

A STUDY ON IMPACT AND EFFECTIVENESS OF POP UP ADVERTISEMENTS IN CONSUMER BUYING BEHAVIOUR

Submitted in partial fulfillment of the requirements for the award of

BACHELOR OF COMMERCE

By

SAKTHI BHARATHI. B

(Register No.: 39740201)



**BACHELOR OF COMMERCE SCHOOL OF MANAGEMENT
STUDIES**

**SATHYABAMA INSTITUTE OF SCIENCE AND
TECHNOLOGY**

(DEEMED TO BE UNIVERSITY)

**Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by
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Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600119

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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **SAKTHI BHARATHI B (39740201)** who has done the Project work entitled **A STUDY ON IMPACT AND EFFECTIVENESS OF POP UP ADVERTISEMENTS IN CONSUMER BUYING BEHAVIOUR** under my supervision from December 2021 to February 2022.

INTERNAL GUIDE

EXTERNAL GUIDE

Dr. BHUVANESWARI .G
Dean, School of Management Studies

Submitted for Viva voice Examination held on _____

EXTERNAL EXAMINER

INTERNAL EXAMINER

DECLARATION

I **SAKTHI BHARATHI B (39740201)**. Hereby declare that the Project Report entitled “**A STUDY ON IMPACT AND EFFECTIVENESS OF POP UP ADVERTISEMENTS IN CONSUMER BUYING BEHAVIOUR**” done by me under the guidance of **Dr. VANITHA, MBA, M.Phil, Ph.D** Assistant Professor, School of management Administration is submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce degree.

DATE:

PLACE: CHENNAI

SAKTHI BHARATHI.B

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SAKTHI BHARATHI B

TABLE OF CONTENT

CHAPTER NO.	TITLE	PAGE NO
	ABSTRACT	I
	LIST OF TABLES	li
	LIST OF FIGURES	lii
1	INTRODUCTION	
	1.1 Introduction	1
	1.2 Need for the study	2
	1.3 Scope and significance of the study	2
	1.4 Objective of the study	3
	1.5 Limitations of the study	3
2	2.1 REVIEW OF LITERATURE	4
3	RESEARCH METHODOLOGY	
	3.1 Research Methodology	9
	3.2 Research Design	9
	3.3 Source of data	9
	3.4 Structure of Questionnaire	10
	3.5 Sample Location	11
	3.6 Sample size	11
	3.7 Period of the study	12
	3.8 Percentage Analysis	12
4	DATA ANALYSIS AND INTERPRETATION	
	4.1 Survey Analysis of Data	13
	4.2 Statistic Analysis	51

5	FINDINGS AND SUGGESTIONS	
	5.1 Findings of The Study	55
	5.2 Suggestions of The Study	56
6	CONCLUSION AND REFERENCE	
	6.1 Conclusion	58
	6.2 Reference	59
	ANNEXURE (Questionnaire)	62

ABSTRACT

Advertisements have been used for many years to influence the buying behaviors of the consumers. In today's liberalized and globalized Indian economy, the utmost concern of advertisers is that of making advertising effective. Knowing about advertising effectiveness is very important for the marketers as large sums of money are poured into advertising. Now-adays social media has created a huge buzz. On professional front, it has been widely used for acquiring markets by new business ventures. Many established organizations are undergoing operational change in their traditional practices in order to adapt to this online environment for promoting their products and services globally. The purpose of this research is to construct a scale to assess the efficacy of advertising effectiveness by pop ups in Indian market. The study therefore explores the influence of online advertising, especially popup ads on the purchase behavior of social media users. This particular research was conducted on the 200 young working females to check the influence of pop ups while accessing internet on their buying behavior while creating the awareness and building the perceptions. Correlation and regression analysis were used to identify the relationship between these variables. Both of these variables such as consumer awareness and consumer perceptions will motivate the consumer to buy a certain product, as there is a positive relationship present in between them.

LIST OF TABLE

TABLE NO.	PARTICULARS	PAGE NO.
4.1.1	Age of the respondents	13
4.1.2	Gender of the respondents	15
4.1.3	Marital status of the respondents	17
4.1.4	Occupation of Respondents	19
4.1.5	Monthly income of the respondents	21
4.1.6	Are products from legit website	23
4.1.7	Does pop up ads stimulates curiosity of product	25
4.1.8	Provide complete information in product	27
4.1.9	Trust worthy in buying products	29
4.1.10	Change the attitude towards the products	31
4.1.11	Advertisements leads to re-purchase of the product	33
4.1.12	Leads to building of brand loyalty	35
4.1.13	Displays misleading content	37
4.1.14	Helps in remembering the products longer time	39
4.1.15	Blocking contents in middle of the screen	41
4.1.16	Ever felt annoyed of pop up advertisements	43
4.1.17	Ever purchased from pop up advertisements	45
4.1.18	If yes, Reason	47
4.1.19	If no, Reason	49

LIST OF FIGURES

TABLE NO.	PARTICULARS	PAGE NO.
4.1.1	Age of the respondents	10
4.1.2	Gender of the respondents	11
4.1.3	Marital status of the respondents	12
4.1.4	Occupation of Respondents	13
4.1.5	Monthly income of the respondents	14
4.1.6	Are products from legit website	15
4.1.7	Does pop up ads stimulates curiosity of product	16
4.1.8	Provide complete information in product	17
4.1.9	Trust worthy in buying products	18
4.1.10	Change the attitude towards the products	19
4.1.11	Advertisements leads to re-purchase of the product	20
4.1.12	Leads to building of brand loyalty	21
4.1.13	Displays misleading content	22
4.1.14	Helps in remembering the products longer time	23
4.1.15	Blocking contents in middle of the screen	24
4.1.16	Ever felt annoyed of pop up advertisements	25
4.1.17	Ever purchased from pop up advertisements	26
4.1.18	If yes, Reason	27
4.1.19	If no, Reason	50

IMPACT AND EFFECTIVENESS OF POP UP ADVERTISEMENT ON CONSUMER BUYING BEHAVIOR

CHAPTER-1

1.1 INTRODUCTION

Advertisements have been used for many years to influence the buying behaviors of the consumers. In today's liberalized and globalized Indian economy, the utmost concern of advertisers is that of making advertising effective. Knowing about advertising effectiveness is very important for the marketers as large sums of money are poured into advertising. Now-a days social media has created a huge buzz. On professional front, it has been widely used for acquiring markets by new business ventures. Many established organizations are undergoing operational change in their traditional practices in order to adapt to this online environment for promoting their products and services globally.

The purpose of this study is to construct a scale to assess the efficacy of advertising effectiveness by pop ups in Indian market. The study therefore explores the influence of online advertising, especially popup ads on the purchase behavior of social media users. This particular research was conducted to check the influence of pop ups while accessing internet on their buying behavior while creating the awareness and building the perceptions.

Pop up windows come in many different shapes and sizes, typically in a scaled-down browser window with only the Close, Minimize and Maximize commands. There is a strong resentment by some Web surfers towards pop-up ads. Marketers often do not realize the ill-will generated by pop-ups because it is easier to click the "close" button than send an email to complain. What can often be seen is an above-average click-through rate, although

some of this can come from “false positives,” unintentional clicks when the pop-up gets in the way of the desired target. Advertisers can get a better picture of the effectiveness of pop-up advertising by paying attention to conversion rates and return on investment (ROI).

1.2 NEED FOR THE STUDY

- ❖ To know the perceptions of internet users facing pop up advertisements when they being in any website.
- ❖ By this study we can find out whether the pop up advertisements really helps internet users to find what product or things they been looking for or not.
- ❖ The main need of this study is to know whether pop up advertisement does the right job in promoting products and increase the sales of the company

1.3 SCOPE AND SIGNIFICANCE OF THE STUDY

- ❖ To know the effect of Pop-up advertisement in social media on consumer buying behavior in Chennai city.
- ❖ To know really people attracted towards the pop up ads.
- ❖ To know the following advertisements which are displayed are fake or originally generated from a legit website to give advertisement for their product.
- ❖ To know whether fraud occurs like not receiving product after the online payment, received defective or poor quality product and unable to contact them to bring the issue anymore to them

1.4 OBJECTIVE OF THE STUDY

1.4.1 Primary objective

The objective of this study was to determine the the impact and effectiveness of pop up advertisements among consumer buying behaviour and to know these kind of advertisements attract large number of internet users to buy their products.

1.4.2 Secondary objective

This study has been carried out using the respondent's feedback to arrive at objective

- ❖ To study the consumer's perception when advertisement are present in a pop-up format.
- ❖ To study the retention rate of consumers on websites when Pop-up advertisement are present on the website.
- ❖ To analyse the consumer behaviour with related to effective pop up advertisements.
- ❖ To study about pop up advertisements related to consumer buying behaviour.

1.5 LIMITATIONS OF THE STUDY

- ❖ The study has a number of limitations firstly, the small sample size of the study.
- ❖ The analysis based on some statistical tools which as it is own limitation.
- ❖ The finding and suggestions are based on the information given by the
- ❖ respondents.

CHAPTER-2

2.1 REVIEW OF LITERATURE

- ❖ **Stone and Han (1999)** exposed the behaviour segmentation patterns in online advertising of few service sector companies. The customer wants convenience of transactions. The respondents were asked to show the impact of online advertising on their purchase decisions. It was concluded that most of the respondents agreed that online advertisements are more convenient medium of gaining information about the company.
- ❖ **Research conducted by Shaik (2002)** says a study to get an insight into application of information technology into the marketing of services. The companies are now moving towards the Internet as an important medium of communication. The study revealed that customers are willing to adopt modern marketing techniques since they don't have time to visit the shops. They want all information on a click of a button.
- ❖ **(Wegert, 2002)**. Many studies have stated that consumers despise advertisement, especially those that pop up or under a site and sometimes feel "molested" or "violated" by their presence on websites
- ❖ **(Edwards et al., 2002)**A study investigated reactions of internet surfers, when they are pressurized to view advertising . This causes a perception of intrusiveness (an interruption), the result of which is a retreat away from the source of irritation, or "ad avoidance" (Edwards et al., 2002). The objective of the study was to further understand how users come to describe advertisement as irritating and choose to avoid them. Irritation can result from exposure to more stimuli that do not take part in the task (McCoy, Galletta, Everard, & Polak 2004), when consumers are annoyed by advertisement, they are more likely to avoid them (Li, Edwards, & Lee, 2002).

- ❖ **Newman et al. (2004)** discussed the impact of banner advertisement and Web site congruity on consumer attitudes toward a brand's Web site. It was concluded that banner advertisements should be consistent with the Web site brand and certain consumer characteristics should be considered.
- ❖ **McCoy, Galletta, Everard, and Polak (2004)** noted that retention of both advertisement and site content was higher when pop-up advertisement were not utilized, McCoy et al. found that pop-up advertisement decreases a person's retention of both advertisement and site content more severely than in-line advertisement (banner advertisement). The study also noted that a user's intention to go back to a website was higher when the website had no (or a perceived minimum of) advertisement. This study stated that pop-ups diverted the users from the content the user was aiming to view.
- ❖ **(Cho and Cheon, 2004)**. Some people said that they have a negative attitude regarding Internet ads because it causes slow loading of websites containing ads so that the ad avoidance might result in low click through rates and banner blindness
- ❖ **The study conducted by Dharmendra, Jitendra, Naveen And Jainaan (2010)** says that among young executives, the results indicate that pop-up and banner advertisements are not successful in generating much sales for the company. They also spend more time on Internet. If properly planned, this segment can be targeted properly through pop-up and banner advertisements.
- ❖ **According to Kaplan and Haenlein (2010)**, social media is —a group of internet based applications that build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user generated content.
- ❖ **Shahir Bhatt and Amola Bhatt (2012)** in their research paper Factors influencing Online Shopping: An Empirical Study in Ahmedabad writes

about the factors which influence the perceptions of consumers regarding online shopping. The study has revealed ease/attractiveness of website, service quality of websites and website security as the three important factors which have prominently emerged from the study. The paper has proved that that these factors are related to specific type of consumers classified as occasional, frequent and regular consumers. The study shows that the regular buyers are most influenced by the ease/attractiveness and service quality of website, whereas the occasional buyers value website security to a greater

- ❖ **Courbet et al. (2014)** completed research on how pop-up ads, and web advertising in general, affect Internet users in the long term. The pop-ups are usually viewed at a low level of attention and generally remembered only implicitly. They found that exposure to this type of advertisement in the long term could affect internet user task completion and cognitive function, suggesting that they are a negative force for both learning and work environments. A recent experimental study shows that if 20s delay pop-up ads than immediately appearing on the website, the fixation length and count are higher for the delayed pop-ups (Hsieh et al., 2020).
- ❖ **(Zuckerman, 2014)** However, the designers of these JavaScript pop-up windows continuously evolve the technology to place advertisement copy, image, and video in front of the user's eye. The literature on pop-up windows runs the gamut from studying the efficacy of pop-up ads to studying consumer behaviour regarding them to gauging how long-term exposure to pop up ads affects individual consumers. The following summarizes the main points, arguments, and findings from recent research on the topic:
- ❖ **According to Chatterjee (2016)**, the ads placed on the websites and other online digital media are designed to divert the consumer's attention from their active browsing to processing the information in the advertisements. When the ads and the brand are promoted, they have a

higher degree of personal relevance and high involvement by the consumer. Previous studies showed a higher degree of motivation, opportunity and the ability to attend to the ads, make central ad processing, and proceed to click to get more information from the target ad (Cho, 2019). This has been found to create communication outcomes and a memory that lasts for a longer duration of time.

- ❖ **(Janiszewski, 2018)** Within the ordinary context of browsing over the website, pop-up ads take the format of deliberate exposure and constantly compete with the embedded ads and the web pages' editorial content.
- ❖ **Dreze and Hussherr (2018)** that the eyes of the consumers are subconsciously trained to avoid the dabbler advertisements in what is called "banner ads blindness". For this reason, the pop-up ads have been designed so that their 33 ijms.ccsenet.org International Journal of Marketing Studies Vol. 13, No. 4; 2021 appearance on the web pages has low levels of involvement, and their peripheral cues like their size and appearance always induce customers to click on them (Cho, 2019).
- ❖ **(Susil, 2018)** Pop up advertisements have seemingly always been a part of the Internet user experience, and they have been well researched since their inception in the late 1990s. They now exist on many types of websites, including online gaming and news. Pop-up advertisements were very influential in the early days of internet advertisement. However, now many good internet browsers such as Google Chrome have gotten fairly advanced at blocking these ads .
- ❖ **(Cho, 2019)** The pop-up ads have been shown by prior research as the form of online digital marketing that yields the highest level of advertisement perception, a higher rate of clicking, and a higher persuasion to purchasing among consumers . This implies that the measures are based on explicit memory like recognition and recall are high. This translates into a direct transfer of the effect from the ad viewed to the brand being advertised.

- ❖ **(Katuwandeniya & Abeywardana, 2019)** The retention of the ad, the site content is lesser in pop-up ads compared to in-line ads because the action of click on the closing button distracts the user attention for the content, and it's also there for a shorter time.

CHAPTER-3

3.1 RESEARCH METHODOLOGY

Research methods are the techniques and tools by which you research a subject or a topic. Research methodology involves the learning of various techniques to conduct research and acquiring knowledge to perform tests, experiments, surveys, and critical analysis.

Quantitative and Qualitative research approaches have been embraced for the purpose of research by this study. The simple random sampling technique was used to choose the sample. The following research has been conducted in around Chennai city.

3.2 RESEARCH DESIGN:

The research is descriptive in nature. It is descriptive in the sense it exists at present and it includes facts and findings. The researcher used the method of **simple random sampling technique**. This research identifies the customer's preferences and customer's opinion on pop up advertisements.

3.3 SOURCES OF DATA:

Data collection is one of the most important aspects of research. The information research methodology must be accurate and relevant. The data collection method can be classified into two methods. The research uses both Primary and Secondary data.

3.3.1 Primary Data:

- ❖ Primary data were collected by means of systematically prepared questionnaire from online purchasers in Chennai city.

- ❖ In order to carryout statistical enquire a questionnaire was prepared comprising age, gender, information about the preference of the respondents.
- ❖ Primary data has been collected from 102 respondents using questionnaire (Survey Method).

3.3.2 Secondary Data:

- ❖ Secondary data has been collected from various Books, Journals, Thesis and websites related to customers preferences towards online shopping.

3.4 STRUCTURE OF THE QUESTIONNAIRE

The questionnaire follows a simple and basic layout. It is made easy for the participants to respond to the questionnaire without any delay or confusion. The set of question and the answer options present in the questionnaire are predetermined and are constructed by myself based on general questions regarding the main topic. The structure of questionnaire used in this project is as follows.

3.4.1 Basic introduction

The questionnaire begins with small and simplifies description regarding the questionnaire – Title and description of the topic.

3.4.2 Personal details

The actual questionnaire begins here where the participants are asked about their personal details such as their name, age, gender and Occupation.

3.4.3 Research related questions

The next set of questions in the questionnaire consists of the questions related to public where the participants are asked on their general opinion on Impact and effectiveness of pop up advertisements on consumer purchasing behaviour.

3.4.4 Perception questions

The next set of questions in the questionnaire focus on the interest of the internet users buying through pop up advertisement and this also includes whether consumer trust the product, Loyalty and ensuring the companies getting profit through this kind of medium

3.4.5 Personal experience

The last and final questions in the questionnaire focus on the personal experience of buying through pop up advertisement, where questions are followed by Yes or No questions

3.4.6 Likert scaling questions

The likert scaling questionnaire is used in the survey.

SAMPLE LOCATION

My survey location is in Chennai city.

3.5 SAMPLE SIZE

The study was conducted in Chennai city, India. The sample unit of 102 people, both women and men in the age group of 15-60 and above having knowledge of internet and pop up advertisement were selected.

3.6 PERIOD OF STUDY

The period of study is from December 2021 to February 2022 with is four month of study.

3.7 PERCENTAGE ANALYSIS

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

The following consist of the data analysis and interpretation of my questionnaire:

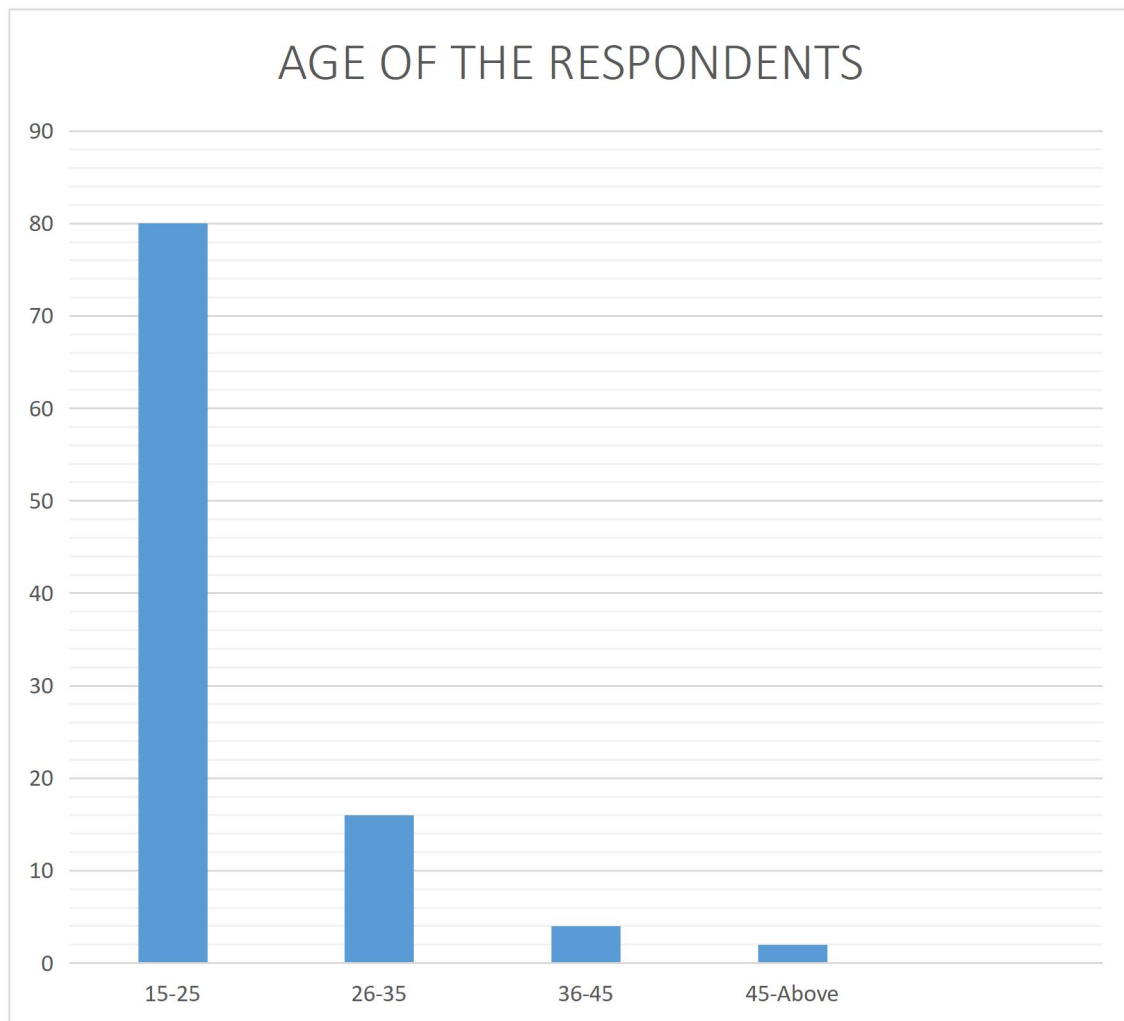
4.1 Survey analysis of data

4.1.1 Age of respondents

15-25	80
26-35	16
36-45	4
45-Above	2
TOTAL	102

INTEPRETATION:

In the chart we can observe 78.4% of respondent are between age of 15-25. 15.7% of the respondent are between age of 26-35. 2.9% of the respondent are between age of 36-45. 1% of the respondent are between age of 46 and above. Mostly the age group between 15-25 has wide and more knowledge about the impact of pop up advertisements.

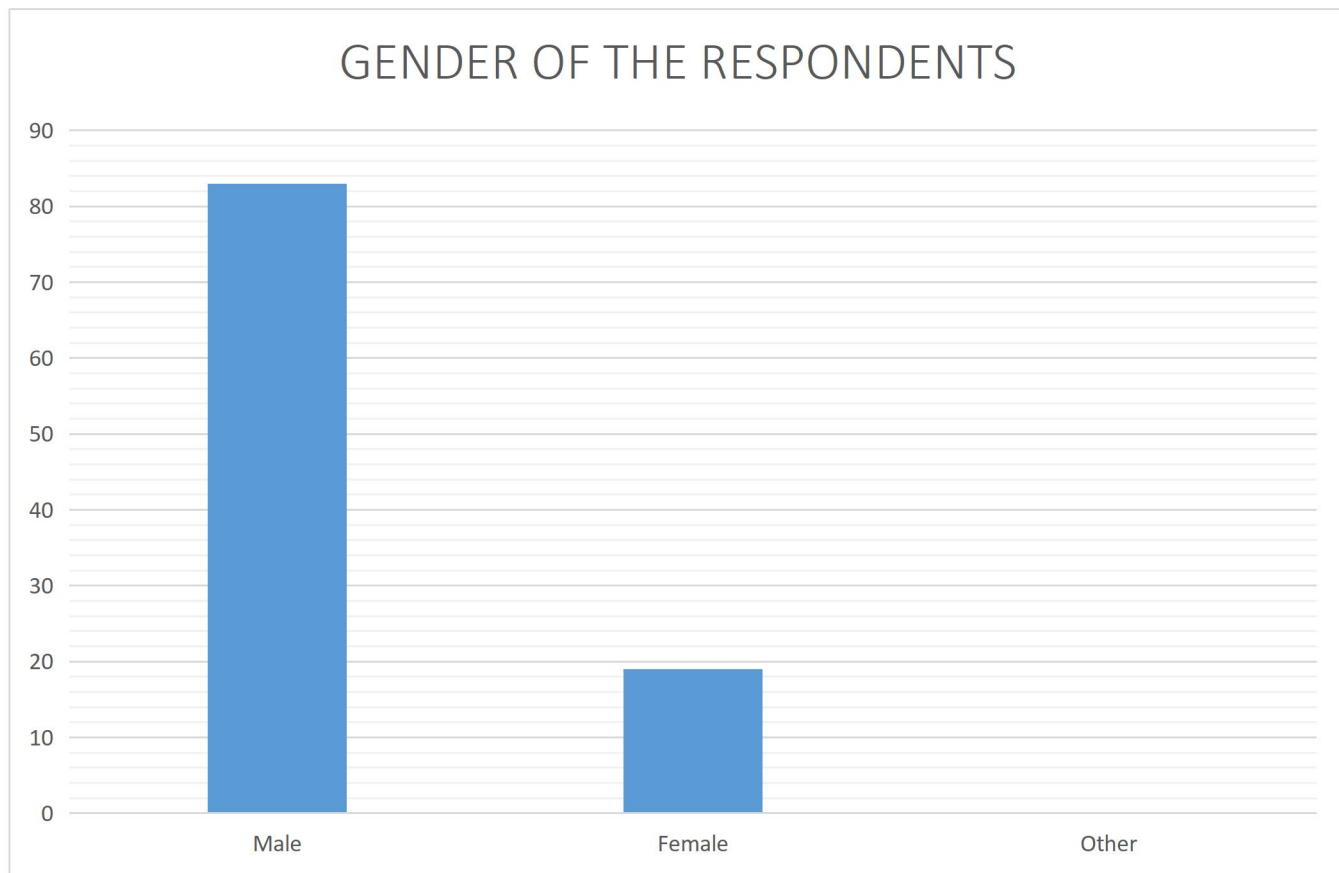


4.1.2 Gender of respondents

Male	83
Female	19
Other	0
Total	102

INTERPRETATION

From the chart 81.4% of the respondent is male. 18.6% of the respondent is female and 0% respondent is others. The maximum 83 is male respondent and the minimum 19 is female respondent and 0 respondent in the other category.



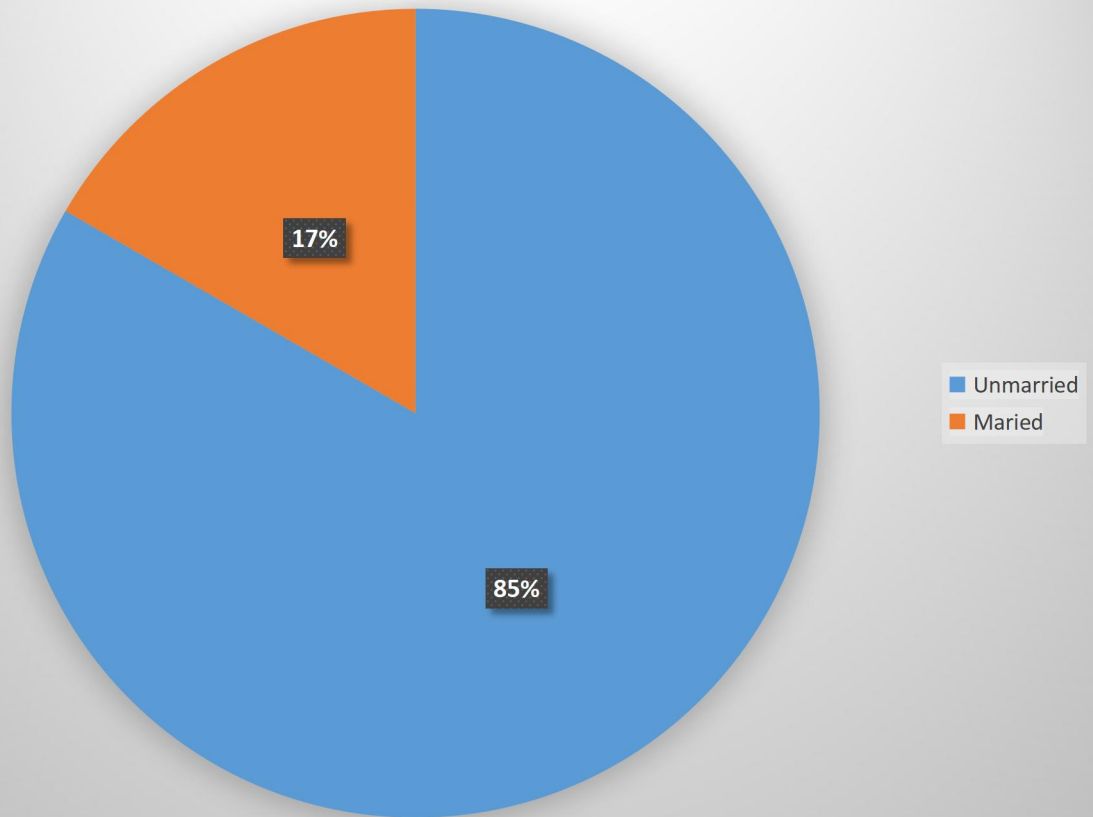
4.1.3 Marital status of the respondents

Married	85
Unmarried	17
Total	102

INTERPRETATION:

From the chart 85% of the respondent is unmarried. 17% of the respondent is married. The maximum 85 is unmarried respondent and the minimum 17 is married respondent.

MARITAL STATUS OF THE RESPONDENTS

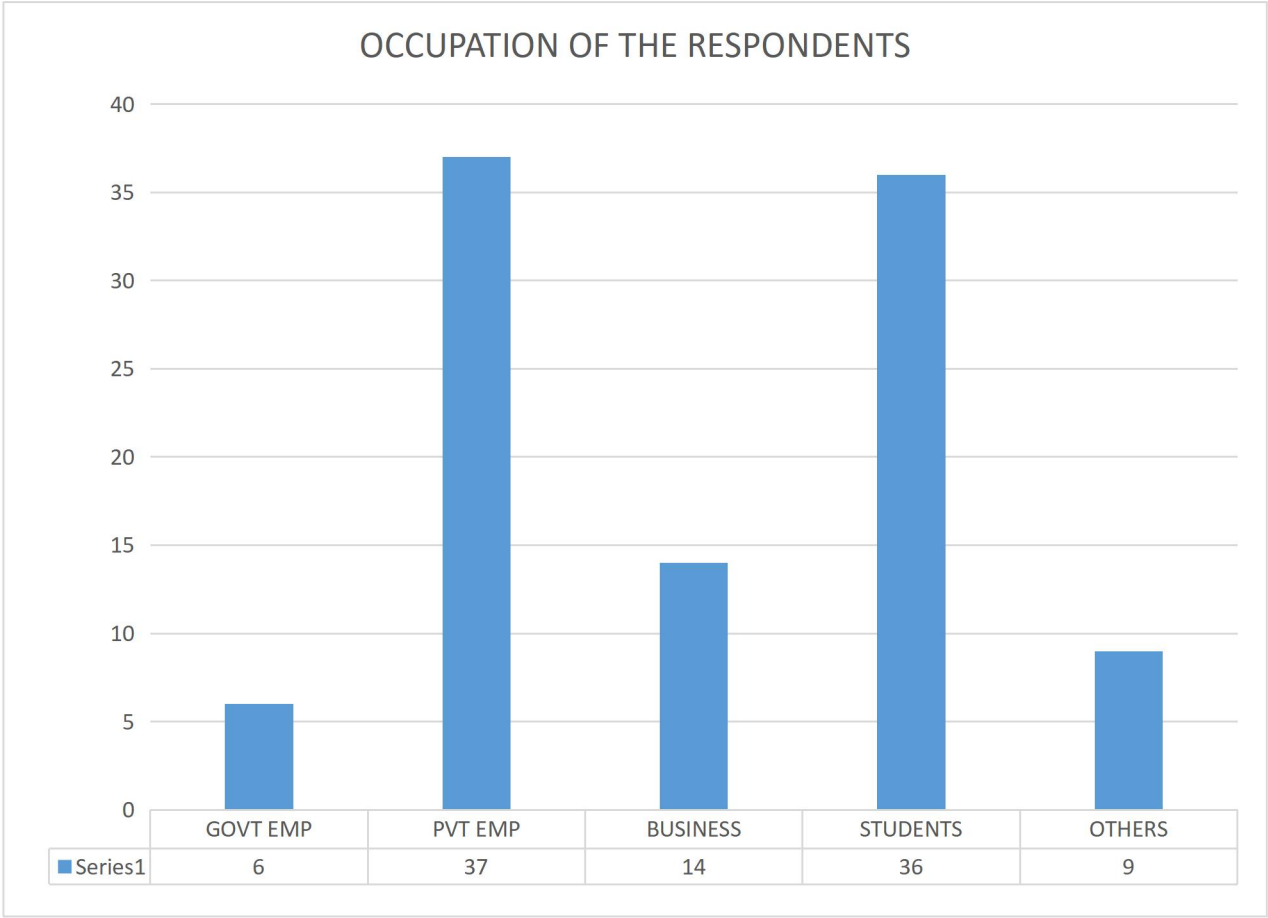


4.1.4 OCCUPATION OF THE RESPONDENT

<i>Government employee</i>	6
<i>Private employee</i>	37
<i>Business</i>	14
<i>Students</i>	36
<i>Others</i>	9
<i>TOTAL</i>	102

INTERPRETATION:

From the chart 5.9% of the respondent is government employee. 36.3% of the respondent is private employee. 13.7% respondent is doing their own business. 35.3% of the respondent is students and 8.8% respondent is selecting other category. The maximum 37 respondent is private company employees and the minimum is 6 respondents is a government employees.

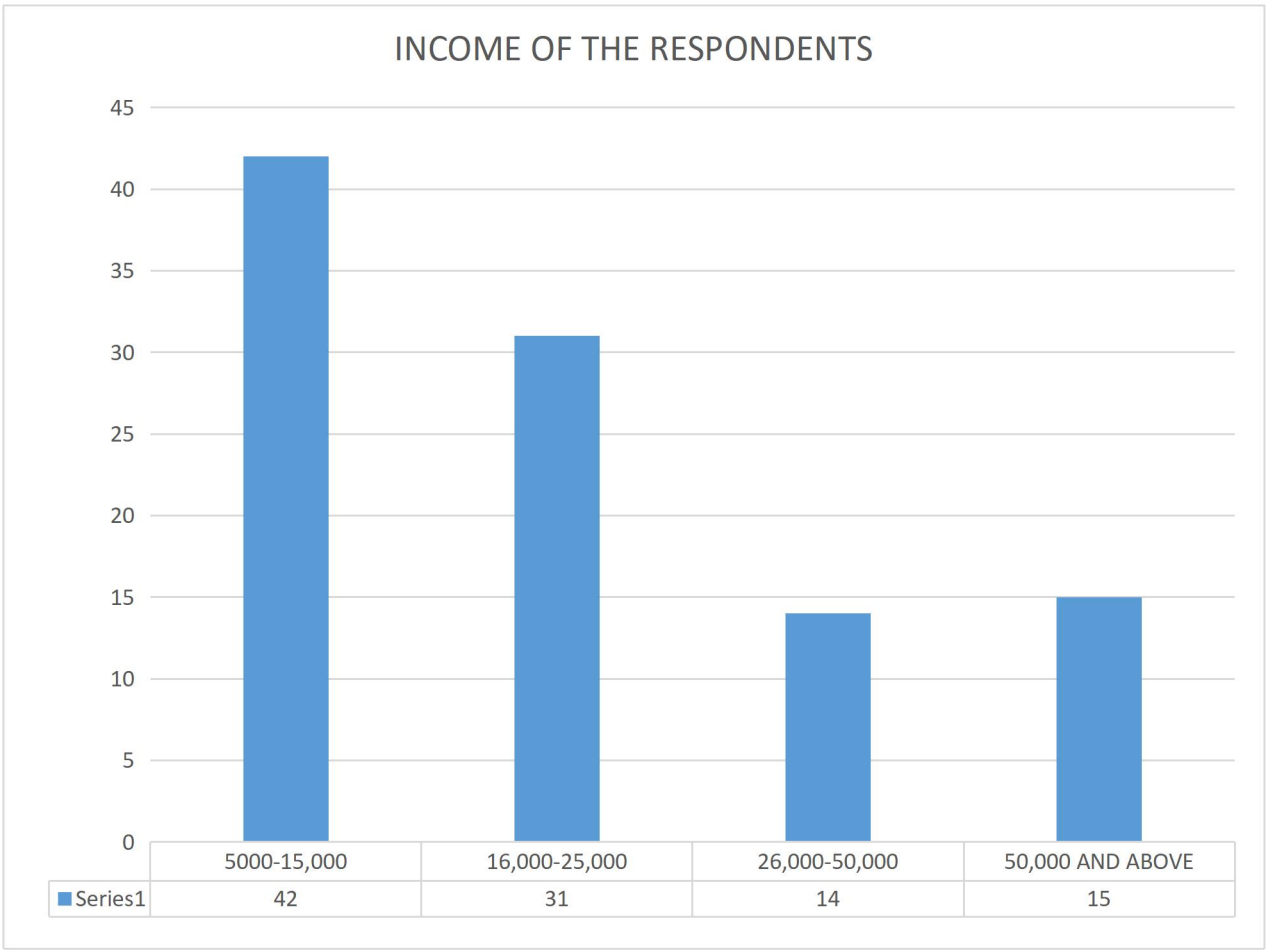


4.1.5 MONTHLY INCOME OF THE RESPONDENTS

5000-15,000	42
16,000-25,000	31
26,000-50,000	14
50,000 AND ABOVE	15
TOTAL	102

INTERPRETATION:

From the chart 43.8% of the respondent is earn 5000-15000 as monthly income. 32.3% of the respondent is earn 16000-25000 as monthly income. 11.5% respondent is earn 26000-50000 as monthly income and 12.5% of the respondent is earn 50000 and above as monthly income. The maximum 42 is earn 5000-15000 as monthly income respondent and the minimum 14 is earn 26000-50000 as monthly income respondents.



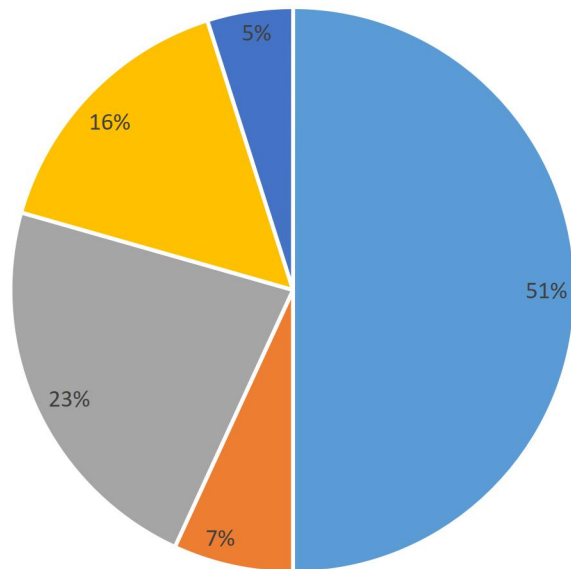
4.1.6 The products displayed in the pop-up advertisements are from the legit website

AGREE	51.1
STRONGLY AGREE	7.5
NEUTRAL	23.3
DISAGREE	16
STRONGLY DISAGREE	5

INTERPRETATION

From the above table interpreted that 51.1% of the respondents agreed and 7.5% of the respondents strongly agreed, and 16% of the respondents disagreed and 5% of the respondents strongly disagreed, and 23.3% of the respondents preferred neutral to the question whether the products displayed in the pop up advertisements are from the legal websites

LEGIT WEBSITES



■ AGREE ■ STRONGLY AGREE ■ NEUTRAL ■ DISAGREE ■ STRONGLY DISAGREE

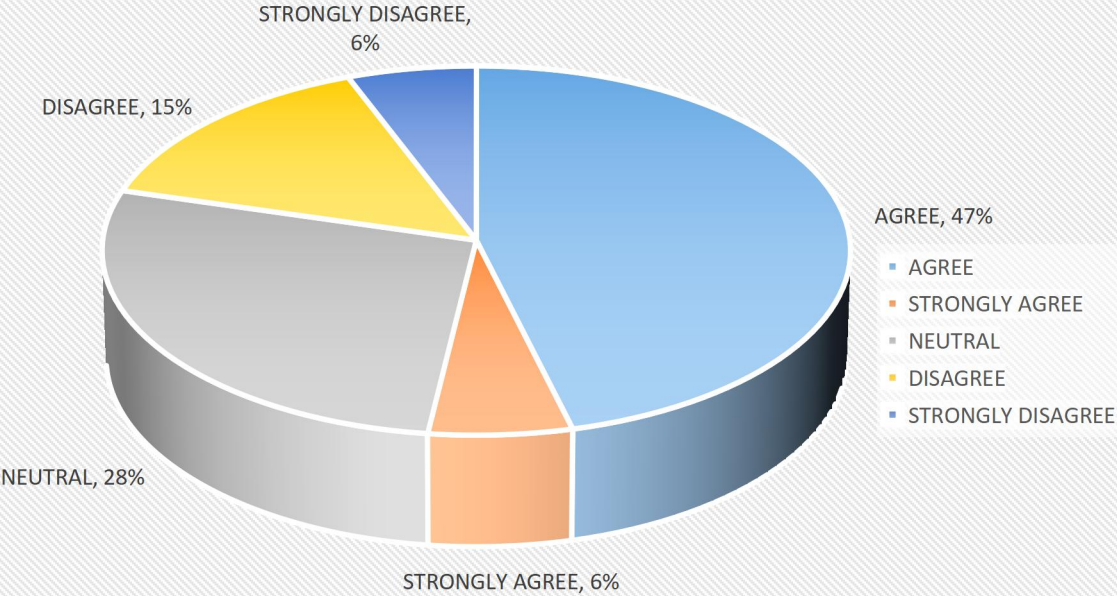
4.1.7 Effective pop- up advertisement stimulates the curiosity about the product.

AGREE	47
STRONGLY AGREE	6
NEUTRAL	28
DISAGREE	15
STRONGLY DISAGREE	47

INTERPRETATION

From the above table interpreted that 37.8% of the respondents agreed and 5.5% of the respondents strongly agreed and 15% of the respondents disagreed and 47% of the respondents strongly disagreed and 28% of the respondents preferred neutral.

STIMULATES THE CURIOSITY OF THE PRODUCT



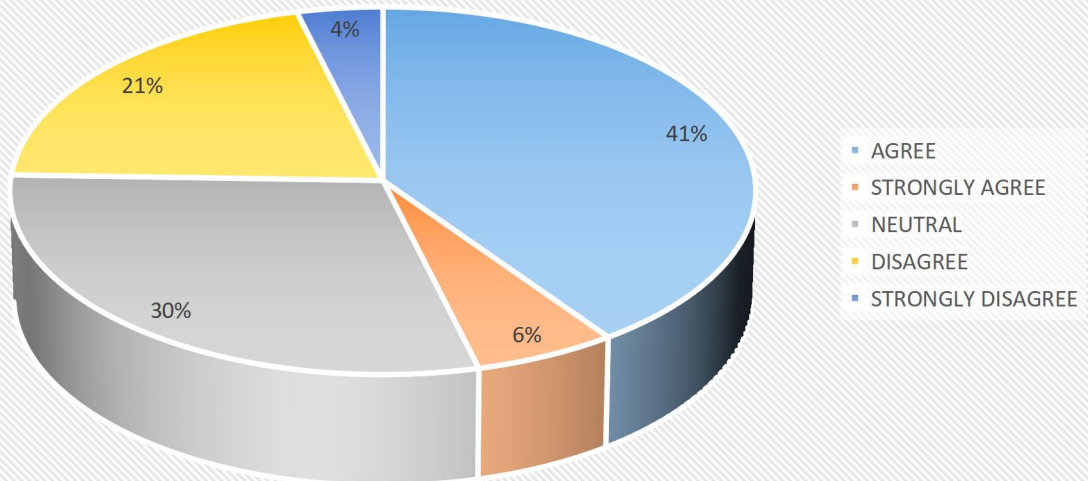
4.1.8 Effective pop- up advertisement provide complete information in the product.

AGREE	41
STRONGLY AGREE	6
NEUTRAL	30
DISAGREE	21
STRONGLY DISAGREE	41

INTERPRETATION

From the above table interpreted that 30.6% of the respondents agreed and 6.2% of the respondents strongly agreed and 20.6% of the respondents disagreed and 41.1% of the respondents strongly disagreed and 30.3% of the respondents preferred neutral.

PROVIDE COMPLETE INFORMATION IN PRODUCT

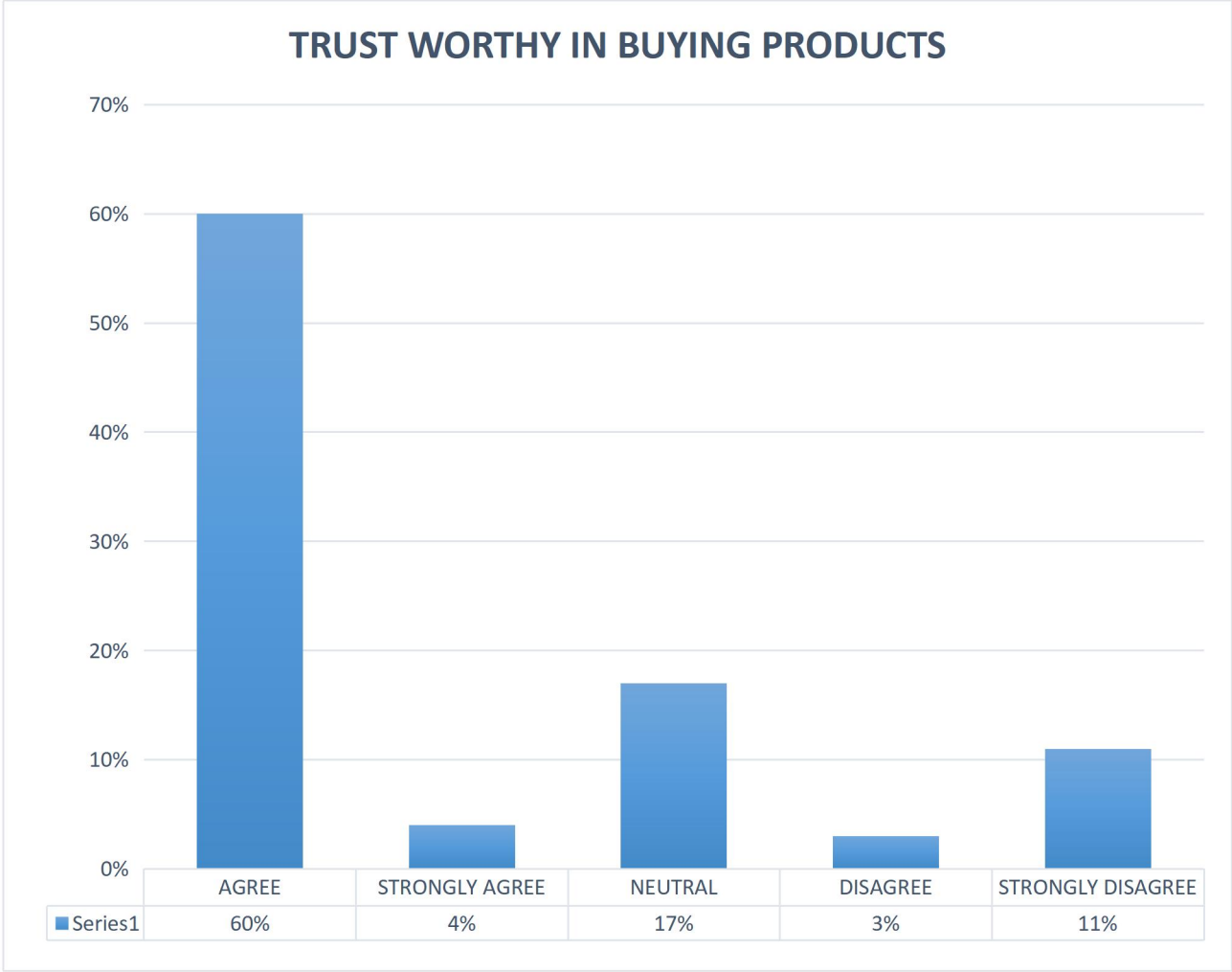


4.1.9 Pop up advertisements are trust-worthy in buying products

AGREE	60
STRONGLY AGREE	4
NEUTRAL	17
DISAGREE	7
STRONGLY DISAGREE	11

INTERPRETATION

From the above table interpreted that 60.3% of the respondents agreed and 3.6% of the respondents strongly agreed and 7.4% of the respondents disagreed and 11% of the respondents strongly disagreed and 17 % of the respondents preferred neutral.



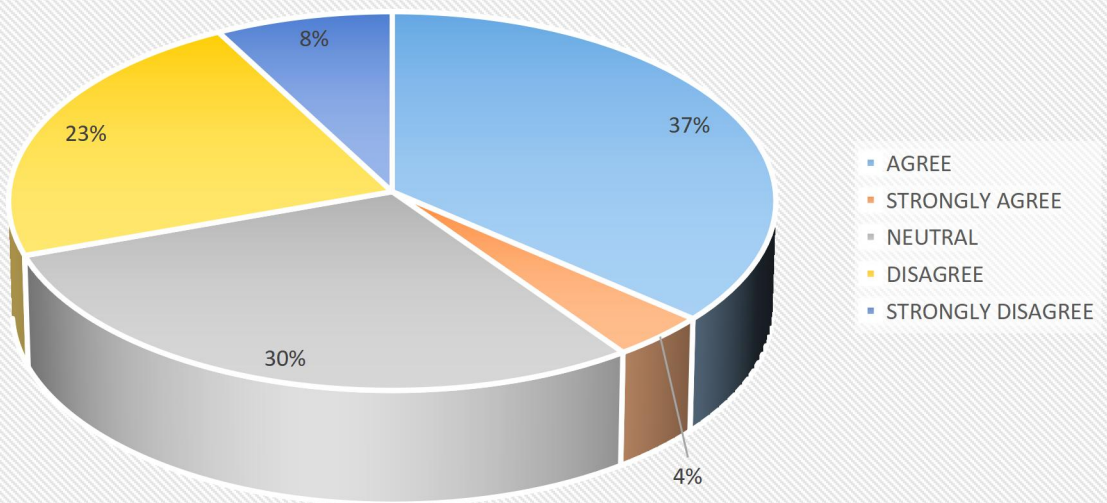
4.1.10 Effective pop- up advertisement can change your attitude towards the product.

AGREE	37
STRONGLY AGREE	4
NEUTRAL	30
DISAGREE	23
STRONGLY DISAGREE	8

INTERPRETATION

From the above table interpreted that 36.7% of the respondents agreed and 3.5% of the respondents strongly agreed and 23.1% of the respondents disagreed and 8% of the respondents strongly disagreed and 30% of the respondents preferred neutral.

CHANGES OF ATTITUDE TOWARDS THE PRODUCT



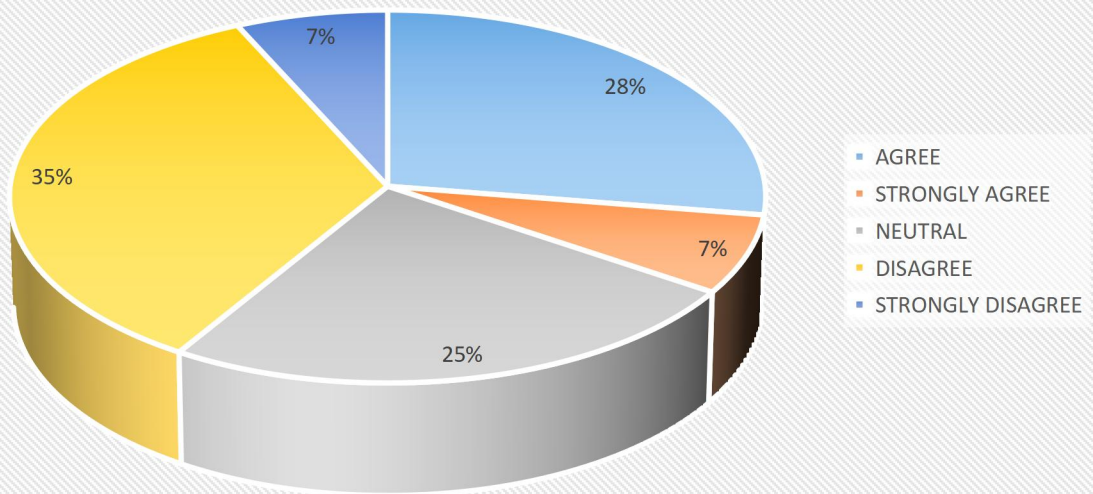
4.1.11 Effective pop- up advertisement leads to the re-purchase of the product.

AGREE	28
STRONGLY AGREE	7
NEUTRAL	25
DISAGREE	35
STRONGLY DISAGREE	7

INTERPRETATION

From the above table interpreted that 27.9% of the respondents agreed and 7.3% of the respondents strongly agreed and 35.4% of the respondents disagreed and 7.0% of the respondents strongly disagreed and 25% of the respondents preferred neutral.

LEADS TO REPURCHASE OF THE PRODUCT

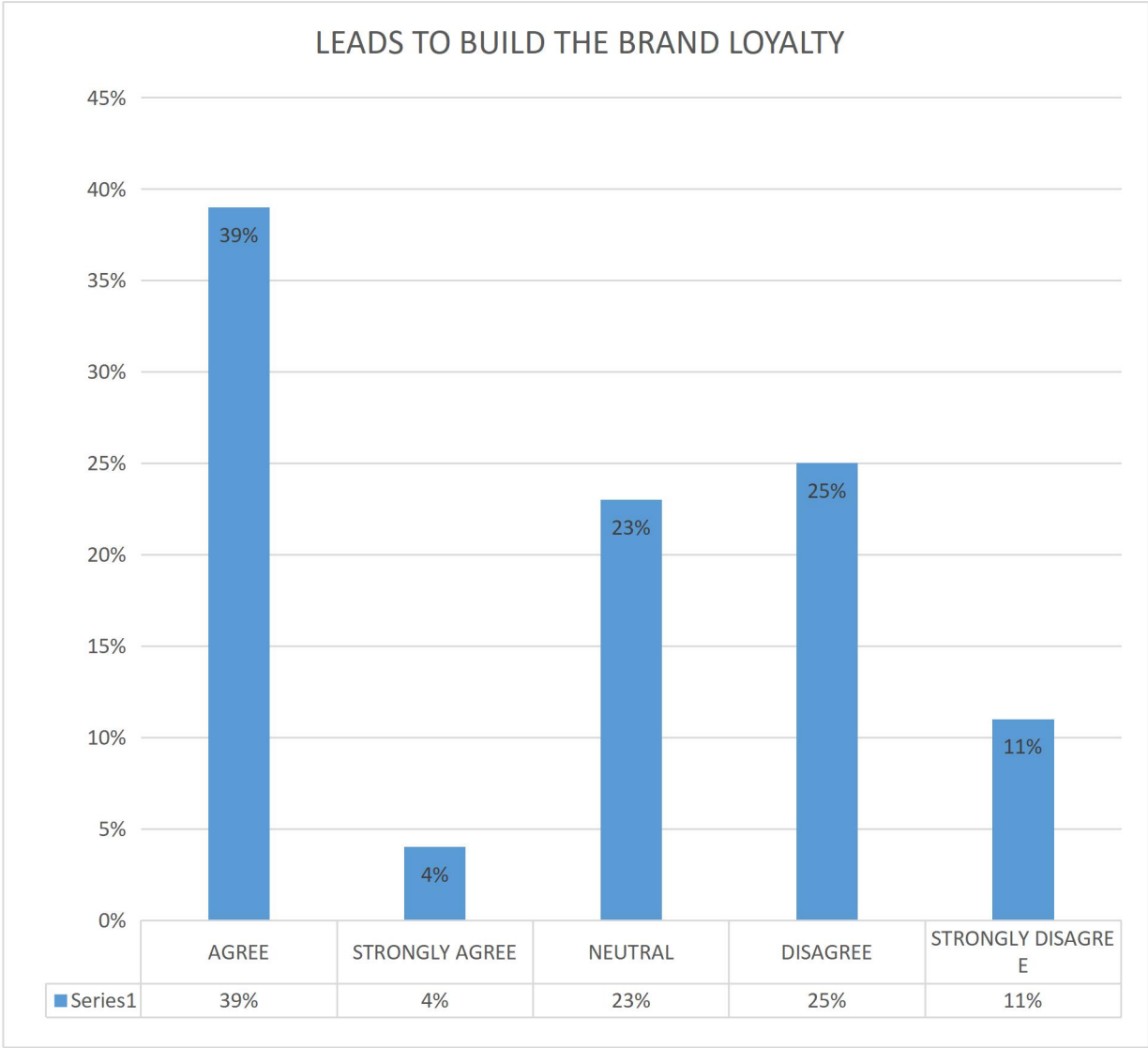


4.1.12 Effective pop- up advertisement leads to build the brand loyalty

AGREE	39
STRONGLY AGREE	4
NEUTRAL	23
DISAGREE	25
STRONGLY DISAGREE	11

INTERPRETATION

From the above table interpreted that 39% of the respondents agreed and 3.6% of the respondents strongly agreed and 25.3% of the respondents disagreed and 10.6% of the respondents strongly disagreed and 23.0% of the respondents preferred neutral.

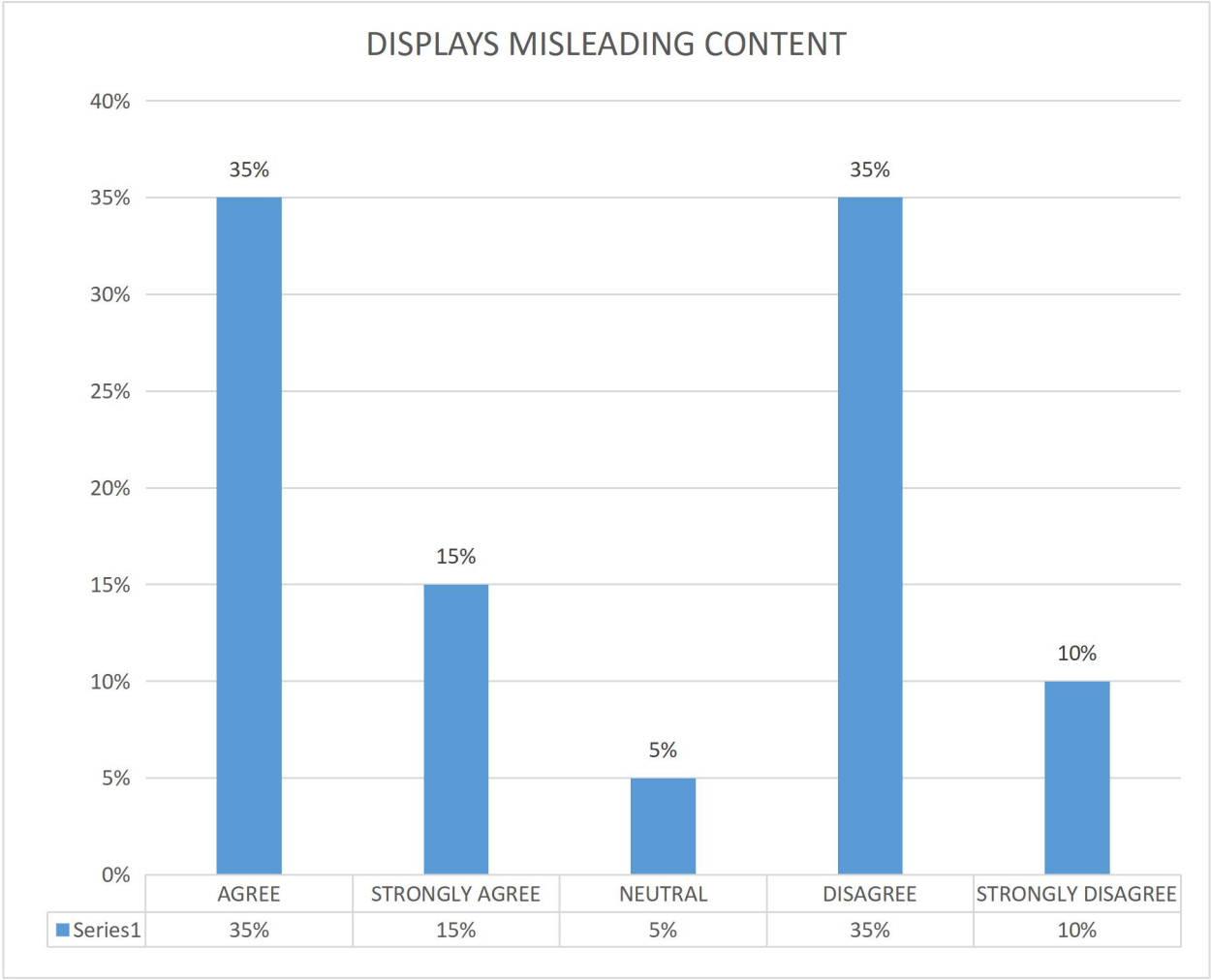


4.1.13 Some Pop up advertisements displays misleading and violent content

AGREE	35
STRONGLY AGREE	10
NEUTRAL	5
DISAGREE	35
STRONGLY DISAGREE	15

INTERPRETATION

From the above table interpreted that 35.4% of the respondents agreed and 9.9% of the respondents strongly agreed and 34.6% of the respondents disagreed and 15.0% of the respondents strongly disagreed and 5.1% of the respondents preferred neutral.



4.1.14 Effective pop- up advertisement helps in remembering the product for longer time.

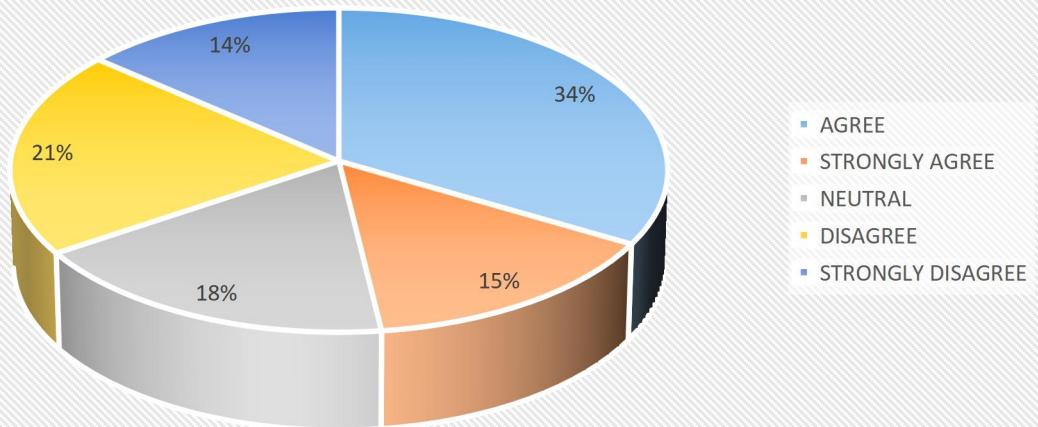
AGREE	34
STRONGLY AGREE	14
NEUTRAL	18
DISAGREE	21
STRONGLY DISAGREE	15

I

INTERPRETATION

From the above table interpreted that 34.1% of the respondents agreed and 12.6% of the respondents strongly agreed and 21.3% of the respondents disagreed and 15.1% of the respondents strongly disagreed and 18.1% of the respondents preferred neutral.

HELPS IN REMEMBERING THE PRODUCT FOR LONGER TIME



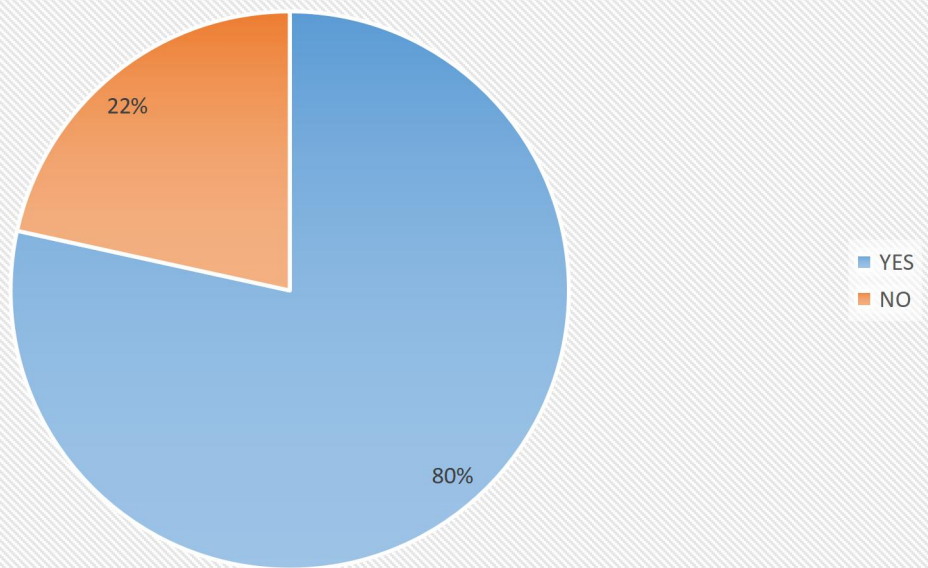
4.1.15 Does pop up ads block the content or words that you have been viewing in the screen ?

YES	80
NO	22

INTERPRETATION:

From the above table interpreted that 80% respondent YES and 22% was respondent NO , and majority of respondent 80% is YES.

BLOCK THE CONTENT IN THE SCREEN



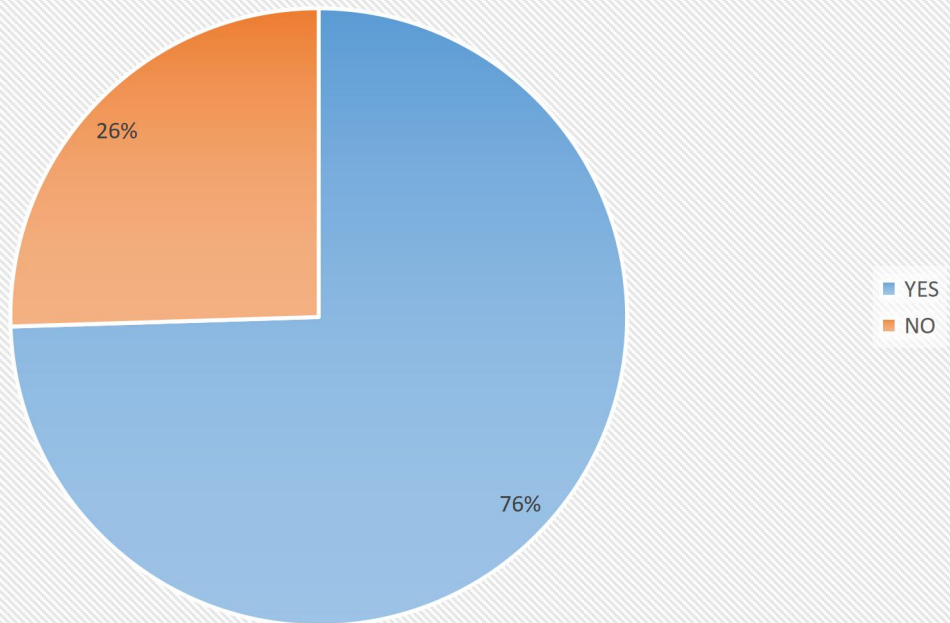
4.1.16 Ever Felt annoyed when pop up ads are displayed in middle or side of the screen ?

YES	76
NO	26

INTERPRETATION:

From the above table interpreted that 76% respondent YES and 26% was respondent NO , and majority of respondent 76% is YES.

EVER FELT ANNOYED WHEN DISPLAYED IN THE
MIDDLE OF THE SCREEN



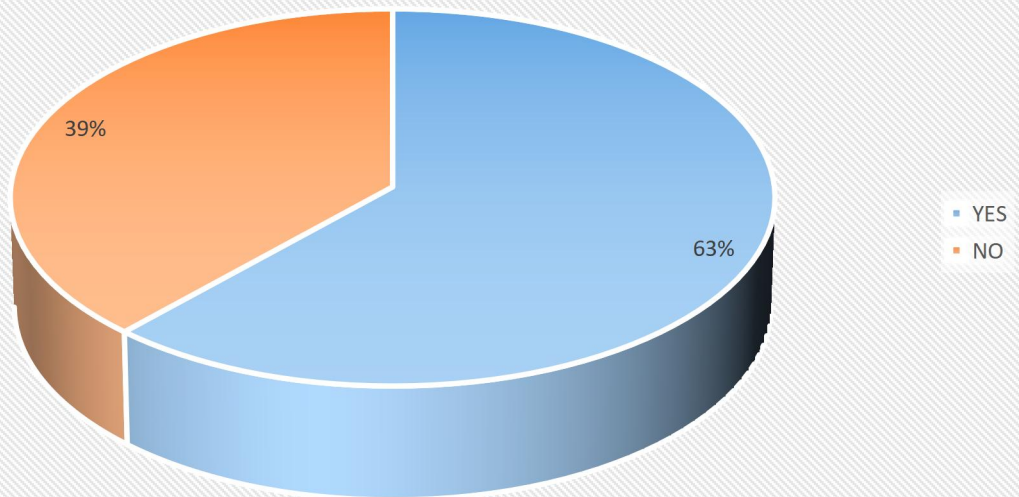
4.1.17 Have you ever purchased something by clicking the pop up ads immediately which is displayed in the screen ?

YES	63
NO	39

INTERPRETATION:

From the above table interpreted that 63% respondent YES and 29% was respondent NO , majority of respondent 63% is YES.

EVER PURCHASED PRODUCTS FROM POP UP ADVERTISEMENT

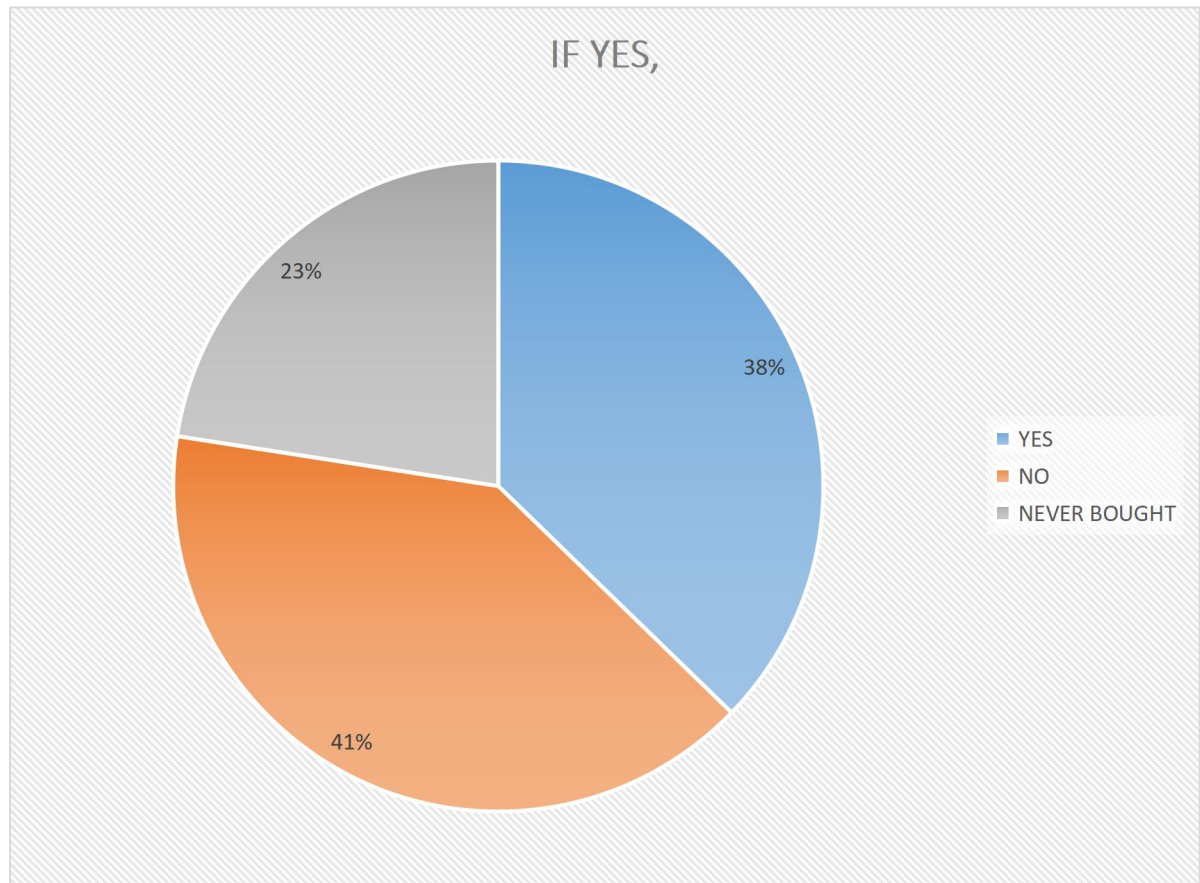


4.1.18 If yes, Does the quality of the product is good ?

YES	38
NO	41
NEVER BOUGHT	23

INTERPRETATION:

From the above table interpreted that 38% respondent YES and 41% was respondent NO , and 23% was respondent NEVER BOUGHT, majority of respondent 41% is NO.

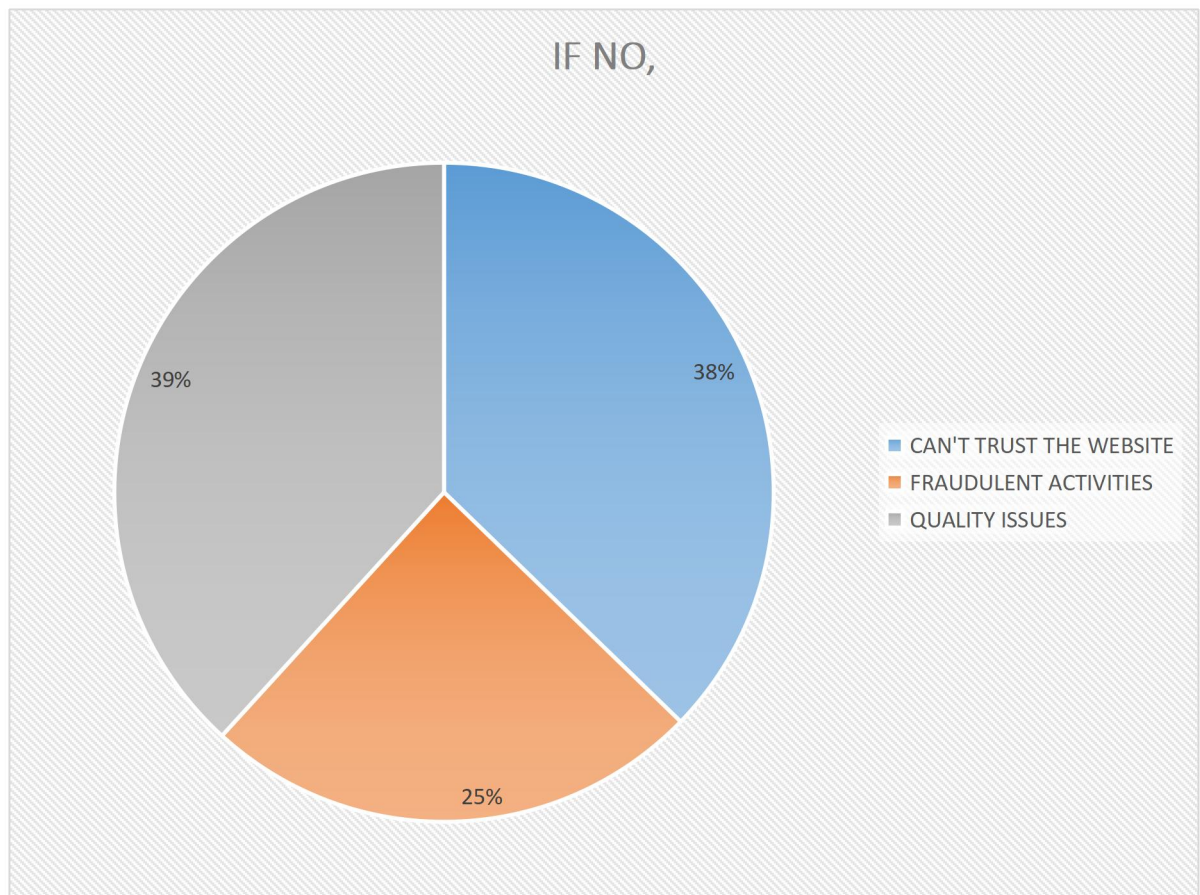


4.1.19 If no, What may be the reason according to you ?

CAN'T TRUST THE WEBSITE	38
FRADULENT ACTIVITIES	25
QUALITY ISSUES	39

INTERPRETATION:

From the above table interpreted that 38% respondent "CAN'T TRUST THE WEBSITE" and 25% was respondent "FRADULENT ACTIVITIES" , and 39% was respondent "QUALITY ISSUES", majority of respondent 39% is "QUALITY ISSUES".



4.2 STATISTICS ANALYSIS

Test(chi-square x2)

The products in pop up advertisements are from legit website:

4.2.1 OBSERVED VALUE(O)

The products in pop up advertisements are from legit website	Government Employee	Private employee	STUDENT	JOB HOLDER	BUSINESS MAN/WOMEN	TOTAL
Agree	2	2	31	11	5	51
Strongly disagree	2	1	0	3	1	7
Neutral	1	1	14	4	3	23
Disagree	2	7	6	2	2	19
Strongly Disagree	0	0	0	0	2	2
Total	7	11	51	20	13	102

4.2.2 EXPECTED VALUE(E)

The products in pop up advertisements are from legit website	Government Employee	Private employee	STUDENT	JOB HOLDER	BUSINESS MAN/WOMEN
Agree	3.9	5.5	25.5	10	6.5
Strongly Agree	0.4	0.7	3.5	1.3	0.8
Neutral	1.5	2.4	11.5	4.5	2.9
Disagree	1.3	2.0	9.5	3.7	2.4
Strongly Disagree	0.1	0.2	1	0.3	0.2

4.2.3 CALCULATION OF χ^2

Observed value (O)	Expected value (E)	(O-E)	(O-E) ²	$\frac{(O-E)^2}{E}$
2	3.9	-1.9	-3.61	-0.9
2	5.5	-3.5	-12.25	-2.2
31	25.5	5.5	30.25	1.1
11	10	1	1	0.1
5	6.5	-1.5	2.25	0.3
2	0.4	1.6	2.56	6.4
1	0.7	0.3	0.09	0.1
0	3.5	-3.5	-12.25	-3.5
3	1.3	1.7	2.89	2.2
1	0.8	0.2	0.04	0.05
1	1.5	-0.5	-0.25	-0.1
1	2.4	-1.4	-1.96	-0.8
14	11.5	2.5	6.25	0.5
4	4.5	-0.5	-0.25	-0.05
3	2.9	0.1	0.01	3.4
2	1.3	0.7	0.49	0.3
7	2.0	5.0	25.0	12.5
6	9.5	-3.5	-12.25	-1.2
2	3.7	-1.7	-2.89	-0.7
2	2.4	-0.4	0.16	0.06
0	0.1	-0.1	0.01	0.1
0	0.2	-0.2	0.04	0.2
0	1	-1	-1	-1
0	0.3	-0.3	-0.09	-0.3
2	0.2	1.8	3.24	16.2
TOTAL				$\chi^2 = \sum \frac{(O-E)^2}{E}$ $\chi^2 = 7.76$

Degrees of freedom was calculated from the table 4.1 observed Values table

Degrees of freedom = (Columns – 1) (Rows – 1)

= (5 - 1) (5 - 1)

= 4 * 4

= 16

The significance level (α) = 0.05

X² tabular value = 26.30

X² Calculated = 7.76

X² Calculated < X² Tabular

Therefore we reject alternate hypothesis and accept Null hypothesis.

4.3 NULL HYPOTHESIS:

There is no significant relation between respondents occupation and customers trust in pop up advertisements from legit website.

4.4 ALTERNATE HYPOTHESIS:

There is significant relation between occupation and customers trust in pop up advertisements from legit website.

By this hypothesis test we got null hypothesis that means there is no significant relation between occupation and customers trust in pop up advertisements from legit website.

CHAPTER -5

5.1 FINDINGS OF THE STUDY

Based on the analysis and discussion on primary data in the previous chapter Finding , Suggestion and Conclusion of the study in logical manner.

- ❖ Majority(81.4%) of the respondents of my questionnaire is male.
- ❖ Majority (85%) of the respondents is unmarried
- ❖ Majority(37%) of the respondents occupation status is private employee.
- ❖ Majority (51.1%) of the respondents says products displayed in the pop up advertisements aren't from legit website.
- ❖ Majority(47%) of the respondents says effective pop up advertisement stimulates the curiosity of the product.
- ❖ Majority(41.1%) of the respondents says pop up advertisement doesn't provide complete information in the product.
- ❖ Majority(60%) of the respondents says effective pop up advertisements motivates to buy the product.
- ❖ Majority(35%) of the respondent says pop up ads doesn't leads to re purchase of the products.
- ❖ Majority(39%) of the respondents says effective pop up ads leads to build brand loyalty.
- ❖ Majority(35%) of the respondents says some pop up advertisements displays misleading and violent contents.

- ❖ Majority(34%) of the respondents says effective pop up advertisements helps in remembering the products longer time.
- ❖ Majority(80%) of the respondents says pop up advertisement block the content in the screen.
- ❖ Majority(76%) of the respondents says they feel annoyed whenever pop up advertisements suddenly displays in middle of the screen.
- ❖ Majority(63%) of the respondents says they never purchased products which is displayed by pop up advertisement.
- ❖ Majority(39%) of the respondent says the quality of the products aren't good.

5.2 SUGGESTIONS OF THE STUDY

- ❖ From the above study, the way of pop of advertisements method can be modified in various ways to improve their standards, so that it can widely spread across internet and grab attention of numerous internet user.
- ❖ The pop up advertisements can be customized according to consumer preference by conducting a survey, so in any chances if survey is filled according to that products can be displayed.
- ❖ The main reason of getting frustrated of pop up advertisements is providing false "cancel" and "close" which must be avoided and even though clicking close button but bringing user to unwanted website should also be stopped.

- ❖ The products from fake website should be excluded from displaying in the screen and misleading/violent content must be avoided, so that consumer retention rate in the website can be increased.

CHAPTER-6

6.1 CONCLUSION

The study reveals that users of social media have negative attitude towards pop-up ads mainly because of its intrusive/obstructive nature. As a result, these ads are not positively influencing their purchase behavior. In other words, the products/services advertised through pop-up ads do not appeal to these users. Based on the result obtained from the study, it can be concluded that pop-up ads are not effective in influencing the purchase behavior of social media users. The main practical implications of this study centre on the design of online advertisements. Using an advertising format that is perceived by online users as obstructive has the potential of being ineffective. Thus, advertisers and managers should therefore pay particular attention to pop-up ads that are user friendly and less obstructive. In order for pop-up ads to be useful for advertisers/marketers its effectiveness must be improved. To achieve this there is the need for pop-up ads to be designed in such a way that it provides valuable information to online users.

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ANNEXURE

A STUDY ON IMPACT AND EFFECTIVENESS OF POP UP ADVERTISEMENTS AMONG CUSTOMER PURCHASING BEHAVIOUR

QUESTIONNAIRES:

1.Name:

2.Age:

3.Gender:

- a) Female
- b) Male

4.Occupation?

- a) Government employee
- b) Private employee
- c) Student
- d) Business
- e) other

5. Monthly income of the respondents

- a) 5000-15,000
- b) 16,000-25,000
- c) 26,000-50,000
- d) 50,000 AND ABOVE

6.marital status

- a) married
- b) 2.unmarried

7.The products in pop up advertisements are from legit website

- a) Strongly Agree
- b) Agree
- c) Strongly Disagree
- d) Disagree
- e) Neutral

8.Effective pop up advertisement stimulates the curiosity about the product

- a) Strongly Agree
- b) Agree
- c) Strongly Disagree
- d) Disagree
- e) Neutral

9. Effective pop up advertisement provides complete information in the product

- a) 1. Strongly Agree
- b) 2. Agree
- c) 3. Strongly Disagree
- d) 4. Disagree
- e) 5. Neutral

10. Effective pop up advertisement motivates to buy the product

- a) Strongly Agree
- b) Agree
- c) Strongly Disagree
- d) Disagree
- e) 5. Neutral

11. Pop up advertisements are trust worthy in buying products

- a) Strongly Agree
- b) Agree
- c) Strongly Disagree
- d) Disagree
- e) Neutral

12. Effective pop up advertisement can change your attitude towards the product

- a) Strongly Agree
- b) Agree
- c) Strongly Disagree
- d) Disagree
- e) Neutral

13. Effective pop up advertisement leads to build the brand loyalty

- a) 1. Strongly Agree
- b) 2. Agree
- c) 3. Strongly Disagree
- d) 4. Disagree
- e) 5. Neutral

14. Some Pop up advertisements displays misleading and violent content

- a) Strongly Agree
- b) Agree
- c) Strongly Disagree
- d) Disagree
- e) Neutral

15. Effective pop up advertisements touches your emotions

- a) Strongly Agree
- b) Agree
- c) Strongly Disagree
- d) Disagree
- e) 5. Neutral

16. Effective pop up advertisement helps in remembering the product for the longer time

- a) Strongly Agree
- b) Agree
- c) Strongly Disagree
- d) Disagree
- e) Neutral

17. Does pop up ads block the content or words you have been viewing in the screen

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Strongly disagree
- e) Disagree

18. Ever felt annoyed when the pop up ads are displayed in middle of side of the screen

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Strongly disagree
- e) Disagree

19. Have you ever purchased something by clicking the pop up ads immediately which is displayed in the screen

- a) 1. Yes
- b) 2. No

20. If yes, Does the quality of the product is good?

- a) 1. Yes
- b) 2. No

21. If no, What may be the reason according to you?

- a) Quality issue
- b) Fraudulent activities
- c) Can't trust the website

