

A STUDY ON IMPACT OF POP-UP ADVERTISEMENTS IN CONSUMER BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO NEW HOPE FOOD INDUSTRIES PRIVATE LIMITED

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ABSTRACT

Advertisements have been used for many years to influence the buying behaviours 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 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 behaviour of social media users. This particular research was conducted on the unknown people to check the influence of pop ups while accessing internet on their buying behaviour while creating the awareness and building the perceptions. 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.

Keywords: Pop-Up Advertisement, Consumer Buying Behaviour, Effective Advertising, Online Advertising

INTRODUCTION

ADVERTISEMENT

Advertising is a marketing tactic involving paying for space to **promote a product, service, or cause**. Advertising is the practice and techniques employed to bring attention to a product or service. Advertising aims to put a product or service in the spotlight in hopes of drawing it attention from consumers. It is typically used to promote a specific good or service, but there are wide range of uses, the most common being the commercial advertisement.

Any paid form of non-personal presentation of ideas, goods and services by an un-identified sponsor- **American Marketing Association**

POP-UP ADVERTISEMENT

Pop-up ads are specific messages shown to a user while they are browsing. Advertisement pop-up usually appears over the content of a website. It's designed to grab users' attention. A well-thought-out pop-up organically fits into the site's functionality, adding information.

CONSUMER BUYING BEHAVIOUR

Consumer Buying Behaviour refers to the actions taken (both on and offline) by consumers before buying a product or service. This process may include consulting search engines, engaging with social media posts, or a variety of other actions. It is valuable for businesses to understand this process because it helps them better tailor their marketing initiatives to the marketing efforts that have successfully influenced consumers to buy in the past.

COMPANY PROFILE

NEW HOPE FOOD INDUSTRIES PRIVATE LIMITED

New Hope Food Industries Private Limited (NHFIPL) is a leading Private Limited Indian Non-Government Company incorporated in India on 11 July 1996 and has a history of 27 years and eight months. Its registered office is in Erode, Tamil Nadu, India. New Hope Food Industries offers a wide range of products and services, including:

- ❖ Bakery & Confectionery Products
- ❖ Cake

Directors of New Hope Food Industries Private Ltd are Raja Ayyasamy, Raja Nirmaladevi, Ramprakash.

Milka Wonder Cake has become popular for manufacturing variety of cakes and so it is recognized as one of the leading cake manufacturing in India. This famous company produces cakes in terms of bar cakes, rich plum and roll cake. All variety of cake is being made from the hygienic and nutritive raw materials like pure wheat flavors. The cakes produced by Milka Wonder Cake are healthy, tasty, hygienic and boosting. It yields much calorie too and that assumes the significance of the best quality product. So it increases the number of customers for the cake, day by day. New Hope Food Industries (p) Ltd is one of the unit of milka group of companies. The other unit of milka group of companies are Pioneer bakeries private Ltd (Milka Bread), Milka Nutriments (p) Ltd (Milka Biscuits) all the units are situated in Erode.

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 help 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.

OBJECTIVES OF THE STUDY

- ❖ To study the consumer's perception when advertisement is present in a pop-up format.
- ❖ To study the retention rate of consumers on websites when Pop-up advertisement is 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.

SCOPE OF THE STUDY

- ❖ To know the effect of Pop-up advertisement in social media on consumer buying behaviour.
- ❖ 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.

REVIEW OF LITERATURE

Mandan, Hossein & Furuzandeh (2024) Entertainment has been one of the primary criteria for creating an advertisement. Entertainment is used as a tool to gain attention of customers. An interesting and entertaining ad is more likely to be remembered by consumers rather than a boring one. Therefore, it can be said that entertainment increases the effectiveness of advertising. That is why many companies are investing a lot of money to make advertisements that are humorous.

According to Proctor et al, (2024) the principle aims of consumer buying behaviour analysis is to explain why consumers act in a particular way under certain circumstances. Other author argues that, it's important to marketers to recognize why and how individuals make their purchase decision. With this information, marketers are able to determine better strategic marketing decisions.

Roberts, J (2024) Advertising had been a subject discussed over centuries ago, but prior to the 20th Century, this subject was not as important as it seems now. According to (Roberts, J. 1987) The reason been that, in the 19th century, economist was busy trying to develop the theory of perfect competitive markets, this theory assumed that, there was perfect information in the market and that, consumers had fixed preference for their products which were homogenous in nature.

Alfred (2023) In his works, "Principles of Economics" and "Industry and Trade". He marks out two roles played by advertising. To him, advertising might be useful in providing information to consumers which will help them satisfy their wants.

Chamberlin (2023) In this market, believes that advertising may provide consumers with information about their wants but also adds that, it can be persuasive and alter one's demand for another.

Stone and Han (2023) 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.

Bagwell (2023) Advertising when informative makes consumers responsive to price changes and thus increases the demand elasticity for the product but a persuasive advert will create brand loyalty making the demand for a good inelastic.

After this insight by **Comanor and Wilson (2023)** there came into existence three views of advertising; persuasive, informative and complementary. The persuasive view developed by Robinson and later advanced by (Braithwaite, 1928), and empirically supported by (Bain, 1956).

Wegert (2023) 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., (2023) 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 (2023) 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 (2023) noted that retention of both advertisement and site content was higher when pop-up advertisement was 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.

RESEARCH METHODOLOGY

Research is the collecting, compilation, presentation, and interpretation of significant details or data as part of a systematic and in-depth study or search for any specific subject, or area of enquiry.

Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

SOURCES OF DATA

Primary Data

- ❖ It is a source of collecting data by first-hand information through observation, direct communication of respondents. Questionnaire method have been used as a tool for a data collection in this research.
- ❖ The Sample Size for this survey - 102

Secondary Data

- ❖ Secondary data means data that are already available i.e., they refer to data which has already been collected and analyzed by previous researcher. The secondary data for the study was collected from Websites and online journals, Published reports & Review of literature from published articles.

STRUCTURE OF QUESTIONNAIRE

- ❖ Questionnaire contains two sections. First part was designed to know the general information about respondents and the second part contains the general opinion on impact and effectiveness of pop-up advertisements on consumer purchasing behaviour.

Convenience Sampling Method

- ❖ A convenience sample is one of the main types of **non-probability sampling methods**. A convenience sample is made up of people who are easy to reach.

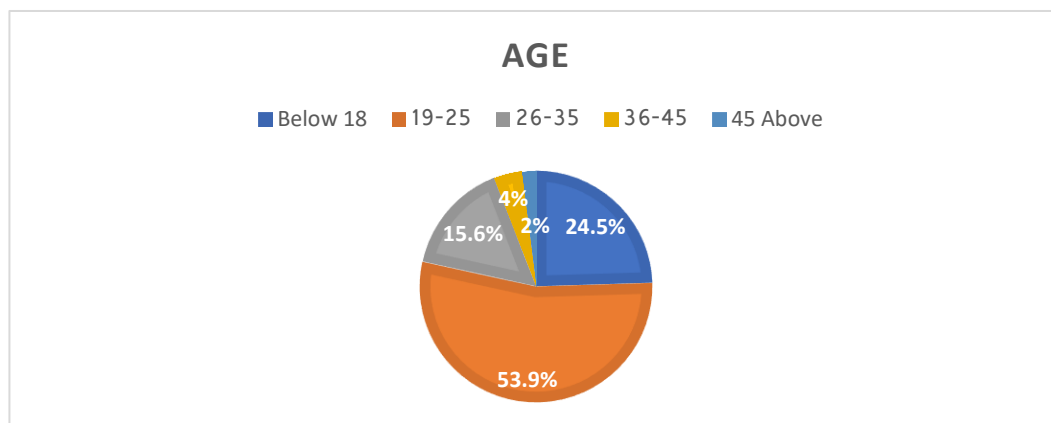
SAMPLE SIZE

- ❖ The Sample size for this survey is 102.

Table 1 Age

Age	No. of respondents	Percentage
Below 18	25	24.5%
19-25	55	53.9%
26-35	16	15.6%
36-45	4	4%
45 Above	2	2%
Total	102	100

(Source: Primary Data)

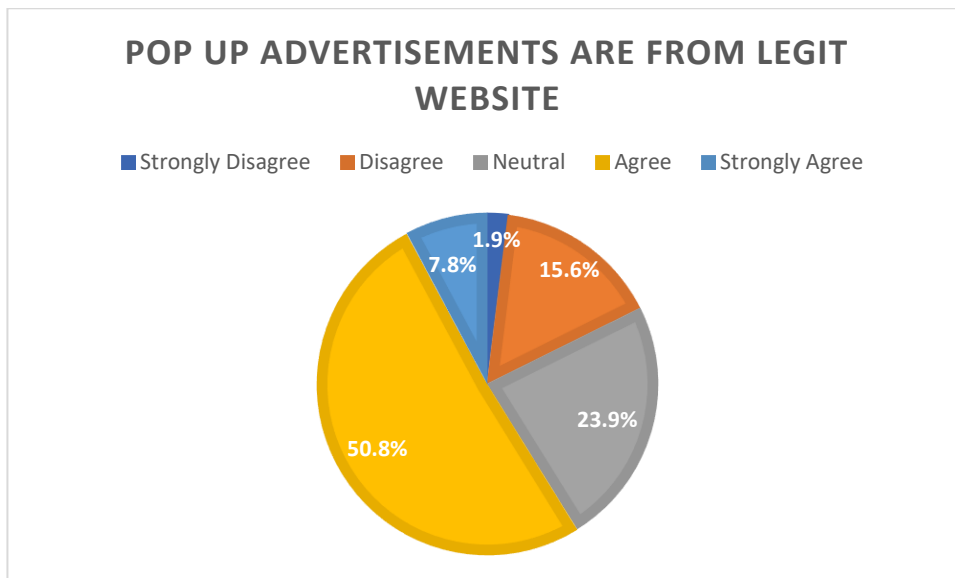


From the above table it is interpreted that 24.5% respondents were between the age of Below 18, 53.9% respondents were between the age of 19-25, 15.6% respondents were between the age of 26-35, 4% respondents were between the age of 36-45, 2% respondents were between the age of 45 Above.

Table 2 Pop up advertisements are from legit website

Particulars	No. of respondents	Percentage
Strongly Disagree	2	1.9%
Disagree	16	15.6%
Neutral	24	23.9%
Agree	52	50.80%
Strongly Agree	8	7.8%
Total	102	100

(Source: Primary Data)



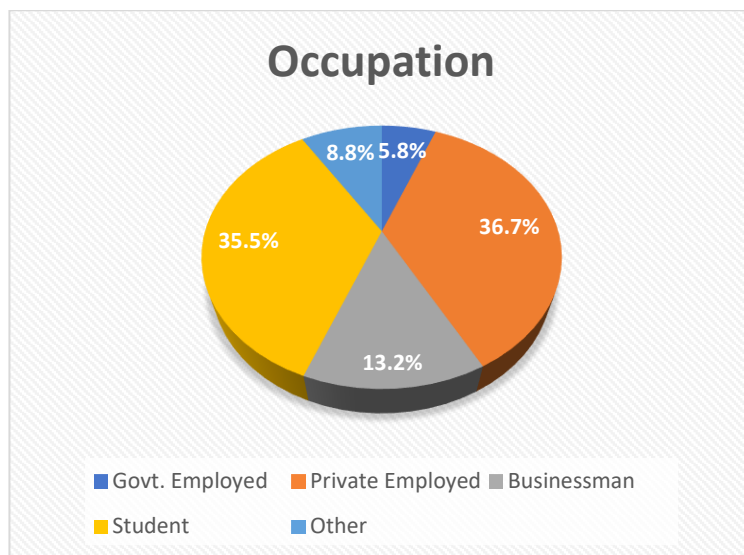
INTERPRETATION

From the above table it is interpreted that response for pop up advertisements are from legit website, 1.9% of respondents were Strongly Disagree, 15.6% of respondents were Disagree, 23.9% of respondents were Neutral, 50.8% of respondents were Agree, 7.8% of respondents were Strongly Agree.

Table 3 Occupation

Occupation	No. of respondents	Percentage
Govt. Employed	6	5.8%
Private Employed	37	36.7%
Businessman	14	13.2%
Student	36	35.5%
Other	9	8.8%
Total	102	100

(Source: Primary Data)



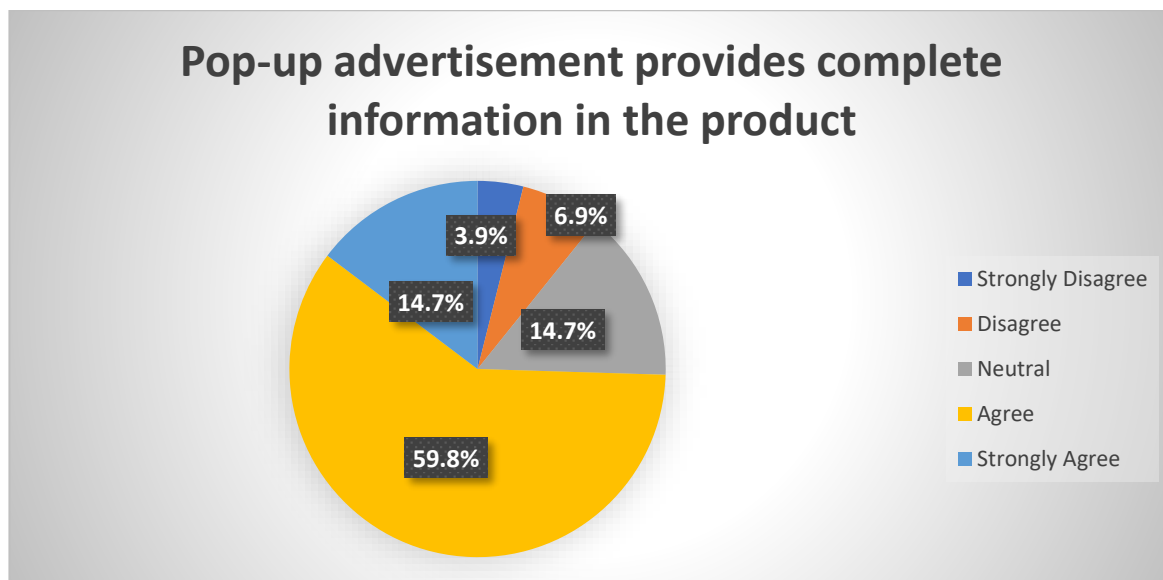
INTERPRETATION

From the above table it is interpreted that 5.8% respondents were Govt. Employed, 36.7% respondents were Private Employed, 13.2% respondents were Businessman, 35.5% respondents were Student, 8.8% respondents were Other.

Table 4 Pop-up advertisement provides complete information in the product

Particulars	No. of respondents	Percentage
Strongly Disagree	4	3.9%
Disagree	7	6.9%
Neutral	15	14.7%
Agree	61	59.8%
Strongly Agree	15	14.7%
Total	102	100

(Source: Primary Data)



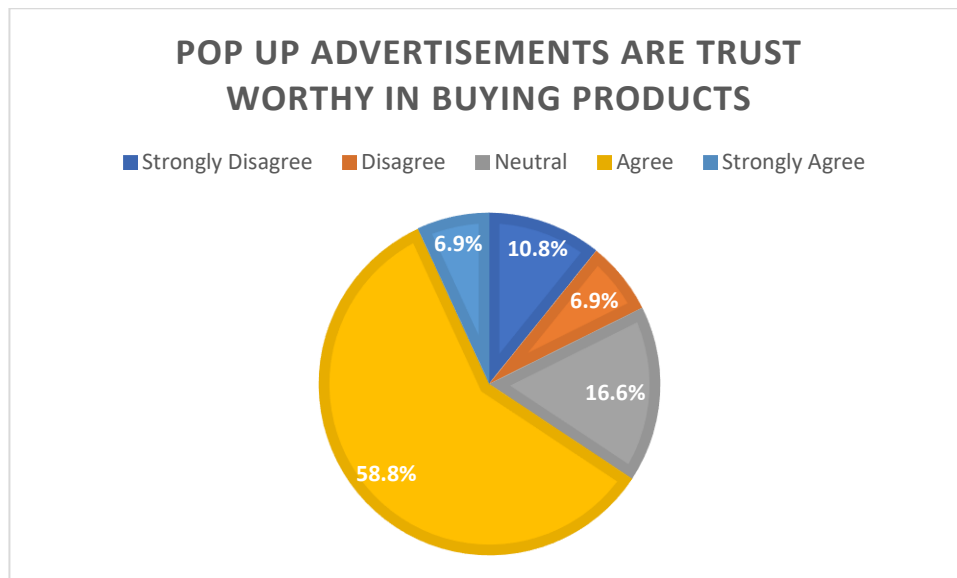
INTERPRETATION

From the above table it is interpreted that Response for Effective pop-up advertisement provides complete information in the product, 3.9% of respondents were Strongly Disagree, 6.9% of respondents were Disagree, 14.7% of respondents were Neutral, 59.8% of respondents were Agree, 14.7% of respondents were Strongly Agree.

Table 5 Pop up advertisements are trust worthy in buying products

Particulars	No. of respondents	Percentage
Strongly Disagree	11	10.8%
Disagree	7	6.9%
Neutral	17	16.6%
Agree	60	58.8%
Strongly Agree	7	6.9%
Total	102	100

(Source: Primary Data)



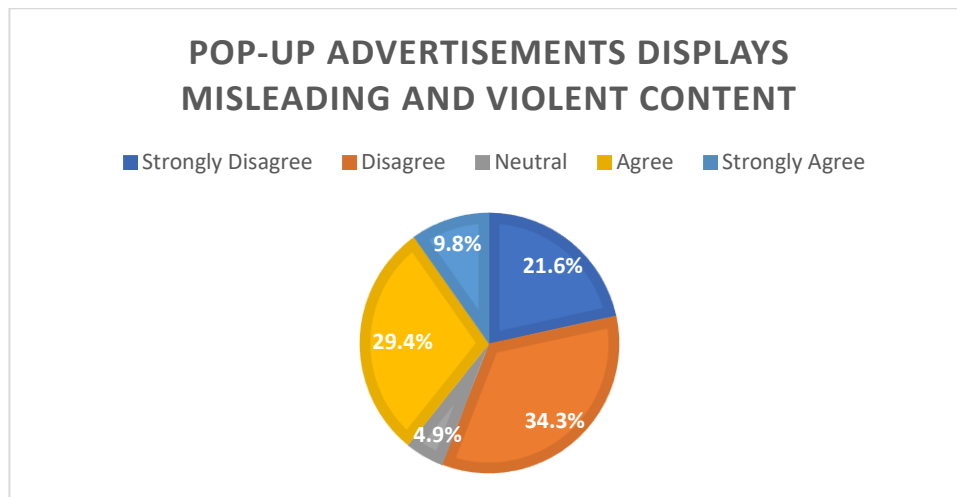
INTERPRETATION

From the above table it is interpreted that Response for Pop up advertisements are trust worthy in buying products, 10.8% of respondents were Strongly Disagree, 6.9% of respondents were Disagree, 16.6% of respondents were Neutral, 58.8% of respondents were Agree, 6.9% of respondents were Strongly Agree.

Table 6 Pop-up advertisements displays misleading and violent content

Particulars	No. of respondents	Percentage
Strongly Disagree	22	21.6%
Disagree	35	34.3%
Neutral	5	4.9%
Agree	30	29.4%
Strongly Agree	10	9.8%
Total	102	100

(Source: Primary Data)



INTERPRETATION

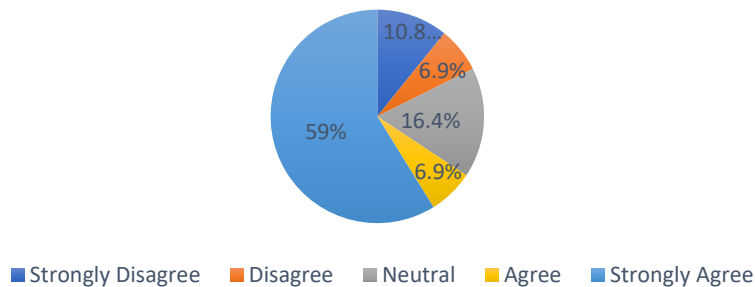
From the above table it is interpreted that Response for Some Pop-up advertisements displays misleading and violent content, 21.6% of respondents were Strongly Disagree, 34.3% of respondents were Disagree, 4.9% of respondents were Neutral, 29.4% of respondents were Agree, 9.8% of respondents were Strongly Agree.

Table 7 Pop-up advertisement helps in remembering the product for the longer time

Particulars	No. of respondents	Percentage
Strongly Disagree	11	10.8%
Disagree	7	6.9%
Neutral	17	16.4%
Agree	7	6.9%
Strongly Agree	60	59%
Total	102	100

(Source: Primary Data)

Pop-up advertisement helps in remembering the product for the longer time



INTERPRETATION

From the above table it is interpreted that Response for Effective pop-up advertisement helps in remembering the product for the longer time, 10.8% of respondents were Strongly Disagree, 6.9% of respondents were Disagree, 16.4% of respondents were Neutral, 6.9% of respondents were Agree, 59% of respondents were Strongly Agree.

CHI-SQUARE TEST

Null Hypothesis(H0): There is No Significant association between Occupation of the respondents and their trust in Pop-up advertisements from legit Website.

Alternative Hypothesis(H1): There is a Significant association between Occupation of the respondents and their trust in Pop-up advertisements from legit Website.

Observed Frequency								
Pop-Up Advertisements are from Legit Webiste	Occupation							
		Private Emp	Businessman	Student	Others	Row Total		
	Govt.Emp							
	Strongly Disagree	1	0	1	0	0		2
	Disagree	2	3	2	8	1		16
	Neutral	5	5	6	5	3		24
	Agree	13	5	8	12	2		40
Strongly Agree	2	1	4	12	1	20		
Column Total	23	14	21	37	7	102	Grand Total	

Expected Frequency						
Pop-Up Advertisements are from Legit Webiste	Occupation					
	Govt.Emp	Private Emp	Businessman	Student	Others	
Strongly Disagree	0.45098039	0.274509804	0.411764706	0.725490196	0.1372549	
Disagree	3.60784314	2.196078431	3.294117647	5.803921569	1.09803922	
Neutral	5.41176471	3.294117647	4.941176471	8.705882353	1.64705882	
Agree	9.01960784	5.490196078	8.235294118	14.50980392	2.74509804	
Strongly Agree	4.50980392	2.745098039	4.117647059	7.254901961	1.37254902	

Xsquare						
Pop-Up Advertisements are from Legit Webiste	Occupation					
	Govt.Emp	Private Emp	Businessman	Student	Others	
Strongly Disagree	0.54901961	-0.2745098	0.588235294	-0.72549	-0.1372549	
Disagree	-1.6078431	0.803921569	-1.294117647	2.1960784	-0.0980392	
Neutral	-0.4117647	1.705882353	1.058823529	-3.705882	1.35294118	
Agree	3.98039216	-0.49019608	-0.235294118	-2.509804	-0.745098	
Strongly Agree	-2.5098039	-1.74509804	-0.117647059	4.745098	-0.372549	
					Xsquare	0.209

Xsquare	0.209
Df	16
p-value	1

INFERENCE

Since p-value is Greater than 0.05 LOS. So, Null Hypothesis(H0) is Rejected and Alternative Hypothesis (H1) is Accepted. Hence, there is a Significant association between Occupation of the respondents and their trust in Pop-up advertisements from legit Website.

LIMITATIONS OF THE STUDY

- ❖ The data collected for the research is fully on primary data given by the General Public. There is a chance for personal bias.
- ❖ The Study is confined to General public.
- ❖ The Study is conducted for a short duration so the depth analysis could not be done.

FINDINGS

- ❖ Majority 53.9% respondents were between the age of 19-25.
- ❖ Majority 81.4% of respondents were male.
- Majority 83.3% of respondents were Married.
- ❖ Majority of 50.8% of respondents were Agree that pop up advertisements are from legit website.
- ❖ Majority of 46.1% of respondents were Agree that Effective pop-up advertisement stimulates the curiosity about the product.
- ❖ Majority of 59.8% of respondents were Agree that Effective pop-up advertisement provides complete information in the product.
- ❖ Majority of 59.8% of respondents were Agree that Effective pop-up advertisement provides complete information in the product.
- ❖ Majority of 58.8% of respondents were Agree that Pop up advertisements are trust worthy in buying products.
- ❖ Majority of 59% of respondents were Strongly Agree that Effective pop-up advertisements touch your emotions.
- ❖ Majority of 59% of respondents were Strongly Agree that Effective pop-up advertisement helps in remembering the product for the longer time.

SUGGESTIONS

- ❖ 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.

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 behaviour. 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 behaviour 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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