

Effects of Banner Clicking and Attitude toward the Linked Target Ads on Brand-Attitude and Purchase-Intention Changes

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〈Abstract〉

This paper explores the impact of banner exposure and clicking on brand-attitude changes and purchase intention changes. It is found that simple exposure to banner ads does not change people's initial brand-attitude and purchase intention, while voluntary exposure to target ads by clicking banner ads results in positive or negative brand attitude and purchase intention changes depending on the likability of the linked target ads from the banner ads. For methodology, this study employed a pretest posttest control group design and used online data collection technology called Cold Fusion. A total of 961 subjects participated in this research.

Key Words : Banner Clicking, Linked Target Ads, Brand-Attitude, Purchase-Intention Change, exposure, Cold Fusion

Introduction

It is estimated that, as of September 2003, over 606 million people were using the Internet worldwide (NUA 2003). The number of Internet users is still increasing, and, correspondingly, Internet advertising revenue is also growing despite the recent downturn in Internet advertising due to the economic slowdown. It is estimated to gain 20 percent increase to \$7 billion in the U.S. in 2004 (Brown 2004). Among many advantageous characteristics of the Internet, interactivity is regarded the most unique asset (Ko, Cho and Roberts 2004; McMillan and Hwang 2003). The click through is the first gate to entering the world of interactivity in

Web advertising (Cho and Leckenby 1999; Cho 2003). That is, the clicking of a banner initiates users' interactivity with Web advertising. Therefore, the click-through-based pricing system is reasonable for those advertisers who recognize that interactivity is the most distinguishing and important characteristic of the Internet. The method of pricing online ad campaigns is moving away from CPM and towards click-through rates such as Pay-Per-Click (MediaDailyNews 2004a; PricewaterhouseCoopers 2003), even though there is still a debate over whether or not click-through tells advertisers anything worth knowing and whether it should be a factor in pricing Web advertising. According to PricewaterhouseCoopers' (2003) recent study, performance-based pricing deals comprised 35% of total Internet revenues in

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2003, which is a twofold increase from the previous year. Another reason for the prevailing use of click-through as a pricing base for Web advertising is that it is a concrete measure of users' actual clicking behavior and that it is relatively easy to measure with the aid of innovative technology (MediaDailyNews 2004b).

Click-through rates are influenced by many known and unknown factors (Hofacker and Murphy 1998). There have been several research studies on antecedents of banner clicking and interactivity: the level of involvement (Cho and Leckenby 1999; McMillan 2000); peripheral cues of banner ads such as size and animation (DoubleClick and I/PRO 1996; Cho 1999); uses and gratifications (Ko, Cho, and Roberts 2004), Clicking Motivation Profile (Cho and Leckenby 1998); action-oriented phrases such as "Click Here to..." (Hofacker and Murphy 1998), and so forth.

More specifically, the study by Mbinteractive, commissioned by the Internet Advertising Bureau, found that even simple involuntary exposure to a banner ad without a click through generated increases in advertisement awareness and brand awareness (Mbinteractive 1997 at URL: <http://www.mbinteractive.com/site/iab/exec.html>). In addition, some research shows that banner exposure can produce various branding effects for Internet users such as positive brand attitudes, increased brand loyalty, etc. (Interactive Advertising Bureau 2003). This is why many websites

still use exposure-based pricing systems such as CPM (45% of 2003 Internet Revenues) (PricewaterhouseCoopers 2003), even though it is moving toward behavior-based pricing systems such as CPC and CPA (Research Brief 2004). However, extant research did not consider the real power of banner ads, i.e., the initiation of interactivity by clicking them. There has been little research on the impact of banner clicking on various advertising response functions (e.g., knowledge, attitudes, purchasing behaviors, etc.). In this paper, the researchers focus on the impact of banner clicking on people's attitude changes.

Conceptualization

Advertising Exposure on the WWW

There are two current dominant forms of Web advertising: 1) the banner ad and 2) the target ad or linked site from the banner ad (Hoffman et al. 1995; Hoffman and Novak 1996a; 1996b). Depending on these two types of Web advertising, there are two different types of advertising exposure on the WWW: 1) involuntary exposure to the banner ad and 2) voluntary exposure to the target ad (Cho 2003).

Traditional hierarchy-of-effects models assume that the very first stage of the persuasion process is awareness through advertising exposure (Preston 1982; 1985). Here, advertising

exposure is mostly involuntary and/or incidental because individuals involuntarily just happen to come across an ad in traditional media. Similarly, for the banner ad on the WWW, the traditional involuntary exposure concept can be applied; that is, banner ads on the Web are nothing but the traditional passive form of non interactive advertising unless they are clicked and move users into the separate interactivity site. If the users are only exposed to the banner ads but do not click them to open to see linked target ads, it can be said that they are not interacting with the advertising messages or the advertisers, i.e., this is traditional one-way, involuntary communication from advertisers to consumers.

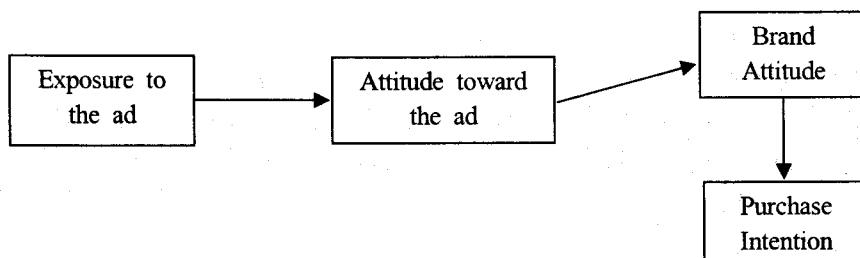
In contrast, when people click the banner ad to open and see the linked target ad, it is called voluntary or sought-out exposure to the target ad. This voluntary exposure requires users to voluntarily perform an action (i.e., clicking banners) to see the content of advertising messages, which will yield more active and intensive information processing than passive exposure without voluntary action. This voluntary exposure will draw more attention to the messages and activate the consumer learning processes more intensively

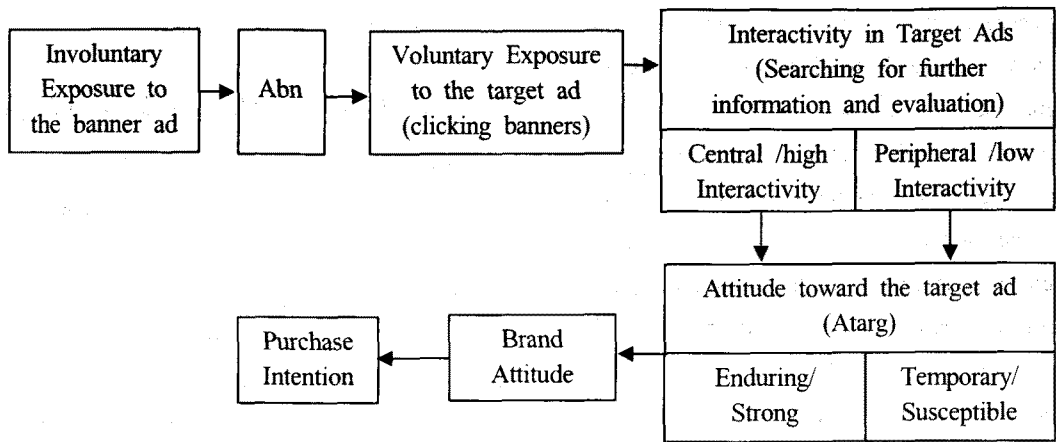
than will involuntary exposure.

Effects of Banner Clicking on Attitude Changes

Various attitude measures have been used as a measure of advertising effectiveness in traditional media—persuasion based copytesting methods. (Leckenby and Plummer 1983). Attitude toward the ad is one of the most often used persuasion-based measures and found to be superior to other measures in many aspects (Clancy & Ostlund 1976; Gibson 1983; Haley 1994; Ross 1982).

The assumption underlying the use of attitude toward the ad as a measure of advertising effectiveness is that the attitude toward the ad influences the attitude toward the brand. There have been many research studies on the effect of attitude toward the ad on brand attitude (Shimp 1981; Mitchell & Olson 1981; MacKenzie & Lutz 1983; Lutz et al. 1983; Lutz 1985; Aaker et al. 1986; Edell & Burke 1987; Holbrook and Batra 1987). This literature on attitude toward the ad is based on the traditional advertising effect resulting from incidental or involuntary advertising exposure. Here, attitude toward the ad is an outcome of involuntary exposure to the ad, which in turn influences attitude





toward the brand and purchase intention. The following diagram illustrates traditional advertising effects of ad exposure on attitudes.

However, in Web advertising, advertising exposure can be either voluntary or involuntary, depending on the types of Web advertising. Therefore, the effect of attitude toward the ad should be explained differently in Web advertising. In Web advertising, there exist two types of attitude toward the ad: 1) attitude toward the banner ad (Abn) and 2) Attitude toward the target ad (Atarg). First, Abn is an outcome of involuntary exposure to the banner ad, which in turn affects voluntary exposure to the target ad or clicking of the banner ad. Then, voluntary exposure to the target ad by clicking the banner ad subsequently leads to interactivity in the target ads (searching for further information and evaluation), which determine attitude toward the target ad (Atarg). Atarg can be enduring or temporary depending on the level of interactivity in the linked target ads; i.e., enduring attitudes will be formed for

central/high interactivity while temporary attitudes will be made for peripheral/low interactivity (Cho 2003). Finally, Atarg through high or low interactivity leads to strong or weak attitude toward the brand (Abr) and purchase intention (PI). This rationale can be illustrated as follow:

Here, voluntary exposure to the target ad by clicking the banner ad and interactivity in linked target ads take mediating roles between Abn and Abr. If the users do not click the banner ad to open and see the target ad, attitude changes may be minimal, because the banner ad itself usually does not have enough information for consumers' cognitive processing. In other words, the banner ad itself does not fully activate consumers' process of attitude formation unless it is clicked to be opened for further information search. Therefore, simple exposure to the banner ad without clicking it will result in minimal attitude change. This rationale leads to the following hypotheses:

H1.1: Simple exposure to a banner ad without

clicking it will not influence people's initial attitudes toward the brand.

H1.2: Simple exposure to a banner ad without clicking it will not influence people's initial purchase intention.

Meanwhile, if the users are voluntarily exposed to the target ad and they like the target ad, their attitudes are more likely to be changed positively. This rationale leads to the following hypotheses:

H2.1: People will have a more favorable attitude toward the brand if they click the banner ad and like the target ad.

H2.2: People will have higher purchase intention if they click the banner ad and like the target ad.

In contrast, if the users are voluntarily exposed to the target ad but dislike the target ad, their attitudes are likely to be changed negatively—boomerang effects. This rationale leads to the following hypotheses:

H3.1: People will experience negative brand attitude changes if they click the banner ad and dislike the target ad.

H3.2: People will experience negative purchase intention changes if they click the banner ad and dislike the target ad.

Methodology

This study employed a pretest posttest control group design in order to measure brand-attitude and purchase-intention changes before and after exposure to banner ads. There were two subject groups in this study: 1) the experimental group and 2) the control group. The survey was conducted online using Web database technology called Cold Fusion, where responses on each survey item were automatically transmitted to a Microsoft Access database file located at the server.

Sample Banner Ads and Homepages

According to Mitchell (1986), professionally developed ads rather than mock ads are encouraged to be used in experimental research in order to elicit a more natural response from the subjects. Following this suggestion, professionally developed Web sites and banner ads were used in this study. Stimulus materials for this study were four banner ads located on *Infoseek* site. The *Infoseek* site was selected at the researchers' discretion because of its neutral content, so that the content of the Web site does not affect the clicking of the banner ad. Four banner ads were selected from the real banner ads on three most popular search engines on the WWW, i.e., *Yahoo*, *Infoseek*, and *Excite*. The product categories of four sample banner

ads were selected from four popular product categories of Web advertising, which include financial services, consumer brands, retailers, and travel-related products (WebTrack 1999). The final four sample banner ads included American Express (financial services), Kodak Film (consumer brands), American Airlines (travel related products) and JCPenney (retailers) banner ad. The experimental group was exposed to four banner ads while the control group was not exposed to any banner ad.

Sampling

An electronic recruiting message for the survey was distributed via postings in various discussion LISTSERV lists. The LISTSERV lists were selected from *Catalist*, the catalog of LISTSERV lists (URL: <http://www.lsoft.com/catalist.html>). This Web site provided 21,003 public LISTSERV lists on the Internet at the point of the study. Among these LISTSERV lists, education-, Internet-, advertising-, and marketing-related LISTSERV lists were selected at the researchers' discretion. The study had a total of 961 participants (817 in the experiment group and 144 in the control group). To recruit these 961 subjects, the researchers posted recruiting messages on a total of 165 LISTSERV lists. For the purpose of increasing the response rate of the survey, the researchers provided a small financial incentive in the form of a sweepstake for the survey participants. A

monetary incentive of \$100 was given to each of 10 randomly selected survey participants.

Procedure

The online survey consisted of three parts. In Part I, two pre-banner-exposure measures were assessed for both experiment and control group. The first pre-exposure measure was each subject's brand attitude for each brand. The second measure was pre-exposure purchase intention for each brand.

In Part II, for the experiment group, each subject was exposed to the four experimental stimuli. First, each subject was exposed to the very first banner ad and homepage (American Express banner ad located at the top of the *Infoseek* site). Here, each subject confronted two options: clicking the banner ad or not. If the subject clicked the banner ad, he/she was exposed to the linked target ad. After seeing the first homepage and banner ad, each subject continued to the next section—the second homepage and banner ad (the American Airline banner ad on the *Infoseek* site). Each subject in the experiment group followed the same procedure for the remaining two stimuli. Meanwhile, for the control group, each subject was exposed to the *Infoseek* site without any banner ad.

After completing Part II, each subject was asked to continue with Part III of the online questionnaire, which measured post exposure brand attitude and purchase intention. Finally, each subject responded to the question items

regarding his/her demographic information, i.e., gender, age, occupation, the purpose for Internet surfing, and average surfing hours. The participation for each subject took approximately 15 minutes.

influence the effects of the treatment, the researchers compared the groups in terms of their demographic and Internet usage. The two groups (experiment and control group) were very similar in terms of age, gender, Internet surfing hours, and the purpose for surfing the Internet.

Results

This study used a pretest posttest control group design. To content the possibility that subjects in two groups are different enough to

One-way ANOVAs were used to compare the mean differences in brand attitude changes and purchase intention changes for all four groups at once: 1) those who were not exposed to banner ads at all (the control group); 2) those who were exposed to a

Table 1 Mean differences in brand-attitude and purchase-intention changes among four groups (American Express)

Dependent Variables	Independent Variables	Case #	Mean (Std. Dev)
Net Brand-attitude changes	Groups		
	1) Control Group	117	.04 (.5)
	2) No Click	543	.02 (.4)
	3) Click and Like	83	.40(1.2)
	4) Click and Dislike	34	2.5 (.9)
Net Purchase-intention changes	Groups		
	1) Control Group	122	.16 (.6)
	2) No Click	563	.04 (.8)
	3) Click and Like	87	.54 (.9)
	4) Click and Dislike	36	2.3(1.7)

		Sum of Squares	Degree of Freedom	Mean Squares	F-ratio
Net Brand Attitude Changes	Main explained effects	222.8	3	74.3	152.65**
	Residual	376.0	773	.49	
	Total	598.8	776		
Net Purchase Intention Changes	Main explained effects	211.3	3	70.4	82.01**
	Residual	690.6	804	.86	
	Total	901.9	807		

** p ≤ .01, * p ≤ .05

banner ad but did not click it; 3) those who clicked a banner ad and liked a linked target ad; and 4) those who clicked a banner ad but disliked a linked target ad. Table 1 shows the results of one way ANOVA for the American Express banner ad and the mean differences in brand-attitude changes and purchase-intention changes for four groups. The dependent variables of the present analysis were the net brand-attitude changes and the net purchase-intention changes (i.e., the changes in brand attitude and purchase intention before and after experimental treatments). For the net brand attitude changes, the index brand attitude scores were first calculated by averaging three items measuring attitude toward the brand (I like the brand, The brand is satisfactory, and The brand is desirable). For the experimental group, the net brand attitude changes were calculated by subtracting the index brand

attitude scores before banner exposure from the index brand attitude scores after banner exposure. For the control group, the net brand attitude changes were calculated by subtracting the index brand-attitude scores before Web site exposure from the index brand attitude scores after Web site exposure. The Web site for the control group did not contain any banner ad (no treatment). The net purchase-intention changes were similarly calculated by subtracting pre exposure purchase intention from post-exposure purchase-intention. The results overall show that: 1) there were no brand-attitude and purchase-intention changes for simple exposure without clicking of banner ads; 2) there were positive brand-attitude and purchase-intention changes for those who clicked the banner ad and liked the linked target ad; and 3) there were negative brand attitude and purchase intention changes for those who clicked the banner ad

Table 2 The relationship between banner exposure and brand-attitude / purchase-intention changes

	Banner Exposure	Net brand-attitude changes Mean (Std. Dev)	t-value	Net Purchase-intention changes Mean (Std. Dev)	t-value
American Express	No Exposure at all	.04 (.5)	.40	.16 (.6)	1.54
	Exposure with no clicking	.02 (.4)		.04 (.8)	
Kodak	No Exposure at all	.05 (.3)	.43	.02 (.4)	.57
	Exposure with no clicking	.03 (.4)		.01 (.5)	
JCPenny	No Exposure at all	.01 (.4)	.09	.03 (.4)	.36
	Exposure with no clicking	.02 (.5)		.05 (.6)	
American Airlines	No Exposure at all	.03 (.3)	.32	.02 (.5)	.36
	Exposure with no clicking	.05 (.5)		.00 (.6)	

** $p \leq .01$, * $p \leq .05$ (one-tail)

but disliked the banner ad ($F= 3.78^{**}$, $p \leq .01$). The results were very similar for the remaining three banner ads. Therefore, H1.1 to H3.2 overall are supported. Following this ANOVA analysis, we conducted several between-group t-tests to examine individual hypotheses.

First two hypotheses state that simple exposure to a banner ad without clicking it will not influence people's initial attitudes toward the brand (H1.1) and purchase intention (H1.2). Two between-group t-tests were used to check the mean differences in brand-attitude changes and purchase-intention changes between two groups: 1) people who were exposed to banner ads but did not click

them and 2) people who were not exposed to banner ads at all (the control group). Table 2 shows the relationship between banner exposure and brand attitude / purchase-intention changes. For all four banner ads, there were no significant differences in net brand attitude changes and purchase-intention changes between two groups: 1) those who were exposed to banner ads but did not click the banner ads and 2) those who were not exposed to banner ads at all ($p > .05$). Therefore, H1.1 and H1.2 are supported.

The second stream of hypotheses states that people will experience positive brand-attitude changes (H2.1) and positive purchase-intention changes (H2.2) if they click the banner ad

Table 3 The relationship between banner clicking and brand-attitude / purchase-intention changes for people who click a banner ad and like a target ad

	Banner Clicking	Net Brand- attitude changes Mean (Std. Dev)	t-value	Net Purchase- intention changes Mean (Std. Dev)	t-value
American Express	Exposure with no clicking	.02 (.4)	5.30**	.04 (.8)	5.01**
	Click the banner ad and like the linked target ad	.40 (1.2)		.54 (.9)	
Kodak	Exposure with no clicking	.03 (.4)	9.22**	.01 (.5)	7.86**
	Click the banner ad and like the linked target ad	.72 (.6)		.71 (.8)	
JCPenny	Exposure with no clicking	.02 (.5)	10.57**	.05 (.6)	10.30**
	Click the banner ad and like the linked target ad	.92 (.6)		.96 (.6)	
American Airlines	Exposure with no clicking	.05 (.5)	13.41**	.00 (.6)	13.03**
	Click the banner ad and like the linked target ad	1.30 (.8)		1.29 (.8)	

** $p \leq .01$, * $p \leq .05$ (one-tail)

- The index brand attitude scores were first calculated by averaging three items measuring attitude toward the brand (i.e., I like the brand, the brand is satisfactory, and the brand is desirable).
- The net brand-attitude changes were first calculated by subtracting the index brand attitude scores before experimental treatments from the index brand attitude scores after experimental treatments.
- The net purchase-intention changes were calculated by subtracting the purchase intention scores before experimental treatments from the purchase intention scores after experimental treatments.

and like the target ad. Table 3 shows the relationship between banner clicking and brand-attitude changes / purchase intention changes between two groups: 1) people who clicked a banner ad and liked a linked target ad and 2) people were exposed to banner ads but did not click the banner ads. For all four banner ads, those who clicked a banner ad and liked a linked target ad were more likely to have positive brand attitude changes and positive purchase-intention changes than people were exposed to banner ads but did not click the banner ads ($p \leq .01$). Therefore, H2.1 and H2.2 are supported.

The third stream of hypotheses states that

people will experience negative brand-attitude changes and purchase-intention changes if they click the banner ad and dislike the target ad. Table 4 shows the relationship between banner clicking and brand-attitude changes / purchase-intention changes for two groups: 1) people who clicked a banner ad but disliked a linked target ad and 2) people were exposed to banner ads but did not click the banner ads. The results show that for American Express and JCPenny, those who clicked a banner ad and disliked a linked target ad were more likely to have negative brand-attitude changes and negative purchase-intention changes than people were exposed to banner ads but did

Table 4 The relationship between banner clicking and brand attitude / purchase-intention changes for people who click a banner ad and dislike a target ad

	Banner Clicking	Net Brand-attitude changes Mean (Std. Dev)	t-value	Net Purchase-intention changes Mean (Std. Dev)	t-value
American Express	Exposure with no clicking Click the banner ad and dislike the linked target ad	.02 (.4) -2.5 (.9)	22.09**	.04 (.8) 2.3(1.7)	14.19**
Kodak	Exposure with no clicking Click the banner ad and dislike the linked target ad	.03 (.4) .14 (.6)	1.71*	.01 (.5) .00 (.5)	.08
JCPenny	Exposure with no clicking Click the banner ad and dislike the linked target ad	.02 (.5) .28 (.5)	2.18**	.05 (.6) .50 (.4)	3.20**
American Airlines	Exposure with no clicking Click the banner ad and dislike the linked target ad	.05 (.5) .00 (.4)	.35	.00 (.6) .09 (.6)	.50

** $p \leq .01$, * $p \leq .05$ (one-tail)

- The index brand attitude scores were first calculated by averaging three items measuring attitude toward the brand (i.e., I like the brand, the brand is satisfactory, and the brand is desirable).
- The net brand-attitude changes were first calculated by subtracting the index brand attitude scores before experimental treatments from the index brand attitude scores after experimental treatments.
- The net purchase intention changes were calculated by subtracting the purchase intention scores before experimental treatments from the purchase intention scores after experimental treatments.

not click the banner ads ($p \leq .05$). However, for the American Airlines banner ad, there were no significant differences in brand attitude changes and purchase intention changes between two groups. In addition, there was an unexpected positive brand attitude change for Kodak; that is, those who clicked the Kodak banner ad had positive brand attitude changes even though they had low attitude toward the linked target ad ($p \leq .05$). Therefore, we can say that H3.1 and H3.2 are only partly supported.

Discussion

Summary and Implications

This paper examined the effect of four different types of banner-related activities—1) no exposure to banner ads at all, 2) exposure but no clicking, 3) clicking and liking, and 4) clicking and disliking—on brand-attitude changes and purchase-intention changes.

As expected in H1.1 and H1.2, people who were simply exposed to a banner ad but did not click it retained their initial brand attitude and purchase intention. That is, simple exposure to the banner ad without clicking did not change people's initial brand attitude and purchase intention. This implies that the banner ads themselves usually do not have enough information for consumers' cognitive processing, which is required for people's attitude changes.

In contrast, as expected in H2.1, H2.2, H3.1

and H3.2, people who were exposed to a target ad by clicking a banner ad displayed a positive or negative brand-attitude change and a purchase-intention change depending on the likability of the target ad. In other words, if people clicked the banner ad and liked the linked target ad, their brand attitude and purchase intention were changed in the positive direction (H2.1 and H2.2). However, if people clicked the banner ad but disliked the linked target ad, there was a boomerang effect—negative changes in brand attitude and purchase intention (H3.1 and H3.2). The results imply that advertisers should encourage people to click the banner ads and at the same time make them like the target ads by providing relevant and valuable information in the target ads.

One study similarly addresses this issue of message-relatedness. According to Cho and Leckenby (1999), the extent to which messages in banner ads are related to those in target ads, and the extent to which target ads recount the relatedness of banner ads are important in generating a high degree of interactivity, which in turn influences people's attitude changes. In other words, when people are exposed to the target ads through the clicking of banners, these people may have their own expectations about the contents of the target ads. If the expected contents are not found in the target ads, or the contents in the target ads are not related to those in the banner ads, people may click away from the target ads

right away or may not interact with the advertising messages in the target ads. The researchers found that higher perceived message-relatedness between the banner ad and the target ad yielded higher subsequent interactivity in the target ad, which in turn resulted in positive attitude changes (Cho and Leckenby 1999). These results may be a warning signal to many advertisers who use fraud messages on their banner ads to make people click the banner ads and do not provide relevant information in the target ads. For example, there are many banner ads on the WWW with fraud messages such as "free money" and "you are selected as a winner of \$\$\$," but people often find out that the contents of the linked pages from the banner ads are totally irrelevant, full of blatant promotion messages. In this case, people will display negative attitude changes.

Limitations and Suggestions for Future Research

A weakness of this study is that the samples are not representative of the general Internet users, since they were drawn from the pool of people who subscribed to discussion LISTSERVs. It is believed that people who subscribe to discussion LISTSERVs tend to be more active and heavier users of the Internet than do general Internet users. This can be a good explanation for the reason the average click-through rate of the four banner ads used in this study (15.3 %) is significantly higher

than the average industry click-through rate (2.0 %). Therefore, it would be valuable to replicate the current study with the samples drawn from general Internet users other than LISTSERV subscribers.

Another explanation for these relatively high click-through rates of the four banner ads used in this study would be that the two banner ads were selected based on the four most popular product categories of Web advertising. In other words, we may say that the four banner ads yielded higher click-through rates than the industry average because their product categories are very popular on the WWW. Moreover, a relatively small number of sample materials were used in this study, i.e., four banner ads. Therefore, it would be valuable to replicate the current study with an increased number of banner ads for more diverse product categories.

Last, in this study, the researcher did not consider the effect of the actual "content" of linked advertising messages which might also influence attitude toward the brand. The researcher simply measured attitude toward the linked target ad without asking people's liking or disliking of the content of messages in target ads. The chance is that people may have a positive attitude toward the brand if they like the content of advertising messages, even though they don't like the ad itself, or vice versa. The unexpected finding for Kodak banner ad in page 12 (positive brand-attitude changes in spite of low attitude toward the

linked target ad) can be explained by this possible effect of the content of advertising messages. Therefore, it would be valuable to include this variable (liking the content of advertising messages) for future research.

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〈한글요약〉

배너광고 click과 연결된 목표광고에 대한 태도의 상표태도와 구매의도에 대한 영향 연구

Cho, Chang-Hoan*

본 논문은 배너광고에 대한 노출과 click이 상표태도와 구매의도 변화에 미치는 영향에 대하여 연구하였다. 배너광고에 대한 단순한 노출은 초기 상표태도와 구매의도를 변화시키지 못하는 것을 발견하였다. 반면에 배너광고를 click함으로써 발생하는 자주적 노출은 배너광고와 연결된 목표광고의 호감도에 따라 긍정적 혹은 부정적인 상표태도와 구매의도 변화를 유발하는 것을 발견하였다. 본 연구는 사전, 사후 테스트 통제집단 실험설계를 사용하였다. Cold Fusion on-line 자료수집 방법이 사용되었다. 961명이 본 연구에 참여하였다.

주제어 : Banner Clicking, Linked Target Ads, 상표태도, 구매의도 변화, 노출, Cold Fusion

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