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INTERACTIVE ADVERTISING MODELS: A META-ANALYSIS

Abstract:

Today, virtual world and its online experiences come into prominence. In terms of advertising in new media, understanding what users do and how they behave online is crucial for not only computer scientists, but also advertisers and marketing professionals. Traditional communication and advertising models fall short to explain online behaviors of consumers because none of them considers interactive nature of Web 2.0. Advertising and computer science theorists develop interactive models to gain insight into online behaviors of consumers. By this way, computer scientists design their clients' web sites and other online channels user-friendly and marketing professionals perform their online campaigns in a manner which users cannot refuse or ignore. Also, they may even make a part their audience in advertising campaigns.

Although, interactive advertising is a commonly used concept, there are limited number of studies specially focus on this issue in related literature. In this study, a meta-analysis is made on existing interactive advertising models. By this way, studies about interactive advertising is analyzed interrelatedly and chronologically.

Keywords:

interactive advertising models, meta-analysis, interactivity

INTRODUCTION

Communication technology which develops rapidly today, shows ability and the different mediums arise from the traditional implementation. While new media which indicates the new ones, refers CD-ROM 20 years ago, it defines the digital and its return. "New" word not only refers current as technology, but also the newness related to function and transference of the meaning. Also, new media tools transform advertising in terms of both form and content, make to be questioned the validity of explanations which convey the traditional advertisement models. While it is observed that the campaigns are composed with the creative strategies and approaches, in this direction, it is seen that effective creative opinions and implementations for the target groups become important. Especially, the Internet which is a deeply significant media in terms of advertising, becomes one of the most effective advertising mediums as an interactive data provider between the source and the receiver.

The interactive advertising notion composes the core of this study. In this study, digital advertising and interactive advertising models, the development process of the models and its current situations with interactive (interaction) notion have been examined.

TRANSFORMATION OF ADVERTISING: FROM TRADITIONAL TO DIGITAL...

Today's human being cannot almost perform their own any works without the Internet, for this reason, this situation gives way to technology in every field of life. This technology is used in order to sometimes spend leisure time and for sometimes data seeking, commercial meaning of this technology means that potential customers knock companies' virtual doors as conscious or unconscious but volunteer in order to get the commercial message of them. On the other hand, the users who are the part of a digital flow, are also the consumers of the commercial messages come into this flow as embedded. They surf not only the web site but also the advertisements included in that web site. While the users are sharing a viral video, they share not only the content but also the commercial messages included in the content, in fact they turn into a part of the ad.

All digital tools provide big data with the digital tracks (marks) which their users leave. The companies which can manage these big data, reach the opportunity to accompany their target audience and meet with them at any time with rather low

price (by comparison with traditional media). In addition to this, they reach the opportunity to have insight for the campaigns by providing deeply and specified information about who the target audience is. Such context brings with the ethic discussions because the users are always followed by the data hunters and their personal confidentialities are under the threat. For example, to download an application to the mobile phone without any charges actually does not mean that the application is not without charge. Its charge cannot be money, but there is a price such as giving access permission to the mobile device and mobile actions made. When examined in the long run, instead of download prices like 1-2 dollars, it is seen that to have deeply, specific and concurrent information for target audience on the level advertising/marketing research companies cannot achieve yet, is more valuable. Thus, the videos which the users watch seems as if without any charges, searches which they make into search engines, social media accounts which they connect the applications, web sites which they visit, their friends who they have, places which they visit etc. provide the clues to the companies and data professionals about users. Besides, with analytics or metric data of web sites such as exposure to numbers, click, mapping of the course and tending to buying or not, can be followed, from this point of view the strategies can be developed. In this way, the companies can use the digital medium as an insight source into their advertising campaigns included in traditional medium and reach to specified groups included in target audience and execute their digital campaigns. On the other hand, the companies which adapt their traditional campaigns to the digital campaigns, can extend the time they have with commercial messages. The most common view is QR code (Quick Response Code)¹, it allows to reach directly to the content and detailed information.

However, it does not matter that the process is digital or traditional, the process performs on behalf of advertiser. The users do not like exposure to the ads, they try to block them with variable software. New methods help advertisers because content and ad is in a grift structure so borders between ads and content are ambiguous. They are product placement, advertorial, advertainment, viral ad, advergaming etc. The

¹ QR code provides opportunity to directly reach the content obtained through hyperlinks without exposure to information bombardment with their smart phones by previously using the users' laptop or desktop computers(Baik, 2010:434).

advertising process changes and the traditional definition is transformed by given technics. Rodgers, Thorson and Jin (2008:199) use the fluency metaphor for the advertising. This is completely explanatory. Especially, the consumers and brands with new media are everywhere at any time and the brands has to be new everytime to reach the potential consumers. This situation extends the advertising limits, re-forms and tries to catch the consumers in everywhere.

INTERACTION AND INTERACTIVE ADVERTISING

The concept of interactive advertising which is the core of this study, derives from interactive word meant to be communicated as mutual between technologic system and the user(Gülsoy, 1999:263). Liu and Shrum (2002:54), Deighton (1996) defines two features of interaction are to address the person and get the their reaction and remember, and add three dimensions to these features: active control, two-way communication and synchronization.

Active control dimension can be understood by comparing with the best banner advertisements and TV commercials. TV commercials cut into the programs the audiences watch without the audiences' approval and thereby the audiences change the channel in order not to see the advertisement.

In fact, this is in use for magazine advertising, they have control over whether the readers read the advertisement or not. Mostly, the readers turn over the advertisement pages in order to read content what they want. This behavior is very different in the banner advertisements. The banner advertisements are not in the same page and the users do not have to make anything not to see the advertisements. If they are interested in the advertisement, they can click to get more information or they can simply ignore without making anything. Therefore, internet users can control their experiences according to their own preferences and decision(Liu and Shrum (2002:55). In today's context, Bezjian-Avery, Calder and Iacobucci (1998:24) which is one of the first studies about interactive advertising, conceptualizes the interactivity as control ability of information. So, it is discussed that active control dimension is itself of direct interactivity and its own definition of interactive within the aforementioned study.

Siemens, Smith and Fisher (2015:50) which question the relationship between active control in game advertising and brand memory, model the aforementioned conceptual schema like in figure 1.

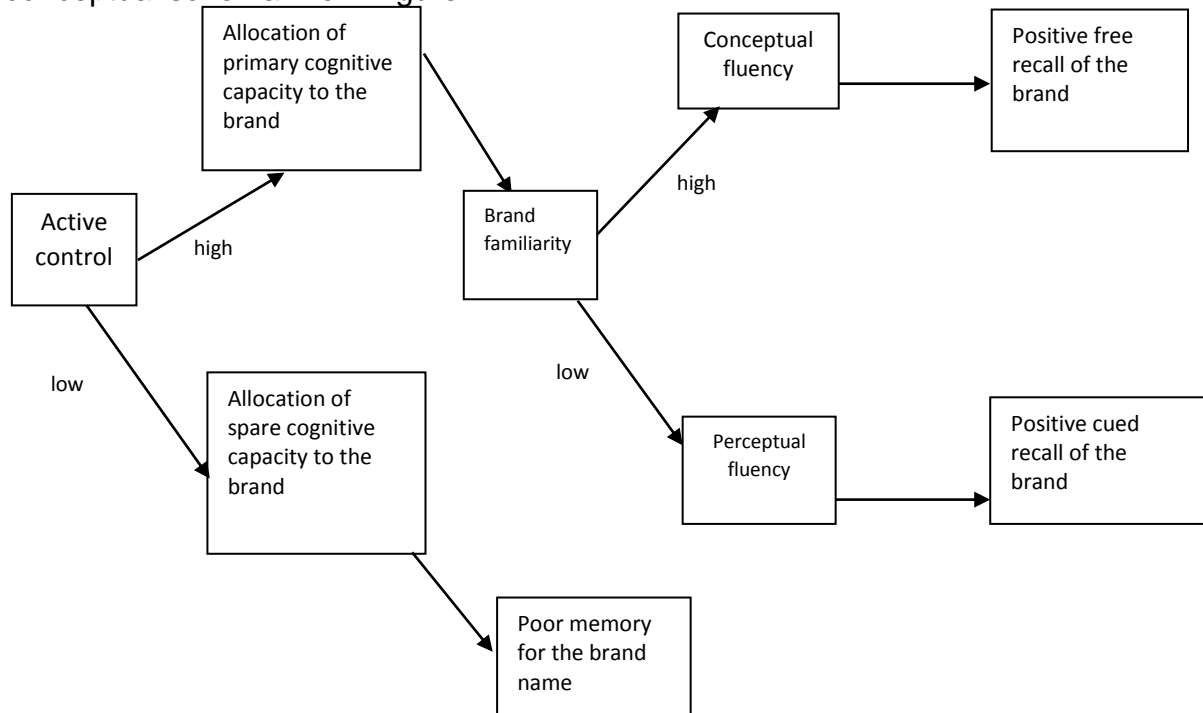


Figure 1: Conceptual diagram of the relationship between active control and brand memory

Aforementioned model is developed in specific to in-game advertising and active control dimension included in here contains personalization of the game. This study includes that the car chosen and the sponsor placed in the car can be selected among options or found in virtual billboard within the game. The brand and logo are seen on the car chosen for high active attendance, during the race audible announcement is heard for the sponsor car. The brand in low active control is seen on billboard during the race. The brand plays a passive role. While the primary work capacity refers to the most important work according to model, secondary capacity is directed to less important works and environmental stimulus. Thus, the advertisers' aim is to direct the primary work capacity to the brand processing. Conceptual fluency happens as a result of superficial movement and instant awareness and mostly recognized thing is stimulus-based (such as assisted recall/brand notice test)

On the other hand, conceptual fluency can be affected during exposure time and it becomes more clear for memory-based choices like recall tests (Siemens, Smith and Fisher, 2015:44-50).

Two-way communication which is second dimension, indicates the mutual communication ability between the companies – the users and the users-the users. Internet provides opportunity to get instant feedback both implicitly and prominently by changing the marketing communication which is old and one-way. Implicit feedback composed of some measures like monitoring the consumers' online actions, registering the click rates for the banner advertisements and the time visitors spend in web sites. On the other hand, prominent feedback, as is an evident from its name, indicates the feedback activities which the users directly make through the form included in mail or web site(Liu and Shrum (2002:55).

Moriarty, Mitchell and Wells (2012:102) point out that the source and receiver's positions change with entry of interactivity to marketing communication, the ideas bounce back and fort (like table tennis), the source is the audience and the receiver is the sender. In this manner, interactive communication is modelled like Figure 2.

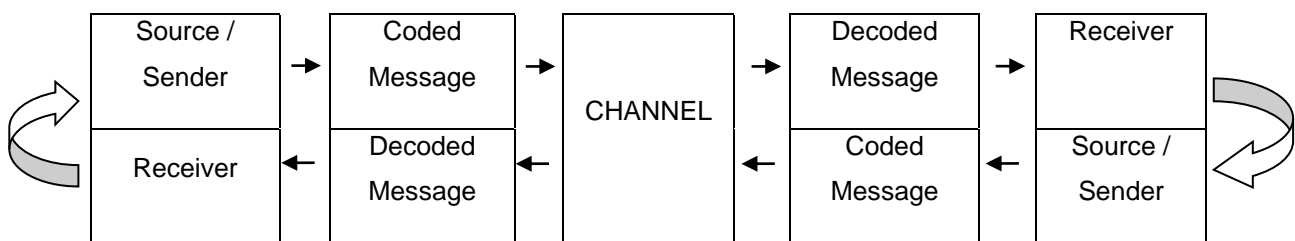


Figure 2: An Interactive Communication Model

This two-way flow indicates a central importance for interactivity, McMillan (2002:165) defines that “interactivity” is to look from audience’s eyes”. When traditional advertising and marketing communication models which do not include interactivity notion, are examined, one-way communication can be seen. Traditional advertising theory goes into division: administrative and psychological.

However, it can sometimes have the hybrid of these two things. Although most of main advertising theories are administrative, its core has psychological factors as well, because of focused to the big Picture, and are not interested in psychological processes having micro level. Aforementioned models present all processes from exposure to the advertisement to the purchasing to the corporations. The questions related to what to say about the brand, how to say, which tool will be used and the most suitable access and the most suitable frequency, are included in the core of administrative models. On the other hand, psychological theories are put into work in the process of testing of the advertisements(Rodgers, Thorson and Jin, 2008:198).

Traditional models go into three divisions: hierarchical models, involvement-based models and Elaboration Likelihood Model obtained from social psychological (ELM) (Elden, 2009:279). Hierarchical models have a specific linear platform, another stage can not come before previous stage is not completed. Human factors in here are almost ignored. The people are passive exactly like first period communication studies and the messages will directly come true the desired effect. AIDA which is known as hierarchical model of effects, is the most known model in this regard. The hierarchy model of the effects is a model which tries to explain how the conviction comprises. The some models such as NAIDA, NAIDAS, DAGMAR can be given as an example for this type(Huizingh ve Hoekstra, 2002:360).

FCB Grid model which has been developed within the next period as traditional advertising models, adds some stages such as thinking, feeling by disposing of process mechanic working which human factor comes into play with the models like Rossiter & Percy model. On the other hand, It is revealed that people do not look every product group in the same way and they do not decide by following the same way. ELM model explains the conviction based upon information needs and defines two ways for the conviction.

Korgaonkar and Wolin (1999:56) think that the brands of the users who have positive cognitive related to the Internet are more positively by making an explanation with hierarchy of the effects in the same direction and mention that they are closer for the purchasing. In other words, firstly it obtains information on the level of cognition, in this direction comprises of an attitude and after that goes towards a behavior.

Huizingh and Hoekstra (2003) have applied hierarchy model of the effects to the web space by adding interactivity (interactivite) to the process in their studies. Interactivity in here is entitled as learning, and also includes that learning of the consumers and their usage habits plays an active role in the modeling of web sites.

According to figure 3 advertising affects consumers in four stages: labelled attention (realization of stimuli), cognition (information, sensation and belief about stimuli), affection (the senses and feelings for he stimuli) and behavior/conation (behavior developed as a reaction against the stimuli) (Huizingh and Hoekstra, 2003:351).

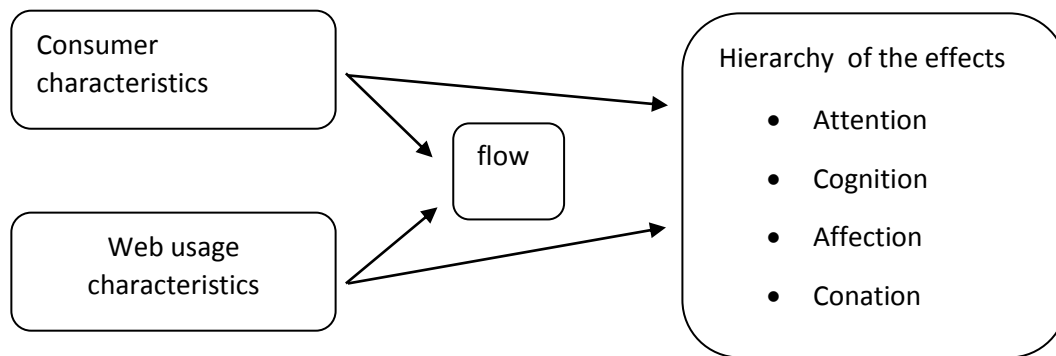


Figure 3. Huizingh and Hoekstra's model developed on effectiveness of web sites in terms of hierarchy of the effects and flow

According to the model, the learning process of the marketers reflects from the learning process of the consumers and there are two factors preparing the learning process of the marketers. First of them is that the consumers, more technically, have to obtain about a tool (for example, How can I find an electronic shop sending the flowers to Paris in Texas?): Second is that the consumers have to learn how they integrate this new tool with purchasing process (for example, Which products can I purchase from the internet under which conditions? or Which stage can I use internet for purchasing?) This is the difference between traditional media and web sites. Classical media defines that the customer is passive, but the visitors of the web sites is active and they specify themselves to get which message for what and how long. Thus, the customer comes from back seat of the advertisement tool to front seat. Because of this, the starting points of the companies are the customers while they are establishing their web sites.

Involvement for web site subject and flow explaining the visitors' experiences during web visit are two important premises about effectiveness of web advertising (Huizingh and Hoekstra, 2003: 352-360).

Rodgers and Thorson (2000: 43) underline that even if most of traditional models adapt to the Internet advertising, because of the fact that there is not a directly development for the Internet, it does not include the dimensions such as inherent interactive for the Internet, virtual reality and is insufficient to explain interactive advertisement.

Synchronization which is the third dimension, indicates synchronization degree related to the user's reaction obtained for communication input and end of the

communication. Traditional media presents less number of channels for the input of the audience and the time between sending the input to these tools and getting output (reaction) is rather long. After all, the internet makes the communication more synchronized. For example, the keywords can be entered within seconds and search results can be taken in the end of keywords(Liu and Shrum, 2002:55).

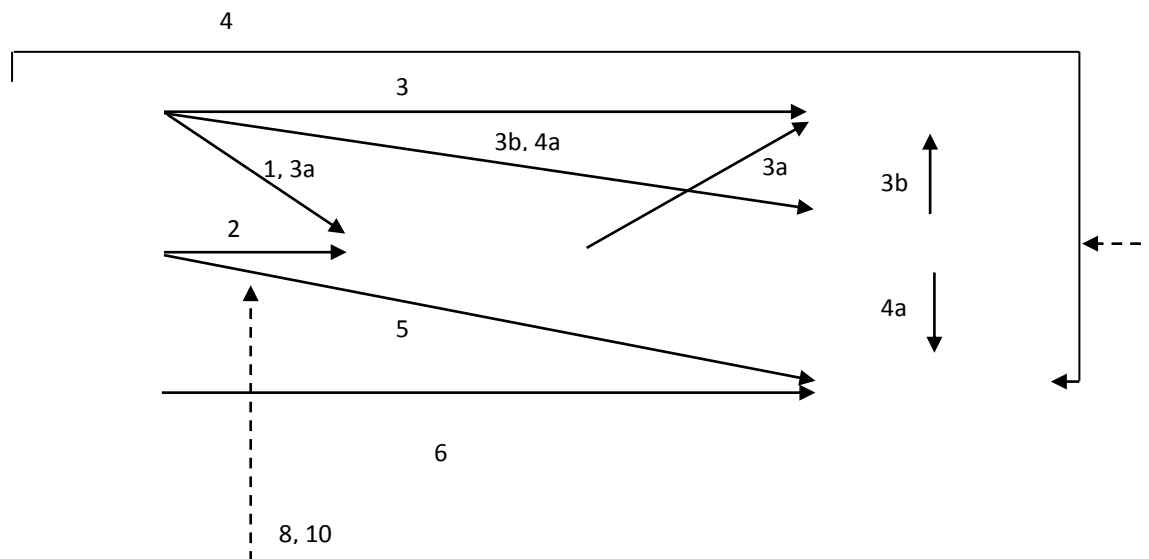


Figure 4. A Theoretical Framework of Interactivity Effects

Liu and Shrum (2002) have developed a model to understand how interactive affects function. This model is seen in Figure 4.

According to above models, there is a correlation between (1) active control and (2) the user cognitive involvement with two-way communication. There is a linear relationship between (3) active control and learning of the user and (3a) the relationship between them at least partially mediates the cognitive involvement and (3b) self-efficacy. When (4) active control increases, the user satisfaction increases as well and the self-efficacy partially mediates to this linear relationship between them. There is a correlation between the user satisfaction and (5) two-way communication and (6) synchronization. When (7) active control increases, more satisfaction will compose for the people who have high control desire rather than the people who have low control desire. (8) More two-way communication will compose for the people have computer-mediated communication apprehension on the low level rather than the people who have apprehension on the high level. (9) More active control will compose for the people who have information seek rather than the

people who have enjoyment-purpose visiting. On the other hand, (10) More two-way communication will compose for the people who have enjoyment-purpose surfing rather than the people who have information seek (Liu and Shrum, 2002: 61-63).

The Marketers and advertisers are interested in the most e-business or e-trade function of the Internet. In addition to this function, the other important functions for the advertisers are following: giving information, entertainment, socializing, word of mouth role (WOM). The most important role of the Internet related to advertisement is information provided in the decision-making process. The Internet provides a big online library for consumers from all demographic categories as well as going shopping in the electronic trade sites. Online broadcasting causes the digital information explosion and many traditional media tools have the web sites which adapt these kinds of information. These information sources are only not limited with the web sites, there are also online encyclopedia, digital platforms whose contents are composed by the users or blogs on micro level (Moriarty, Mitchell and Wells, 2012:395-396). These platforms are an alternative way to catch the users who show an aversive attitude for the advertisement even if the users are not interested in the advertisement on the surface. For instance, a blogger who has a lot of followers or a social media phenomenon can be turned into an advertising channel, becomes a part of the advertising campaign of the brands for a fee. A user's writing about the restaurant s/he eats last week, sharing of her/his journey experiences or finding a wonderful product which solve the acne problems are a secret advertising appeared like a natural flow of information.

Entertainment function includes online entertainment experiences which provide opportunity the users to escape and relaxation such as playing a game, playing a part of reality games, fashion, music and following the videos. On the other hand, it provides new advertising styles to the advertisers. The formation like advertainment, advergaming, viral advertisement etc. are advertisement types which become fact into entertainment function. For example, only a game is not played with advergaming application of a brand, also users become a part of the advertising campaigns. Same workings are valid for viral videos as well. The users who spend long time with 'advergaming application' called 'woman who knows everything' belonging to Lipton, share with their friends into their social media accounts, reach the condition of the

actor of the advertisement's diffusion process involuntarily. The users who make hundred of thousand sharings in the viral videos, are a part of the advertisement.

Socializing role includes that the users contact with each other through virtual communities created by the Internet and they discuss on new usages, brand problems and solutions. Most of them are developed by not the companies, but the followers, they compose of a platform they clearly can express themselves. On the other hand, the kings of them are supporters of interactivity and networking. Social Networks are a new category added to web sites. Thus, the users can express themselves, form an interaction and reach the opportunity to publish their contents in the Internet(Moriarty, Mitchell and Wells (2012:397). Social networkings are the biggest power supply of big data, they are important because they are the identity presentation places of the individuals. One of the individuals' self expression ways is the consumption practices which reproduce the symbolic meaning of the brands. For example, to be checked-in in a cafe presents a clue concerning identity presentation. Cafe provides a cue about the identity representation of user who checks-in, also the meaning of cafe is transferred to the person.

The advertisers have opportunity to realize their internet-mediated communication as two-way communication with the role of word of mouth (WOM).It supports two main targets of the advertisers through internet usage with this feature: (1) to create the dialog with the customers and (2) to encourage the dialogism between the customers and potential customers. First target is about directly on interactive nature of the Internet; and second one is concerning the buzz marketing(Moriarty, Mitchell and Wells (2012:398).

Interactive advertising means the advertisement which provides opportunity that the consumer only interested in the advertisements of the products and services applicable for her/his qualifications included in an electronic system or applicable for these kinds of mutual information exchange(Gülsoy, 1999:262). According to Springer (2007:318), interactive advertising is advertisements which make possible to discover a lot of things by direct experiences of the customers and make a sensation; and have more entertainment and more effective content presentation capacity.

Almost every work is done through the Internet, and it is seen as first reference guide about almost every subject and provides opportunity for free time activities, so it is far

from being just a tool for today's people. Such context makes the Internet an important advertising channel because of interactive nature. The behaviour of the consumers in the Internet has importance for the companies.

Liu and Shrum (2002:63) evaluate that the usage aims of the users related to internet is a situational factor with a functionalist approach in their studies and define two main target category: information and enjoyment (pleasure) seeking. When the users seek information, show an utilitarian approach, so they will search information about the product they plan to purchase (Hoffman and Novak, transferred from 1996 Liu and Shrum, 2002:63). The control ability on information searched will become important. For this type of uses, the cosmetics features of web site will not be attractive so much and sometimes these kinds of cosmetics features can be more distracter for the users. For instance, although google has an extremely busy traffic, it has a pretty simple user interface because the users use to seek information as specific. Mostly, to make easily this simple usage and its aim renders the site appealing in terms of the users. On the other hand, when the users seek the pleasure or make search in order to spend free time, they are in search of hedonic benefit and experiential surfing experience (Hoffman and Novak, transferred from 1996 Liu and Shrum, 2002:63).

Korgaonkar and Wolin (1999:56-61) have studied what factors motivate people to use the internet, and present these motivations under 7 categories in the end of the study: social escape, working-based safety and confidentiality, knowledge acquisition, interactive control, socialization, not working –based confidentiality and economic motivation. Social escape motivation become characterized with escape from the reality that web provides to use for enjoyment and entertainment purpose. Also, it includes some situations such as becoming distant from daily stress and dealing with feeling of loneliness. There is a linear relationship between social escape motivation and the time spent in the web in daily routine and using the web to escape the loneliness. Some subjects like purchasing the product or service from the web, banking transactions and the problems related to the confidentiality, are working – based. Knowledge acquisition motivation refers that the Internet users improve themselves with web (self-education) and their knowledge needs. According to Schwartz (transferred from 1997, Korgaonkar and Wolin, 1999:56-57), the web is good in a field that it presents several information and classifies by adding the people

to the process. There is a linear and significant relationship between information motivation and the time spent in the Internet and web purchase. The users who seek information in the Internet, tend to purchase. Interactive control motivation includes which web site the users visit, when they visit, their networks. Also they can choose what to say to the others, and personalize their experiences with interactive features of the web(Korgaonkar and Wolin, 1999:56-61).

Socialization motivation includes a facilitative role of the web for interpersonal communication and activities. Not transaction-based confidentiality concerns are the different category from transaction-based one. While transaction-based confidentiality's concern is including the points related to safety and confidentiality felt for web transactions, generally there are concerns related to confidentiality independently of the transaction. For example, there is a concern for the users who are exposed to the advertisements and spam mails with database marketing, although they do not want. The last motivation is economic and indicates that the people use the Internet, forex and stock market transactions, decide the investment with shopping and purchasing motivation except that education and knowledge seeking. While people are going shopping from online stores, they feel less pressure from the physical stores. On the other hand, the Internet provides opportunity to compare knowledge and price and in this manner it give opportunity to make saving. To shopping from the web can be a powerful motivation. This study concludes that the individuals who want to practice economy as monetary, tend to shopping from the web(Korgaonkar ve Wolin, 1999:57-64).

Interactive advertising conceptualization includes some problems. Interaction which is the main feature of interactive advertising has a meaning that several academic discussions are made on. Some of the researchers argue that interaction does not always increase the effectiveness of the advertising, also can disrupt the conviction process of the advertising targets. Another interactive advertising problem is confidentiality and safety. Searches reveal that some of the consumers have less confidence for online sellers and this insecurity arises from access that this information is used by secondary people with personal information and lack of inspection on the Internet buying and selling(Rodrugez Perlade ve Barwise, 2015:262-263).

INTERACTIVE ADVERTISING MODEL(IAM)

Interactive Advertising Model (IAM) which has been developed by Rodgers and Thorson in 2000, provides an integrated process model for the Internet advertising. Model is important because it is developed for directly interactive advertisements and also it compounds both the structuralist and functionalist school of thought and information processing theory.

Functionalist school of thought's starting point is Uses and Gratifications Approach. Information Processing Theory is interested in the psychological reactions of consumers to interactive advertising and includes attention, memory and attitude concepts. These two approaches seek the answers for the questions why the Internet is used and how the Internet is used. Structuralist approach is interested in the physical features of the Internet advertising and takes into account for the advertisement types, the advertising formats and their features(Wang ve Rodgers, 2011:216). The components of Interactive Advertising Model includes parts from three school of thoughts, are seen in figure 5.

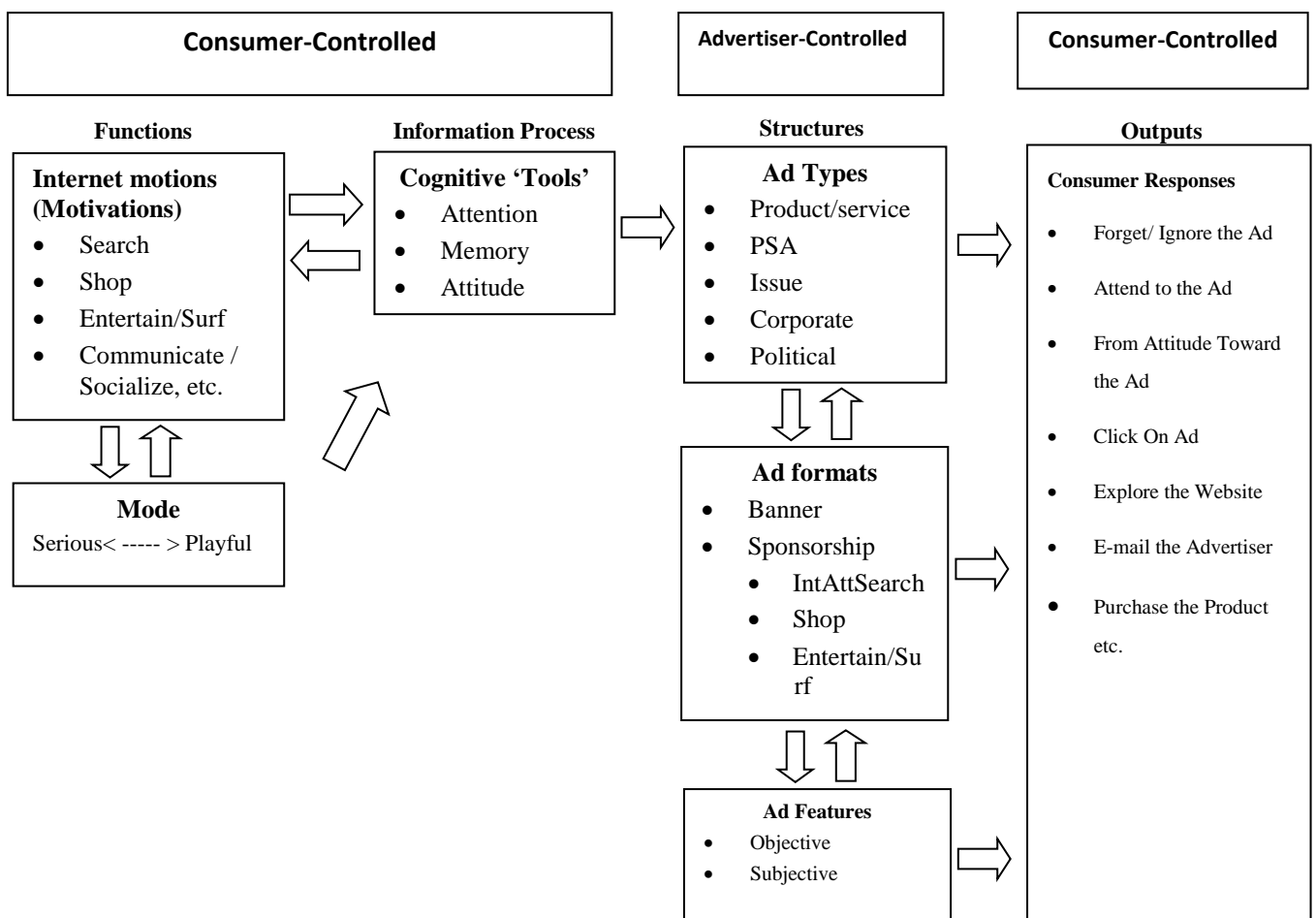


Figure 5 Interactive Advertising Model (IAM)

The advertisers have the control on which consumers can see which advertisements, how and when taken into account for traditional media. The consumers have some

options like not to paying attention, not to being included or ignoring, but these are pretty limited. Thus, to understand how the individuals handle the advertisements has importance within an interactive environment which is rather different from traditional environment. Firstly, to start the usage process of the Internet have completely the consumers' control and the users are on the driver's seat of online experience. In this point, developed model has to describe in what aspects the Internet has the consumers' or advertisers' control and how this control affects the consumer reaction.

"The functions" component included in model come from functionalist school of thought and functionalism helps to express the motivational base of the Internet users' aims. Internet usage is not activity by starting with a stimuli or advertising message, it starts a response given for a motive (like shopping needs). Firstly, this reaction becomes reality and then the users visit the Internet. They tend to satisfy this reaction by finding an ad (like shopping) and the ad helps their decision (to purchase or not to purchase). Internet motivations are a wide variety, but it is discussed in the model as 4 main categories: research, communication, surf (like entertainment) and shopping. These are not a classification effort, they are categories which are situated into the model owing to start with a specific aim of the Internet usage in the mind. To know which factors motivate the individuals for the Internet usage provides the insight for the ad types, gaining the attention and taking click. According to model, while the Internet motivations meet a need or desire within the virtual environment, it affects the attention, memory and attitude for the advertising met. In addition, these motivations are not in the stable structure, so the user who uses the Internet in order to search, decides to purchase CD or another thing s/he sees in an ad and his/her motivation is not to search, but shopping. This changing process in the motivation arises from the complex nature of the interactive environment. To understand this, it is necessary to examine the "mode" which is a secondary component. Mode indicates the level of target oriented. Target oriented makes online experience more "serious" and less 'playful'. High target oriented define the mode of "being serious" and 'being low target oriented" defines "being playful". In addition to this, the people who use the Internet with search motivation tend to click the ad rather than people who surf in the Internet. The mode of the users has a structure which is unstable and changeable. Another component is information processing and on this basis it is expressed that

the users look the Internet advertisements before they give response and develop an attitude (Rodgers and Thorson, 2000:42-47).

The second dimension of the model is structural components under the advertiser's control. These are not the components which the consumers never control within the interactive advertising. Some sites allow to this. The structures compose of the ad types and the ad features. First of all is ad types and it is handled into 5 main categories that no matter which tools they are included in: the product/service, PSA, issue, corporate and political. According to model, the type of the ad represents an indicator for the possible consumer responses. The ad type determines the type of cognitive tools. For example, actually the candidate has to gain attention within a political campaign, but memory is rather weak within an ad related to the issue. In general manner, the structure of the ad itself affects the perception without concerning what the message is.

The format of the ad indicates the form of the ads watched. The ads have the same format in traditional media. For instance, TV commercials are between 30-60 seconds, magazine ads are full page or half-page. These formats are seen in the Internet although not yet common. Also, In addition to these formats which are not seen in traditional media, the Internet has a different ad format capacity. Common internet advertising models are listed below: banner, sponsorship, interstitial, pop-up, hyperlink and web sites.

Generally banner ads are graphics having rectangular form and they are placed in bottom or top of the web sites. Banner ads increase awareness without clicking the link. If the banners are clicked, the attitudes become more positive and purchase intent becomes strong. The banners which have wider dimensions, always have more click rather than smaller dimensions. Interstitials and pop-up ads are generally interchangeable, but two of them express different formats. Generally, Interstitials are full page ads and they works between two content pages. Pop-ups are seen on the content as a different window. Interstitials do not cut into the interactive experiences of the users like pop-ups because the users tend to work while they are waiting for downloading of a page. The users have less control on interstitials because there is any option to close, stop or delete. The ads which come into the users' workflow, are less liked and they become annoying. Also, it is expected that pop-up and interstitials interact with the Internet motivation and modes. The individuals who have target-

oriented, see pop-ups and interstitials ads as annoying. On the other hand, the individuals who surf in the internet, can see them as attractive, interesting and discoverable. Hyperlink refers to hypertext flow. Generally it can be a word, sentence or graphic. The fields which can be clicked too much, can decrease the attractiveness and usefulness of a web site and also hyperlink makes the same effect.

Finally, web sites are important because they provides several options rather than another online ad formats and have a complex nature and also their users give different responses and motivations. In the scope of the model, the ad features go into divisions: objective and subjective. While the objective features are formal and functional and they are under the advertiser's control; the subjective features are under the consumer's control and mostly have some features related to the feelings aroused. The response measurements used for traditional ads can be applicable for interactive advertising as well. However, there are new important measurement methods such as hit, click, the time spent in the web site, the explore patterns and online purchase patterns(Rodgers ve Thorson, 2000:47-55).

CONCLUSION

The changing advertising concept has started to show itself within an interactive environment. While two-way process is seen in the frame of traditional advertising approach in the past, a process which the users are included in the content with interactive advertising applications, arise today. These ad applications which are designed for the Internet completely different from traditional one, establish a ground to be developed the new models. In the scope of this study, Interactive Advertising Model (IAM) are evaluated as important in terms of taking on a new dimension of the Internet advertising. Model is developed for the directly on interactive ads and composes the combination of variable school of thoughts. People socialize in the Internet today and the virtual communities are considered as important in terms of the advertisers. The individuals share their own experiences with their own expressions in the Internet, so the media which provide entertainment, arouse curiosity, provide to get involved into the process with conscious or without conscious, are evaluated as the starting point of the interactive advertising understanding.

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