

STUDY OF THE BEHAVIOR OF THE INTERNET USERS TOWARDS ONLINE ADVERTISING IN LUDHIANA

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ABSTRACT

The present study focuses on the behavior of the internet users regarding online ad. The basic purpose behind the study is to know the response of the internet users towards the online advertisement along with the factors that affects the internet users to respond to an online advertisement. The study is undertaken with the help of primary data collected through the structured questionnaire. Convenience sampling is used to select the sample of 108 respondents from Ludhiana. It is found that the users respond to online ad but buying of the product by the concerned users is comparatively lesser. The key factor that instigates the user to click on the ad is incentives. Further pop-ups are recognized as the strongest weapon for the online ads.

KEY WORDS: creativity, online ads, pop-ups, social networking.
