Abstract

The Web has wide applicability in the areas of research, business, communication and several other emerging fields. This has led to the exponential increase in the number of users of Web
which enables them to access from anywhere at any time. Hence, the marketers are using the
Web as a medium for advertisement to attract this mass audience. The advertisement posted
by the marketer in the Web persuades the customer to find comparative information about
companies, products, competitors and prices without leaving their place. Also unlike other
media, the Web advertisement has a unique advantage of interaction with consumers and can
directly lead them to purchase the product. The Web as an advertising media is different from
other media for advertisement by two principles. First, the directionality of the advertising
message is reversed. Second, Web based advertising works within a different set of constraints,
which emphasize content as much as presentation. Because of these unique features, the Web
is considered to be a powerful medium for advertisement. Keeping in view of these features of
web media, this paper discusses about the impact of the various forms of web advertisements
on the level of memorability among the users of web for viewing advertisements.

Reference


Index Terms

Computer Science
Web Applications

Key words
Memorability Media for advertisement Web advertisements
Advertising message

Functional forms of web advertisements