

IMPACT AND EFFECTIVENESS OF ADVERTISING THROUGH POP UPS ON INTERNET ON YOUNG WORKING WOMEN'S BUYING BEHAVIOUR - A SCALE VALIDATION STUDY IN PUNE CITY

Prof. Dr. Kirti Dang-Longani

Suryadatta Institute of Management and Mass Communication, Pune, India (drkirtidang15@gmail.com)

Accepted date: 01-09-2018

Published date: 20-12-2018

To cite this document: Longani, K. D. (2018). Impact and Effectiveness of Advertising Through Pop Ups on Internet on Young Working Women's Buying Behaviour – A Scale Validation Study in Pune City. *International Journal of Modern Trends in Business Research*, 1 (5), 53-60.

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-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 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.*

Key-words: *Advertisement, Social media, Pop ups, Buying behavior*

Introduction

In the few years the trend of marketing has been changed and companies are adopting new marketing strategies. With the help of social media company utilize technology for marketing

purpose. Social media is internet base marketing strategy which is active and exciting. It is very effective as one can contact to thousands and millions of people at one time. As now a day's internet is mostly use by all the people.

In this comparative world social media marketing is new trend, such as blogs, community sists, video sharing sights, pop ups on internet, inline advertisement etc. are strategies to market the products. Pop-up advertisement have been said to be appealing and it has important effect on perception and awareness of the consumers. Pop-up advertisement on internet has helped companies in engaging in a direct, well-organized, cost effective, short and reaching to the end consumers in less time as compared to a normal advertisement tool.

Pop-up advertisement is more advantageous to large multinational, small and medium sized companies as well as all non-profit and government agencies. With the help of pop-up advertisement company and consumers can actively interact with each other. It gives the consumers opportunity to like certain advertisement and react on it. Many consumers are using social media more often to search information then the traditional method for purchase decision.

So, in many researches it has been said that social media should be included as a part of marketing strategy.

Literature Review

Andreas M. Kaplan and Michael Haenlein (2010) in Users of the world, unite! The challenges and opportunities of Social Media, has defined Social Media as a group of Internet-based applications that is built on ideological and technological foundations of Web 2.0 and that allow the creation and exchange of User Generated Content. The writer of the paper has explained that although Social Media is a related concept, with Web 2.0 and User Generated Content and has evolved from the same, however it differs from them on technological and ideological grounds. The various types of Social Media tools or applications like Collaborative projects, blogs, content communities, social networking sites, virtual game worlds and virtual social worlds are explained in detail. The author says that today everything is about social media and that if you do not participate in Face-book, YouTube, Twitter you are no more a part of cyberspace. Social media is a tool through which businesses can directly contact the end-consumers, within short span of time and with great efficiency and that too at low cost as compared to other traditional media. This paper recommends 72 companies, for developing their own Social Media strategies in order to be a part of this new trend and gain more profits.

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.

According to Upadhyay (2000) the consumer behaviour and online marketing with reference to metropolitan cities in India. In India, the Internet has contributed much towards the profit

of service companies, but the speed of adoption is slow. The acceptability of online marketing is gradually increasing among the customers. It was concluded that young executives would prefer to shop through online medium rather than going to traditional brick-and-mortar shops.

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.

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.

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.

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 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

Problem Statement

In traditional media, intrusiveness has been recognized as a leading cause of advertising annoyance (Bauer & Greyser, 1968). Although Rust and Varki (1999) predicted that advertisements in new media would be less intrusive, Li, Edwards and Lee (2002) report that online consumers are goal-oriented and perceive advertisement through popup on internet to be even more intrusive than those in other media. Further, they found that online consumers develop negative attitudes towards the advertisements which then lead them to develop intentions to not return to the site. The purpose of this research is threefold. First, we examine the effects of advertising through pop up on internet in general. Second, we investigate whether the particular type of ad affects consumers' retention levels of the website content, the ad content and consumers' perceived intrusiveness of the advertisement.

Objective

1. To study the perception of the consumers when advertisements are imposed in a Pop-Up format.
2. To study the retention of the customers when Pop-up advertisement are present on the website.
3. Effectiveness of Advertising through Pop Ups on Internet on Young Working Women's Buying Behaviour.

Scope of The Study

To know the effect of Pop-up advertisement in social media on consumer buying behavior in Pune city.

Hypothesis

H0 There is a negative perception of the consumers when advertisement is imposed in a pop-up format

H1 There is positive perception of the consumers when advertisements are imposed in a pop-up format.

H0 Consumers don't retain on the website when Pop-up advertisement are present on the website

H2 Consumer's retention is high on the website when Pop-up advertisements are present on the website

H0 There is negative effect of pop-up advertisement on Young Working Women's Buying Behaviour.

H3 There is positive effect of pop-up advertisement on Young Working Women's Buying Behaviour

Research Methodology

This study has included data collection, sample selection, type and contents of questionnaire, processing of data and finally interpretation of the data. 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.

Type of Study

The study has been conducted in two phases. Initially in Phase-I, Exploratory research has been conducted. For the same purpose formal interactions were conducted with those young working women who use internet for buying consumer products. After the interactions, the variables of the study had been identified and accordingly the questionnaire was prepared. In Phase-II, a Descriptive study had been conducted. The secondary data had been collected

from various available resources. Review of Literature from various published reports, research journals, reference books and online databases like ProQuest, www.GoogleScholar.com, www.Alexa.com, www.statista.com, www. Statisticbrain.com, www.econsultancy.com etc.

Data Collection

Primary data had been collected by questionnaire survey method. Research instrument that had been used for this research were questionnaire and personal interviews. A single questionnaire had been created and administered in Pune city by the researcher. The target audience for this study was working women in the age group of 18-35 from Pune.

Pilot Study

Pilot study was conducted and the questionnaire was first pre-tested on a sample of 10 respondents (working women in the age group of 18-35) from Pune city for checking the reliability of the questionnaire. The questions were based on variables such as consumer awareness and consumer perceptions. Correlation and regression analysis were used to identify the relationship between these variables

Reliability

The Chronbach's Alpha found out was 0.860. Any value of Cronbach's Alpha above 0.6 shows that the scale is reliable.

Size and Design of Sample

The study was conducted in one city of Maharashtra, India (Pune). The sample unit of 200 young working women in the age group of 18-35 and having knowledge of internet were selected.

Sampling Technique

Random Sampling technique has been used for this study. In a Random sample from infinite population selection of each item is controlled by the same probabilities and the successive selections are independent of one another. (C.R.Kothari, Research Methodology Methods and Techniques)

Theoretical Framework

Theoretical Model of the Study

Age: 18-35.

Occupation: Service, Business & Self-employed professionals.

Education: Non-graduates, Graduates & Post Graduates.

Annual Income: Up to Rs. 3 Lakhs, 3.1-5 Lakhs, 5.1-10 Lakhs & above 10 Lakhs.

Place: Pune

Variables

Dependent Variables - Buying Behaviour with respect to pop up Advertising.

Independent Variables - Online Purchase Behaviour, Consumer Buying Behaviour, Complex Buying Behaviour, Habitual Buying Behaviour, Variety Seeking Buying Behaviour, Dissonance Buying Behaviour, Impulsive Buying Behaviour, Brand Loyalty.

Limitation of The Study

The research is done in Pune city only. The respondents were Young Working Women's of Pune city. The sample size of the data should have been more which would give into better result.

Results

Data were coded and hypotheses were tested using SPSS version 17. Tests of each hypothesis will be reviewed below, along with the results.

H1 predicted that there is positive perception of the consumers when advertisements are imposed in a pop-up format. This hypothesis was supported. All other factors being equal, (controlling for all other effects)

Behavioral Intentions with and Without Advertising

Results (one-tailed)

Behavioral Intentions 12.96 14.45 T=2.35; 534 df; p<.009

H2 predicted that behavioral intentions would be more positive for participants who were exposed to those who were subjected to pop-up ads.

Table 2 shows that it appears that advertisements of any kind, regardless of mode, affect behavioral intentions.

Behavioral Intentions with In-line versus Pop-Up Ads

Behavioral Intentions 13.31 12.72 T=-.808; 278 df

H3 predicted that retention of site content would be higher with ads.

Site Retention with and Without Advertising

(perfect score=9) Retention of Site Content Without ad 7.76 With ad 7.83 T=.703; 534 df;

Conclusion

Relationship between all the factors of Variety Seeking Buying Behaviour with all the factor of Social Media Advertisement in Pune city: It has been concluded from the study that all the factors of Pop up Advertisement and all the factors of Variety Seeking Buying Behaviour of young working women for consumer products in Pune are dependent of each other. The consumers are retained when there is pop-up advertisement on their screen. The companies are more towards the pop-up advertisement as its more reachable to the consumers and even cost effective as now a day's all people have smart phones with them. Pop-up advertisement leads to greater efforts in creating perception in the minds of the consumers. Pop-up advertisement helps consumers to know about the product and its features.

Reference

- Baker, Stephen (2003) "Pop-up ads better start pleasing," *BusinessWeek online*, 8 Dec, 3861, 40.
- Ducoffe, R.H. (1996). Advertising value and advertising on the Web. *Journal of Advertising Research*. 36:5, 21-34.27
- Dharmendra Mehta, Jitendra K. Sharmab, Naveen K. Mehtac And Atul Jainaan (2010) *Empirical Study on Young Executives' Response Towards Pop-Up and Banner Advertisements*, *Serbian Journal of Management* 5 (1) (2010) 51 – 58.
- Dr. Ruchika Sachdeva, (2015) *Assessment of Advertising Effectiveness: A Scale Validation Exercise*, F.M.S department, Manav Rachna International University, Faridabad, Haryana, Samvad Volume IX
- Edwards, Steven M., Li, Hairong, and Lee, Joo-Huyn (2002) "Forced exposure and psychological reactance: Antecedents and consequences of the perceived intrusiveness of pop-up ads," *Journal of Advertising*, Fall, 31:3, 83-95
- Goldfinger, S.D., Kleider, H.M., Azuma, T., & Beike, D.R. (2003) "Blaming the victim under memory load." *Psychological Science*, 14, 81-85.
- Greysen, S.A. (1973). Irritation in advertising. *Journal of Advertising Research*, 13:1, 3-10.
- Interactive Advertising Bureau (IAB) Revenue Report 2003 Full-Year Results (2004) April, published by Price Waterhouse Coopers
- Jupiter Research (1999), Inside the mind of the online consumer -- increasing advertising effectiveness, by Johnson, M., Slack, M., & Keane, P. *Jupiter Research* at <http://www.jupiter.com>, 18, Aug. 19, 1999.
- Koufaris, M. (2002). Applying the technology acceptance model and flow theory to online consumer behavior. *Information Systems Research*, 13:2, 205-223.
- Koufaris, M., Kambil, M.A., & Labarbera, P.A. (2001). Consumer behavior in web-based commerce: an empirical study. *International Journal of Electronic Commerce*, 6:2, 131-154.
- Krugman, D.M. & Johnson, K.F. (1991), "Differences in the consumption of traditional broadcast and VCR movie rental," *Journal of Broadcasting & Electronic Media*, 35 (Spring), 213-232.
- Lee, Seonsu & Lumpkin, James R (1992) "Differences in attitudes toward TV advertising: VCR usage as a moderator," *International Journal of Advertising*. 11:4; 333-343.
- Li, H., & Bukovac, J. L. (1999). Cognitive impact of banner ad characteristics: An experimental study. *Journalism and Mass Communication Quarterly*, 76:2, 341-353.
- Li, Hairong, Edwards, Steven M., and Lee, Joo-Huyn (2002) "Measuring the intrusiveness of advertisements: Scale development and validation," *Journal of Advertising*, 31:2, 37-47
- Newman, E. J., Stem, D.E., & Sprott, D.E. (2004). *Banner advertisement and Web site congruity effects on consumer Web site perceptions*. *Industrial Management & Data Systems*, 104 (3), 273-281.
- Shaik, M. (2002). *E-Marketing in 21st Century*. *Indian Journal of Marketing*, 32 (11): 34-38.
- Scott McCoy, Andrea Everard, Dennis Galletta, Peter Polak (2004) *A Study of the Effects of Online Advertising: A Focus on Pop-Up and In-Line Ads*, Proceedings of the Third Annual Workshop on HCI Research in MIS, Washington, D.C., December 10-11
- Stone, J., & Han. J. (1999). *Behaviour Segmentation in Online Advertising*. *Journal of Marketing Research*, 4 (2): 55-61.

Appendix:

1	2	3	4	5	6	7
Strongly Disagree	Moderately Disagree	Slightly Disagree	Neither Disagree nor agree	Slightly agree	Moderately agree	Strongly agree

Sr. No	Particular	1	2	3	4	5	6	7
1	Effective pop- up advertisement results in exposure about the product.							
2	Effective pop- up advertisement stimulates the curiosity about the product.							
3	Effective pop- up advertisement information creates the information in the product.							
4	Effective pop- up advertisement motivates to buy the product.							
5	Effective pop- up advertisement helps you in knowing the product.							
6	Effective pop- up advertisement can change your attitude towards the product.							
7	Effective pop- up advertisement leads to the re-purchase of the product.							
8	Effective pop- up advertisement leads to build the brand loyalty.							
9	High consumer engagements with the pop-up advertisement result in advertising effectiveness.							
10	Effective pop- up advertisement touches your emotions.							
11	Effective pop- up advertisement helps in remembering the product for longer time.							