



Bibliography

- Aaker, David S. & Donald, Bruzzone E. "Causes of Irritation in Advertising", *Journal of Marketing*, 49(2), (1985): 47-57.
- Berthon, Pierre, Leyland F. Pitt, and Richard T. Watson, "The World Wide Web as an Advertising Medium: Toward an Understanding of Conversion Efficiency," *Journal of Advertising Research* 36(1), (1996): 43-54.
- Bezjian-Avery, Alexa, Bobby Calder, and Dawn Iacobucci, "New Media Interactive Advertising vs. Traditional Advertising," *Journal of Advertising Research* 38(4) (1998), 23-32.
- Beuer, Raymond A., & Stephen A. Gresyer. (1968). *Advertising in American Consumer View*. Harvard University, Boston.
- Brackett, Lana K., and Benjamin N. Carr, Jr., "Cyberspace Advertising vs. Other Media: Consumer vs. Mature Student Attitudes", *Journal of Advertising Research* 41, 4, (July 2001): 23-32.
- Cooper, Donald R., and Pamela S. Schindler, *Business Research Methods*, seventh ed., McGraw-Hill Irwin, 2001.
- Chaffney, Dave, Richard Mayer, Kevin Johnston, Fiona Ellis-Chadwick, *Internet Marketing: Strategy, Implementation and Practice*, Prentice-Hall, Pearson Education Ltd., 2000.
- Ducoffe, Robert H., "How Consumers Assess the Value of Advertising." *Journal of Current Issues and Research in Advertising*, 17(1), (1995): 1-18.
- Ducoffe, Robert H., "Advertising Value and Advertising on the Web." *Journal of Advertising Research* 36, 5 (1996): 21-35.
- Ellsworth, J.H., & M. Ellsworth V., *Marketing on the Internet: Multimedia Strategies for the World Wide Web*, John Wiley and Sons, New York (1995).
- Fox, Robert, "News Tracks," *Communications of the ACM*, 42, 5 (1999), 9-10.
- Gallagher, Katherine, K. Dale Foster, and Jeffrey Parsons, "The Medium Is Not the Message: Advertising Effectiveness and Content Evaluation in Print and on the Web", *Journal of Advertising Research* 41, 4, (July 2001): 57-70.



- Green, P., F. J. Carmone, and S. M. Smith, *Multidimensional Scaling: Concepts and Applications*, Allyn and Bacon, Needham Heights, (1989).
- Hoffman, Donna L., Novak, Thomas P., & Chatterjee, Patrali, "Commercial Scenarios for the Web: Opportunities and Challenges," *Journal of Computer Mediated Communication*, 1(3) (1995)
(<http://shum.huji.ac.il/jcmc/vol1/issue3/vol1no3.html>).
- Hoffman, Donna L., and Thomas P. Novak, "Marketing in Hypermedia Computer-Mediated Environments: Conceptual Foundations," *Journal of Marketing* 60, 3 (1996): 50-68.
- Jackson, Michele H., "Assessing the Structure of Communications on the World Wide Web," *Journal of Computer-Mediated Communication* 3, 1 (1997)
- Javenpaa S. N., and Tractinsky, "Consumer Trust in an Internet Store: A Cross-Cultural Validation," *Journal of Computer Mediated Communication*, Vol.5 No.2 (1999).
- Newbold, Paul, *Statistics for Business and Economics*, fourth edition, Prentice-Hall, Inc., New Jersey (1995).
- Pardun, Carol J., & Lamb, Larry, "Corporate Web Sites in Traditional Print Advertisement," *Internet Research: Electronic Networking Applications and Policy*, 1(2) (1999), 93-99.
- Pollay, Richard W., & Mittal, Barwari, "Here's Beef: Factors, Determinants, & Segments in Consumer Criticism of Advertising," *Journal of Marketing*, 57(7) (1993), 99-114
- Ratchford, Brian T., "The Value of Information for Selected Appliance," *Journal of Marketing Research*, 27 (1) (1980), 14-25
- Ries, Al, and Jack Trout, *Positioning: The Battle for Your Mind*, First edition revised, McGraw-Hill, Singapore, (1986).
- Schlosser, Ann E., Sharon Shavitt, and Alaina Kanfer, "Survey of Internet Users' Attitude toward Internet Advertising" *Journal of Interactive Marketing* 13, 3 (1999): 34-54.
- Soley, Lawrence C., & Reid Leonard N., "Satisfaction with the Informational Value of Magazine and Television Advertising," *Journal of Advertising*, 12(3) (1983), 27-31