

INTERNET USERS' ATTITUDE TOWARDS WEB BANNER ADVERTISEMENT**Dr. Muhammad Amir Adam and Wiza Baig**

ABSTRACT: *This research has explored the behaviors and attitudes of internet users towards web banners. How people behave when they encounter banner adverts? The rationale behind conducting this research is that nowadays internet is actively serving as a major medium for advertisement (KRIGE, 2008), but what sort of attitudes do people carry towards web banners? What are the impacts of web banner on the internet users? Do people have positive/negative attitudes about them? It has investigated why people click/do not click on banners adverts? It has been observed that in similar situations genders behave differently (KRIGE, 2008), so this research has also studied that different genders react differently towards web banners. Another objective was that, to find out the ways through which online display advertising agencies can make web banners more effective and appealing. This research has investigated the behaviors and feelings towards web banners in order to increase the effectiveness of web adverts. In order to bring the important aspects of previous studies related to this topic in lime light, a detailed review of literature has been conducted. This is an exploratory research, because behaviors and attitudes of different people with different genders have been explored (Saunders, et al., 2011). Inductive approach has been used and phenomenological philosophy has been adopted. A survey through semi structured interview has been conducted. Convenience sampling has been done. Classical content analysis has done and the sample size is 100 interviews for this research. This research is limited to Karachi only and only those were interviewed who were familiar to internet. It is found from the survey that most of the people don't like web banners, there are some internet users who ignore web banners and there are few who like web banners. Therefore on the bases of the respondents input the attitudes of net users are classified into to two types negative and positive. There are many people who have negative attitudes towards web banners and there are few who have positive attitude towards web banners. Mostly people find web banners irritating, irrelevant and threatening and few who have positive attitudes, think that they are entertaining and informative. Most of the people think that web banners show irrelevant information, show erotic feature, and slow down internet speed and mostly females consider web banners as viruses. Those who have positive attitudes, say that web banners show discounts, keep up to date and provide relevant information. People have different attitudes in different situations and majority of the people want to see web banners on the right-hand side of the web site. This study is very valuable for all the web advertisers because it will help them to improve the effectiveness of web banners. Therefore, they can gauge the attention of internet users. It illustrates the information about different attitudes of people towards internet advertising and it will also create awareness among those who don't know about web banners.*

KEYWORDS: Internet Users' Attitude, Web Banner, Advertisement, Ads Banner, Web Ads, Online Advertisement, Targeted Audience, Pop Ups, Pixel Advertising, Mobile Advertising

INTRODUCTION

Background of the Study

There was a time when television, radio and paper media used to play the main role for advertisements and consumers were only found on them, but with passage of time technology has improved and a drastic change has been observed. Now consumers are more on internet as compare to television and newspaper and there is a one big reason of this, that T.V shows and news paper are also available on net. Every old or new business wants to be on net so people can know them and eventually become their consumers. People have different attitudes towards different things at different time and it is very hard to know the right time to show the ad to the right person, if this job is not done properly then ads might leave negative impression. This research assesses the effectiveness of clickable banners and this study will explore the attitudes of internet users towards web banners.

Overview

Back in 3000 BC Sumerians invented the way of advertising by introducing pictogram in the form of scratches on clay. In 2200 BC Egyptians did advertisement through paper and ink. In 2000 BC the same nation (Egyptians) introduces outdoor advertisement by carving messages on steel. In 1200 Greek nation introduces 22 alphabets and they advertise in the form of phonics. In 79 AD Greek introduced first sonic logo. In 1631 first newspaper ad was published in France. "Tatler" was the first magazine in the world which was published in 1709. In 1719 first colored printing took place in London and the inventor was Jacob Christian. In 1730 advertisement was defined by Dr. Samuel Johnson, who was the creator of first dictionary as "promise, large promise is the soul of an advertisement". In 1802 photography was introduced by Thomas Wedgwood. In 1841 first ad agency came into being and the founder was Volney Palmer. In 1892 direct marketing was introduced by Sears. Celebratory endorsement was first took place in 1905 by Fatty Arbuckle. In 1914 the federal trade commission allowed ads and regulated them. The American association of advertising agency came into being in 1917. In 1923 radio was introduced and TV was invented in 1925. First TV ad was made in 1970 and it was related to fur industry. In 1951 first TV was sold in the market. In 1963 education related modern advertising was given. In 1966 internet came into being and revolution came. In 1967 BMP maintained account first time. In 2004 Google launched as a search engine. First time in UK online advertisement took 11% of media expenditure and outshines paper media.(nonlineagency co.)

Advertising is the backbone of marketing yet very strong but at the same time very sensitive. It creates general awareness of the marketing products and services or in the other words advertising helps in introducing marketing products and services to consumers. It is an art of attracting the consumers towards the products and convincing them to utilize the goods or services.

Like all other fields, the field of advertising has also improved day by day as comprehensively defined above how advertising got matured. Internet is the greatest revolution as a mean of communication. The trend in advertising also shifted from paper and TV advertisement to online advertisement. Even online advertisement also divided into different types like online display advertisement, pixel advertising, blog advertising, mobile advertising and promotional advertising (Pretty Good Plan company, 2013). Online marketing is as same as local marketing system it's just that downing marketing on internet since this generation is fond of internet so

online marketing is becoming popular on net too because consumers get information of products and services while performing their routine work or while socializing. Under the heading of online marketing there comes online advertising which plays a vital role in performing the tasks of marketing.

Online advertising is mean of promoting and marketing products or services on internet which was started in 1994 and now it is very common and gained allot of fame because it was easy to adopt and interactive for consumers. Now days everyone is connected with internet via mobile, TV or computer due to which online advertising enjoys advantage and perform its job efficiently. The biggest advantage of online advertising is that it publishing the matter or information immediate and that can be sheared globally. It is not limited location wise and less time consuming.

This research will study the effectiveness of online display advertisement which includes floating banners, web banners and pop ups. They all are animated and contain different messages, which may include plain text (Pretty Good Plan company, 2013).

It is being observed that people are banner blind and they are ineffective to web surfers (Jerrat, 2011). Facts shows the more aggressive online display advertisement is taking place the more people are tending to avoid the web sites, about 78% of people have left hose web sites which show intrusive web banners (INTRUSIVE ADVERTISING DRIVING SURFERS AWAY, 2013).

This research will explore the attitudes of people which they carry towards web banners. If people like them what factors make web banners attractive for them and if people hate them then what is the reason behind such feeling.

Problem Statement

There are many researches which are related to the effectiveness of web banners have being conducted, regarding the improvement of web banners, regarding the location of web banners but it's important to know the attitudes of people first if the advertisers want to make web banners effective this research will explore the attitudes of web surfers towards web banners. This study have provided the answers of the questions like: why people click on web banners? And why they don't click on web banners?

Objectives of the Research

Following are the objectives of the study:

- Explore the attitudes of internet users towards web banners.
- Discover the reasons behind the certain attitudes of internet users towards banner adverts.
- Investigate the features of web banners liked or disliked by the people.
- Find the impact of situational factor on the attitudes of web banners.
- Suggest the best location for web banners.

Significance of the Study

Firstly this research is very useful for all the online advertising firms because the outcome of this study have provided a direction to the agencies regarding the web banners, they can improve the effectiveness of web adverts because this research have provided the insight of people about web banners and how they feel about them? And how they want them to be? Firms can take advantage by making online advertisement friendly according to the will of internet users. Secondly this research will provide awareness about web banners to the respondents.

Justification of the Research

The previous researches, which were conducted on online display advertisement, have done a lot of study on the effectiveness of web banners. There are many researches which were conducted on the size, color, shape, context and the placement of web banners but there is a big question mark about the feelings of web users that how they feel about web banners so this research has filled this gap by exploring the attitudes of internet users towards banner ads because small or big, every company want to advertise online and there is a good justification for this reason and that is, people are mostly on net. A detailed review of research is being conducted. The research has explored the attitudes of people by conducting informal interview regarding web banners and their behaviors towards them. Only those people have been interviewed, who were familiar with internet and used it in their daily life or in other words the target population of web banners.

Scope of the Research

This study has explored the attitudes of internet users towards web banners. I have covered online display advertisement and specifically web banners, which include pop ups floating banners, pop backs and roll over.

Limitations of the Research

This research is limited to internet users and only their attitudes have been studied at different situations towards different web banners, so this study have not include those who create web banners. I have conducted this research in Karachi.

Basic Assumptions of the Research

It is assumed that interviewee will be honest to the questions and they will not give the biased answers and they will answer in the good faith. There was another assumption made, that the interviewer will not influence the interviewee according to her objectives of the research and she will act neutral.

Key words

1. Online advertisement
2. Targeted audience
3. Online display advertisement
4. Web banners
5. Pop ups

6. Pop backs
7. Roll over
8. TV
9. Situational factor
10. Pixel advertising
11. Mobile advertising
12. Promotional advertising
13. BMP

LITERATURE REVIEW

Introduction

Online display advertisement was originated by wired.com in 1994 (wired, 2010). The online advertisement business had a good start but when dot com crashed it faced a downfall. However the comeback of this industry was even better than its start (wired, 2010). Internet advertising is of worth 64 billion\$ (Deighton & Johnson, 2013). It was predicted by Kidler (2004), as mentioned in a research of Philip Krige (Krige, 2008) that, this industry will grow drastically in a coming ten years. According to (Nielsen, 2007) a theory, banner blindness was came into being in 1997 and it stated that people ignore banners and they do not bother about banners any more. In 1999 a research was published in a research journal of advertising and it stated that internet advertising is entertaining the users but it is not making users buy the products (Schlosser, Shavitt, & Kanfer, 1999). It was a challenge for advertisers to make the display advertisement catchier and attractive, so they came up with flash banners and later they came up with animated web banners. Advertising firms worked hard on the size, color, animations and location of the web banners but still the display advertisement is struggling to gauge the attention of audience (Krige, 2008). According to Philip Krige it is important to know the behaviors of the people towards display advertisement and the reason behind their behaviors, in order to make this industry succeed in future (Krige, 2008).

Historical Prospective

Marketing is a chain of activities which starts from understanding and highlighting the needs and wants of a consumer, developing a product or service for a specific need and satisfying or fulfilling the needs and wants of the consumer (Wells, Moriarty, & Burnett, 2006). It contains four Ps: product, price, place and promotion strategy (Wells, Moriarty, & Burnett, 2006). Promotion strategy and market information support each other. This function is the one which includes advertisement of a product or a service (BusinessDictionary, 2014).

Advertisement is like a peak of an ice berg and the ice berg is the marketing its' self (Wells, Moriarty, & Burnett, 2006). Advertisement is the back bone of marketing yet very strong but at the same time very sensitive. It is a mean of communication which is done to inform the end users about the product (Wells, Moriarty, & Burnett, 2006). It is a tough job of marketers to make sure that the advertisement of the product is delivering the promise of the product. Advertisement is done through different effective medium which include: print and out-of-

home media, broadcast media and interactive and alternative media. Under the heading of interactive media online advertisement comes (Wells, Moriarty, & Burnett, 2006).

Internet advertising was originated in 1994 and has struggled to make balanced position in the market and now it worth approx 62 billion\$ mentioned by a research done by the professors of Harvard business school in 2013(Deighton & Johnson, 2013). According (Wells, Moriarty, & Burnett, 2006) internet advertising has three main purpose, first it give reminder about the brands to the consumer, secondly it works like a traditional ad and gives information about the product and thirdly it take people to the advertiser's site and make them view that side, this is the most crucial purpose of online advertising. According to (active-domain, 2004-2014) the purpose of online advertisement is to provide a cheap and inexpensive medium for all the business to market their product and service.

Current perspective

Organization are more interested in spending their advertisement budget on online advertisement as people are more seen on net rather than any other medium. In 2012 the allocation of money for digital advertisement was \$103 billion or 20% of the total investment done on advertisement and it is predicted that the spending on online advertisement will increase by 25% which will be \$163 billion of the total budget of advertisement in 2016 as (eMarketer, 2013). It is mentioned in the study of (Kireyev, Pauwels, & Gupta, 2013) that half of the amount of dollars will be spend on the paid search and about 38% of the budget will be spend on display advertisement by ZenithOptimedia (2012). In United States display advertisement is covering nine percent of overall advertising and it is assumed that it will increase with the passage of time because more business is shifting towards internet advertising and the technology is also creating favorable condition to internet through introducing high-tech gadgets and smart phones (S.Evans, 2009). He further stated that online advertisement is improving day by day and transforming itself. Sooner or later it will be big challenge for traditional advertisement because internet advertisement is adopting more efficient ways through which it can form a bridge between consumers and display advertisement (S.Evans, 2009). Display advertisement is the low cost advertisement which is an advantage for it but at the same time it is a threat for a business if not done properly (marketingsherpa, 2000-2014). Different ways of advertising on net has set scores by revamping itself and this firm has attracted marketers once again through enhanced way of advertising (marketingsherpa, 2000-2014). According to (marketingsherpa, 2000-2014) web banners form brand image, they are not for attracting traffic by click. As said by Michael Fleischner, Marketing Director, Peterson's, an educational resource company in the article of (marketingsherpa, 2000-2014) "From my perspective, it's more of a branding exercise than it is a direct lead generation exercise, because we clearly don't see the same type of click through rates as with, you know, Google AdWords, or other online advertising".

In the article of online display ad (marketingsherpa, 2000-2014) it had further defined the types of banner ads which include animated banners, flash banners and static banners. It is also mentioned in (hibu, 2013) that display advertisement is classified in three types static, animated and flash. It has further defined the static type that it is a single statement of text mostly in a word form, animated banners are those which show limited amount of animations and finally flash banners are those which are more formal and sophisticated and they are the most expensive among all (hibu, 2013). According to (marketingsherpa, 2000-2014) static banners are a mixture of still images and text, they do not move and they do not offer any user interaction. Animated ads show movements and animations, they can contain static part in them

and it depends on the requirement of the publisher and finally flash banners which are also known as interactive display ads, they put forward the web surfers to perform a task in order to bring them on advertiser's site.

According to (hibu, 2013) animated web banners attract and gauge the attention of people more as compare to other web banners. On the other hand flash banners are popular in engaging web surfers by interacting with them therefore they are comparatively expensive. Studies have proved that more the banners are complicated the more they are expensive (hibu, 2013).

As mentioned in a study "When you look at most consumers' behavior, they do a search on Google when they are ready to make a decision," says Gupta. "So search ads get all the credit for the sale. But search ads are at the bottom of the [purchase] funnel; display ads are at a higher level. Everybody in the industry intuitively believes that display ads drive people down the funnel, so they should get some credit—but they don't" (Blanding, 2013). Mr. Gupta has mentioned a theory of funnel according to him online advertisement is like a funnel the wider part of the funnel is covered by the display advertisement and the narrow part is the search ads. According to him businesses are spending millions on internet advertising because the main reason is that they know the number of viewer and they can easily calculate their target market (Kireyev, Pauwels, & Gupta, 2013).

Types of internet advertisement

As defined by (Wells, Moriarty, & Burnett, 2006) internet advertising has been divided broadly in four types: online display advertisement, online social media advertising, email advertising and online video advertising.

Online social media advertisement

Online social media advertisement is one of the forms of advertising through which attention of the web site traffic gained by the mean of social networks like Facebook, Twitter and etc (Adage, 1994-2014) Online social media advertising is most of the time very appealing and attractive due to which it persuade competent consumers to visit the web site or share it on social networks (active-domain, 2004-2014), by sharing such ads on social networks the products get fame and popularity (wbsonline, 2014). Online social media helps to increase the communication process. It helps firms to get instant feedback of their products, by which they can improve their performance and also create awareness of their products or services. At the same time it is very cheap as compare to other advertising mean (Goodrich, 2014).

Email advertising

Email advertising is done in a direct way by sending the ads of products and services through electronic mail (miuc.es, 2012). It creates awareness among cold businesses as well as active businesses by attaching ads with emails or by sending emails of ads so that prospective customers stay in touch with the organization's products or services (clickthroughmarketing, 2001-2014). Email advertising builds strong customer relationship by staying in touch with their customers via sending mail to them (Wells, Moriarty, & Burnett, 2006). Email advertising brings instant response and reaction of viewer to the marketer due to which they can bring improvement more quickly (Adage, 1994-2014).

Online video advertising

Online video advertising show different types of ads in the form of videos in order to promote ones business, product and service. Showing different videos of products or services prospective consumers pay attention on the firm's goods and services (mashable, 2005-2014). They are persuade to follow the link because video advertisement are more interesting and yet entertaining (eMarketer, 2013). They are placed on such type of websites which are highly targeted. As described by (Reichgut, 2012) in online video advertising marketplace, companies will need to adapt to an increasingly educated and empowered consumer. A multi-screen, app-heavy Internet means even less tolerance for interruptions, and users will demand more freedom to consume videos online without ads. Next year, advertisers that respect and adapt to their consumers' needs will be the most successful. This is a drastic change on many levels" (Reichgut, 2012). That is one of the reason online video advertising is increasingly becoming famous on internet.

Online display advertising

Online display advertisement is one of the ways of doing marketing of the products and services on the internet so that customers can become interactive while using internet. Online display advertising is appealing and highly effective (Wells, Moriarty, & Burnett, 2006). It has a major impact on brand awareness, the main purpose of web banners are to build brand image not to attract the traffic (marketingsherpa, 2000-2014). Display advertising brings in attention of the consumers. Online display advertising let the consumers know about goods and services by influencing them and by providing the information to buyers through finest publisher websites in order to persuade audience through some of the world's most cherished media channels(Wells, Moriarty, & Burnett, 2006). One of biggest advantage of online display is that the information is advertised in no time (boundless, 2011). Online display advertising includes web banners and banner ads which are displayed on different web sites in order to attract public and persuade them to visit its own web site(Krige, 2008). As banner advertising it has been in the action since more than 18 years(active-domain, 2004-2014). According business owner's point of view, they are more tricky campaigns to manage as compare to others(Marvin, 2014). Banner images need to be designed. A banner is one of the form of advertisement, which can be in the form of a graphic image that usually runs all over on a Web page or is placed in a margin or other space held in reserve for ads(active-domain, 2004-2014). Banner ads are usually Graphics Interchange Format (GIF) is one of the type of formats used in computer animation, which are made by dot matrix data(Rouse, 2008). In addition to the same concept the size of the banner, many Web sites bound the size of the file to a certain number of bytes so that the file will display quickly, which makes them more efficient(wbsonline, 2014) . Most ads are animated in order to gain attention because animation attracts a larger proportion of user clicks(Rouse, 2008). "The most common larger banner ad is 468 pixels wide by 60 pixels high. Smaller sizes include 125 by 125 and 120 by 90 pixels. These and other banner sizes have been established as standard sizes by the Internet Advertising Bureau" (Rouse, 2008).

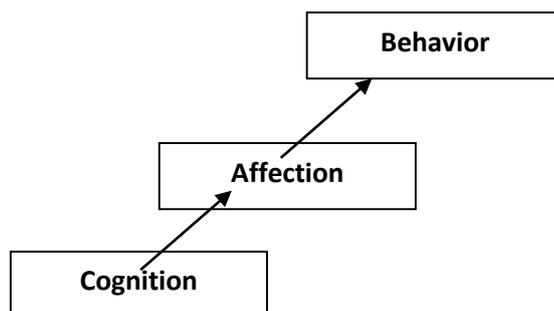
Interactive internet advertising

As discussed in the research of (Krige, 2008) in 1898, St. Elmo Lewis came up with the scientific approach in which he offer the systematic way discussing the performance criteria. Thus, he was the one who introduced a personal context of commercialism with his "Attention, Interest, Desire and Action" or AIDA model (Krige, 2008). In the research of (Li & Leckenby, 2004) it is mentioned that St. Elmo was the initiator of the criteria and then many theories

aroused the same and improved phenomena. As mentioned in (Krige, 2008) that, there are many notable events in history took place. First, was the work of Lavidge and Steiner in (1961) , during which they postulated a " hierarchy of effects " in the flow of fashion in attention, which leads to interest, as a result of conviction to want, and ultimately to action " (Li & Leckenby, 2004). They further classified these components into three broader classes of "Cognition", "Affection "and "Conation". " Conation" was then the preferred term for the conduct or behavior intentions. Lavidge and Steiner postulated in general, that cognition and knowing ends up in affection that, in turn, is ends on conation. It was further believed that this method is basically more predictable.

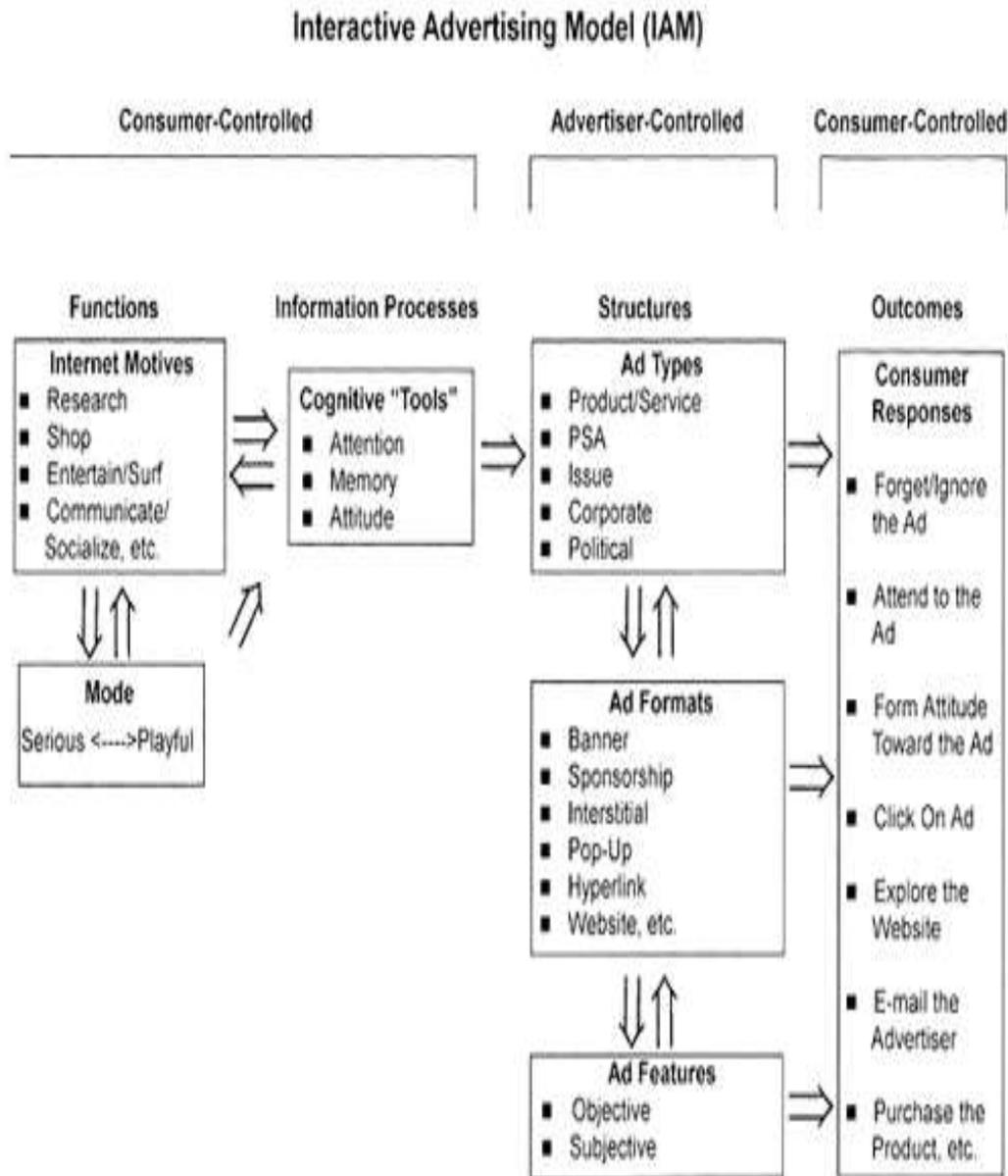
As mentioned in (Krige, 2008), "Robertson (1971) established the following observations: (1) the consumer may make decisions in a "non-rational" manner. That is he/she may not secure, process or carefully evaluate all the available information; (2) there is not a specified sequence of stages which must occur as in Lavidge and Steiner' view. Any such model must make allowances for consumers to "skip" stages; and (3) the model must also provide feedback loops because such a process will not necessarily be linear and non one-dimensional." The traditional reading of the factors, cognition, affection and behavior, is (howstuffworks, 1998-2014)

Figure one: Hierarchy of effects model (Li & Leckenby, 2004)



Internet Advertising Model

As mentioned in (Krige, 2008), Rodgers and Thorson (2000) dramatic has the same difference in their Internet Advertising Model (IMA). IAM model is shown in the figure number three. The main part of their model , which is intended to define the communication method followed by people throughout the network , in this process some act are "advertiser control, " while the other act are " consumer control. ". It can be said that the buyer controls the exposure of magazine ads, deciding whether or not to open a magazine,



Source (Rodgers & Thorson, 2000)

Internet users' attitudes towards online display advertisement

People are indifferent in every matter whether their physical traits or psychological traits they behave differently but people face almost same situations according to the place where they live. Different people who use internet and encounter web banners, they behave differently towards web banners and they have different attitudes towards them many researchers have done different study on the attitudes of people towards internet advertising.

As mentioned in (Krige, 2008) by Mehta and Sivadas (1995), they found that users of newsgroups carry a negative attitude toward web advertising, however, that business leaders are investigated by Ducoffe (1996) as mentioned in (Krige, 2008) that he did not notice Web advertising annoying or irritating. Further discussed in (Krige, 2008) Gordon and Diamond State Lima -Turner (1997) studied online advertising in terms of the contract between advertisers and web users. In general, respondents were passive, exceptive web advertising as long because it was clearly known and targeted. World Wide WEB review in the (GVU, 1998) found that web surfer's dislike online advertising a compare to general advertising (38 % vs. 32 %). Advertising banners that take too long to load themselves that is the most disliked property, that the respondent agreed as mentioned in GUV because "big disadvantage in web", with sixty-two respondents agreeing. It is further discussed in (Krige, 2008) by Schlosser, Shavitt & Kanfer (1999) studied the relation to web advertising, using a similar shape to it is used for general advertising on Shavitt (1998). They compared the results of the sample agreed demographically from 2 studies. Respondents were polarized: the thirty-eighth cute web advertising, the thirty-fifth dislikable this twenty-eighth were neutral. Advertising usually had a lot prettier than the web advertising, (46% vs. 38 %), and less dislikable (25 % vs. 35%), but as soon as observing certain relations, web advertising relationships, usually a lot of positive (48% vs. 38 %) and respondents said that they can trust the web advertising. of that nature web advertising makes it less annoying for customers, as "fewer respondents felt insulted, offended, and misled" (Krige, 2008). The focus of the cluster analysis conducted by mentioned in (Rettie, 2001) concluded that the respondents were extremely negative for the web advertising as mentioned in (Krige, 2008). One respondent noted: "It's a shame, just completely ignore them. You just live fear that this advertising, get its liquidation" as discussed b (Rettie, 2001). Negative attitude toward web advertising means that surfers can deliberately avoid publicity. (Drèze & Hussherr, 1999) Found that surfers in design avoid observing banner ads throughout their online activities. This helps to explain the low rates of those encounter eye clicks on the chase; they found that surfers were significantly less is undoubtedly a lawyer in nursing advertising banner, than elsewhere on the page. Therefore it is often known as banner blindness that is "the tendencies to ignore guest's online advertising banners, even once banners contain data guests actively seeking" (Nielsen, 2007). Together they found considerable variation in eye movement's patterns between novices and experts, such as consultants to measure the area and faster appearance of fewer elements web page. As mentioned by (Dahlén, 2002) suggests that there is a huge difference between a novice and intimate with web users. "Beginners area measure down with a lot of banner advertising than measuring area experienced users. Their CTR is a kind of four times higher than among different users" (Dahlén, 2002). (Drèze & Hussherr, 1999) Jointly measured advertising recall, complete withdrawal and the full effects of information, finding that they were all more clicks rates. This confirms earlier done study by Briggs and Hollis (1997) as mentioned in (Krige, 2008) which showed that banner advertising impression on consumer attitudes to full freelancing of clicks. As discussed in (Sukpanich & Chen, 1999) it is used the idea of rational action to develop a scale of attitudes towards web advertising. They found three designs that have an impact on Web advertising installations: awareness, preference and intention or motive. For example, a commercial for the most well-liked complete, likely will lead to a lot of favorable angle. (Stafford & M.R, Uses and gratifications of the World Wide Web; A preliminary sudy, 1998) Found that respondents agency of the United Nations was offended by Web for communication was no less surely noted advertising. , (Rodgers & Thorson, 2000) which are quite different motives Shopper have an impact on attitudes toward Web advertising. Testing this hypothesis, Li and Bukovac in 1999 in the research of (Krige, 2008) found that although people who find relevant data paid a lot of attention to advertising than surfers, the difference was not vital, probably as a result of

the driving shift. Net surfer stream is further undoubtedly affecting its angle to the advertising. Flow is "holistic experiences that people feel when they act with full participation" (Csikszentmihalyi, 1975). As discussed in the research (Krige, 2008) by Hoffman and Novak (1996) sets the stream as a key characteristic of consumer behavior on the Internet in a statement that "the flow is that the" glue "holding patron in interactive multimedia PC mediator environment." (Rettie, 2001) Found the advertisement was significantly annoying once a thread, so while the flow may keep surfers on the Internet site where they would be advertising, it will affect their reaction to his advertisement. Other factors that affect the use of the Network, and that root measures thus undoubtedly affects the attitude towards advertising, the square of the least use, frequency of use and the place of use by (Krige, 2008). There is no doubt that the effectiveness of advertising depends on the relationship to the environment in which it appears. In relation to overall advertising has decreased with the increasing scope and impact of the buyer. It is likely that the attitude toward web advertising will deteriorate as web users become much usual (Csikszentmihalyi, 1975).

Banners

A banner is one of the form of advertisement, which can be in the form of a graphic image that usually runs all over on a Web page or is placed in a margin or other space held in reserve for ads. Banner ads are in usually Graphics Interchange Format (GIF) (Rouse, 2008), is one of the type of formats used in computer animation, which are made by dot matrix data. In addition to the same concept the size of the banner, many Web sites bound the size of the file to a certain number of bytes so that the file will display quickly, which makes them more efficient as mentioned in (Rouse, 2008). Most ads are animated in order to gain attention because animation attracts a larger proportion of user clicks." The most common larger banner ad is 468 pixel s wide by 60 pixels high. Smaller sizes include 125 by 125 and 120 by 90 pixels. These and other banner sizes have been established as standard sizes by the Internet Advertising Bureau"(Rouse, 2008).

Banners can be classified in following types (Rouse, 2008):

- Flash banners
- Animated banners
- Static banners

Static Banner

Static banners are those banners in which simple wording text and graphics are used, which are displayed in a one screen image. They are comparatively cheap.

Animated Banners

Animated banners are more attractive as compare to static banner. In animated banners small animations take place and they are more eyes catching, because they keep on changing their frames.

Flash Banner

A flash banner is a complicated animated banner that flows easily like a movie and can also include sound. They can also be interactive, and contain rollover buttons, checkboxes, in-banner navigation systems, sound on/off buttons, play-pause buttons, close buttons and so on.

Objective of banner ads

The expectation of an advertiser from a banner ad is that it will make the viewer visit the web site by clicking on it in this scenario the web banners are bringing those visitors which in a real time won't visit the advertiser's website. It will be great achievement for web banner that it will not only advertise the product and bring the web surfer on website but if it will make the visitor buy that product. It is assumed by the publisher that advertising through web banners people at least are registering their product in their mind. The advertiser assumes that web banner will leave impression in the mind of people and in future it is expected that they will buy their product. On the other hand the advertiser also expected that the web banners will do the branding so it will affect the actions of buyer not immediately but down the road it is expected that the consumer will buy that product so banners influence the buying behavior. A banner can be successful in many more ways. The advertisers judge the effectiveness of web banners through four ways: click through, page view, click through rates and cost per sale (howstuffworks, 1998-2014).

Area for further research

Drastic change is being observed in the field of online display advertisement worldwide and it's time for local advertising firms to adopt the change. Therefore for further research, a study through mixed method, which will be more detailed, should be conducted on the same topic.

The main reason which is taking people away from clickable banners is the irrelevant information and erotic features of web banners so there is a space of improvement in this area, a research can be conducted to make the information relevant for the people.

A research can be conducted in order to make web banners more entertaining and interacting so that people don't get frustrated by them.

Another research study angle would be the web banners on smart phone, in a current scenario smart phones has replaced with Pcs and laptops so a very useful research could be conducted in this area of online display advertising.

Research Gap Filled by this Research

Detailed review of literature has point out that all of the previous researches which were done on web banners were limited to the features of web banners which were all from producer's point of view not from the consumer point of view and they were solely focusing on the effectiveness of web banners by statistically proving through click data and experiments. These researches were showing the pixels of a picture but not a whole picture. Therefore none of the research studied the attitudes of the people for whom these web banners are made.

This research will explore the attitudes of internet users towards web banners and highlight the actual reasons or causes which motivate them towards web banners and discourage them about web banners. This research will find out the psychological reason behind the certain attitudes of people about web banners. It will disclose not only the different attitudes and feeling of

people regarding web banners but also uncover the characteristics and types of web banners which will help in increasing the click through rate. It will also identify the expectations of online users from web banners that what people actually want from web banners.

RESEARCH METHODOLOGY

Research Design

Since this research has explored the attitudes of web surfers towards web banners so it is an exploratory research, which is quantitative in nature (Saunders, Lewis, & Thornhill, 2011). Semi structured interview has been designed for this study because this type of survey will be very helpful for investigating the attitude of internet users towards web banners.

Research Philosophy

This research has to judge and assess that what sort of motivations and behaviors people have towards web adverts so the philosophy for this research will be phenomenology. This type of philosophy is generally adopted when there is a phenomenon behind any study (Saunders, Lewis, & Thornhill, 2011).

Research Approach

The approach for this research is inductive because this study is general to specific (Burney, 2008). This research has explored the feelings of internet users through qualitative approach so it will be suitable to use inductive approach.

Research Strategy

The research strategy for this research is that, interviews will be conducted. In order to get in depth knowledge of the topic, interview for qualitative research is best suited (Kriger, 2008).

Research Choice

In this research mono method is applied because data will be collected through only informal interviews and as defined by (Saunders, Lewis, & Thornhill, 2011) it is best suited for such type of choice.

Research Time Horizon

This research is a cross sectional research because it has been defined by (Saunders, Lewis, & Thornhill, 2011) that academic research are mostly time constrained so cross sectional is best suited.

Research Technique

Semi structured interviews have been conducted among individuals in this research, which have provided data in the form of raw text that has been converted into codes therefore to fulfill the objectives of the study.

Research Procedure

Following steps are going to be taken for this research:

- i) A detailed review of literature is done.
- ii) An informal interview is designed to get the insight of people regarding web banners.
- iii) Interview questions are designed in such a manner that people can give their answers easily.
- iv) The results will be transformed from raw textual data into meaningful context.
- v) Depending on the out puts of result, suggestions and conclusions will be submitted in the end.

Research Structure

Research Objectives

The objectives of the research are as follow:

1. Explore the attitudes of internet users towards web banners.
2. Discover the reason behind negative or positive behaviors of internet users towards banner adverts.
3. Investigate the features of web banners liked or disliked by the people.
4. Compare the attitudes of different genders towards web banners.
5. Impact of situational factor on attitudes of internet users.

Statement of the Problem

Companies are spending millions on online display advertisement but what sort of attitudes do people have towards web banners. This research will explore the attitudes of people towards web banners in order to increase the effectiveness of web adverts.

Research Questions

The research questions of the study are as follow:

- What sort of attitudes do internet users have towards web banners?
- What are the reasons behind a certain behavior of internet users towards web banners?
- What are the features of web banners which make people form a certain attitude towards web banner?
- Do different situations influence the attitudes of internet users towards web banners?
- How web banners can be made more effective?
- What is the best location for web banners?

Research Tools and Techniques

Justification for Selected Tools and Techniques

The analysis of the raw text data conducted through classical content analysis, which converts input in the form of codes. Discussion is done on the outcome of the research

Population and Target Population

The population for this study is the people of Karachi. Those who are the frequent users of internet are the target population of this research, specifically, people who are below the age of 50 years.

Sample Size

The sample size for this research is 100.

Method of Sampling Selected and its' Justification

Convenience sampling is used for this research because of time constrain and it is more cheap as mentioned in (Saunders, Lewis, & Thornhill, 2011).

DATA PRESENTATION AND ANALYSIS

Introduction

Semi structured interviews were conducted in order to get the in depth information regarding the attitudes and behavior of internet users towards web banners. Therefore 100 interviews took place in 53 were the male respondents and 47 were female respondents. They all were educated and were familiar with internet. The respondents were of different age group but the minimum age of the respondent was 20 years and the maximum age was 38 years. Most of the respondents were students and employees, some were doing businesses and very few were house wives.

Interview

Following are the characteristics of the interviewer

- The age of the respondents is from 20 years to 38 years.
- There are 47 female interviewers and 53 male interviewers.
- They were educated.
- They were familiar to internet.

Summary of the interviews

- The number of male respondents is more as compare to female.
- Majority of the respondents have more than 10 years of experience of using internet.
- Majority of the respondents' access internet mostly from home.

S,no	Attitudes	Male	Female
1	I hate web banners	27	29
2	I ignore web banners	10	7
3	I like web banners	16	11

- Almost every respondent know about online advertisement.
- Most of the people were not sure about web banners and they needed explanation.
- In general people don't like web banners and they have negative attitude towards web banners.
- Most of the respondents feel that web banners are irritating and frustrating.
- There are some respondents, mostly females who consider web banners as viruses.
- People like web banners because they are informative, animated, helpful and colorful.
- Majority of the respondents have different attitudes towards web banners in different situations.
- Most of the people would prefer to see web banners on the right hand side of the web page.

Analysis

Classical content analysis

There are many ways of doing analysis of qualitative studies but keep in mind that this study has adopted phenomenological philosophy so the classical content analysis is best suited for this research (Leech & Onwuegbuzie, 2007). In classical content analysis the researcher counts the number of codes which interviewee uses and from the numbers of repetition of codes the researcher gets the idea of the most important concept of the interview (Leech & Onwuegbuzie, 2007).

Finding of objective 1 (exploring attitudes)

After interviewing, the researcher forms two categories of the attitudes: negative attitude and positive attitude. Those who said that they don't like web banners and those who said that they ignore; they are categorized in negative attitude. Those who said that they like web banners fall in the category of positive attitude.

The respondents use these statements frequently as shown in the below table 1.

Discussion

Most of the respondents don't like web banners and they said that they hate web banners, some of the respondents said that they like web banners and showed positive attitude towards web banners. They were few respondents who said that they ignore web banners. So it was observed that majority of the respondents have negative attitude and some of the people have positive attitude towards web banner.

Findings of objective 2 (Reasons behind the attitudes of internet users towards banner adverts)

Negative attitudes

After investigating reasons behind negative attitude of the respondents the researcher form three categories namely: irritation, disturbance and threatening. Those who said that they are annoying, they interrupt and they bother; they fall in the category of "irritation". Those who said that they are the hurdles and work as barriers; they fall in the "disturbing" category. Those who said that they are frightening and they are scared of web banners; they fall in the "threatening" category.

The respondents use these statements frequently as shown in the below table 2.

S.no	Negative attitude	Number of time said
1	Annoying	42
2	Frustrating	53
3	Irritating	76
4	Disturbing	54
5	Bothering	16
6	Interrupting	34
7	Threatening	37

Discussion

In general people have formed the negative attitudes towards web banners on the base of such reasons like irritation, disturbing and threatening. Majority of the respondents said that web banners are irritating and disturbing and some, mostly females think that web banners are threatening. Other reasons were also mentioned by the respondents like annoying, frustrating and interrupting but these reasons were comparatively less emphasized by the respondents

Positive Attitudes

After exploring the positive attitudes of the respondents, the researcher forms three categories of the reasons behind such attitudes. Entertainment, informative and interesting; are the categories for the characteristics of web banners. Those who said that "web banners entertain me", "they are a good entertainer", "I don't get bored because of them" and "I enjoy watching them"; they fall in the "entertainment category". Those who said such type of statements like "web banners are useful" "the give knowledge" and "they are informative"; they fall in the "informative category". Those who said that web banners are attractive, catchy and amusing; they come under "interesting category".

The respondents use these statements frequently as shown in the below table 3

s.no	Positive attitudes	Number of time said
1	Entertaining	17
2	Informative	33
3	Interesting	17
4	Catchy	5
5	Enjoyable	11
6	Amusing	6

DISCUSSION

A small number of people showed positive attitude towards web banners. Most of the respondents said that web banners are informative and entertaining. Some said that they are interesting and few think that they are amusing and catchy.

Result Objective 3: The features of web banners liked or disliked by the people.

Features disliked by internet users

The respondents name the different functions which causes them to form negative attitude towards web banners. Most of the respondents said that they show irrelevant information; they show indecent stuff, they slow down the internet speed and they don't do permeation marketing. Some respondents said that banners misguide, they are viruses, they waste time, and there is too much repetition of banners and banners are too vibrant. Few respondents said that banners don't make sense, they are too persuasive and they are noisy. On the behalf of the responses of the interviewees the researcher form the following list

The respondents use these statements frequently as shown in the table 4.

s.no	Reasons	
1	Banners are viruses	30
3	Banners are too persuasive	14
4	Banners show erotic features	37
5	Banners slow down the speed of internet	48
6	Banners gives irrelevant information	51
7	Banners waste time	30
8	They don't follow permeation marketing	31
9	Repetition of web banners	32
10	Too many banners	23
11	Web banners are noisy	18
12	Banners are not decent	40
13	Banners are too vibrant	19
14	Banners misguide	37

Features liked by internet users

Those who carry positive attitudes towards web banners said that they mostly like them because they show relevant information, they enjoy the animations and they display deals and discounts. Some of them said that they like web banners because they play music and they keep up to date. Only few of the respondents said that they are colorful.

The respondents said these sentences regarding web banners, "I enjoy their music", "they are funny" "they are colorful", "they are provide relevant information", "they assist me in my research", "they make me laugh", "I like the vibrant colors of web banners", " they are a good time pass", "they show deals", "they show discounts", "they keep me updated", "I like the animations of web banners", "I like the phrases of web banners, which they use".

The respondents use these statements frequently as shown in the table 5

S.no	Reasons	Number of time said
1	Web banners are animated	14
2	Web banners play music	13
3	Web banners are colorful	13
4	Web banners show relevant information	21
5	Web banners show deals	18
6	Web banners show discounts	17
7	Web banners keep up to date	16

Finding of 4: Impact of situational factor

It is being observed that internet users have two situations in which they use internet. They use it in pleasure time and they use internet for work purpose. Generally Internet users have different attitudes towards web banners, when they are more relaxed and they want to listen to music, they want read newspaper, they want to read, they want to watch movie or use internet for any social net work. Most of the people who have negative attitudes, do notice web banners and they said that web banners are not that much frustrating to us when we are more relaxed and when we are using internet for our entertainment comparatively when we are using net for office work or doing research for study purpose. Some of the respondents who have positive attitudes said that they like web banners when they are using internet for fun and entertainment or they are getting bored on net comparatively when they are using internet for work purpose and they totally ignore them. They were very few who said that situations do not matter, they just hate web banners and they don't want to watch them.

Finding of Objective 5: Location of banners

Mostly respondents said they prefer web banners on the right hand side of the web page, some of the respondents said they will like to see banners any where until and unless they show relevant information, some of the respondents said that web banners should pop up from the task bar. They were few who said that they do not want to see web banners so there is no best location for web banners. Most of the respondents were really against pop ups and pop backs and they said there is no need of them because they disturb.

The respondents use these statements frequently as shown in the table 6

s.no	Locations	Number of time said
1	They should appear on the right hand side of the web site	63
2	they should pop up from task bar	32
3	They should popdown	18

Discussion

Majority of the people showed their willingness to see web banners on the right hand side of the web site. Some of the respondents wished to see web banners popping up from task bar.

Some of the People also said that the location of the web banners does not matter they will be appreciated anywhere but they should be relevant. They were few who said that they should roll over.

Result of the findings

- Generally, internet users have negative attitudes towards web banners but there are some people who carry positive attitudes towards them.
- Mostly people have perception about web banners that beside pop ups, roll over, pop downs and pop backs, the traffic on the right hand side of facebook are also web banners
- Mostly people perceive web banners as viruses and are afraid of them. Female were more scared than males.
- Most of the internet users click on those web banners, which they found of their interest
- There were few who click on any web banner which attracts them, whether it is showing relevant information or not, because they enjoy watching web banners.
- Situational factor have an impact on the behaviors of internet users, people when use internet purposely they tend to avoid web banners more as compare to, when they in their leisure time.
- In general people have showed their will to see web banners on the right hand side of the website. Few of the people don't have any issue regarding the location of web banners but some showed their concern about the placement of web banners and recommended that they should pop up from bottom

CONCLUSIONS AND RECOMMENDATIONS.

Conclusion

The main objective of the research is to explore the attitudes of people towards web banners. It is being investigated through this research, that people carry different attitudes towards web banners. Many of the web surfers just don't like web banners and due to which they ignore them deliberately. Some people neither hate web banners nor like them, they just ignore them. There are few who like web banners and they visit web sites through them.

People who hate web banners and they are in majority (research findings), have mentioned that web banners irritate them through its repetition, its color and size. For them web adverts and especially pop ups are the biggest hurdles and disturbance in their work. They slow down the speed of internet also. One of the main reasons to hate banners is that it shows irrelevant information. People ignore them because they are irrelevant and show erotic features and they consider them nonsense. So mostly don't click those banners which are not associated with recognized companies or brands and people perceive them as viruses. People don't click them because they show irrelevant information and too persuasive in nature. People are afraid of web banners because they have a perception that web banners contain viruses. People like web banners because they are entertaining, informative and they keep them up to date. They are a good time pass for them. They like them because they show relevant information and that is why people click web banners but very few are there who click them and buy anything online.

All most, all the internet users ignore or dislike web banners when they are using internet purposely (research findings) or for work. Even those who like web banners also ignore them while they are busy in doing important work. Not all but some of those who ignore web banners in their daily routine visit web sites through web banners in leisure time. People with different attitudes towards web banners react differently in different situations.

There is not a big difference in the attitudes of different genders towards web banners. Only by few numbers ahead, women are more afraid of web banners

Generally people want to see web banners on the right hand side of the web page. Some of the respondents don't have any issue regarding their locations, according to them, until and unless web banners are providing relevant information they can appear anywhere but, few had an objection regarding the location of web banners, they said that web banners should pop up from task bar. It is also found that people have wrong perception about the web banners that they are the traffic which comes on the right hand side of facebook.

Recommendations

- Since web banners target broad audience so it will be recommended that they should be specific not general, for example if a gamer is searching for games and he is encountering banners of beauty salon so he will be irritated.
- It is true that colorful things catch attention but using too vibrant color for banners is not recommended. They should be of settle colors, they should match with the theme of web sites and should be attractive, so that they won't be painful for viewers and they will be easy on eyes.
- It has been noticed that people are afraid of web banners and they consider web banners as viruses (research findings). There are web banners which are acting like web banners and that specially come from cheap web sites so it is recommended that banner adverts should be of high quality. Online advertising agencies have to work hard to gain confidence of people and create trust factor in their web banners.
- Web banners should not misguide and bluff the viewer because by doing such acts they are discouraging people. This is also causing negative marketing of web banners. They should display authentic and credible things. Web banners should display only those things which they will deliver.
- There are too many web banners on net (research findings), so there should be a limit on the numbers of web banners because they hammer so much and this makes internet users frustrated.
- Banners should avoid repetitions because by doing this they will lose their importance. They should appear on the screen for few seconds and disappear by themselves, there is a larger possibility that people will notice them more rather than they keep displaying themselves and people get irritate by them.
- Banner should be unique and novel so that each banner should get attention and they should have a "wow factor " in them

- Banners should display decent context and they should avoid vulgarity and erotic features so that people don't feel uncomfortable using net.
- Smart banners should be used by online advertising agencies so that they will be more interactive

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Appendix A

1. Could you kindly tell me, do you use internet?
2. And you mostly access internet from?
3. For how long you have been using internet?
4. Generally you use internet for?
5. Do you know about online advertisement?
6. How do you perceive it? What do you know about it?
7. Do you know about web banners?
8. What is your perception about them?
9. Have you ever clicked web banners and how many times you click on them?
10. What makes you do that?
11. Do situational factor affects your behavior towards web banners?
12. Which banner placement catches your attention most?
13. Can you recall any web banner?
14. In your opinion how the effectiveness of web banners can be increased?