ONLINE ADVERTISING:
BANNER ADS AND GOOGLE ADS

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Introduction

Online advertising is growing in popularity for many businesses to promote their products and services on the Internet.

One of the forms of advertising on the World Wide Web is banner ads. Banner ads are an advertising graphic image and animation displayed on a website, in an application, or in an HTML email. The popular type of banner ads are; gift animated banner ads, flash banner ad, HTML banner ad, rich media banner ad, floating ad, and expandable ad.

A new form of online advertising is Google ads. Google ads (Google Adsense) offer a contextual advertising solution to web-publishers on their website. The ads are related to what the visitors are looking for on the website, or matched to the characteristics and interests of the visitors web publisher's content attracts.

Google ads can be classified as banner ads, however, it differs from banner ads with its structure. Google Ads are text based ads, which are typically a few words with a hyperlink that are contextually relevant to the content on a page. For example, if a user is on a page with a story about hiking, she may see a text ad for a sporting goods company. Google ads work with a program called Google Adsense which gives advertising revenue from each page on the publisher's website with a minimal investment and time. Google Ads delivers text and image ads that are precisely targeted to the website and site content. When a Google search box is added to the site, Adsense delivers relevant text ads that are targeted to the Google search results pages generated by website's visitors' search request.

In the light of this new ad structure, new research questions emerge.

“ Are Google ads or banner ads more effective in improving attitudes toward the advertised brand? How consumers might differentially process each type of online ad ?

What effect does this processing have on attitudes?"

These research questions are examined based on two theories; the Elaboration Likelihood Model and Interactive Advertising Model.

The Elaboration Likelihood Model

The Elaboration Likelihood Model is used to answer research questions, because it describes two rather different ways by which a person might come to hold a reasonable attitude.

The Elaboration Likelihood Model (ELM) says that the amount and nature of the thinking that a person does about a persuasive message (such as an advertisement) has an important influence on the kind of persuasion that occurs (Shavitt S. & Brock T., 1994)

The model proposes two distinct routes to persuasion. The "central route" is cognitively intensive in that the message receiver scrutinizes the issue-relevant arguments made by advertisement. This route is usually followed when the receiver is motivated and able to process the message. Give that most recipients are not particularly motivated to review advertisements, they tend to be miserly with their cognitive resources and process ads through the "peripheral route" (Sundar S. & Kim J., 2005).

The primary constructs of the ELM are the central cues, and the peripheral cues, argument strength, motivation, opportunity/ability, attitude and persuasion. Peripheral cues are lack strong message arguments and are seen as encouraging simple associations that may lead to positive persuasive effects while being message irrelevant. Central cues are the message that are needed to carefully thinking about and examining information pertinent to the merits of a topic. Peripheral cues are often referred to as certain cues in the persuasion context (such as the presence of an attractive message source, color,

sound, sex appeal, humor, production quality) are likely to influence the persuasibility of the appeal. Central cues are referred to as cognitive responses toward the message.

The central route occurs when people possess both the motivation and ability to elaborate carefully the arguments presented but that the peripheral route is more likely to occur when either motivation is low or ability is impaired.

In the ELM; the independent variables are central routes, peripheral routes, motivation and opportunity/ability; the dependent variables are attitudes formed or changed via peripheral route or central route.

This theory is previously used in researches about interactivity and persuasion (Sundar S. &Kim J., 2005) to explain interactivity, animated banner ads and ad shape to refer non-message and non-argument aspects of the online advertisements. In the article of Sundar and Kim (2005), banner ads are categorized as ads, that providing peripheral cues.

Sundar and Kim (2005) says that, in the absence of effortful thinking, simple contextual cues such as animation, colors, sound, size of banner ads will play role in persuasion. How ever, the Internet user might be highly motivated while being exposed to banner ads. Therefore, the constructs that cause different attitudes might be the level of distractions, ad features and argument quality.

For banner ads; “being motivated” and “able to do” are also constructs determines whether it will be a central attitude change or peripheral attitude change. In high motivated situation, if high distraction occurs, the banner ads might decrease the ability to process level which leads to see banner ads as a peripheral cue and attitude changes via peripheral route. This implication might be said for animated, pop-up, graphic banner ads, because too much animation and motion reduce advertising effectiveness due to individual's limited cognitive capacities such as irritation or annoying.(Yoo, Kim, Stout,

2004)

However for Google Ads, which are text based ads, (there are not clear physical attractions, such as attractive color, sound, animation) central routes are taken to persuasion. Instead of simple cues such as physical attraction, the written information will be considered. Because of being simple text ads, Google Ads are moderate distracted, are situated on the right side of the web page and seen as physically coherent with the web page. Therefore, they won't be found irritated by Internet users and Internet users will take the message simply reading Google ads.

In addition, according to the Pipper Jaffray Investment Research (2007) about the new advertising ecosystem, Google is the most used search engine, processing more than 3 billion searches for more than 100 million users a month in the United States alone, and with a search query market share of near 50% in the United States and a greater than 63% share worldwide. Google has built its clear dominance of the search industry on a combination of its superior search results and brand strength. It is believed that over the last several years, Google's brand strength has solidified its market dominance, “to Google” has become a recognized verb. Also, according to the Pipper Jaffray Investment Research (2007) Google 52% of the survey respondents indicated Google was the best search engine.

Google has brought relevancy to the forefront of search and used this technique in advertising. People trust Google and brand strength. Therefore, when they see Google Ads on the right side of the page, they think that Google probably did the best, and brought the most relevant ads to them. Then, it can be said that Google ads have a high argument strength which increases the positive attitude toward message via central route.

It is up to Internet user to read Google ads, and it is easy to read. Google ads are short,

brief and relevant to the website content. If Internet user is highly motivated positive attitudes occur because of being relevant to the content of the Web page. If the user is not motivated than they stills work because of having argument strength and not being irritated.

The Interactive Advertising Model

The Interactive Advertising Model (IAM) might be taken into account to identify and classify Internet ads with incorporating a structural perspective and explain online processing with consideration of Internet functions. This model might show how Google ads and banner ads might be categorized considering functions, information processes, structures and consumer responses constructs.

IAM differs from other models in the way it incorporates several paradigms including a functional conception of how people come to Internet advertising, an information processing conception of what they do when they get there, with emphasis on stimulus structure of Internet ads (Rodgers S. & Thorson E., 2000)

In the Interactive Advertising Model (IAM), it is believed that the functions that Internet serves must be included in an integrative processing model. IAM says that, antecedents to any ad processing takes place once the motive is pursued.

In addition, in Internet motives, switching process is important which demonstrates the nature of an interactive environment.

The IAM has two basic components: Consumer controlled aspects which are functions, mode, information processing (attitude, memory, attention), consumer responses and advertiser-controlled aspects which are ad types, ad features, ad formats. (Rodgers & Thorson, 2000).

Consumer-controlled aspect says that, consumers have more control on the Internet than do advertisers such as most Internet users log onto the Internet with some sorts of plan, or goal and decide to interact with websites, ads, advertisers, other consumers.

The functionalism which is the consumer-controlled aspect's concept, helps to explain the motivational basis of Internet user's goal, as well as plans and actions that are set and carried out in pursuit of goals.

According to advertiser-controlled aspects of the Internet; it is assumed that any control the advertiser can exert in an interactive environment will take place on a structural level (ad types, ad features, ad formats). The structural features themselves afford opportunities and impose constraints as individuals take action to carry out their motives, or goals. They argue that we need to consider how features of motives and features of message stimuli work "dynamically and interdependently" to guide and direct information processing in a variety of contexts.

Ad features which are divided into two main parts; objective ad features (advertiser-controlled) and subjective ad features (consumer controlled). For Internet medium, objective ad features include; color, size, typeface, product class, appeal type, animation, audio, interactivity, telepresence, number of choices, movement, vividness. Subjective ad features include; exciting, interesting, boring, flow, friendly navigation, attitude toward the ad, current information, attitude toward the website.

Objective and subjective features interact with user's motive in yielding different responses. Google Ads which are not included in IAM might be categorized in objective ad features (advertiser controlled) which has subjective features (consumer controlled) at the same time; such as being related to the Internet user's interest.

Different ad features which is a construct of IAM, may affects different outcomes.

According to the IAM, the outcomes might be ignoring/forgetting the ad, attending to the ad, forming attitude toward the ad, clicking on ad, exploring the website, e-mailing the advertiser, purchasing the product.

The primary purpose, in identifying either objective or subjective features of online ads is to enable predictions of potential responses to these features. The objective structure of size and animation made differences in terms of people's responses to them when viewed in the context of banner ads. Larger, animated banners, for instance, were recalled and clicked on more often than smaller, static banners. It seems likely that subjective and objective features also would interact with the user's motives in yielding different responses. Animation, for example, might be viewed as an irritation by individuals attempting to carry out specific goals.

After some inferences and explanations about constructs and some relationships above, the variables should be clearly defined. IAM has two independent variables; one is consumer controlled constructs including functions, information processes and mode; the other independent variable is advertiser controlled constructs including structures, ad formats and ad features. The dependent variables are consumer responses to the ad which are forgetting or ignoring the ad, attending to the ad, forming attitude toward the ad, clicking on ad or purchasing the product.

The Interactive Advertising Model did not clearly categorize Google ads in ad formats, because Google ads are a new format type of ads.

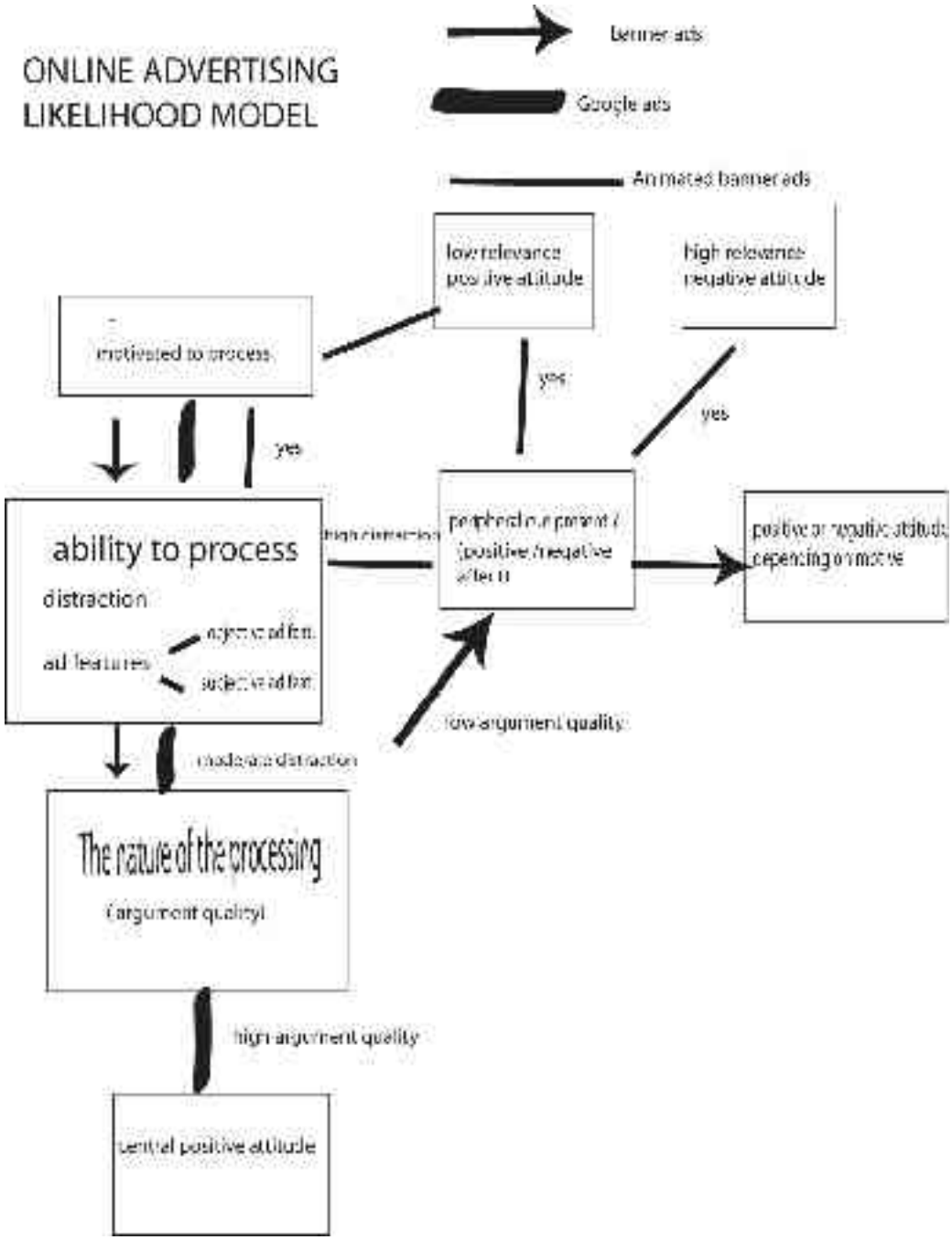
State of the Art

Online advertising has undergone dramatic changes from format innovations (banners to search to rich media). Beside, traditional banner ads, new types display advertisements

occurred such as rich media ads (improved banner ads) which leverage technologies such as Flash and Java to deliver ads including dynamic motion, such as video, audio, and animation. The other display advertisements type is text ads, which are typically a few words with a hyperlink that are contextually relevant to the content on page such as Google Adsense . This type is dominated by Google, and becoming widespread each day. The new online advertising researches did not discuss this new type text ads.

For my paper, I tried to answer the questions; “are Google ads or banner ads more effective in improving attitudes toward the advertised brand? How consumers might differentially process each type of online ad ? What effect does this processing have on attitude ?”

ONLINE ADVERTISING LIKELIHOOD MODEL



It is predicted that, for banner ads and Google ads, once a person is motivated to process, the next step will be “ability to process”. At this point, if there is a distraction caused by ad feature (objective or subjective ad features), then the message is not sufficient for central route to persuasion to occur. The person will take peripheral route to persuasion. Having the necessary motivation is not enough to process a message, people must also have the ability to think about the message – distraction may adversely affect this ability. I assume that, too much animation in banner ad reduces the ability to process via central routes, and a peripheral process will be operating. According to Yoo, Kim, Stout (2004) too much animation and motion may reduce the advertising effectiveness due to the individual's limited cognitive capacities or some negative affective responses (such as irritation or annoyance), even though those banner ads are eye catching. Therefore, too much distraction will cause to peripheral routes to persuasion. Also, too much distraction may cause to irritation. If the person is highly motivated, then the irritation level will be high because of distraction, and negative attitudes will be occur. If the person is not highly motivated, then irritation level won't be high, positive attitudes will occur.

And, the changed in attitude will be relatively temporary, susceptible and unpredictive of behavior in both positive and negative attitude situation.

Google Ads and static banner ads have distraction features, but this is not in an irritative level. Therefore, the next step will be the nature of the processing. After distracted by the message, the Internet user will consider the argument quality. As stated above; Google's brand strength has solidified its market dominance. Internet users trust Google and its well known products. They think that, Google Inc. did its best bringing the most relevant ads to the consumer. Then, it can be said that Google ads have a high argument strength which increases the positive attitude toward message via central route. As Sundar and

Kim (2005) mentioned in their article, simple contextual cues such as animation, colors, sound, size of banner ads refer non-message, non-argument aspect of the online advertising. Therefore, even the banner ad is not animated, the consumer will take peripheral route in attitude change. If there is high personal relevance, there will be positive peripheral attitude change, if it is low personal relevance then, there will be negative peripheral attitude change.

For Google ads, because of the strong argument quality and high personal relevance, the attitude change will be via central route. I assume that, it will be a positive attitude change because, Google ads don't have too much distraction, they are simple text contexts with hyperlink, and in harmony with the template of the web page.

The contribution of the IAM would be to my theory in the classification constructs. In the Interactive Advertising Model, text based Google Ads did not included. Google Ads should be categorized in objective ad features (advertiser controlled) which has subjective features (consumer controlled) at the same time; such as being related to the Internet user's interest.

Objective or subjective features of online ads are enable predictions of potential responses to these features. The objective structure of size and animation made differences in terms of people's responses to them when viewed in the context of banner ads. For instance, too much animation might be irritated even it is a distraction in the persuasion process. With a simple text context, Google ads have a moderate level of distraction, which cause consumers to take central route without being irritated. Therefore, ad features of IAM are have role in the ability to process section of my theory.

Suggestions for Future Researches

For future researches, the motivation differences of banner ads and Google ads should be clarified. In my theory, I assumed that motivation once occurred, however, I did not differentiate the motivation for Google Ads and banner ads. Motivation is also effective on taking central or peripheral route.

I focused on "ability to process" and " argument quality" while examining central and peripheral attitude change. Because, I saw the main differences between banner ads and Google ads at " ability to process" and "argument quality" levels.

Advertisers should take into account the growing success of Google ads while advertising on a web page. Banner ads are also effective, however, depending on what kind of attitude change that the advertisers want, they should decide to place static banner ads, animated banner ads or Google ads. If they are looking for attitudes less resistant to change, less accessible form memory, they should place animated banner ads and static banner ads. However, here personal relevance important. If personal relevance is high, advertisers should use static banner ads, which is not irritative in this situation. If personal relevance is low, advertisers should use animation ads, which is not irritative.

If advertisers are looking for attitudes resistant to change and persistent over time, they should place Google ads on the web page.

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