

The Digital Divide in Online Advertising: A Content Analysis of American and Egyptian  
Commercial Websites

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### **Abstract**

With more and more businesses world wide establishing web presences, it is important to understand how an organization's commercial website may affect a customer's perception of the organization. However, customers from different cultures would most likely perceive different website characteristics as providing a value-added experience. Therefore, it is important to understand how commercial websites vary in their approach not only across businesses but across cultures.

A purposive sample of 97 U.S. and Egyptian commercial website homepages from 10 different business categories was content analyzed. Coders looked at quantity and type of ads displayed; format and features of the ads, as well as the characteristics of the commercial websites as a whole.

Findings of study indicated Egyptian based sites were more likely than their U.S. counterparts to post corporate physical address information, company email addresses, and provide customers the opportunity to request products and services directly from the website. U.S. based sites had a significantly higher number of ads than did their Egyptian counterparts. Online ad formats and features were found to vary based on the type of businesses hosting the commercial websites as well as the individual ads – but they did not differ between U.S. and Egyptian based websites.

### **Key Words**

Commercial websites; international communication; Middle East; online advertising; Arab World; Egyptian websites; U.S. websites; customer perceptions; value-added experience

## **Introduction**

Online advertising is growing day by day. The Interactive Advertising Bureau (IAB) announced that revenues exceeded \$5.2 billion for the third quarter of 2007, representing yet another historic high for a single quarter period and a \$1.1 billion increase, or 25.3 percent, over the third quarter of 2006 (IAB, November 12, 2007, p.1). The results are nearly three percent higher than the second quarter of 2007, itself a record-setting quarter. All three quarters in 2007 have set new highs: Q1 at \$4.9 billion, Q2 at \$5.1 billion, and now Q3 at \$5.2 billion. Revenues for the first nine months of 2007 totaled \$15.2 billion, up nearly 26 percent over the \$12.1 billion recorded during the first nine months of 2006 (IAB, November 12, 2007, p.1).

“The continued growth of online ad revenues clearly illustrates marketers' increased comfort with the extraordinary vitality and accountability of this medium,” said IAB President and CEO Randall Rothenberg. "It reaches consumers with an unprecedented level of efficiency and measurability that provides marketers with actionable data. And the ever-changing landscape of new platforms and technologies that enrich interactive guarantees that this growth trend will continue." (IAB, June 6, 2007 p.2)

Commercial websites are an important format of online advertising used not only to market a company's products and services but also to create a public image – a corporate brand (Urgo, 1997). In fact, researchers and historians have determined that if anything this is a rapidly growing area:

The Web's commercial sector has skyrocketed, out pacing by far the growth rate of nonprofit, educational, and government sites. Moreover, despite a "dot-com bust" in the early twenty-first century that dashed hyperbolic optimism about Web commerce and media ventures, connections between commerce and the Web, media firms and the Web, advertising and the Web, have become natural parts of the business

landscape. Among the largest online publishers, ad sponsorship was actually becoming a viable profit model-a relatively new phenomenon (McAllister & Turow 2002, pp. 505-514).

Commercial websites are considered a good environment for studying online advertising; this is because they include a variety of different types and formats of web advertising, located throughout the site. And in the same time they are instruments of advertising/promotion themselves. (Janoschka, 2004). Academic researchers have commented on the need to investigate the characteristics of the commercial website as an advertising medium and as an advertising format. In this regard, this study tries to describe the features, formats, and nature of advertisements on commercial websites.

Clearly customers perceive commercial websites in general as useful, providing a value-added experience. But questions remain as to how effective commercial websites are in promoting different businesses to their constituent audiences. Further, even while commercial websites can take local companies global, it is important to note that internet penetration as well as cultural differences could result in a commercial website that is successful with a regional customer base being a total failure with different customers. Successful website strategies may therefore differ within various communities.

Although a great deal of research has examined how different countries and regions vary in their forms of advertising (Roberts & Ko, 2001), there are very few studies have addressed the issue of a digital divide in online abilities, especially commercial website. In this regard, this study compares between the American and Egyptian commercial websites.

### **Literature Review**

The review of the literature will address the concepts of online advertising, commercial websites (concept, types and importance), as well as online advertising formats

and the features. It will also review prior studies of commercial websites as well as provide background on U.S. and Egyptian websites and why they were chosen for this study.

### **Online Advertising**

Online advertising is considered one form of interactive advertising, or “intermercial.” Researchers have found that most interactive advertising incorporates many of the same techniques (Garrand, 1997). Leckenby and Li defined interactive advertising as “the paid and unpaid presentation and promotion of products, services and ideas by an identified sponsor through mediated means involving mutual action between consumers and producers” (Leckenby & Li, 2000, p.23).

In general, the goals of online advertising tend to be similar to traditional advertising – attempting to develop a buyer-seller relationship through the dissemination of information as well as persuasion. In fact, the pervasive nature of online promotional messages may lead one to consider any “selling message” transmitted via the Internet as “online advertising” (Cho & Leckenby, 1999). Web-based advertising, takes the buyer-seller relationship to a new level of interactivity though. “Consumers can click on the ad for more information, or take the next step and purchase the product in the same online session. Consumers can even purchase products from within web advertisements” (Zeff& Aronson, 1999, p.11). Online advertising has been defined as the “convergence of branding, information dissemination, and sales transactions all in one place” (Zeff& Aronson, 1999, p.12). This place is typically on, or a component of, a commercial website.

### **Commercial Websites**

Commercial websites are an important part of an organization's communication strategy. Even sites that do not sell products or services directly to consumers can be invaluable tools to inform and market – increasing awareness of a company or a brand (

Allen, Kania, & Yaeckel, 2001). Sites are used to promote a wide range of messages from general information about an organization to specifics about available products or services. The company's history, mission, values, organizational structure, and public relations can also be promoted via a commercial website (Young & Foot, 2005).

These websites were established as business tools and in addition to containing many types of online ads to promote products and services are considered as a whole to be ads themselves for the company. Additionally, commercial web pages are considered to be “evolutionary path” homepage of the company (Dholakia & Rego, 1998).

#### *Types of commercial websites*

There are several different classifications of commercial websites that vary primarily based on their goals and objectives – as well as the type of businesses they are representing. The sites themselves have been categorized into six distinct types based on the objectives of the site: online storefront, corporate presence, content provider, mall, incentive site, and search agent site (Hoffman, Novak & Chatterjee, 1995).

A different way of categorizing the sites is based on the industries that they represent. In 1997, Ho suggested 38 business categories: “accounting, aerospace, airline, apparel, automobile, banks, beverage, brokerage, chemicals, computers, construction(materials), construction(services), cosmetics, data services, electronics, food, furniture, healthcare, hotel/resorts, insurance, services, jewelry, newspaper/magazines, mining/exploration, movie/tv, music, office supplies, oil and gas, paper products, pharmaceuticals, publishing, real estate, software, sports, telecommunication, textile, travel trucking/shipping, wine/spirits” (Ho,1997, p. 16).

#### *Importance of commercial websites*

Establishing a corporate presence on the Internet can be a challenge to many businesses and organizations. Dholakia and Rego (1998) have pointed out that marketers can

be tested by three characteristics of the medium. Because the web is both inexpensive and easy to access – relative to older advertising media – barriers have been lowered and many more small businesses can participate. Additionally, it sidesteps traditional hierarchical distribution channels, allowing instantaneous global access to markets and consumers. This can result in more competition for the same consumers. Finally, with the additional competition and access, customers wield much greater control over shopping experiences than in the past and have greater access to hard to find products.

However the benefits of creating commercial websites far outweigh the challenges in creating such sites. Benefits include an improved corporate image, better customer service, increased visibility, market expansion, cost reduction, and finding new prospects. It allows businesses to perform online transactions and better meet their customers' expectations. Finally, failure to do so can create the impression that the corporation is out of touch and not up to speed with the rest of the industry or their customers (Sterne, 1996).

Commercial websites themselves are a form of advertising or promotion. They also often host many types of ads for their own products and services as well as those of other businesses. These ads come in many formats.

### **Formats of Online Advertising**

The format of the ad simply refers to the manner in which it appears. Rodgers and Thorson (2000) identified five types of formats found on the websites. These were banners, interstitials, and pop ups, sponsorships, rich media hypertext links, and key word searches. It is important to note that many options are available. "Advertisers and publishers are not limited to these choices, however. They can choose a variety of hybrid-sponsorship formats such as tabs on a page or an icon such as "powered by XXX." (Ha, 2003, p.22). Li and Leckenby (2004) divided online advertisements into: banner ads, sponsorships, interstitials, email, classifieds, rich media, keyword search, referrals, slotting fees, advergimes (games

that also promote products or services), and 3-D visualization. Other researchers and organizations, have created similar, but somewhat different categories, including advergaming and email ads – known as spam.

The Interactive Advertising Bureau has established unit definitions for the online advertising industry in the United States. According to their latest standards, ad units can be categorized into one or more of the following overlapping groups: search, classifieds, referrals/lead generation, email, rich media, ad banners, sponsorships, and slotting fees (IAB, 2005). A few additional formats have begun to emerge and others are likely in the future.

While there are a variety of formats to describe online advertising, some of the most commonly recognized are banner, sponsorship, interstitials, pop-ups, rich media, keyword searches, classifieds, and hyperlinks. These are defined below.

*Banner ads and buttons.* Banner advertisement have been defined as “paid communication (via text, graphics, video and /or audio) of information about an organization and/or its products and services by an identified sponsor embedded within, and visually distinct from, information provided by an online service with hypermedia links to sponsor’s website” (Gallagher & Parsons, 1997, p.266). There are many types of banner ads including: static, animated, transactive, HTML, nanosite, audio, skyscraper, and button (Roddewig, 2003). While most banner ads are large and generally are placed at the top or bottom of a page, buttons represent a smaller format of the banner style and can be placed anywhere on a page. Like most banner ads, they are linked via clicking to the sponsor's site. "Buttons were embraced by consumer and advertisers throughout the web faster than banner advertisements- probably because they always led to free downloadable software" (Zeff & Aronson, 1999, p.46).

*Sponsorship.* A sponsorship in an online context can be defined as "an indirect form of persuasion that allows companies to carry out marketing objectives by associating with



key content" (Rodgers&Thorson, 2000, p.57). As opposed to other types of advertising, online sponsorship consists of making the sponsor's identifying logo or brand name clearly visible, but not necessarily to promote a specific product or service. The goal of the sponsorship ad is to promote a feeling of good will toward the sponsoring organization more than to build traffic to the sponsor's site (Li & Leckenby, 2004).

Interstitials and pop-ups. Interstitials are full-screen ads that appear "between clicks". In other words, when a user clicks a hyperlink, the interstitial ad appears before the desired new content is loaded. Often, but not always, there is a link within the interstitial ad to allow the user to "skip the ad" -- however the ad has already been seen -- if only briefly. Pop-up ads, on the other hand, open up in a new browser window as a result of clicking on a content link. Some ads are designed to pop up if the user chooses to click on an advertisement informational link, while others are the undesired result of clicking on a link unrelated to the pop up ad. Rodgers and Thorson noted in 2000 how the two are often confused in the literature:

The terms "interstitial" and "pop-up" are often used interchangeably in trade articles and/or books. Yet, each represents different formats. Interstitials are usually full-screen ads that run in their entirety between two content pages. Pop-ups, on the other hand, appear in a separate window on top of content that is already on the user's screen. This distinction is important for a number of reasons. First, unlike pop-ups, interstitials do not interrupt the user's interactive experience because they tend to run while the user waits for a page to download. Users, however, have less control over interstitials because there is no "exit" option to stop or delete an interstitial, which is common among pop-ups. In other words, with interstitials, users have to wait until the entire ad has run (Rodgers & Thorson, 2000, p.54).

Rich media. Rich media is a generic term used to define a variety of highly interactive, visually stimulating formats – often incorporating multiple approaches. With vector-based graphics, streaming audio and video, and Java powered interactivity; rich media ads deliver enhanced impact and result in improved user response (Li & Leckenby, 2004, p.24).

Keyword search. This advertising technique, that resembles but is not identical to an Internet search engine such as Google, has become one of the most popular formats of online advertising. Sites are created that are optimized to redirect consumers to specific businesses that pay for the privilege – rather than perform a general global search of all information that is available. “Some companies now have salaried search machine marketers who frequently maintain 10,000 keywords and listings. In the optimization of paid search campaigns, the text relating to the keyword, and the thematic context of the search, now also play an increasingly important role.” (Hinz, AutoScout24 & ScoutMedia24, 2006, p.470) Search engines are playing an increasingly important role in marketing and commerce (Green, 2003).

Classifieds. Classifieds are very small ads that aim to advertise a specific product or service. Much like their counterparts in the print media, online classified ads are small, primarily text-based, but also include a picture of the item for sale as well as a price listing. Classifieds are typically managed in a database with large memory capacity, and are viewed primarily by the targeted audience who make a dedicated attempt to seek out the information available in the ad. (Hinz, AutoScout24 & ScoutMedia24, 2006). As early as 1997 it was becoming recognized that online classified ads could be a good addition to a company's advertising plan (Sterne, 1997). "In the majority of cases, the large market places such as Scout24 and eBay have the biggest respective available offer of (B2C) and private (C2C) adverts on a national and regional basis. As with the daily newspaper, the most important

category markets are cars, houses, contacts, travel, and jobs "(Markus Hinz, AutoScout24 & ScoutMedia24, 2006, p. 470).

*Hyperlinks.* A hyperlink ad takes advantage of the basic nonlinear hypertextual structure of the Internet. Link any hyperlink, a hyperlink ad is simply text or graphics that when clicked on takes the user to a new webpage that either opens in the same window or in a new window. Hypertext link ads, like sponsorships, tend to take up less space than other advertising formats and are often embedded in the text of news, entertainment, and informational stories as individual words or phrases in the story that are highlighted (Rodgers & Thorson, 2000).

Advertising formats are not mutually exclusive, as for instance a banner ad could include hyperlinks or today even rich media. In addition to the various formats of online advertising, these ads can also be described by the different features they include.

### **Features of Online Advertising**

Online advertising is able to take advantage of the many features of the web itself, including hypertext, digital media, interactivity, etc. Commercial websites and the ads hosted by them utilize these features to present their products and services, to attract consumers, and to interact with them. Features of online advertising have been considered and categorized by a number of researchers that have both looked at the individual ad as well as entire websites.

Rodgers and Thorson (2000) looked at individual ads on websites and divided the features of web advertising into two major types, objective and subjective. Objective features are those that, for the most part, are concrete and will be identified the same way by many people that view the ad. Subjective features, on the other hand, are aspects of the ad that are less concrete, but that appeal to emotional appeal, and are more likely to be viewed differently by different people. Objective features included color, size, typeface, product

class, appeal type (e.g. emotional vs. rational), animations, audio, interactivity, telepresence, vividness, and number of choices. Subjective features included adjective checklists (e.g. exciting, boring, etc.) that addressed the readers' feeling that the ads were engrossing, create empathy, flowed, were friendly to navigate, provided current information, etc. They also tapped into the viewer's attitude toward the ad and the website hosting it (Rodgers & Thorson).

Dholakia and Rego (1998) looked at the features of entire web pages and developed a list of features that are available on commercial websites. These included pictures (both clickable and non-clickable), links, search indexes, use of color, web page enhancements (e.g. Java applets, gif animations, etc.), audio clips, humor in copy, emotion in copy, banners, contact request forms, and other means of communicating with a firm (Dholakia & Rego).

For the present study, the authors elected to consider features that were suitable for reviewing both individual ads and also commercial websites. The features selected for review in the present study were: animations, audio, video, hypertext, images, and color use.

### **Prior Studies on Commercial Websites**

Academic researchers have commented on the need to investigate the characteristics of commercial websites as an advertising medium; some studies focused on evaluation the commercial website (e.g. Dholakia & Rego, 1998; Hwang, McMillan & Lee, 2003; Jones, 2007; Young & Foot, 2005;). Dholakia and Rego attempted to describe the types and nature of marketing information on commercial home pages. Their results indicated that a significant number of commercial websites are small and limited in scope. Many companies used the web in the late 1990s for more traditional marketing objectives. The information content of web pages did not appear to attract visitors to the websites.

More recently Hwang, McMillan and Lee (2003) attempted to explain the concept of the website as corporate advertisement. They found that corporate websites are able to combine multiple functions such as providing information and direct and indirect selling functions. Young and Foot (2005) examined a random sample of recruitment websites of Fortune 500 companies, employing content analysis and rhetorical criticism to catalog content types. The investigation revealed that career sites were not merely places to post job openings, but reflected corporations' attempts to sell a glorified image of work. Jones (2007) compared samples of corporate homepages gathered in 1996 and 1997 with homepages of the same sites gathered in 2006. The study found increased standardization in the 2006 commercial websites in the categories of homepage length, primary navigation orientation, primary navigation style, focal point, and search engine presence and location.

Other studies have focused on examining the uses and satisfactions of these commercial websites (e.g. Bell & Tang, 1998; Ho, 1997; Zvirn, Glezer, & Avni 2006). Ho evaluated websites from a customer's perspective of a value-added experience. A global study covering 1,800 sites, with representative samples from diverse industries and localities worldwide, was conducted to provide a profile of commercial use of the World Wide Web in 1996. Results indicated that use of the Web to process business transactions was largely undeveloped at the time. In 1998 Bell and Tang attempted to perform a survey of 60 companies that used the Internet, examining the effectiveness of their commercial websites, predominantly from the user's perspective. The results of an online survey found that only 30 percent of the companies had facilities for conducting transactions online and only seven percent charged users for website access. Zyiran, Glezer and Avni performed a more recent study in 2006 that investigated the effect of user-based design and website usability on user satisfaction across four types of commercial websites: online shopping, customer self-service, trading, and publish/subscribe. The authors found that websites have different and subjective

factors that stem from the process of user and system interaction and affect overall user satisfaction.

Commercial website features were the focus of a third set of studies (e.g., Liu, 1997; Vattiyam & Lubbers, 1999; Youn, 2002). Liu attempted to analyze the content of homepages in 1997 by looking for a set of features. The conclusions from his study were that the objective of Fortune 500 companies in establishing homepages was to "announce the companies' presence on the web, to promote the companies' image, to enhance public relations, to attract users to browse products and services, and to collect user responses and other related data. Two years later, Vattiyam and Lubbers were also interested in homepage features and performed a content analysis of 83 of the Fortune 100 companies. Their results indicated that many activities found on these homepages are traditionally associated with public relations. Youn was interested in how such websites use promotional tactics, finding in 2002 that of the websites for the top 100 mega brands only 20 used online games, 30 hosted sweepstakes, and 18 employed contests.

Interactivity was the focus of two additional studies of commercial websites. Gustavsen & Tilley (2003) examined the interactivity of 16 corporate websites, finding that the sites contained very low levels of interactivity. In the only study to date designed to compare and analyze commercial websites among different cultures and countries, Cho and Chen (2005) examined the use of interactivity on commercial websites from the U.S., the United Kingdom, Japan, and South Korea. The study considered three dimensions of interactivity on the websites of each country's top 50 advertisers. The findings of research indicated that Western websites tended to emphasize consumer-message and consumer-marketer interactivity, whereas Eastern websites highlighted consumer-consumer interactivity.

The authors of the present study hope to illustrate properties of commercial websites for U.S. and Egyptian organizations. This paper will attempt to evaluate and compare the formats and features of commercial websites from both of these countries across a variety of businesses.

### **Choice of U.S and Egypt**

The current analysis focuses on U.S. and Egyptian commercial websites to help shed light on three perceived differences in the two countries: the technological gap; levels of Internet usage; and cultural differences. Additionally, the study hopes to add to the small body of cross-cultural commercial website research. The diffusion of the Internet from developed countries like U.S. or Japan to other countries depended and continues to depend on several hard factors such as technical infrastructure and income per capita—i.e., economic development. This may be one reason for the Internet's differing popularity in various parts of the world —also known as the digital divide (Hermeking, 2005). For 2007 World Stats (2007b) announced that the number of Internet users in United States was around 71.4% of the population of United States – or 215,088,545 users. On the other hand, the six million Internet users in Egypt only represent 7.5% of the Egyptian population (World Stats, 2007a).

Cultural differences between American and Egyptian societies can also affect Internet usage and satisfaction. For example the use of the sex for advertising purposes in Egypt is forbidden and Egyptian culture does not accept this method, but it may be used in American society. Finally, while the trade between U.S and Middle East has increased, there have been very few cross-national studies of marketing practices, advertising messages, and commercial websites between U.S and Middle East – particularly Egypt.

## **Research Questions**

As an attempt to shed light on questions pertaining to the characteristics of commercial websites, this study examines the formats and features on these sites as well as the ads that available on these sites -- as well as the comparison between American and Egyptian corporate websites. The following research questions guided this study and enabled a comparative analysis between the two countries.

It's important to understand how a business makes itself available to its customers and other audiences via its commercial website. This inquiry leads to the first research question.

**RQ1:** What are the general practices of commercial websites regarding their posting of corporate contact information and offering the opportunity for direct online purchases from the company?

Although general findings about how commercial websites utilize business contact information are important, it is very likely that there will be variations based on the type of business and also the regional focus. These sub-questions will be explored as well.

It's also useful to understand how businesses incorporate online advertising into their commercial websites – both ads for themselves and other organizations as well. How many ads are on the homepage? What are their typical placements? And who are the most common advertisers? These all come together to provide a general overview of a business' strategy in allowing online advertising on their corporate website and lead to the second research question.

**RQ2:** What are the general practices of organizations regarding use of online advertising on their commercial website?

As with corporate contact information and online shopping opportunities, the amount and type of online advertising allowed on a corporate website may well vary by industry, site language, and business region. These possibilities will also be studied.



Formatting of online advertising varies widely and can certainly range in the level of interactivity. This suggests the third major research question.

**RQ3:** What are the formats of online advertising that are presented on commercial websites?

It would certainly seem to be the case that the formatting of online advertising may also vary by the industry, site language, and business region of the commercial website hosting the ad. These sub-questions will be explored as well.

Finally, the individual features of online ads also come in many variations, which can also affect the interactivity of the ad. This suggests the final major research question.

**RQ4:** What are the features of online advertising that are presented on commercial websites?

The features of online advertising may also vary by the industry, site language, and business region of the commercial website hosting the ad. Such variations of this question will be explored.

## **Method**

### **Content Collected**

To compare the advertising presence and practice of commercial websites in the two regions, a content analysis was conducted. Because content analysis offers a method for examining manifest content of messages, it is an ideal tool for the current study that examines commercial websites. (McMillan, 2003).

Ten product and service categories were selected for analysis based on business categories developed in prior advertising research: airline & tourism, banks, computer & it, construction & decoration, food, furniture, health & medicine, life insurance, media & movies, and telecommunications (Ho,1997). A purposive sample of 10 website homepages was selected for analysis from each category – five each of U.S. and Egyptian based

companies. Sites were selected that fell into the appropriate industry category, represented businesses based in the U.S. or Egypt, and that the researchers were able to save in their entirety in an off line format. This latter issue was important because website content can change at a moment's notice and the researchers wanted to ensure that the content coded represented a consistent "snapshot" of the website homepage as it existed at the time of data collection. Some homepages, although saved off-line, did not work as expected. Sites with broken links, etc. were dropped from the analysis resulting in a total of 97 sites surveyed. (See Appendix C for a listing of all sites selected for study.)

### Coding Technique

Five graduate students and one of the researchers reviewed and coded the collected commercial website homepages. Websites were coded for the type and quantity of contact information available, type and quantity of online shopping opportunities offered, number and placement of ads on the page, and type of advertiser sponsoring each ad. (See Appendix B for homepage specific coding information.)

Individual ads were coded for the type and quantify of formatting characteristics as well as the type and quantity of features incorporated in the ad. (See Appendix C for advertisement specific coding information.)

## **Results**

### Descriptive Statistics

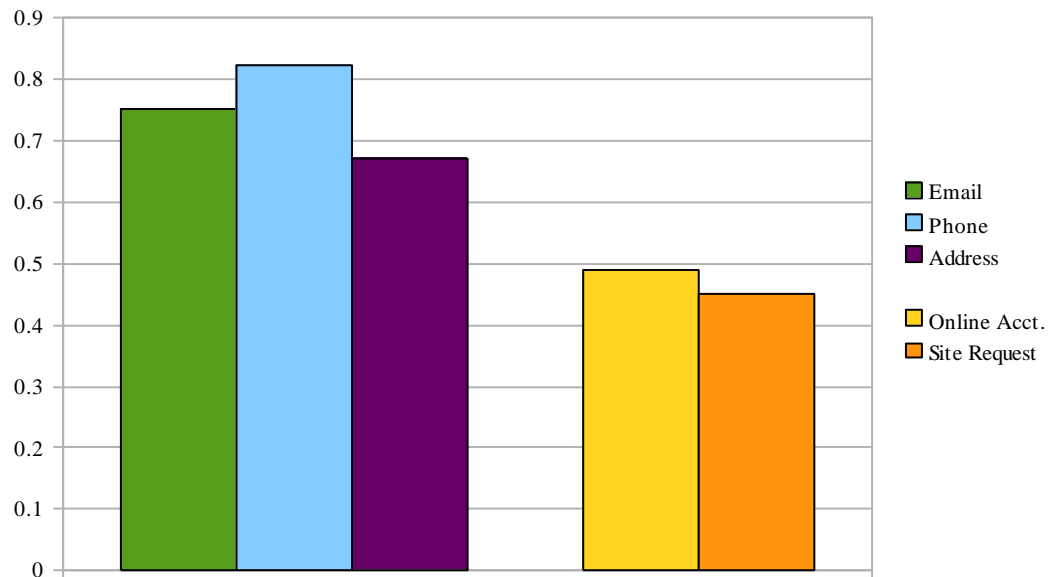
Of the initial 100 commercial websites selected for study, a total of 97 were content analyzed. Three had to be removed from the study due to technical errors involved in coding the sites. Approximately 10% of the sites content analyzed were found in each of the 10 business categories. Since three sites were dropped, the actual category percentages ranged from slightly less (9.3%) to slightly more (10.3%) than that. Each category consisted of 9-10

sites analyzed. Fifty of the sites selected were from Middle Eastern websites and 47 from Western businesses. Of the sites coded, however, 70 were in English and 27 in Arabic.

### **Research Question 1**

The first research question explored the general practices of commercial websites regarding the posting of corporate contact information and also offering the opportunity for direct online purchases. The analysis looked for a total of five items per commercial website: contact information including corporate email address, site/postal address, and phone number; as well as the opportunity to request products/services online and the ability to create an account. Various commercial websites utilized anywhere between zero and all five of these elements. The mean amount used was 3.19 and the most common amount used, the median, was 3.0. Most frequently found was a listing of a phone number (82.5% of sites analyzed). This was followed by a corporate email address (75.3%), and corporate site/postal address ((67%). Fewer than half the sites surveyed included an obvious way to create an online account (48.5%) or to request products/services directly through the site (45.4%). See Figure 1 for a side by side comparison.

Figure 1: Use of Contact Information and Online Purchasing Tools



RQ1a inquired as to whether there are any difference in commercial websites use of these techniques based on the industry of the site analyzed. A oneway analysis of variance revealed that there was no significant difference in the average amount of these items used per site. However there was a significant difference between sites in the use of three elements: posting of address information [ $F(9, 87) = 5.33, p = .000$ ], phone numbers [ $F(9, 87) = 3.34, p = .002$ ]; and the ability to create an online account [ $F(9, 87) = 2.04, p = .044$ ].

Post hoc analysis using the Bonferroni technique indicated that significant differences occurred in use of these tools for both presentation of phone numbers and address information. Although the ANOVA revealed a significant difference in creation of online accounts as well, post hoc analysis revealed no significantly different relationships. This may in part be due to the small number of websites reviewed by category (9-10 per business).

The significant difference in posting of address information can be attributed exclusively to the category of airline/tourism. None of the 10 U.S. and Egyptian sites analyzed presented address information on their homepage. As a result, they were significantly different than all other categories except media/movie commercial websites – which only offered this information on their homepage in 44% of the instances surveyed.

Regarding the posting of telephone numbers on the homepage, the significant difference can be attributed exclusively to the category of media/movie. Only 44% of these nine sites posted a phone number – significantly lower than most of the other businesses. (For a comparison of differences in site use of addresses and phone numbers by business, see Table 1.)

Table 1: Bonferroni Post Hoc Analysis of Business' Use of Site Information

Posting Site Address	Business	Business	<i>n</i>	Mean	% Difference	Sig.
	Airline/Tourism	Airline/Tourism	10	0	NA	NA
		Banks	10	.60	60%	.05*
		Computer/IT	9	.67	67%	.02*
		Construction/Decorati on	10	1.00	100%	.00*
		Food	10	.80	80%	.00*
		Furniture	10	.80	80%	.00*
		Health/Medicine	9	1.00	100%	.00*
		Life Insurance	10	.80	80%	.00*
		Media/Movie	9	.44	44%	.78
		Telecommunications	10	.60	60%	.05*
Posting Phone Number	Business	Business	<i>n</i>	Mean	% Difference	Sig.
	Media/Movie	Airline/Tourism	10	.60	16%	1.00
		Banks	10	1.00	56%	.03*
		Computer/IT	9	1.00	56%	.05*
		Construction/Decorati on	10	1.00	56%	.03*
		Food	10	.80	36%	1.00
		Furniture	10	.90	46%	.24
		Health/Medicine	9	1.00	56%	.05*
		Life Insurance	10	.90	46%	.24
		Media/Movie	9	.44	NA	NA
		Telecommunications	10	.60	16%	1.00

\*Significant  $p = .05$  or less.

RQ1b considered possible differences in commercial websites' use of site features based on the language of the site – Arabic or English. An independent sample t-test analysis did show that there was a significant difference in the total amount of site items used as well as specific difference in posting of address information, company email, and opportunity for users to request products/services directly from the website. In all three cases, Arabic sites utilized these techniques at a significantly higher level than did English sites. (For more information on the significant relationships, see Table 2.)

**Table 2: T-test Significant Comparisons of Site Information by Website Language\***

	Mean Arabic Sites	Mean English Sites	<i>t</i>	DF	Sig.
Total Number of Site Items Used	3.81	2.94	-2.84	46.97	.007
Inclusion of Site/Postal Address on Homepage	89%	56%	-3.55	72.89	.001
Inclusion of Email Address on Homepage	89%	80%	-3.17	81.15	.002
Opportunity to Request Items on Homepage	63%	39%	-2.19	47.12	.003

\*Arabic Sites: *N* = 27. English Sites: *N* = 70. Equal variance not assumed.

RQ1c looked at possible differences in commercial websites' use of site features based on the regional home of the business – Egypt (Middle East) or United States (West). As was the case with language, an independent sample t-test analysis also revealed a significant difference in the total amount of site items used as well as specific difference in posting of address information, company email, and opportunity for users to request products/services directly from the website. In all three cases, Egyptian sites utilized these techniques at a significantly higher level than did U.S. sites. (For more information on the significant relationships, see Table 3.) It is important to note that although the sample was about 70% English and 30% Arabic, it was split almost evenly as to location of business. The use of language therefore does not seem to be the determining factor in these differences so much as does the regional headquarters of the business and possible target audience(s).

**Table 3: T-test Significant Comparisons of Site Information by Business Home\***

	Mean Egyptian Sites	Mean U.S. Sites	<i>t</i>	DF	Sig.
Total Number of Site Items Used	3.66	2.68	-3.65	95	.00
Inclusion of Site/Postal Address on Homepage	84%	49%	-3.92	95	.00
Inclusion of Email Address on Homepage	90%	60%	-3.67	95	.00
Opportunity to Request Items on Homepage	60%	30%	-3.10	95	.00

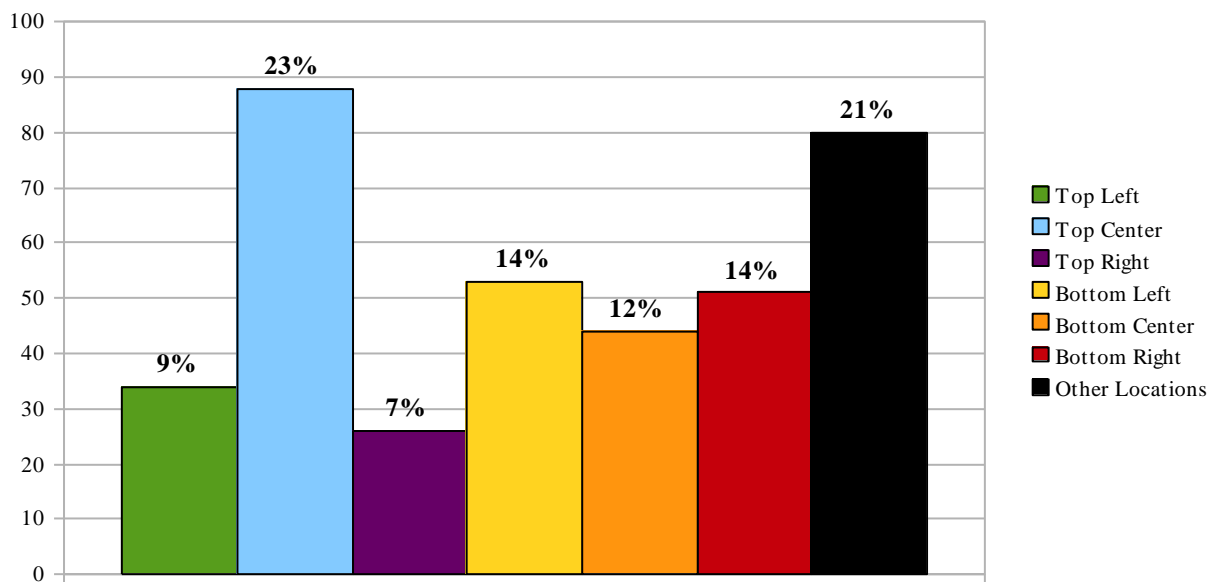
\*Egyptian Sites: *N* = 50. U.S. Sites: *N* = 47. Equal variance is assumed.

**Research Question 2**

The second research question looked at the total number of ads displayed on commercial websites, their placement, as well as the type of businesses advertising on those sites. A total of 379 ads were found on the 97 sites. The average number of ads per commercial website was 3.89.

Although the location of a few ads was not noted by the coders (n=3), the vast majority of coded ads were static (n= 374, 99.5%) as opposed to floating (n= 2.). Most ads were located at the top, centered (n = 88, 23.4%). After the top center space, the bottom left (n = 53, 14.1%), right (n = 51, 13.6%), and center (n = 44, 11.7%)of commercial websites were most likely to contain any ads on the page. See Figure 2 for a comparison of most

Figure 2: Most Common Advertisement Locations on Commercial Websites



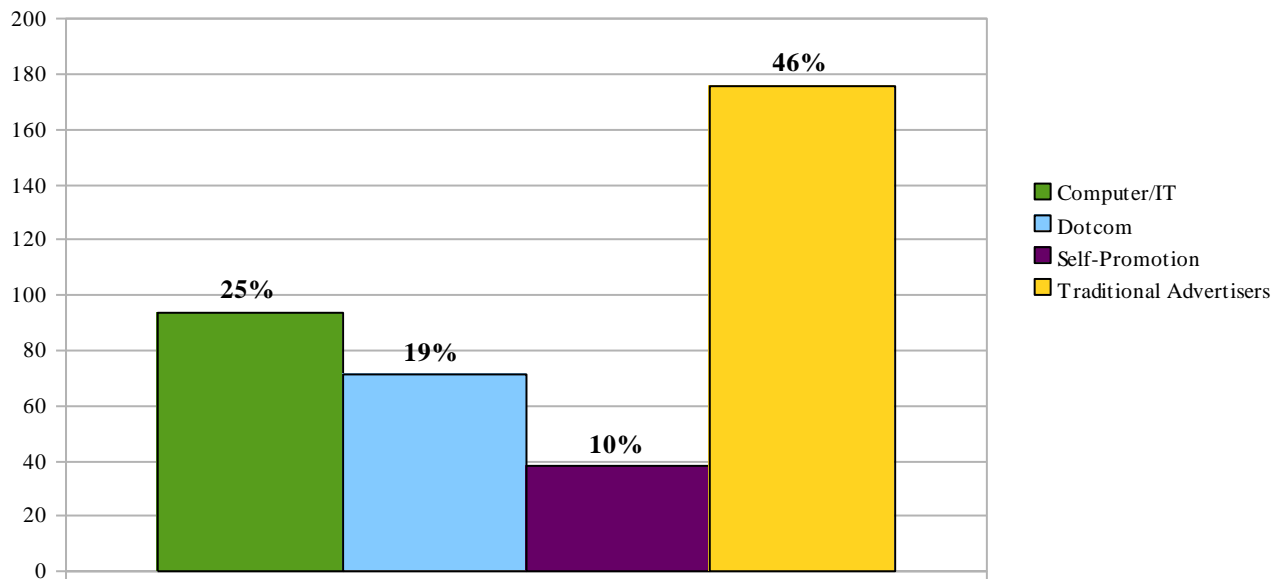
common ad locations.

The most frequent advertisers on commercial websites were traditional advertisers – a category that comprises all traditional advertising businesses. (n = 176, 46%). The second most common type were computer/tech related ads (n = 94, 25%), followed by ads promoting



dotcoms or websites (n = 71, 19%). Self-promotion constituted the smallest number of ads found on the sites (n = 38, 10%). See Figure 3 for a comparison of advertisers.

Figure 3: Most Common Advertisers on Commercial Websites



RQ2a inquired as to whether there were any differences in the quantity, location, or type of advertisers featured on commercial websites based on the industry of the site analyzed. A oneway analysis of variance revealed a significant difference in the quantity of ads per site based on the industry of the site analyzed [ $F(9, 87) = 2.96, p = .004$ ]. However, post hoc analysis using the Bonferroni technique showed that the only significant difference was between the categories of construction/decoration ( $M = 7.9$ ) and health/medicine ( $M = .67, p = .02$ ). While there were differences among all the categories, the small size of each sample (9-10 per business category) left too much room for chance for the other differences to be considered significant.

A crosstabulation of ad location by industry of the website analyzed revealed a significant difference in where commercial websites like to place their ads. A total of 376 ads reviewed included data about the business of the commercial website along with the ad location. Chi squared analysis revealed a statistically significant difference in placement based on the industry of the commercial website reviewed –  $X^2 = 181.93, DF = 54, p = .000$ .

Analysis utilizing the measure of association, Lambda confirmed that location of an ad is moderately related to the business of the commercial website hosting the ad. (Lambda = .153,  $p = .000$ ). For a comparison of the most common ad placement by the industry of the website reviewed, see Table 4.

Table 4: Most Common Ad Placement by Business of Commercial Website

Commercial Website Business	Most Common Ad Placement	Percent of Total Ads on Sites
Airline/Tourism	Bottom Left	29%
Banks	Top Center	39%
Computer/IT	Top Center	28%
Construction/Decoration	Other Locations	38%
Food	Bottom Center	50%
Furniture	Top Center	35%
Health/Medicine	Bottom Center	67%
Life Insurance	Bottom Left	24%
Media/Movie	Other Locations	56%
Telecommunications	Bottom Right	28%

A crosstabulation also revealed that there are differences in the type of advertiser based on the industry of the commercial website analyzed. Pearson Chi Square reported a value of 550.257 ( $n = 378$  ads;  $DF = 27$ ,  $p = .00$ ). Analysis utilizing the measure of association, Lambda confirmed that the type of advertiser featured was moderately dependent on the business hosting the ad on their commercial website (Lambda = .55,  $p = .000$ ). For a comparison of the most common advertiser by the industry of the commercial website reviewed, see Table 5.

Table 5: Most Common Advertiser by Business of Commercial Website

Commercial Website Business	Most Common Advertiser	Percent of Total Ads on Sites
Airline/Tourism	Dotcom/Website	57%
Banks	Dotcom/Website	83%
Computer/IT	Computer/Tech Related	100%
Construction/Decoration	Traditional Advertiser	87%
Food	Traditional Advertiser	79%
Furniture	Dotcom/Website	54%
Health/Medicine	Dotcom/Website	67%
Life Insurance	Traditional Advertiser	96%
Media/Movie	Traditional Advertiser	47%
Telecommunications	Self-Advertisement	48%

RQ2b considered whether there were any differences in the quantity, location, or type of advertisers featured on commercial websites based on the language of the website analyzed. A t-test revealed a significant difference in the quantity of ads per site based on the language of the website [ $t(72.22) = 2.27, p = .03$ ]. English language websites ( $M = 4.46$ ) contained significantly more ads per homepage than did their Arabic counterparts ( $M = 2.44$ ). Since the sample consisted of approximately 70% English sites to 30% Arabic, equal variances were not assumed.

Although a crosstabulation of ad location by the language of the website showed some apparent differences, Chi squared analysis did not reveal a significant difference. Further, the measure of association, Lambda did not show that these two variables were significantly related. Additionally, a crosstabulation of type of advertiser by the language of the commercial website hosting the ad showed some apparent observed differences. However measures of association showed little or no relationship between the two variables.

RQ2c looked for possible differences in the quantity, location, or type of advertisers featured on commercial websites based on the region in which the commercial website was based – Egypt (Middle East), or U.S. (West). A t-test revealed a significant difference in the

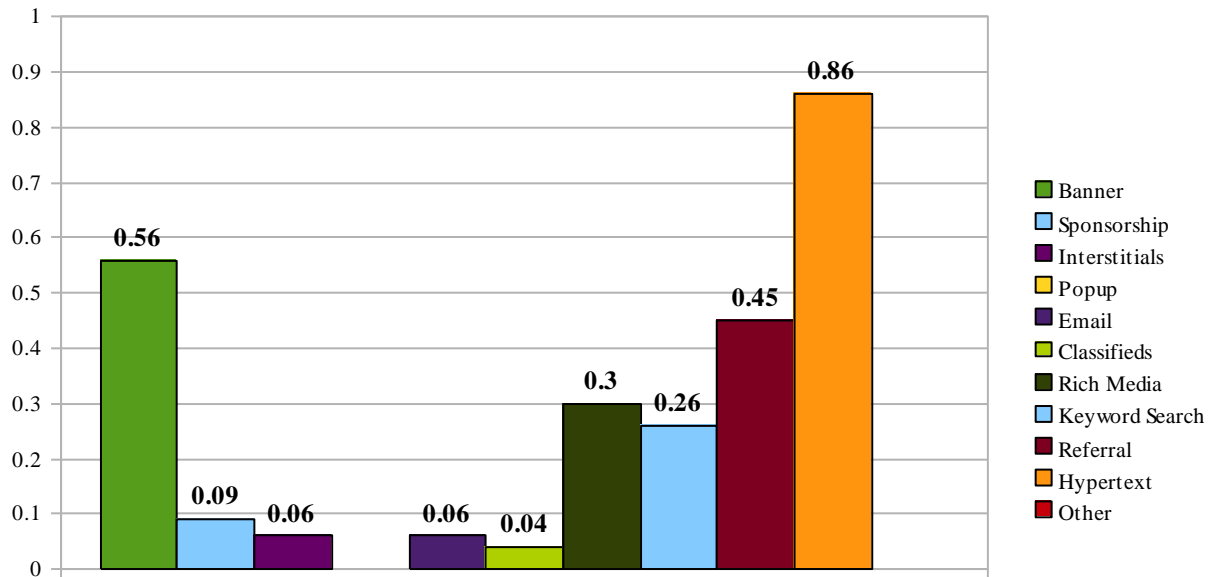
quantity of ads per site based on the region a business was based in [ $t(95) = 4.43, p = .00$ ]. U.S. based businesses ( $M = 5.91$ ) featured far more ads on their commercial websites than did Egyptian based businesses ( $M = 2.00$ ). It's important to note that this result is independent of the language of the website. While almost 70% of the websites reviewed were in English, approximately half of the sample came from U.S. businesses and half from Egyptian businesses.

Although a crosstabulation of ad location by the region of the business represented by the commercial website showed some apparent differences, Chi squared analysis did not reveal a significant difference. Further, the measure of association, Lambda did not show that these two variables were significantly related. Additionally, a crosstabulation of type of advertiser by the region of the business hosting the commercial website showed some apparent observed differences. However measures of association showed little or no relationship between the two variables.

### **Research Question 3**

The third research question looked at the typically formatting techniques used by ads found on commercial websites. Formatting elements considered were: banner, sponsorship, interstitials, pop-up, email, classified, rich media, keyword search, referral, hypertext, and other. It is important to note that each ad can contain multiple formatting characteristics. A total of 378 of the ads that were reviewed contained formatting information. The average number of formatting characteristics per ad was 2.67. The most commonly used formatting techniques included: hypertext (86% of ads analyzed), banner (56%), and referral (45%). For a complete breakdown of the percentage of ads that used each formatting characteristic, see Figure 4.

Figure 4: Frequency of Use of Various Formatting Characteristics in Ads on Commercial Websites



RQ3a inquired as to whether there were any differences in the amount of formatting used in ads featured on commercial websites based on the industry of the site analyzed. A oneway analysis of variance revealed a very significant difference in the quantity of formatting characteristics per ad based on the industry of the commercial website analyzed [ $F(9, 368) = 28.22, p = .00$ ]. Post hoc analysis using the Bonferroni technique showed that average number of formatting characteristics per ad featured on a commercial website was significantly different in almost every comparison between two commercial website categories. For a comparison of the average quantity of formatting characteristics per ad in each business category of commercial websites surveyed, see Table 6.

Table 6: Average total Ad Formatting Characteristics by Business of Commercial Website

Commercial Website Business	Mean Number of Features Per Ad
Airline/Tourism	2.33
Banks	3.22
Computer/IT	3.72
Construction/Decoration	2.85
Food	1.13
Furniture	1.35
Health/Medicine	1.83
Life Insurance	3.33
Media/Movie	2.08
Telecommunications	2.34

RQ3b looked at whether there were any differences in the amount of formatting used in ads featured on commercial websites based on the language of the site analyzed. RQ3c considered whether there were any differences in the amount of formatting used in ads featured on commercial websites based on the region of the business hosting the commercial website. In both cases, independent sample t-tests revealed no significant differences.

RQ3d focused on whether there were any differences in the amount of formatting used in ads featured on commercial websites based the type of business featured in the ad. A oneway analysis of variance revealed a very significant difference in the quantity of formatting characteristics per ad based on the type of ad analyzed [ $F(3, 374) = 20.05, p = .00$ ]. Post hoc analysis using the Bonferroni technique showed that average number of formatting characteristics per ad was significantly different in several cases. Computer/tech related ads contained the most formatting characteristics ( $M = 3.36$  per ad), while self-advertisements contained the least ( $M = 1.92$ ). For a listing of significantly different relationships, see Table 7.

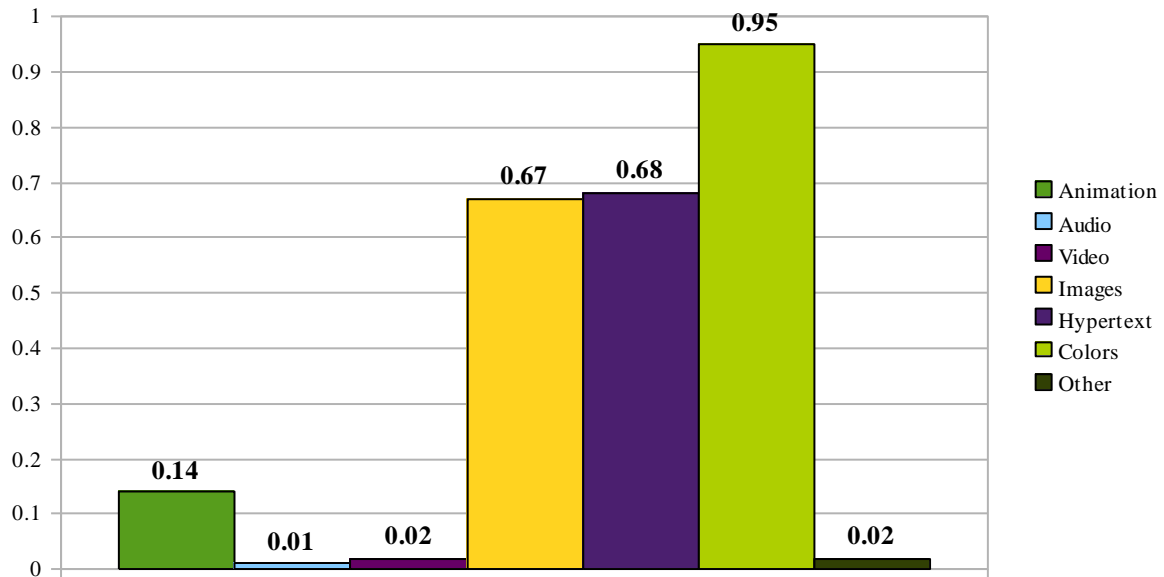
Table 7: Bonferroni Post Hoc Analyses of Business' Use of Site Information

Business	<i>M</i>	Business	<i>M</i>	Mean Difference	Sig.
Computer/Tech	3.36	Dotcom/Website	2.29	1.08	.00
	3.36	Traditional Advertiser	2.61	.75	.00
	3.36	Self Advertisement	1.92	1.44	.00
Self Advertisement	1.92	Traditional Advertiser	2.61	.687	.00

**Research Question 4**

The fourth research question looked at the features used by ads found on commercial websites. Ad features considered were: animation, audio, video, images, hypertext, color, and other. It is important to note that each ad can contain multiple features. A total of 378 of the ads that were reviewed contained feature information. The average number of features per ad was 2.49. The most commonly included features were: color (95% of ads analyzed), hypertext (68%), and images (66%). For a complete breakdown of the percent of ads that used each formatting characteristic, see Figure 5.

Figure 5: Frequency of Use of Various Features in Ads on Commercial Websites



RQ4a inquired as to whether there were any differences in the amount of features used in ads featured on commercial websites based on the industry of the site analyzed. A oneway analysis of variance revealed a significant difference in the quantity of features per ad based on the industry of the commercial website analyzed [ $F(9, 368) = 4.95, p = .00$ ]. Post hoc analysis using the Bonferroni technique showed that all significant differences were in relation to the computer/information technology category of commercial websites. Ads on these pages had a significantly greater number of features per ad ( $M = 2.92$ ) than did ads on airline/tourism ( $M = 1.90$ ), bank ( $M = 1.94$ ), or media/movie ( $M = 2.25$ ) websites ( $p = .00$ ).

RQ4b looked at whether there were any differences in the amount of features used in ads featured on commercial websites based on the language of the site analyzed. RQ4c considered whether there were any differences in the amount of features used in ads featured on commercial websites based on the region of the business hosting the commercial website. In both cases, independent sample t-tests revealed no significant differences.

RQ4d focused on whether there were any differences in the amount of features used in ads featured on commercial websites based the type of business featured in the ad. A oneway analysis of variance revealed a significant difference in the quantity of features per ad based



on the type of business being advertised [ $F(3, 374) = 7.74, p = .00$ ]. Post hoc analysis using the Bonferroni technique revealed that computer/tech related ads had significantly more features ( $M = 2.83$ ) than all other categories of advertising. (Self Advertisement:  $M = 2.21$ ; Dotcom/Website:  $M = 2.34$ ; Traditional Advertisers:  $M = 2.43 -- p = .00$ ).

### **Discussion**

This study provides an overview analysis of commercial website use in the U.S. and Egypt – focusing on general practices of these sites as well as offering specific insights based on business categories and business region. As more and more businesses worldwide are establishing web presences, it is important to understand how commercial websites can provide a value-added experience for a business' customers. Understanding strengths and challenges in crafting commercial websites can help communicators to develop more effective internet-based advertising and PR. It will also help researchers to better understand the communication relationship between customers and organizations. Further, the transnational nature of this study can help scholars and practitioners in the US and Egypt to better understand the differences in US and Egyptian consumers and businesses – and how that may affect successful commercial website strategies.

Most of the sites were found to use contact information, particularly company telephone number and email addresses. The only difference that existed based on business was with the airline/tourism industry – which in all cases failed to offer corporate address information on their homepage.

What was intriguing however, is that Egyptian based companies were significantly more likely to present more contact and purchasing tools on their sites than were the U.S. businesses. Address information, company email addresses, and opportunities to request products and services online were found in greater numbers on the Egyptian sites. These difference may be the result of a different relationship between the typical Egyptian business

and consumer, a more traditional relationship that relies on telephone calls and in-store visits. Therefore, the Egyptian consumer may utilize an Egyptian commercial website primarily to find information on how to contact the real world “bricks and mortar” organization. It is also important to note that requesting a product online is not the same as creating an online account or making a direct online purchase from the company. Requests online would most likely be followed up by a traditional phone call or a personal email rather than result in an “automated” feeling online order process.

Regarding the quantity, location, and types of advertising, it was found that computer/tech related ads were most prevalent, followed by ads promoting dotcoms or websites. Although placement of ads did vary widely by industry, it is unclear why these variations occurred. As was expected, U.S. websites contained many more ads than did Egyptian commercial websites. This is not surprise as US consumers have become used to media that are more busy with side items, from their newspapers and websites even to television news channels with many added news tickers and scroll bars.

The study revealed that the most common ad formats were hypertext, banner, and referral – and the most popular features of these ads were color use, hypertext, and image inclusion. Not surprisingly, it was found that ads promoting more high tech businesses (such as computer/tech) or hosted on more high tech industry commercial websites were considered more advanced in both format and their features. In the case of both ad format and features, there was no difference in ads on U.S. or Egyptian business commercial websites.

The findings of this study contribute to the growing body of literature on commercial websites in several ways. They shed a light on the role of the digital divide and its effects on commercial websites for U.S./Western based businesses versus Egyptian/Middle Eastern based businesses. With a much lower internet penetration and currently more traditional communication habits between consumers and organizations, it is not surprising that in

general Egyptian commercial websites are structured in a more basic fashion and focus on ways to put the consumer in direct contact with the organization. On the other hand, with the very high internet penetration in the US and a marked increase in online-only consumer to business communication, US commercial websites tended to be busier and focused on instantaneous, “automated” style communications.

The results also describe the characteristics of the websites of different industries and compares them, providing useful data in studying the computer mediated communication events across various fields. It is interesting to note as a scholar or a practitioner which organizations prefer more high tech sites and which ones feel that a more basic approach is called for.

Additionally, the results address commercial websites as one form of online advertising and as a medium of presentation of additional individual ads. Again, this was found to vary by both culture and industry. Offering further insight into the various consumer to business communication relationships cross-culturally and across different industries.

The study offers several useful guidelines, both for firms seeking to establish a presence on the Web, as well as for well-established, popular web-based businesses. Additional research should further explore characteristics of commercial websites across various regions, cultures, and businesses.

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Appendix A: Website Variables Coded & Their Categories

<i>Variable</i>	<i>Categories</i>
Industry of Coded Webpage	<ol style="list-style-type: none"> <li>1. Airline/Tourism</li> <li>2. Banks</li> <li>3. Computer/IT</li> <li>4. Construction/Decoration</li> <li>5. Food</li> <li>6. Furniture</li> <li>7. Health/Medicine</li> <li>8. Life Insurance</li> <li>9. Media/Movie</li> <li>10. Telecommunication</li> </ol>
Number of Ads on Homepage	<ol style="list-style-type: none"> <li>1. Ratio-level variable: 0 to infinite.</li> </ol>
Regional Base of Business Hosting Webpage	<ol style="list-style-type: none"> <li>1. Egypt/Middle East</li> <li>2. U.S./West</li> </ol>
Primary Language of Website	<ol style="list-style-type: none"> <li>1. Arabic</li> <li>2. English</li> </ol>
Website Online Shopping Options	<ol style="list-style-type: none"> <li>1. Company Address Listed</li> <li>2. Company Email Listed</li> <li>3. Company Telephone Number Listed</li> <li>4. Online Account Creation Allowed</li> <li>5. Online Method to Request Services &amp; Products Offered</li> </ol>

Appendix B: Individual Advertisement Variables Coded & Their Categories

<i>Variable</i>	<i>Categories</i>
Type of Advertisers	<ol style="list-style-type: none"> <li>1. Computer/Technology related</li> <li>2. Dot.com/Websites</li> <li>3. Self-Advertisements</li> <li>4. Traditional Advertisers</li> </ol>
Location of the Ad	<ol style="list-style-type: none"> <li>1. Top right h&amp; corner</li> <li>2. Top left h&amp; corner</li> <li>3. Top centered</li> <li>4. Bottom right h&amp; corner</li> <li>5. Bottom left h&amp; corner</li> <li>6. Bottom centered</li> <li>7. Other locations</li> </ol>
Advertising Format	<ol style="list-style-type: none"> <li>1. Banner</li> <li>2. Classifieds</li> <li>3. Email</li> <li>4. Hyperlinks</li> <li>5. Interstitials</li> <li>6. Keyword search</li> <li>7. Pop-ups</li> <li>8. Referrals</li> <li>9. Rich Media</li> <li>10. Sponsorships</li> <li>11. Other</li> </ol>
Advertising Features	<ol style="list-style-type: none"> <li>1. Animations</li> <li>2. Colors</li> <li>3. Hypertext</li> <li>4. Images</li> <li>5. Video &amp; audio</li> <li>6. Others</li> </ol>

Appendix C: List of Commercial Website Homepages Collected for Analysis

Ten product and service categories were selected for analysis: Airline & Tourism, Banks, Computer & IT, Construction & Decoration, Food, Furniture, Health & Medicine, Life Insurance, Media & Movies, and Telecommunications. Ten websites (5 from each country) were selected from each category. In some cases, sites were dropped from the study if they could not be saved off-line. This resulted in a small reduction in the number of sites reviewed.

Airline & TourismEgyptian Websites

Site	Company	Targeted Consumers
<a href="http://www.egyptair.com">http://www.egyptair.com</a>	Egypt Air	Egyptian & American
<a href="http://www.egypttouristguide.com">http://www.egypttouristguide.com</a>	Egypt Tourist guide	Egyptian & American
<a href="http://www.iexploreegypt.com">http://www.iexploreegypt.com</a>	I Explore Egypt	Egyptian & American
<a href="http://www.jawla.com">http://www.jawla.com</a>	Jawla	Egyptian & American
<a href="http://www.tourism-egypt.com.eg">http://www.tourism-egypt.com.eg</a>	Tourism Egypt	Egyptian & American

U.S. Websites

Site	Company	Targeted consumers
<a href="http://www.aa.com">http://www.aa.com</a>	American Airlines	American & Egyptian
<a href="http://www.traveloregon.com">http://www.traveloregon.com</a>	Travel Oregon	American & Egyptian
<a href="http://www.usairways.com">http://www.usairways.com</a>	U.S. Airways	American & Egyptian
<a href="http://www.visitflorida.com">http://www.visitflorida.com</a>	Visit Florida	American & Egyptian
<a href="http://www.wingsofalaska.com">http://www.wingsofalaska.com</a>	Wings of Alaska	American & Egyptian

BanksEgyptian Websites

Site	Company	Targeted Consumers
<a href="http://www.cibeg.com">http://www.cibeg.com</a>	Commercial International bank	Egyptian & American
<a href="http://www.eab-online.com">http://www.eab-online.com</a>	Crédit Agricole Egypt	Egyptian
<a href="http://www.faisalbank.com.eg">http://www.faisalbank.com.eg</a>	Faisal Bank	Egyptian
<a href="http://www.banquemisr.com">http://www.banquemisr.com</a>	Misr Bank	Egyptian
<a href="http://www.nbe.com.eg">http://www.nbe.com.eg</a>	National Bank of Egypt	Egyptian & American

U.S. Websites

Site	Company	Targeted consumers
<a href="https://www.bankofamerica.com">https://www.bankofamerica.com</a>	Bank of America	American
<a href="http://www.citibank.com">http://www.citibank.com</a>	<a href="#">Citibank</a>	American
<a href="http://www.jpmorgan.com">http://www.jpmorgan.com</a>	<a href="#">J. P. Morgan</a>	American
<a href="http://www.wachovia.com">http://www.wachovia.com</a>	<a href="#">Wachovia</a>	American & Egyptian
<a href="https://www.wellsfargo.com">https://www.wellsfargo.com</a>	Wells Fargo	American

Computer & ITEgyptian Websites

Site	Company	Targeted Consumers
<a href="http://www.delta-sw.com">http://www.delta-sw.com</a>	Delta Software	Egyptian
<a href="http://www.isseg.com">http://www.isseg.com</a>	Information System & Services	Egyptian
<a href="http://www.solutionsplus-">http://www.solutionsplus-</a>	Orascom Training & Technology	Egyptian
<a href="http://www.wantech.com.eg">http://www.wantech.com.eg</a>	WanTech	Egyptian
<a href="http://www.webstyls.com">http://www.webstyls.com</a>	Webstyls	Egyptian

U.S. Websites

Site	Company	Targeted consumers
<a href="http://www.dell.com">http://www.dell.com</a>	Dell	American & Egyptian
<a href="http://www.hp.com">http://www.hp.com</a>	Hewlett Packard	American & Egyptian
<a href="http://www.ibm.com">http://www.ibm.com</a>	IBM	American & Egyptian
<a href="http://www.microsoft.com">http://www.microsoft.com</a>	Microsoft	American & Egyptian

Construction & DecorationEgyptian Websites

Site	Company	Targeted Consumers
<a href="http://www.arabcont.com">http://www.arabcont.com</a>	Arab Contractors Company	Egyptian
<a href="http://www.ebnee.com">http://www.ebnee.com</a>	Egyptian Construction	Egyptian
<a href="http://www.elpharonia.com">http://www.elpharonia.com</a>	Elpharonia Real Estate Investment	Egyptian
<a href="http://www.makkaconstruction.co">http://www.makkaconstruction.co</a>	Makka Company	Egyptian
<a href="http://www.osmangroupserves.c">http://www.osmangroupserves.c</a>	Osman Group Services	Egyptian

U.S. Websites

Site	Company	Targeted Consumers
<a href="http://www.clarkconstruction.com">http://www.clarkconstruction.com</a>	Clark Construction Group	American
<a href="http://www.flooranddecoroutlets.c">http://www.flooranddecoroutlets.c</a>	Floor & Decor	American
<a href="http://www.graniteconstruction.co">http://www.graniteconstruction.co</a>	Granite Construction Company	American
<a href="http://www.hdpi.com">http://www.hdpi.com</a>	Home Décor Products	American
<a href="http://www.turnerconstruction.co">http://www.turnerconstruction.co</a>	Turner International LLC	American

FoodEgyptian Websites

Site	Company	Targeted Consumers
<a href="http://www.chikydodo.com">http://www.chikydodo.com</a>	Chikydodo	Egyptian & American
<a href="http://www.crello.com">http://www.crello.com</a>	Crello	Egyptian & American
<a href="http://www.deltajammy.com">http://www.deltajammy.com</a>	Delta Company for Sweet & Food	Egyptian & American
<a href="http://www.el-marwa.com">http://www.el-marwa.com</a>	El Marwa Food Industries	Egyptian
<a href="http://www.mido.com.eg">http://www.mido.com.eg</a>	Mido for Food & Beverage Products	Egyptian

U.S. Websites

Site	Company	Targeted Consumers
<a href="http://www.coca-cola.com">http://www.coca-cola.com</a>	Coca-Cola	American & Egyptian
<a href="http://www.conagrafoods.com">http://www.conagrafoods.com</a>	ConAgra foods	American & Egyptian
<a href="http://www.mcdonalds.com">http://www.mcdonalds.com</a>	McDonald's	American & Egyptian
<a href="http://www.pepsico.com">http://www.pepsico.com</a>	Pepsico	American & Egyptian
<a href="http://www.philipmorrisusa.com">http://www.philipmorrisusa.com</a>	Philip Morris USA	American & Egyptian

FurnitureEgyptian Websites

Site	Company	Targeted Consumers
<a href="http://www.elshabrawy.com">http://www.elshabrawy.com</a>	Elshabrawy	Egyptian
<a href="http://www.gadwood.com">http://www.gadwood.com</a>	Gad Wood	Egyptian
<a href="http://www.gallop-egypt.com">http://www.gallop-egypt.com</a>	Gallop	Egyptian
<a href="http://www.mobica.net">http://www.mobica.net</a>	Mobica	Egyptian
<a href="http://www.perfectdesignco.com">http://www.perfectdesignco.com</a>	Perfect Design	Egyptian

U.S. Websites

Site	Company	Targeted Consumers
<a href="http://brothersofficefurniture.com">http://brothersofficefurniture.com</a>	Brothers Office Furniture	American
<a href="http://www.childrenskidsfurniture.com">http://www.childrenskidsfurniture.com</a>	Children's & Kids' Furniture	American
<a href="http://www.contemporaryfurniture.com">http://www.contemporaryfurniture.com</a>	Contemporary Furniture	American
<a href="http://www.furniturerow.com">http://www.furniturerow.com</a>	<a href="#">Furniture Row</a>	American
<a href="http://www.greatwindsorchairs.com">http://www.greatwindsorchairs.com</a>	Great Windsor Chairs	American

Health & MedicineEgyptian Websites

Site	Company	Targeted Consumers
<a href="http://www.adwia.com">http://www.adwia.com</a>	ADWIA	Egyptian & American
<a href="http://www.arab-tek.com">http://www.arab-tek.com</a>	Arab Technology	Egyptian & American
<a href="http://www.eipico.com.eg">http://www.eipico.com.eg</a>	Eipico	Egyptian & American
<a href="http://www.women-health.com">http://www.women-health.com</a>	Women-Health-clinic	Egyptian
<a href="http://www.zoganon.com">http://www.zoganon.com</a>	Zoganon Body Store	Egyptian

U.S. Websites

Site	Company	Targeted Consumers
<a href="http://www.arnorthwest.com">http://www.arnorthwest.com</a>	Applied Research Northwest	American
<a href="http://www.hcicllc.com">http://www.hcicllc.com</a>	Health Care Information Consultants	American
<a href="http://www.hcahealthcare.com">http://www.hcahealthcare.com</a>	<a href="#">Hospital Corporation of</a>	American
<a href="http://www.stryker.com">http://www.stryker.com</a>	Stryker	American & Egyptian

Life InsuranceEgyptian Websites

Site	Company	Targeted Consumers
<a href="http://www.alchark.com">http://www.alchark.com</a>	Al Chark Insurance	Egyptian
<a href="http://www.egyptre.com.eg">http://www.egyptre.com.eg</a>	Egyptian Reinsurance Company	Egyptian
<a href="http://www.misrins.com">http://www.misrins.com</a>	Misr Insurance	Egyptian
<a href="http://www.mohandes-ins.com">http://www.mohandes-ins.com</a>	Mohandes Insurance Company	Egyptian
<a href="http://www.sci-egypt.com">http://www.sci-egypt.com</a>	Suze Canal Insurance	Egyptian

U.S. Websites

Site	Company	Targeted Consumers
<a href="http://www.americangeneral.com">http://www.americangeneral.com</a>	American General (AIG)	American
<a href="http://www.genworth.com">http://www.genworth.com</a>	Genworth	American
<a href="http://www.ing-usa.com">http://www.ing-usa.com</a>	ING	American
<a href="https://www.lfg.com/">https://www.lfg.com/</a>	Lincoln Financial Group	American
<a href="https://www.westcoastlife.com/">https://www.westcoastlife.com/</a>	West Coast Life Insurance	American

Media & MovieEgyptian Websites

Site	Company	Targeted Consumers
<a href="http://www.almasry-alyoum.com">http://www.almasry-alyoum.com</a>	Almasry-alyoum	Egyptian & American
<a href="http://www.elaosboa.com">http://www.elaosboa.com</a>	Elosboa	Egyptian
<a href="http://www.masrawy.com">http://www.masrawy.com</a>	Masrawy	Egyptian
<a href="http://myegy.com">http://myegy.com</a>	Myegy	Egyptian
<a href="http://www.nilesat.com">http://www.nilesat.com</a>	Nilesat	Egyptian & American

U.S. Websites

Site	Company	Targeted Consumers
<a href="http://www.hollywood.com">http://www.hollywood.com</a>	Hollywood	American & Egyptian
<a href="http://movies.go.com">http://movies.go.com</a>	Movies.com	American & Egyptian
<a href="http://www.usatoday.com">http://www.usatoday.com</a>	USA Today	American
<a href="http://online.wsj.com">http://online.wsj.com</a>	Wall Street Journal	American

TelecommunicationsEgyptian Websites

Site	Company	Targeted Consumers
<a href="http://www.etisalat.com">http://www.etisalat.com</a>	Etisalat	Egyptian
<a href="http://www.ring.com">http://www.ring.com</a>	Ring	Egyptian
<a href="http://www.mobinil.com">http://www.mobinil.com</a>	Mobinil	Egyptian
<a href="http://www.telecomegypt.com">http://www.telecomegypt.com</a>	Telecom Egypt	Egyptian

U.S. Websites

Site	Company	Targeted Consumers
<a href="http://www.americantelephonecompany.com">http://www.americantelephonecompany.com</a>	American Telephone Company	American
<a href="http://www.phoneplusmag.com/">http://www.phoneplusmag.com/</a>	Phoneplus	American
<a href="http://www.vodafone-us.com/">http://www.vodafone-us.com/</a>	Vodafone	American & Egyptian
<a href="http://www.t-mobile.com/">http://www.t-mobile.com/</a>	T-Mobile	American
<a href="http://www.verizon.com">http://www.verizon.com</a>	Verizon Communications	American & Egyptian