement is Moderately important for 36% respondents and Not important at all for 29.7% followed by Little important 24.4% and very important 4.6% and finally Important 5.3%. So we can conclude that Price of the product or service in recalling online product or service advertisement is not important for people.

**Table No. 9. Usefulness as an attribute in recalling online product or services advertisement**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not important at all	35	8.1	8.1	8.1
	Little important	272	63.1	63.1	71.2
	Moderately Important	20	4.6	4.6	75.9
	Important	84	19.5	19.5	95.4
	Very Important	20	4.6	4.6	100.0
	Total	431	100.0	100.0	

This question aims to bring out the usefulness of the product or service in recalling online product or service advertisement and the results were 63.1% respondents said Little important and 19.5% said Important followed by 8.1% not important at all and a tie between Moderately important and Very Important 4.6%.

### Conclusions and Suggestions

It can be concluded that Online Advertising if implemented properly can be an effective tool. The new technologies have paved the way to a new era of interactivity and creativity. There are a variety of factors to be considered for Internet advertising that one can use to drive a potential customer to the website. The factors like consumers, products, technology and media are to be given utmost importance. The motivating factors which affect decision making for purchase can be analysed through the collected data. The study looked into the most effective factors which played an important role customer decision. The important factors found were the usefulness of the product as majority of the respondent recall the advertisement because of its necessity and usefulness. Prices of the product displayed online also influence a lot of customer to recall the advertisement. Analysis indicates that there was a close association between Animated advertisement and Banner plain text followed by Floating Advertisement Pop up Advertisement and Embedded video. It is also significant to note that online advertisement is considered important to majority of the respondents and majority of the respondents are of the opinion that they recall the product by seeing the advertising of the product online. The study also found that there are several factors that motivate consumers' ability to recall online advertisements. The study showed sufficient evidence that the respondents agreed that embedded video advertisement has high recollection ability. The study is concluded with the finding that advertisers need to advertise their product or service on the basis of the needs and wants of the consumers. Among the various modes of online advertisement viz., Banner advertisement, floating advertisement, pop-up advertisement, and music advertisements are not as effective as embedded video advertisement.

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