

The the appearance.
advertizing on the
internet requires



**ASSIGN
BUSTER**

The subject of the Internet, in particular advertizing on the Internet is the most relevant and the modern. The wide area network the Internet appeared last of mass media and gives the chance of rapid access by means of search engines to unlimited information volumes and its transmissions. The scale, speed and a possibility of a request put the Internet on one of the first places among media, having won more than 50 million users in five years after the appearance. Advertizing on the Internet requires a certain creative and technical approach.

The Internet is not just one more media, it perfect other practice of operation in case of which customers “ draw out” from a cyberspace that it is necessary to them. Filip Kotler. Marketing management – SPb: St.

Petersburg, 2004 – 495 pages. Banner advertizing on the Internet is considered one of the most widespread methods of advertizing and advance. To confirm or refute this opinion and the sociological research was conducted. For this reason this subject is taken for a research as a result of which the decision of the following tasks is delivered: 1) to research factors of influence of banner advertizing on operating Internet users aged from 20-50 years; 2) to reveal age group, the most susceptible to banner advertizing, among operating Internet users; 3) to describe advantages and shortcomings of banner advertizing of the Internet; 4) to reveal the receptions allowing to maximize efficiency of banner advertizing on the Internet taking into account its perspectives and problems; 5) to define a role of banner advertizing in the advertizing companies as the Internet, and the general. Purpose of a sociological research: to estimate effect of banner advertizing on the Internet, i. e. to understand as far as effective use of this <https://assignbuster.com/the-the-appearance-advertizing-on-the-internet-requires/>

type of an advertizing medium on the Internet, in particular for small business.

The hypothesis was formulated as follows: banner advertizing is the most effective remedy of advertizing on the Internet for small business. Survey was conducted among workers aged from 20-50 different firms, for example such as " BusinessForward", Vybor Publishing house, current NIIP, etc. The questionnaire developed for a research intended only for Internet users. Results of a research can be used during creation of the banner, and also when advertizing on the Internet. The carried-out operation on sociological inquiry is intended, first of all, for detection of receptions on maximizing the positive effect from banner advertizing on the Internet.

The questionnaire was formed proceeding from the fact that, the efficiency of banner advertizing depends on: 1) the frequency of the appeal to the Internet; 2) banner size (bytes and speed of loading); 3) banner size (pixels); 4) drawing attention (animation/statics, audio, video of IT.) But, first of all it is worth understanding what represents the Internet. The Internet - (English Internet from armor. " Inter" between and English " net" a network, a web), the international (world) computer network of electron coupling integrating regional, national, local and other area networks.