

Power Of Pop-Up Advertisement On Social Media Users

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Abstract

In the era of digitalization, social media platforms have become a vital and imperative channel for doing businesses to connect with their target audience. However, with the ever-increasing competition, to remain successful in drawing potential customers attention especially, in the virtual world has become a huge challenge to marketers. A popular mode of digital/online advertisement is through Pop-up advertisements/ads. Such pop-up ads can enhance a brand's visibility and awareness on social media users. A highly targeted, contextual, well-timed and strategized pop-up ads can help on generating a desired course of action of users such as making a final purchase decision through social media sites. Using pop-up ads can have lasting effects on the online buyers retention thereby reducing their attrition rate. This research study is conducted to explore how pop-up advertisements/ads can effectively contribute to brand's success, capture the attention of social media users, engage them actively and create a positive experience through out. Further, this study tries to outline some marketing strategies in order to maximize the impact of pop-up advertisements in the context of social media platforms and provides insights in these related areas.

Key words: Pop-up advertisement, social media platforms, social media users' experience, users' engagement, enticing marketing strategies.

INTRODUCTION :

The internet revolution has created an important marketing avenue to advertise the products to the whole world. The use of the internet as a media of advertisement has gained much popularity compared with other forms of media because of its interactivity factor with user, flexibility and easy 24-hour access. One such media which has turned out to be an effective tool to reach out to the end-users quickly, with great efficiency at minimum cost is social media. With ever increasing number of customers on these platforms who use social media more often to search information to make purchase decision, advertisers find it convenient to use these sites which offers the opportunity to present their products virtually with global coverage. There are a variety of online form of advertisements. One such popular form of advertisement very extensively used by advertisers in the social media platform is Pop-up advertisement or Pop-up ads.

Pop-up ads or pop-ups are a form of online advertising on the world wide web. A pop-up is a graphical user interface (GUI) display area, usually a small window, that suddenly appears ("pops up") in the foreground of the visual interface displaying an advertisement, or entire webpage. Usually, the pop-up window will not go away until the user actively closes it. Pop-up ads can be highly effective in boosting conversions. If used effectively, a good pop-up ad can instantly make company's site more valuable. It provides new points of contact for customers beyond a physical store or website. Pop-ups ads are multifunctional marketing tools that empower brands to interact with website visitors, drive traffic to specific pages, get email subscribers and achieve various other goals. Effective pop-up ads stimulates curiosity about the product, builds brand loyalty, motivates to buy product, changes the attitude towards the product, touches one's emotion, help to remember/recall the product and make repeat purchase. When designed with the best practices in mind, popup ads can create high engagement for the visitor and leave a memorable/pleasant experience.

2. REVIEW OF LITERATURE :

Garter (2012) study showed that pop-up ads which is a form of online advertisement irritates and annoys users the most. According to Dillabough (2012) study pop-up ads are highly used by advertisers as it creates a direct impact on the users' face. Lenhart and Madden (2017) study revealed that when pop-up ads are more valuable it causes less disturbance to its users. Purity & Paul (2021) study stated that users of pop-up ads were not much influenced by these ads though they liked such ads. According to Kariyawasam & Wigley (2017) study the findings showed that high interference of pop-up ads than other forms of online advertisement has caused an adverse attitude among users of pop-up ads. Vincent and Ni (2020) study revealed that there is an inverse relation between purchase decision and pop-up ads.

3. RESEARCH GAP :

To identify the research gap, a review of literature has been conducted on this related area. It is interesting to note that previous research studies showed how users' view pop-up ads. Though pop-up ads had a negative reputation some time before, today various studies has demonstrated the role of pop-up ads in boosting conversions if used effectively. However, there is a little / lack of knowledge about customer engagement and customer experience towards pop-up ads. Hence, an understanding about the efficacy of pop-up ads on users' engagement and users' experience which are emerging as buzz words in today's marketing field becomes imperative. Many factors such as time spent, purpose, types of pop-up ads received, social media platform used, users' perception towards pop-up ads, users' influence towards pop-up ads, their satisfaction, problems faced with pop-up ads and users' future intentions have been identified for this present study. Additionally, the study also provides efficacy strategies to enhance users' engagement and users' experience towards pop-up ads in the context of social media platform.

4. OBJECTIVES OF THE STUDY :

- i. to understand the demographic profile of social media users' of pop-up ads;
- ii. to analyse users' engagement with pop-up ads in the context of social media platform;
- iii. to examine users' experience towards pop-up ads in the context of social media platform;
- iv. to identify social media users' problems with pop-up ads and to suggest measures to overcome.

5. RESEARCH DESIGN :

This study has been conducted using both primary and secondary data. The primary data has been collected from a sample of 130 respondents to know about the efficacy of pop-up ads on users' engagement and experience in the context of social media platforms through a well-structured questionnaire. A convenience sampling technique has been applied. The respondents with an access to smart phone, laptop/computers or tabs who are social media users familiar with pop-up ads belonging to different age group, gender, educational qualification and strata of the society from Chennai city have been considered for the study. Secondary data has been collected from books, journals, periodicals and website. The simple percentage method has been applied for this paper.

6. DATA ANALYSIS AND DISCUSSION**Table 1****DEMOGRAPHIC PROFILE OF RESPONDENTS**

Age	Frequency	Percentage
Below 25 Years	24	18.47%
25 – 35 years	37	28.47%
35 – 45 years	42	32.30%
Above 45 years	27	20.76%
Total	130	100.00
Gender	Frequency	Percentage
Male	74	56.92%
Female	56	43.08%

Total	130	100.00
Educational qualification	Frequency	Percentage
Under graduate	7	5.4%
Post graduate	77	59.2%
Professionals	46	35.4%
Total	130	100.00
Occupation	Frequency	Percentage
Employed	59	45.38%
Business	47	36.16%
Student	12	9.23%
Others (home-makers/retired)	12	9.23%
Total	130	100.00%
Monthly / Family Income	Frequency	Percentage
Less than Rs.25,000	29	22.30%
Rs.25,000-Rs.50,000	39	30.00%
Rs.50,001-Rs.75,000	49	37.70%
Above Rs.75,000	13	10.00%
Total	130	100.00%

Source : Primary data

Interpretation : Table 1 shows that 32.3% of the respondents are between 35-45 years; 56.92% of the respondents are females ; 59.2% are post graduates, 45.38% are employed; while 37.7% have a monthly/family income of Rs.50,001-75,000 according to this study.

TABLE 2

FACTORS RESPONSIBLE FOR USERS' ENGAGEMENT WITH POP-UP ADS

Type of device used	Frequency	Percentage
Mobile phone	62	47.69%
Computer/laptop	38	29.23%
Tablet	15	11.53%
Others (I pad)	15	11.53%
Total	130	100.00%
Types of pop-up ads received	Frequency	Percentage
Entry Pop-Up	52	40.0%
Click Pop-Up	36	27.7%
Exit Pop Up	09	6.9%
Timed Pop-Up	24	18.5%
Sided bar Pop-Up	09	6.9%
Total	130	100.0%
Time spent on watching pop-up ads	Frequency	Percentage
Less than 30 minutes/day	101	77.71%
30 minutes – 1 hour/day	14	10.76%
More than 1 hour/day	15	11.53%
Total	130	100.00%
Checking of pop -up ads	Frequency	Percentage
During leisure time	43	33.08%
Immediately after getting notification	47	36.16%

When interested to buy products	40	30.76%
Total	130	100.00%
Purpose of watching pop-up ads	Frequency	Percentage
To know about product availability	42	32.31%
Price comparability of products	27	20.76%
Builds Brand Loyalty	09	6.92%
Motivates to buy	14	10.76%
Leads to customer engagement	16	12.3%
Make a satisfied purchase	22	16.92%
Total	130	100.00%
Social media platform used	Frequency	Percentage
Face book	26	20.00%
Instagram	32	24.62%
You tube	23	17.69%
Twitter	30	23.07%
Others	19	14.62%
Total	130	100.00%

Source : Primary data

Interpretation : The above table 2, shows that 47.69% of the respondents use mobile phones; 40% of the respondents receive entry pop-ups; 77.71% spend less than 30 minutes time per day to watch pop-up ads; 36.16% of the respondents check pop-up ads immediately after getting notification; while 32.31% watch pop-up ads to know about product availability and 24.62% use Instagram social media platform for pop-up ads according to this study.

TABLE 3

FACTORS RESPONSIBLE FOR USERS' EXPERIENCE WITH POP-UP ADS

Users' Perception About Pop-Up Ads	Frequency	Percentage
Involves fun	7	5.38%
Content looks attractive	28	21.53%
Meets my expectations	23	17.69%
Trust products	45	34.61%
Make repeat purchase	16	12.3%
Recommend products to others	11	8.46%
Total	130	100.00%
Users' Influence Towards Pop-Up Ads	Frequency	Percentage
Highly influenced	28	21.53%
Some what influenced	36	27.70%
No idea	17	13.07%
Some what not influenced	31	23.85%
Highly not influenced	18	13.85%
Total	130	100.00%
Problems Faced By Users' With Pop-Up Ads	Frequency	Percentage
Disturbing	39	30%
Not attractive	24	18.46%
Interfering	29	22.30%
Annoying	13	10%
Irritating	25	19.24%
Total	130	100.00%
Overall Satisfaction towards Pop-Up Ads	Frequency	Percentage
Highly satisfied	11	8.47%

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Satisfied	46	35.38%
No idea	25	19.23%
Dissatisfied	33	25.38%
Highly dissatisfied	15	11.54%
Total	130	100.00%
Recommendation Intention of Users' towards Pop-Up Ads	Frequency	Percentage
Yes will recommend to others	47	36.16%
No idea	43	33.07%
No will not recommend to others	40	30.77%
Total	130	100.00%

Source : Primary Data

Interpretation : Table 3 reveals that 34.61% of respondents perceive that pop-up ads build trust about products; 27.7% are influenced to some extent towards pop-up ads; while 22.3% feel that pop-up ads are too interfering; 35.38% are satisfied towards pop-up ads; and 36.16% of the respondents have intentions to recommend to others about pop-up ads in future according to this study.

7. EFFICACY STRATEGIES TO ENHANCE USERS' ENGAGEMENT AND USERS' EXPERIENCE TOWARDS POP-UP ADS :

To effectively use pop-up ads following strategies can be applied to build its efficacy. A discussion follows.

- Popup ads should be kept simple, choose their time and placement carefully, test the pop-up ads regularly and change them based on the results. Design and organise them in the best possible way to maximise business as well as customer value. This can help to reach out to the users easily in a most cost-effective manner.
- Interruptions must be avoided as much as possible. Users are interested in reading the content and browsing the website hence, minimum pop-up ads can be included without filling the entire screen. This would not only increase the visitors but also boost the brand credibility.
- Avoid irritation among the users' of pop-up ads. Advertisers/marketers should remember not play a video automatically or create an obnoxious noise in pop-up ads. Further, allow ads to pop up ads to appear after users' have been browsing for several seconds and not immediately. By doing so, it can create a memorable experience coupled with high user engagement.
- Further, make the button easy to close for the users if they are not interested and wanted to get away from the pop-up. In fact, forcefully keeping users in place and using such cheap gimmicks can create a negative impact on users' engagement and experience losing valuable customers.
- Marketers/advertisers should focus on making the message as concise, direct and meaningful as possible. A short and compelling headline will be less annoying and entice users to engage more effectively and enhance their experience towards pop-up ads.
- A regular feedback from customers regarding the pop-up ads and ad quality can be collected in order to understand the users' engagement and their experience and accordingly make necessary changes to suit their requirements.

8. LIMITATIONS OF THE STUDY :

- The study has been limited to Chennai city only with a sample size of 130 respondents.
- The study has considered only social media users.
- The study cannot be generalized to long time as perceptions can change rapidly.
- The results of the study purely depends upon the information furnished by the users through questionnaire which is subject to personal bias.

9. SCOPE FOR FUTURE STUDY :

1. It is recommended that this study can be replicated in other cities and as well as other states of our country to determine any variations in the findings of the study.
2. Also, it is recommended that future studies should replicate this study by considering other forms of internet users on different online forums apart from social media platform.
3. A comparative study among users' views about pop-up ads based on different segments can be conducted.
4. Future studies can include other factors that can impact users' perceptions towards pop-up ads.
5. Lastly, research can involve other forms of online advertisements such as banner ads, in-line ads, floating ads and so on.

10. CONCLUSION :

Social media platforms such as Facebook, Instagram, Twitter, LinkedIn, and YouTube have attracted substantial number of users who spend several hours daily on these platforms. These platforms have become fertile grounds for marketers/advertisers to target different types of customers. The study therefore explored the power and efficacy of pop-up ads on the engagement and experience of social media users. A sample of 130 social media users who are familiar with these pop-up ads were been selected from Chennai city. The findings reveal that users of social media perceive that pop-up ads build trust about the products; they are influenced to some extent towards pop-up ads; are satisfied with pop-up ads and have intentions to recommend to others about pop-up ads in future according to this study. However, it is interesting to know that social media users feel that pop-up ads are too interfering which can result in a negative attitude towards pop-up ads. Based on the findings, this study recommends that advertisers and marketers should therefore pay particular attention to pop-up ads that are user-friendly and less obstructive. For pop-up ads to be useful for advertisers/marketers their effectiveness must be improved. To achieve this there is the need for pop-up ads to be designed to provide valuable information to media users and also enhance customer experience, engagement and satisfaction resulting in repeat purchases as well as retention.

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