



A Study on the Effectiveness of Pop-Up Advertisements towards Internet Users

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ABSTRACT

The internet is changing the traditional sales model, which is tactical in nature. New technologies make the internet also attractive for goods that are bought on an emotional basis, because of their design and not their content. Many people think that E- Commerce is the same as E-Business, but as defined here it is only a subset. This may be true for many and the only deal with companies when buying goods. E-Commerce was one of the first business types to become digitally available, but the internet offers more than just buying and selling products and services. , Internet is an advertising medium. Companies and organizations working to promote their products and services must consider this medium as they would television, magazines, outdoor, and so on. Advertising on the Internet employs a variety of forms. Today popup advertisement are exposed to an enormous number of advertisements where companies are throwing big money hoping to attract consumers' eyeballs. The recent e- business growth making rapid changes in our economy also. The main objectives of the study was to i) Analysis the effectiveness of pop-up advertisements among the consumers, ii) to determine the impact of pop-up advertisements on purchase decision. This study using percentage, chi- square analysis, Likerts five point techniques on proportion to obtain some evidence from a sample of 200 respondents through on survey. The results indicate the impact of popup advertising purchase decision.

Key word: Advertising , e-business, internet, medium, popup.