

**Does the Pop up Advertisements which Appear on the Internet Motivate the
Customers or Not?
(A Study Based on Undergraduates from the University of Sri Jayewardenepura)**

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“The only way to make money without advertising is print money” - this statement shows the importance of advertising. Advertising is a mode of communication between sellers and buyers. Advertising helps sellers to inform the market about their products. Many people tend to buy things using online shopping facility such as E-bay, Ali Express. They also use advertising methods. Pop up Advertisements are one of the forms of online advertising. Generally, it uses a small interface area and appears in the foreground of the interface suddenly. Advertising is for everybody. Advertising is in everywhere and it is a large industry. It is found in research that people see roughly 5000 advertisements per day and 5.3 trillion display advertising shown online every year. Advertisement quality, creativity, media ethics, target audience, placement and time should be considered by the advertiser. Apart from that the psychological theories such as perception and motivation are also important in this connection. The customer’s attitudes are based on the attraction of the advertisement, time, advertising methods customers’ needs and wants. This research identified the method of ordering forced advertisements can’t be attributed to proper motivation. It doesn’t mean pop-up advertisements never motivate the customers.

Key words: *Advertisement, Internet, Motivation, Sellers, Customers, Online*