

ABSTRACT

CONSUMER RESPONSE TO ONLINE POP-UP ADVERTISING AND PRIVACY: AN EXPLORATORY STUDY

Privacy has been a serious concern long before modern technology made it an important issue. Internet technology is too new for some users to understand how it can invade their privacy. Some advertisers have used complicated computer technology to gather information about consumers' lifestyles and interests.

This exploratory research examined how online pop-up advertising can invade the privacy of computer users. A survey of 300 students of California State University, Fresno investigated the knowledge and perceptions of young Internet users about pop-up advertising and the privacy problems related to it.

This research can help Internet users understand the potential loss of their privacy through the Internet and what they can do to protect their privacy. It can also make advertisers aware of techniques they can use to reach their target audiences with proper consideration of the ethical issues involved in consumers' right to privacy.

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