

**THE EFFECTIVENESS OF POP UP ADVERTISING ON SOCIAL MEDIA
(CASE STUDY: FACEBOOK USER AT STUDENT COLLEGE FEB UNSRAT INSTITUTION)**

*PENGARUH IKLAN POP UP DI MEDIA SOSIAL
(STUDI KASUS: PENGGUNA FACEBOOK PADA MAHASISWA FEB UNSRAT)*

By:

Monica Tambajong¹
S.L.H.V. Joyce Lapian²
Ferdinand J. Tumewu³

¹²³Faculty of Economics and Business, International Business Administration, Management Program
Sam Ratulangi University

E-mail

[moniicatambayong@yahoo.co.id¹](mailto:moniicatambayong@yahoo.co.id)

[lapianjoyce@gmail.com²](mailto:lapianjoyce@gmail.com)

[fjtumewu@gmail.com³](mailto:fjtumewu@gmail.com)

Abstract: A Pop up Advertising is a Pop up window used for advertising. When the program is initiated by some user action, such as a mouse click or a mouseover, a window containing an offer for some product or service appears in the foreground of the visual interface. The objective of this research is to know the effectiveness of pop up advertising on social media by analyzing the social media users perception. This research used Qualitative method with convenience sampling and took 35 respondent, in order to know more about pop up advertising from social media users experience. The result of this research is Pop up advertising can affect people buying interest to purchased product, also pop up advertising are effective to the all social media especially for facebook user who become a respondent in this research. Based on the result of interview the researcher recommended the company of pop up advertising can add more creativity content, reduce the time of pop advertising so that facebook users are not disturbed and also can affect more their buying interest.

Keywords: *pop up advertising, internet marketing, qualitative method, consumer perception*

Abstrak: Iklan Pop up adalah jendela Pop up yang digunakan untuk iklan. Ketika program dimulai oleh beberapa tindakan pengguna, seperti klik mouse atau mouseover, jendela yang berisi penawaran untuk beberapa produk atau layanan muncul di latar depan antarmuka visual. Tujuan dari penelitian ini adalah untuk mengetahui efektivitas iklan pop up di media sosial dengan menganalisis persepsi pengguna media sosial. Penelitian ini menggunakan metode Kualitatif dengan convenience sampling dan mengambil 35 responden, untuk mengetahui lebih banyak tentang iklan pop up dari pengalaman pengguna media sosial. Hasil penelitian ini adalah iklan Pop up dapat mempengaruhi minat orang untuk membeli produk yang dibeli, juga iklan pop up efektif untuk semua media sosial terutama untuk pengguna facebook yang menjadi responden dalam penelitian ini. Berdasarkan hasil wawancara peneliti merekomendasikan perusahaan iklan pop up dapat menambahkan lebih banyak konten kreativitas, mengurangi waktu iklan pop sehingga pengguna facebook tidak terganggu dan juga dapat mempengaruhi lebih banyak minat beli mereka.

Kata kunci: *iklan pop up, pemasaran internet, metode kualitatif, persepsi konsumen*

INTRODUCTION**Research Background**

The current global era is a modern era full of rapid developments. Everything become easier in this era, because everything in this era used technology. Through technology people can use internet. People can do so many things using internet. People can get the information that they want to searching, internet also can facilitate work in according what human needs, people can see all the news easier with using social media because social media one of technology that have a lot of information circulating that is useful for people to be able to maximize all existing activities this time. People can connected interact easily and quickly to each others. Through internet people also can buy and sell online easily. Everything is provided based on human wants and needs. Everyday will always be a new breakthrough for people who really passionate in developing. The most visible development is technology development. Technology is the practical application of knowledge especially in a particular area. With technology, everything seems to be possible. When people would like to do something difficult it would be easier with technology. For a real example, when people wants to develop their business and promote it to another country, with technology it would be easier because it provides lots of social media such as instagram and facebook. Other people in different country could see the promotion trough their own social media account. Nowadays people makes social media as another part of their life. Everything they can find in social media such as important information, bad news, or other things that can inform them something. Social media really takes an important roles in this era. Social media can make an impact even if it is in a short time. And the most popular social media in this era there is Facebook. Every people in this world have different personality yet different kind of things they are interested of. Just like in using social media, people have different perception in seeing advertising. Based on the reality, some people are feel so disturbing by advertising that they do not want to see or they are not interesting of. But, some people really likes to know about the things they never seen before trough advertising. They think that with that advertising they can add more reference to buy something or they will interested to buy something by seeing that advertising. This is really an important problem for the sellers. Because, with using pop-up advertising the sellers should spend money for it. With this different perception of social media users, it makes people wonder about this pop-up advertising. It makes people ask. Does the pop-up advertising are really effective or is it really not important for the social media user?

Based on the background above, this research is about "The effectiveness of pop-up advertising on social media".

Research Objective

Based on the problem formulation above, the objectives of the research is to know's social media users responses of pop-up advertising are really effective or it not important for the social media user.

THEORETICAL REVIEW**Marketing**

In many companies today, marketing plays a role as an important factor for businesses and struggling to survive living in the world of competition. Marketing is an important factor as the company's strategy in the operations primarily related to the consumer. According to Kotler and Armstrong (2010) said marketing is the social process by which individuals and organizations obtain what they need and want through creating and exchanging value with others. The definition is based upon a basic marketing exchange process, and recognizes the importance of value to the customer. According to American Marketing Association (2012) marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Internet Marketing

According to Kotler, (2009) Internet Marketing is a way to promoting products and services thorough online based, as an example social media (facebook, twitter, instagram, line) also through website, blog and so on. Internet marketing is the promotion of products via the World Wide Web. Internet Marketing is one of marketing strategy that used by company to promote their business. Internet Marketing is marketing efforts done solely over the Internet. This type of marketing uses various online advertisements to drive traffic to an advertiser's website. Banner advertisements, pay per click (PPC), and targeted email lists are often methods used in Internet

marketing to bring the most value to the advertiser. Internet marketing is a growing business mainly because more and more people use the internet every day. Popular search engines such as Google and Yahoo have been able to capitalize on this new wave of advertising (Business Dictionary, 2014).

Internet Marketing Concept

According to Tsimonis and Dimitriadis (2014) argues during the past decade that the rapid evolution of the internet has offered consumers many new opportunities. Besides the obvious use of searching for information and communicating without boundaries, nowadays it is possible to express feelings and thoughts through social media.

Social Media

According to Genslera and Wiertz (2013) Social media marketing involves the use of internet social media tools, such as: Facebook, Twitter, and Instagram in order to reach consumers innovatively. Social networking helps promoting the company and its activities. Active social networks try to attract more new customers or visitors. People are always much more interested in following corporate social networking, than just visiting their websites. In social networks people can directly, very simply and informally interact with business, and create a much stronger two-way communication, which then enhances mutual trust and strengthens brand image, and finally, after a large and long work can be seen increasing corporate visibility. In order to achieve this, business social networks have to be particularly active, as much as their users, or even more active.

Facebook

Facebook is one of the important social media that promotes the exchange of messages between people across the world. Facebook.com originated in February, 2004 to facilitate social interaction exclusively among college students by Mark Zuckerberg. There are over 500 million users in the world with a population of 6.8 billion, which means that about 1 out of 14 people have a Facebook account. According to Mark Zuckerberg, "If Facebook were a country, it would be the 6th most populated country in the world." Mark Zuckerberg along with Dustin Moskovitz, Chris Hughes and Eduardo Saverin founded Facebook while they were students of Harvard University in February 2004. Initially, its membership was limited to Harvard students.

Advertising

Advertising is a marketing tactic involving paying for space to promote a product, service, or cause. The actual promotional messages are called advertisement, or ads for short. The goal of advertising is to reach people most likely to be willing to pay for a company's product or services and entice them to buy. Using every possible media to get its message through. It does this via television, print (newspapers, magazines, journals etc), radio, press, internet, direct selling, hoardings, mailers, contests, sponsorships, posters, clothes, events, colours, sounds, visuals and even people (endorsements).

The effectiveness of online advertising

Measuring the effectiveness of online advertisement is important for advertisers. Various methods have been designed to track the effectiveness of these ads. However, the methods employed in measuring the effectiveness of online advertisement are not significantly different from the ones used in conventional media. This is because according to Pavlou and Stewart (2000), the response of consumers towards online advertisement is similar to conventional media (radio, television, magazines, and newspapers). For instance attitude-based measurements used to determine online advertising effectiveness are similar to those applied in the conventional media: liking, attitude to the ad and attitude to the brand (Martin-Santana and Beerli-Palacio 2011).

Advantages and disadvantages of online advertising

Online advertising is more attractive to consumers because advertisers focus them to match the former's interests. In addition, online advertisement can appear simultaneously in a number of variations including a video, sound clip, text and a combination thereof. Australian Journal of Business and Management Research Another

advantage is that some online advertising is less annoying than usual advertising. Television and radio commercials may interfere with the consumer and come in a non-controlled and unexpected way. Online advertising is somewhat more acceptable because surfers have the ability to control the time when, the place where and the amount of information that can be derived from the site Zheng and Yeqing (2002).

From the advertiser's point of view, everything is dynamic. The content and the details can be changed immediately and no waiting for a new edition, for instance, is required. Internet advertising is also cheaper than other media and marketers can achieve an exposure to a targeted audience at a low-cost and to locate groups of consumers who share the same interests. Interactivity of the Internet is another significant factor, in that it allows users to express their reaction to the ad by a mere click. Yoon and Klim (2001).

Pop Up Advertising

A pop up advertising is a pop up window used for advertising. When the program is initiated by some user action, such as a mouse click or a mouseover, a window containing an offer for some product or service appears in the foreground of the visual interface.

Previous Research

The effectiveness of pop-up advertising on social media in three journals.

According to Nasir (2010) from this research discusses on of the popular methods to advertise a product through online advertisement is one of the ways for the manufacturer to promote their product or services. It can be divided to several groups with different media of advertisement. Internet hasopen up a new way for advertiser taking part to advertise their client's product or service.

According Deshwal (2016) online advertising and its impact on consumer behavior. The purpose of this study is to analyze different types of online advertising and explore how online advertisements affect consumers purchasing behavior.

According to Tchai (2011), they passed questionnaires to Israeli businesses and checked whether there is a difference in efficiency between two of the following types of online advertisement: banner advertisement and pop-up advertisement. I also characterized the respondents with respect to their preferred type of advertisement. The results of the latter showed that the number of clickers on banner advertisement is higher than that of pop-up advertisement, and that its efficiency rates are higher as well. In addition, the characterization of advertisers gave that the probability to advertise a banner advertisement is higher if the manager is either a female, married, older than 40 and employed in the construction, Car Dealership or wedding industry.

Help this research, to know the effectiveness of advertising on social media mostly to know from the social media user side. Consumers perspective and response are the one who effective or not. So, this research are supported by those previous research, and then this research also can be use for another future research.

Conceptual Framework

Conceptual framework explain about the relation between the variables in this research.

Figure 1. Conceptual Framework



Source : Data Analysis Method (2019)

The figure above, show the relation between pop up advertising and social media.

RESEARCH METHOD**Type of research**

This research use qualitative methodology to discover the consumers response -and behavior towards the pop up advertising and sponsored advertising in social media. According to Denzin and Lincoln (1994), qualitative research involves the studied use and collection of a variety of empirical materials (case study, personal experience, introspective, life story, interview, observational, historical, interactional, and visual texts) that describe routine and problematic moments and meanings in individuals' lives.

Population, Sample and Sampling Technique

The target population and sample are explained below, include the sampling technique and sampling size, in order to describe the respondents or informants criteria before doing the research.

Population

In a research, population can be defined as the target of the research, respondents or participants that help the researcher by giving information that are related with the research topic. This research are more focus on the users and activity because we analyze the respondents behavior and response about the pop up advertising and sponsored advertising in social media. The respondents are those who used social media which is instagram and facebook in order to know their reactions.

Sample

This research sampling size are 35 respondents, this research is using convenience sampling technique may prove to be effective during exploration stage of the research area and when conducting pilot data collection in order to identify and address shortcomings associated with questionnaire design.

Data Collection Method

Data collection method are important by providing useful information to understand the process before gaining the result. Data collection method are divided into primary and secondary.

Primary Data

In this research, the primary data will be gain using in-dept interview with the respondents.

Secondary Data

Secondary data of this research will be gain from books, articles, and previous research that support and related with the topic that are being discussed in this research.

Operational Definition of Research Variables

There are two variables that will used in this research and two indicators which are Pop Up (Effectiveness) and Social Media (Time Spent).

RESULT AND DISSCUSION**Result****Informant 1: Pricella Togas**

According to informant 1, she said that she has Facebook account but she does not open it often, she might open her Facebook account for 3 or 4 times a week, but it depends, she said that Facebook account is just like family member gathered. According to her, Pop up advertising has another positive impact to them just like by seeing the pop advertising it shows the business information like online shops long as the content that has shows up on pop advertising is a positive thing, cause she said nowadays there are still many negative content that sometimes shows through pop up advertising. She recommend to pop up advertising or the creator to provide a valuable and useful things to makes pop up advertising become interesting to all Facebook users.

Informant 2: Monica Karisoh

Monica said that she has Facebook account and she is often opened her Facebook account and she opened it like almost everyday and it could be 2 or 3 times a day and it takes 5 hours a day for her to signing in on her account, so she was very active as a media social user which is facebook platform. According to Monica said that as personally pop up advertising was very important and useful because it helps her to find a product that actually she could not find before and through the pop up advertising she could find any product that she needs.

Informant 3: Andreas Devid Pongoh

According to Andreas he has Facebook account and he actually open it like for 4 or 5 times a week and will open it more often when during his leisure time like 2 or 3 times a day for 4 to 5 hours a day. He said that actually he is not really interested to open the advertising that has shows up and sometimes he will reject the advertising that shows up on his feeds because sometimes it was disturbing to him especially when he was opened any important content and the advertising itself disrupt it.

Informant 4: Abigail Roosemary Wungow

Abigail is a person who is very often open a Facebook account, according to Abigail, she might open her Facebook account like almost everyday and ended up open it for 5 or 6 hours a day. According to informant 4 pop up advertising it will increase the perform of the shopping online who wants to sell the product by using pop up advertising and it is easy to attract people's attention. But overall she said to make it more eye catching and interesting the pop advertising should be more creative so people would not get boring when they saw the advertising itself.

Informant 5: Yekezkiel Christian

According to informant 5 he might spend his time to opened his Facebook account around 3 or 4 times a week and will spend 3 to 5 hours a day to open and scroll down his Facebook feed and he created his account since 2010. According to him, pop up advertising is an advertising that will shows up on feeds when people is online, cause it will appear suddenly, and personally the pop up advertising shows up very often on his, she said pop up advertising is quite effective.

Informant 6: Keisy Elfrani Mawey

According to Keisy, she has a personal account of Facebook, and in a week she might opened it like for 3 times or more and it takes 4 to 5 hour a day once she opened it. She said, overall the pop up advertising on facebook is effective to attract people, and she said to those who use pop up advertising to offer their product, it will be more effective if they create and make the content of the advertising more clear, detail and straight to the point.

Informant 7: Deatara Karow

Deatara said that she already has facebook account and she might open it like almost everyday, and once she opened it, it will takes 5 or 6 hour a day. According to pop up advertising was interesting but it also interfere but still can increase the sale of online shops. But she said overall pop up advertising t still give an impact to those who are very enjoy to seeing the pop up advertising.

Informant 8: Carina Aruan

According to Carina's answer, she is the type of person who is very often to opened her facebook account. It will takes 5 hours a day for her open her facebook account. According to Carina, pop up advertising also help to increase sales, to promote their product and attract people to buy the product itself especially to the facebook user but she said it also depends on his/her needs.

Informant 9: Gabriel Mojambo

According to Gabriel, he has Facebook account and it has been around 9 years having his personal account. He said that he usually opens facebook application everyday, and it takes 3 to 6 hours a day to open it, he said that he is a kind of person that active and often to open facebook everyday. According to Gabriel, pop up advertising also leads the buyer and seller, like when the seller decide to open the advertising and decide to buy the product it will leads them to talk or even meet to each other, just like his experience ended up open the advertising and started to chat and decide to meet up.

Informant 10: Dio Rampen

According to Dio, he has Facebook account for so long since he was in elementary school and it has been ten years for him to having his personal account. Dio said that pop up advertising was very often shows up on his Facebook's feeds, but even pop up advertising that has shows up really often but he never purchase any product from it

Informant 11: Dina Nangoy

Based on Dina's answer, she has Facebook account for almost 11 years and usually she opens her facebook personal account everyday and so many times and also once she open her Facebook account, it will takes 4 to 5 hours a day. According to her pop up advertising was effective, cause the way they offer the product was really easy to attract people and people willing to know about the advertising, and through pop up advertising also effect the online shopping to increase their sales.

Informant 12: Ranga Karundeng

According to Ranga, the first time he created his Facebook personal account was in junior high school and it is around 10 years he had his account. He also said even the pop up advertising are important, he said that from the Facebook side have to know how to make it more efficient, and did not disrupt people's activity while seeing another content on their facebook's feeds. Cause nowadays people will easily get bored on something that makes them feel uncomfortable while exploring their own feeds on Facebook.

Informant 13: Resty Cahyani Muin

According to Resty, the first she created her Facebook account was in 2009, which means it has been 10 years she had her Facebook personal account and still active till now. According to resty it is better to understand the target market so they advertising would no be wasted, a dn to make it more effiecient, they need to create advertising as creative as they can, because the creativeness is one of the important role to make people interest and to show more discount price for those who click the advertising.

Informant 14: Gaby Siagian

Based on Gaby's answer, it has been so long for her to having her personal Facebook account, she creaed her account when she was in elementary school and its around 10 years. According to Gaby, pop up advertising also show up very often on her Facebook's feeds and pop up advertising is effective in terms of sell and offering products. Sometimes she visit the advertising and sometimes she just click passed or rejected. Depends oh her mood and situation, but still as long as the pop up advertising show up it will easier to attarct people.

Informant 15: Dewi Sopotan

According to gaby's answer, she had Facebook account since 2009 and she is active using her Facebook personal account till now. She said pop up advertising had not really often show up on her feeds, and she actually not really interest on pop advertising cause it sometimes very distrubing, especially when she was in a rush trying to browse an important content on Facebook and the pop up advertising came up suddenly disrupt and she definetelly felt really stuck. According to her opinion, even pop up been so annoying, but still its actually a good strategy to atract people's attention.

Informant 16: Henry Pajow

According to henry, he has been using Facebook for almost 6 years, he said that he usually open facebook like for 4 to 6 hours or more a day o log in and scroliing within Facebook feeds, but still depends on his situation. Overall pop up advertising still cam effect peope attention, but still to make it comfortable for Facebook user they have to decrease the frequency to bringing up the advertising on Facebook's feed, so it would not bother people.

Informant 17: Angel Walean

Angel said that she has been using Facebook for quite a long, it is around 9 years, started when she was in junior high school, and she usually opens it for 3 or 4 hours a day and everyday. According to Angel, pop up advertising was quite good, and also effective, for her personally she thought that pop up advertising do not even bother her not like other opinion. She said Pop up advertising can attract people buying interest and its better to make the pop up advertising suitable with people's preferences.

Informant 18: Andre Fresli

According to Andre that he has Facebook personal account, and he opened his Facebook everyday, and will check all the notification every hour, and it takes 5 hours for him to exploring facebook's feeds everyday and will takes many times for him to logged in. For him, pop up advertising might increase the sales of the online shops on Facebook. But still he said it depends on everyone who like to click and visit the advertising or not. Overall to make it more better and effective, the creator should automatically offered the advertising suit with them.

Informant 19: Fiorentina Sendow

According to Fiorentina, the first time she created her Facebook account was around 2010, when she was in junior high school, she said that she still active using Facebook till now, and she usually opens her account everyday, and it takes 3 or 4 hours a day spent her time to open Facebook's feeds online shops on Facebook. But still he said it depends on everyone who like to click and visit the advertising or not. Overall to make it more better and effective, the creator should automatically offered the advertising suit with them.

Informant 20: Jerry Sariwoan

Jerry said that he has Facebook account since he was in junior high school, where Facebook become very booming among people, and he still active using his Facebook personal account until now, based on jerry's answer he actually opened his Facebook account everyday and it takes 4 to 5 hours a day. According pop up advertising actually could attract people or the media user to buy a product from click and visit the advertising and ended up buying the product that they sell. But it depends on the Facebook user whether they want to click it or reject it, but still the more the advertising shows up the more it increase the sells.

Informant 21: Andre Utiahman

Based on Andre's answer, he created his facebook account 10 years ago on. According to Andre, pop up advertising was a part of Facebook, cause it has shows up many time, and also with many variant of advertising like fashion, cosmetic, electronic, games and others. Based on his opinion pop up advertising was not effective and disturbing for him. But as generally the strategy to promote product from pop advertising will beneficial for those who like to shop on online shops, but still its effective to attract people attention.

Informant 22: Christian Supandi

According to Christian, he has facebook personal account, and active to logged in his account since 2009 till now, in a day he could spend 6 or more hours to open his facebook account. He said pop up advertising was having two side, sometimes its become effective and sometimes its become not effective but still it depends on everyone. He suggested to the pop up advertising to make it more better, do not show up when too often, considered with people preferences so it would not bother facebook user while browsing other important thing also for the the sponsored content has to taking care the people preferences.

Informant 23: Nobian Erlangga

According to Nobian, he has Facebook account and actually created it 2 years ago in 2017, most of his time spend on Facebook was to playing games, that is why it takes 3 to 5 hours for him to open Facebook. pop up advertising quite important, and also it help the online shop to find the target market. From his point of view people will tend to buy product from pop up advertising, that is why even pop up advertising did not effect him that much, but still many people out there or the Facebook user who interest to click and visit the advertising itself.

Informant 24: Marco Besouw

According to Marco he had facebook account since the very first time Facebook application been booming in Indonesia, it is when she was in Junior high school, he has been using it from 2009. According to his opinion pop advertising still effective even he does not really get the impact cause he had never purchased product cause by the pop up advertising, and also he thought that effective cause it can increase people interest on buying product when the pop up advertising shows up. It will effect to those who easily get effected by the advertising itself, he also said that the pop up advertising shows many kind of product, and also pop up advertising could help the seller to increase their sales.

CONCLUSION AND RECOMMENDATION**Conclusion**

Based on the result and discussion from the previous chapter, it can be concluded that:

1. Pop up advertising are effective to the all social media user especially for the facebook user who become a respondent in this research. And, even there are some of the respondent said that pop up advertising that has shown up in facebook's timeline is quiet disturbing and bother their acitivity on facebook, but still they said the pop up advertising is effective and in terms of sales they said that pop up advertising still can effect the social media user and it is also effective to those online shops that sell their product through facebook.
2. It can effect and attract the social media user's attention to click, visit and might ended up purchase the product that cause by the pop up advertising that has been shown. And from the point of view of the respondent, some said it's shows up too often but the more it shows up the more it will be shows up and spread to the all social media user, that is why they said that Pop up advertising are effective to increase social media users buying interest especially to those who like to shop online through social media or facebook.
3. Overall respondent said that pop up advertising can effect them effectively and still might attract their attention and also pop up advertising can help all the online shops increase the sales and increase people buying interest, and pop up advertising become one of a good strategy or a good option for the seller in facebook to promote and offer their products.

Reccomendation

1. For the social media user, it can be a good reference and they gain their knowledge about pop up advertising and their opinion about the pop up advertising that has shows up on facebook.
2. For the creator or online shops (those who use pop up advertising). It might be good feedback for them, cause through this research they will get to know about the feedback, respond, and also people opinion about pop up advertising and they could improve by knowing the feedback itself.
3. For the future researcher, the researcher hopefully will help in doing their research using the findings regarding with the topic, and even help as guidance in selecting the method of the research about pop up advertising.

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