Abstract

Discount or Abatement, this method has been used as one of the best customer attraction policy by the small as well as big companies as it reduces the price on commodity which customer sees as opportunity. Coupon or voucher issued by the shop/companies can be redeemed on the purchasing products for the discount. We think a portal can be made for the advertising of these coupon or discount offers of the products for the customer’s cost-effective purpose. The main goal of the portal is to provide an advertisement of all the discounts or coupons of any product at one place for the user’s easiness and to improve throughput of the advertisement process. The focus of this paper is on analyzing the advertisement methods and discount or coupon usage by the market.

References

17. (Deals, Quotes, Coupons, Advice from Local Merchants - MerchantCircle.com).
18. (Ad Magnet | Largest Indian Online Ad Network - www.admagnet.net)
19. (Chitika | Online Advertising Network - www.chitika.com, n.d.)

Index Terms

Computer Science

Information Sciences
Keywords

Discount, Coupon, Advertisement, Market, Customer and Portal.