
Effect Of Pop-Up Advertising On Consumer Purchase Behaviour In Caleb University Imota, Lagos, Ngeria.

Adeyemo, F. S & Udoh, M.D.
Department of Business Administration
Caleb University
Imota, Lagos State, Nigeria
felicia.adeyemo@calebuniversity.edu.ng

ABSTRACT

In recent years, the trend of marketing has been changed and companies are adopting new marketing strategies. With the help of social media, companies utilize technology for marketing. Social media is internet based 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 used by all the people. In this comparative world social media marketing is new trend, such as blogs, community sites, video sharing sites, popups on internet, online advertisement etc. are strategies to market the products. One popular and mostly used form of advertising on the internet is pop-up advertising. Popup advertisement have been said to be appealing and it has important effect on perception and awareness of the consumers, but more recently, because they've proven to be more and more intrusive, they are deemed to be uninformative, plainly annoying and disturbing to users. This study intended to examine the effect of pop-up advertising on consumer purchase behaviour. The population of this study were students in Caleb University Lagos and the scope covered, Caleb University, Imota Ikorodu, Lagos. The Statistical Package for Social Sciences (SPSS) and inferential statistics were adopted to analyse the result of this study. The study looked at the effect of pop-up advertising on consumer reaction, consumer loyalty and consumer retention. The study concluded that pop-advertising had significant effects on consumer purchase behaviour.

Keywords: Pop-up advertising, consumer purchase behaviour, reaction, loyalty, retention.

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I. INTRODUCTION

Advertising is the use of methods and means to bring products, services, opinions or causes to public notice for the purpose of persuading the public to respond, in a certain way, mostly positively towards what is being advertised. Some of the techniques of advertising are billboards, radio, television, mails, newspapers, magazine and in recent time, social media, blogs and websites.

In recent years, the trend of marketing has been changed and companies are adopting new marketing strategies. With the help of social media, companies utilize technology for marketing. Social media is internet based 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 used by all the people. In this comparative world social media marketing is new trend, such as blogs, community sites, video sharing sites, popups on internet, online advertisement etc. are strategies to market the products, (Longani, K.D 2018).

One popular and mostly used form of advertising on the internet is popup advertising. Popup advertisement is a form or type of online advertising focused on attracting web traffic. Popup advertisement have been said to be appealing and it has important effect on perception and awareness of the consumers, (Longani K.D 2018). Early popup adverts were proved successful in creating a positive awareness or “feel” to users and consumers. More recently, because they've proven to be more and more intrusive, they are deemed to be uninformative, plainly annoying and disturbing to users. So considering the attitude towards the Ad Theory for the basis of **Consumer Purchase Behaviour**;

It prompts negative attitudes and actions such as active avoidance when seen or noticed. This in turn affects the brand perceptions (awareness and impressions). Pop-up adverts, generally known for their intrusive and meddlesome disposition, often infers with the **Attention Psychology** of the consumer, and what is its adverse effect? It simply breaks the attention span/stream by not advertently imparting or contributing to the given task or consumer mission at hand.

On the other hand, Pop-up advertisement on the 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-pup advertisement company and consumers can actively interact with each other. It gives the consumers opportunity to like certain advertisement and reacts to it. Many consumers are using social media more often to search information than the traditional method for purchase decision.

Recent research (Chan, Dodd & Stevens, 2004) on attitudes about pop-up adverts indicates a “strong and intense dislike for pop-up adverts, resulting in a negative attitude towards the website itself and the brand owner” . For instance, Interference was an explanation; 84% of respondents stated pop-up adverts interfere with their reading or using a Web page (Denes, 2001). Going through a website and a Jumia pop-up ad comes on, or watching a video on YouTube and a Netflix pop-up ad comes on. Consumers/internet users say that they are quick at pressing the ‘X’ button or ‘skip’ just to get rid of the advert interfering with what they are viewing. But, some users have said they get to know about a brand by the continuous pop-ups, and they are moved to click on the adverts just to see what the brand has to offer and also purchase.

1.1 Statement of Problem

It is no news that many consumers have said that the manner in which pop-up advertisements appear on their screen when they are surfing the internet through a website or a blog or any social media platform is annoying. They find it uncomfortable that some brands constantly make their advertisement pop-up without warning. Although some marketing and advertising experts have said that pop-up advertisement have their benefits in the sense that it is repetitive and causes an initial reaction from the consumers it should be adopted and not totally scrapped. Some have said it should be scrapped based on consumer reactions. Using myself as a mini case study, when adverts pop-up on my screen I immediately look for the 'close' icon to close the advert. The timing at which the advert pops up can be annoying and distracting. But on the other hand, there are times pop-up adverts have made me want to check out a particular brand.

In Nigeria, one of the top brands that use pop-up style of advertising is Jumia. Jumia is a large online retail store that allows consumers to interact with sellers. This brand built its awareness through pop-up advertising and it is safe to say it has become a big brand in recent times. There are people who have said that pop-up adverts can be annoying while others have said it has helped them to know about a particular brand or product and influenced their purchase decision, this study will help to define and understand the effect pop-up advertisement has, be it negative or positive on consumer purchase decision and behaviour, and also the proportion to the other.

1.3 Research Objective

The main aim of this study is to understand the effect of pop-up advertising on the purchase behaviour of consumers in Caleb University, Imota, Lagos.

The specific objectives are to:

- i Examine the effect of pop-up advertising on consumer reaction
- ii Evaluate the effect of pop-up advertising on consumer loyalty
- iii Determine the influence of websites, blogs and social media on consumer retention.

1.4 Research Question

This study will help in answering the following questions;

- i What is the effect of pop-up advertising on consumer reaction?
- ii How does pop-up advertising affect consumer loyalty?
- iii How do websites, blogs and social media influence consumer retention?

1.5 Hypotheses

H₀₁: There is no positive relationship between pop-up advertising and consumer reaction

H₀₂: There is no positive relationship between pop-up advertising and consumer loyalty

H₀₃: There is no positive relationship between websites, blogs and social media and consumer retention.

2. RELATED LITERATURE

This chapter compares other literary works on the topic and other writers' opinions. The chapter shall review all variables involved in the project by addressing pop-up advertisements and consumer purchase behaviour towards pop-up advertisements. The chapter shall also review theoretical concepts that agree with the subject matter and empirical knowledge.

2.1 Theoretical Framework

The Implicit-Effects Context and Effects of Exposure to Logo Theory

Studies coping with the mere exposure effect (Zajonc, 1968) use an experimental approach related to the one made use of in an implicit-effects context. Various studies have shown that repeated exposure to a message containing a brand logo, viewed at a low attention level, leads to better ratings of the brand (Grimes & Kitchen, 2007). Mere exposure effects are majorly embedded in implicit memory (Lee, 2001). When exposure initiates willed perception of the stimulus, the experimental approach must be designed so that, at judgment time, the subjects cannot explicitly recollect or think back to the stimulus presented. When the message comprises of only a brand logo, what cognitive processes are at work? The more a person is exposed to the brand logo, the solid the fluidity of mental networks linked to the perceptual representation of the brand will be. This ease of processing leads to a positive attitude toward the brand.

Theory of Reasoned Action

Ajzen and Fishbein (1980) propounded the theory of reasoned action. According to this theory, attitude towards behaviour is one of the imperative indicators of behavioural intention. Attitude is defined as 'an internal evaluation of an object such as branded product'. Lutz (1985) established that consumer attitude towards the advertisement affects consumer exposure, attention and reaction to the individual advertisement through a variety of cognitive and affective processes. In consumer behaviour research, attitude towards the advertisement, attitude towards the brand and purchase intent are mostly used constructs for predicting the effectiveness of marketing communications on different media (Trivedi).

Nelson's Theory

The essence of Nelson's (1970, 1974) theory is the idea that for experience goods, consumers should rationally infer that only high-quality products would spend much in advertising. This is because only high-quality brands can count on obtaining a significant number of repeat purchases. Low-quality brands pretending to be high quality will be "discovered" to be poor values after the first purchase, will not generate repeat purchases, and so cannot justify matching the high-quality firm's advertising expenditures. For search goods, on the other hand, advertising copy will be directly informative, and advertising spending has no signalling role to play [Nelson's theory can be seen as giving a logical basis for why consumers should use a brand's presence in the media as a cue to its popularity or acceptability with other consumers; Sutherland and Galloway, 1981.

Psychological Theory

In the early 20th century, psychologists Walter D. Scott and John B. Watson contributed Applied Psychological theory to the field of advertising. Scott asserted that “Man has been called the reasoning animal but he could with greater truthfulness be called the creature of suggestion. He is reasonable, but he is to a greater extent suggestible” (Benjamin & Baker). He demonstrated this through his advertising technique of a direct command to the consumer. The former chair at Johns Hopkins University, John B. Watson was a highly recognized psychologist in the 1920s. After leaving the field of academia he turned his attention towards advertising where he actualized the concepts of behaviourism into advertising. This centred on appealing to the fundamental emotions of the consumer: love, hate, and fear. This sort of advertising proved to be extremely viable as it suited the changing social context which led to massive influence of future advertising strategy and secured the place of psychology in advertising.

2.2 Conceptual Review

This section reviews pop-up advertisement and its effectiveness. The conceptual review focuses on definitions, merits and merits of variables under this study.

Pop-up Advertisement

Pop-up advertisement is defined as a computer window which opens in front of the current one, displaying an advertisement, or entire webpage. They appear in a separate window on top of the content a user is viewing. Usually, the pop-up window will not go away until the user actively closes it. Cho, et al (2001) has observed that pop-up adverts have become common as a result of users’ friendly attitude towards it.

The authors observe that pop-up adverts command higher purchase intention than standard banner adverts. However, Edwards et al. (2002) explain that pop-up adverts are perceived as irritating and annoying. The reason why people have negative attitudes towards pop-up is that they interrupt the web activities of users. For instance, in a study conducted by Gartner (2002) it was observed that compared with other forms of online advertisement, pop-up advertisements are considered by consumers as the most irritating.

From an advertiser’s perspective, however, irritating ads may not always be bad. Some Internet advertisers use pop-up ads because of the —in your facell impact they have (Dillabough, 2002). However, major online content/service providers such as EarthLink and America Online have recently responded to consumers’ complaints about pop-ups by employing new software that allows users to block pop-up ads (—America Online, ll 2003). Some advertisers are also attempting to make pop-up adverts less annoying. One strategy is to use them in situations where users are likely to be online for diversion or to avoid boredom rather than where they are focused on a specific goal. Another strategy to reduce annoyance may be to increase the value of pop-up adverts. Edwards et al. (2002) found that when pop-up ads provided value to consumers, they were perceived as less irritating.

G. Susanne Bahr and Richard A. Ford stated that Pop-up consumption is a standard operating procedure in HCI (Human Computer interaction) and used for non-expert online users promoted to make a decision. These two authors also mentioned that most industries have engendered huge range of commercial products in Pop-up format which can help customers to either block or allow this verity of pop up communication.

Kim et al, 2009 argued about pop-up store, she said that a pop-up store is a temporary opportunity for brands and also designers to display their products in a limited time in a box which is called a pop-up store. She introduced that as an efficient pattern for doing the marketing in web and even a special way to create demand for those products which have not been sold in the store (Kim, Fiore et al. 2010). Manchanda et al 2006 investigated on pop-up promotion and her findings shows that pop-up have some characteristics that can be utilized to improve customer response over the internet (Manchanda, Dubé et al. 2006).

2.3 Models of Consumer Behaviour

There are different consumer models which help us in the understanding of consumer behaviour. According to Berkman (1986), there are two types of consumer model.

- Traditional Models: Economic, Learning, Psychological and Sociological.
- Contemporary Models: Howarth Sheth, Engel-Blackwell-Kollat and Nicosia.

Consumer Reaction

This is how consumers respond to a brand, its products, services, advertisement and marketing. As in the case of pop-up advertising, consumer reaction is the initial response to a pop-up advert. It can be positive, negative or neutral. It can stir up curiosity from the consumer. It is the perception of the consumer, and brands that use pop-up adverts should be able to positively influence the perception of the consumer. This will determine whether the consumer will check out the pop-up advert or skip. Pop-up adverts should be jeered towards receiving positive reactions from consumers, but it still does not change the fact that the reactions of consumers will vary from the other.

Consumer Loyalty

When a consumer is loyal to a particular brand, they are not easily swayed by accessibility or pricing. They are willing to pay more as long as they are getting the same quality of product or service they are familiar with.

2.4 Empirical Review

This section reviews and critiques the contributions of various authors and researchers on pop-up advertisement and consumer purchase behaviour. Various gaps in the literature are also identified with a view to providing suggested solutions to bridging these gaps. Anna Bergqvist in her thesis, 2006 researched on pop-up stores and pop up retailers, she recounts the advantages and opportunities of pop-up retail base on literature and explains that pop-up stores unique features are its provisional existence. In pop-up stores, firms let the store get an opening suddenly and make it vanish after a while and during this time have to seize the online customers attention.

According to her thesis pop-ups can be both “mobile” and “event driven”. Anna introduces it as a capable way of irregular marketing technique. The major focus appears when a brand wants to present a new product that time pop-up can be a unique way of offering a product to give customers an opportunity to quickly get information about it (Bergqvist and Leinoff 2011).

According to Kim et al, (2009) pop-up because of its temporal nature may fulfil the curiosity of those customers who are looking for unique of experiences since pop-ups can offer an interactive environment that can connect customers to brand representatives or experts. Referring to Kim et al (2009) this is not the only advantages of this phenomenon in aspect of gathering data but also it a way to share their idea and perspectives. Pop-up also gives that opportunity in which customers can be a part of retail experience and branding process with the data and information which they may share with brand or retail representatives of other customers (Kim, Fiore et al. 2010).

According to Williams, he just gives his thought that pop-up advertisement is not right for the web user. He also added if the website overloads their visitor with pop-up advertisement; it would be the main reason for web users to walk away from visiting the web for next surfing (Wharton’s William, 2003). That statement is supported by David J.Reibstein that the dangerous part is when web users get annoyed with pop-up advertisements. It would be the first and last time they visit your website adding that there is need to be careful and try to put fewer advertisements in the website (David J.Reibstein, 2003).

3. METHODOLOGY

This section presents the methods and procedures employed to conduct this research in order to answer the research questions raised. It covers the research design, population and sample, data collection methods, research instrument, sampling design and sample size, research procedures and data analysis methods.

3.2 Research Design

Survey research design will be adopted for this study. This research design is justified on the ground of its capability for collecting large data and because it could make use of questionnaire focusing on very large population. This permits the researcher to create information for precisely answering the questions concerning pop-up advertisement and consumer purchase behaviour. Besides, the data structures created through the survey method when considering the whole population helps the researcher to make inferences regarding the target population as a whole (Asika, 2004).

3.3 Population of the Study

The population of this study consists of the internet users in Ikorodu, Lagos, Nigeria. The study area is Caleb University, Imota, Ikorodu, Lagos, Nigeria, where the students are the population that will be focused on. The total numbers of the students currently in the university are, four thousand, seven hundred and fifty **(4,750)**. This consists of all the students in each departments of the university.

3.4 Sampling Technique and Sample Size

The sampling technique that will be used for this research is the non-probabilistic sampling technique. The probabilistic or random sampling technique is one in which samples are selected at random. It is a sampling technique in which a researcher chooses samples from a bigger population. For a more detailed garnering of data the use of the purposive sampling technique will be adopted. The simple random sampling technique is one in which every element in the population has an equal chance of being chosen or selected for the sample.

The university has three main colleges; College of Arts, Social and Management Sciences (CASMAS), College of Pure and Applied Sciences (COPAS), & College of Environmental Sciences and Management (COLENSMA). The Cochran sample size formula will be adopted to form the sample size for this study.

The Cochran Formula is:

$$n_0 = \frac{Z^2 pq}{e} \quad (1)$$

e = Margin error – 5% = 0.05 p = estimated proportion of the population – 50% = 0.5 q = 1-0.5 = 0.5 z = confidence level – 90% - 1.65 (found on the Z score table)

∴

$$n_0 = \frac{(1.65^2) (0.5)(0.5)}{0.05^2}$$

$$= \frac{7225 \times 0.5 \times 0.5}{0.0025}$$

2.

$$n_0 = 272.55 \cong 273$$

$$n = \frac{n_0}{1 + (n_0 / N - 1)}$$

$$n = \frac{273}{(273 - 1) + 1}$$

$$= \frac{N4,750}{273}$$

$$n = \frac{17,425}{1.0573}$$

$$n = 258$$

The sample size for this study will be 258.

3.5 Sources of Data

The study will make use of primary data and secondary data sources. The adoption of these sources will enhance empirical analysis and provide appropriate responses to the research questions and assist to achieve the specific and overall objectives of the research. The primary data will elicit information on gender, age, college, level, etc, of the respondents. Quantitative research will be the end bases for the research.

3.6 Design of Questionnaire

The questionnaire will be designed in such a way that the thoughts, opinions and feelings of the respondents will be noted. The questionnaire will have multiple choices and also have questions pertaining to the research objectives which will require direct answers from the respondents. It will also include a section for collecting personal data questions from the respondents, like gender, age range, college, level, etc. Likert scale will also be used in the questionnaire and it will be in three sections. Section A covers personal data of the respondents, Section B covers the activeness of the respondents on the internet and Section C covers the variables under the study.

3.6.1 Data Collection Method

For the aim of this study, as stated earlier, the data collection method will be the use of questionnaires. The questionnaires will be used as a direct instrument for garnering information from the respondents. Rather than paper printed questionnaires, the use of Google forms will be adopted, in which links will be sent to respondents and responses will be generated. This is as a result of the covid-19 pandemic, to reduce body contact. The questions for the questionnaire will be in sections; section A is for personal data of the respondents, section B is to quantify the internet usage of the respondents and section C is to quantify the effect on pop-up advertising on consumer reaction, consumer loyalty and consumer retention.

3.7 Validity and Reliability of the Instrument

Reliability of an instrument is a measure of how consistent the results of a test are (Sekaran, 2003). In this study, the reliability will be carried out by computing Cronbach's Alpha. According to Sekaran and Bougie (2010) pilot studies is necessary for testing the reliability of instruments where the feedback of the pilot study is used to refine the questionnaire to make it reliable during the study. The researcher ran the Cronbach's alpha reliability test to establish the reliability of the item used in the questionnaire. Cronbach's alpha is the basic formula for determining the reliability based on internal consistency (Kim & Cha, 2002).

3.8 Method of Data Analysis

The data collected will be coded and captured into the computer for analysis. Descriptive analysis will be used to determine the proportions and frequency of the variables. Statistical Package for Social Scientists (SPSS) will be used to carry out the data analysis. Inferential statistics that's, correlation and regression analyses will be done to test the hypotheses. The presentation and the analysis of the data will be done according to the research questions raised earlier in this study.

4. DATA ANALYSIS AND INTERPRETATION

We presents the results and discussion of the study findings. Response rats, descriptive analysis was done on each of the study variables followed by the findings from the descriptive statistics. The chapter ends with the discussion of the study findings. The Statistical Package for Social Sciences (SPSS) version 21 was used to process the data to get the descriptive results while tables were used to present the summarized findings.

Table 4.1: Demographic Profile of Respondents

Demographic antecedents	Frequency	Percentages %
Gender:		
Female	78	61.9
Male	48	38.1
Total	126	100
Age:		
16-18	35	27.8
19-21	60	47.6
22-24	23	18.3
24 and above	8	6.3
Total	126	100
College:		
CASMAS	81	64.3
COLENSMA	19	15.1
COPAS	26	20.6
Total	126	100
Department:		
Accounting& Finance	16	12.7
Architecture	18	14.3
Biochemistry	5	4.0
Business Admin	28	22.2
Computer Science	10	7.9
Criminology	8	6.3
Cyber Security	2	1.6
Economics	1	0.8
International Relations	10	7.9
Mass Communications	16	12.7
Microbiology	9	7.1
Political Science	1	0.8
Psychology	2	1.6
Total	126	100
Level:		
100	19	15.1
200	43	34.1
300	18	14.3
400	43	34.1
M.sc	3	2.4
Total	126	100

Source: Field survey, 2021

Table 4.1 shows the demographic information of respondents in summary. It looked at the gender group of respondents, which showed that, 61.9% were female and 38.1% were male. The age range was from 16-24 and above, and the highest age range was 19-21 which accounted for 47.6%, 16-18 accounted for 27.8%, while 22-24 were 18.3% and 6.3% of the respondents were 24 and above. Also in the demographics, in respect to their colleges, it was indicated that, 64.3% were from CASMAS, while 15.1 were from COLENSMA and 20.6 were from COPAS.

From the table, 13 departments were represented with the highest respondents from Business Administration at 22.2%, Accounting & Finance had 12.7%, while Architecture had 14.3% and Mass Communication had 12.7%. The remaining departments that shared the number of respondents were Biochemistry, Computer Science, Criminology, Cyber Securities, Economics, International Relations, Microbiology, Political Science and Psychology. Lastly, the table showed the different academic levels the respondents ranged from, that is, 100 level to M.sc level as follows; 34.1% were in 400 level and 15.1% in 100 level while the respondents in 200 level were 34.1% and 14.3% were in 300 level and 2.4% were in M.Sc.

4.3 Analyses of Research Objectives

The study shows the descriptive analyses on the usage of the internet. In the descriptive analyses, the mean and the standard deviation were analysed too. For interpretation, Strongly Agree was represented by SA, Agree by A, Slightly Agree by SIA, Slightly Disagree SID, Disagree by D and Strongly Disagree by SD. The detailed results of the analyses are arranged in tables follows.

Table 4.2: Descriptive analyses of usage of internet

Variable	Frequency	Percentage %
I am an active internet user:		
SA	61	48.4
A	39	31.0
SIA	10	7.9
SID	13	10.3
D	2	1.6
SD	1	0.8
How many hours do you spend on the internet daily? :		
4-6 hours	54	42.9
7-9 hours	27	21.4
10-12 hours	26	20.6
13 hours and above	19	15.1
Total	126	100
Which of these do you spend time more on? Social media		
Websites	93	73.8
Blogs	28	22.3
Others	15	0.8
Total	126	100
Variable	Frequency	Percentage %
Which of these social media apps do you use more often?		
Facebook	4	3.2
WhatsApp	48	38.1
Twitter	14	11.1
YouTube	9	7.1
Instagram	34	27.0
Snapchat	7	5.6
TikTok	61	4.8
Other	126	100
Total		

Source: Field survey, 2021

The table above showed respondents were asked questions to determine their level of usage of the internet and the social platform they preferred most. 48.4% respondents strongly agreed that they were active internet users. 31.0% agreed that they were active internet users while 10.3% slightly disagreed, 1.6% disagreed and 0.8% strongly disagreed that they were active internet users and the remaining 7.9% slightly agreed that they were active internet users.

On the hours spent on the internet, 42.9% spend 4-6 hours daily and 21.4% spend 7-9 hours daily while 20.6% spend 10-12 hours daily and 15.1% spend 13 hours & above daily.

Table 4.2 I: Respondents perceptions on pop-up advertising on consumer reaction
Keywords: Strongly Disagree (SD), Disagree (D), Slightly Disagree (SID), Slightly Agree (SIA), Agree (A), Strongly Agree (SA). Mean (M), Standard Deviation (SDv).

Pop-up advertising on consumer reaction.	Strongly Agree (SA).	Agree (A)	Slightly Agree (SIA)	Slightly Disagree (SID)	Disagree (D)	Strongly Disagree (SD)	Mean (M)	Standard Deviation (SDv)
I come across pop-up adverts often	50 39.7%	58 46.0%	14 11.1%	-	1 0.8%	3 2.4%	5.18	0.907
I encounter pop-up adverts on social media	30 23.8%	66 52.4%	14 11.1%	7 5.6%	6 4.8%	3 2.4%	4.78	1.159
I encounter pop-up adverts on websites	63 50.0%	51 40.5%	6 4.8%	3 2.4%	-	3 2.4%	5.31	0.967
I encounter pop-up adverts on blogs	30 23.8%	49 38.9%	18 14.3%	23 18.3%	6 4.8%	-	4.59	1.175
I check out pop-up adverts when they appear	8 6.3%	17 13.5%	45 35.7%	22 17.5%	17 13.5%	17 13.5%	3.41	1.410
I skip pop-up adverts whenever they appear on my screen	43 34.1%	34 27.0%	17 13.5%	22 17.5%	7 5.6%	3 2.4%	4.60	1.381
I find pop-up adverts annoying	38 30.4%	54 42.9%	23 18.3%	6 4.8%	4 3.2%	1 0.8%	4.90	1.042
I find pop-up adverts educating and informative	8 6.3%	25 19.8%	66 52.4%	11 8.7%	6 4.8%	10 7.9%	3.90	1.203
Pop-up adverts allow me to know a brand	41 32.5%	54 42.9%	26 20.6%	3 2.4%	1 0.8%	1 0.8%	5.02	0.912
Pop-up adverts allow me to be familiar with a brand	18 14.3%	50 39.7%	29 23.0%	21 16.7%	7 5.6%	1 0.8%	4.38	1.137

Source: Field Survey, 2021

Table 4.2.I continued

To identify the most used platform, respondents were given options of blogs, social media, websites and others to specify. 73.8% spent more time on social media while 22.3% spent more time on websites and 2.5% selected others while only 0.8% spent more time on blogs. The table also provided analyses of the most used social media from the 126 respondents. 38.1% use WhatsApp most and 27.0% use Instagram. 11.1% respondents use Twitter while 3.2% use Facebook and 7.1% use YouTube, 5.6% use Snapchat most and 4.8% use TikTok most.

Table 4.2.1 gives detailed analyses of the effect of pop-up advertising on consumer reaction. The table indicated that by combining responses under strongly agreed and agreed, most 85.7% agreed that come across pop-up adverts often. 76.2% concurred that they encountered pop-up adverts on social media, 90.5% agreed that they encountered pop-up adverts on websites while 62.7% claimed that they encountered pop-up adverts on blogs. Out of the 126 respondents, only 6.3% strongly agreed that they checked out pop-up adverts when they appeared while 35.7% slightly agreed, 27% respondents disagreed and strongly disagreed that they checked out pop-up adverts when they appeared.

The results also show that 61.1% of the respondents strongly agreed and agreed that they skipped pop-up adverts whenever it appeared on their screen, 23.1% slightly disagreed and disagreed that they respectively skipped pop-up adverts when they appeared on their screen and 91.4% asserted that they found pop-up adverts annoying. The results also revealed the respondents' opinion on the content of pop-up adverts as 26.1% of the respondents found pop-up adverts educative and informative while 52.4% slightly agreed that pop-up adverts were educative and informative. 75.4% strongly agreed and agreed that Pop-up adverts allowed them to know a brand while 20.6% slightly agreed. Lastly, this table showed, 54% respondents strongly agreed and agreed that Pop-up adverts allowed them to be familiar with a brand while 23.0% slightly agreed and 22.3% slightly disagreed and disagreed that pop-up adverts allowed them to be familiar with a brand.

Table 4.2.1 shows the mean scores of the respondents' perception about pop-up advertising on consumer reaction variables were ranging between 3.41 and 5.31 with standard deviation ranges from 0.907 to 1.410. The results indicated that there was a wide agreement among the respondents on how pop-up adverts affected their reactions to it based on the six point Likerttype scale in the questionnaire. Consequently, Table 4.2.1 revealed that the most agreed statement from the respondents that affected their reaction on pop-up adverts was that they encountered pop-up adverts on websites with the highest mean of 5.31 and low standard deviation 0.967, while the least agreed statement to measure consumer's reaction on pop-up adverts is that they checked out pop-up adverts when they appeared with lowest mean of 3.41 and highest standard deviation of 1.410.

The results in the table further corroborated the study of Lutz (1985), who established that consumer attitude towards the advertisement affected consumer exposure, attention and reaction to the individual advertisement through a variety of cognitive and affective processes.

Table 4.2.2: Respondents perceptions on the impact of pop-up advertising on consumer loyalty

Pop-up advertising on consumer loyalty.	Strongly Agree (SA).	Agree (A)	Slightly Agree (SIA)	Slightly Disagree (SID)	Disagree (D)	Strongly Disagree (SD)	Mean (M)	Standard Deviation (SDv)
I liked a product because of a pop-up advert.	8 6.3%	21 16.7%	9 7.1%	27 21.4%	27 21.4%	34 27.0%	4.16	1.612
Pop-up adverts made you patronize a brand.	12 9.5%	25 19.8%	14 11.1%	31 24.6%	31 24.6%	13 10.3%	3.66	1.524
Pop-up adverts informs my purchase decisions.	7 5.6%	29 23.0%	13 10.3%	27 21.4%	43 34.1%	7 5.6%	3.391	1.423
I purchase products because of popup adverts I've seen.	14 11.1%	26 20.6%	28 22.2%	22 17.5%	27 21.4%	9 7.1%	3.39	1.480
I appreciate brands that use pop-up adverts.	- -	19 15.1%	12 9.5%	31 24.6%	43 24.1%	13 10.3%	3.23	1.230

Keywords: Strongly Disagree (SD), Disagree (D), Slightly Disagree (SID), Slightly Agree (SIA), Agree (A), Strongly Agree (SA). Mean (M), Standard Deviation (SDv)Source: Field Survey, 2021

Table 4.2.2 continued

Table 4.2.2 shows detailed analyses of the impact of pop-up advertising on consumer loyalty. The table indicated that by adding responses under strongly agreed and agreed, 23% agreed that they liked a product because of a pop-up advert while 69.8% of the response ranging from slightly disagreed to strongly disagreed that they liked a product because of pop-up advert. This result showed low influence of pop-up adverts on consumers' likeability of a product. 29.3% of the respondents concurred that pop-up adverts made them patronize a brand while 59.5% responses disagreed to patronize a brand as a result of pop-up adverts, 28.6% respondents agreed that they made purchase informed decisions from pop-up adverts while 61.1% of the respondents disagreed completely on pop-up adverts informing their purchase decisions which affirmed the low influence of pop-up adverts in the decision-making process of consumers.

On the statement of if the consumers purchase products because of pop-up adverts, 53.9% of the respondents ranged from strongly agreed to slightly agree while 46% disagreed. Also in the table, 24.6% respondents acknowledged that they appreciated brands that use pop-up adverts while 69% respondents disagreed to the statement.

Table 4.2.2 also shows the mean scores of the respondents' perception on the impact of pop-up advertising on consumer loyalty variables were ranging between 3.23 and 4.16 with standard deviation ranges from 1.612 to 1.230. The results indicate that there is a strong disagreement among the respondents on the impact of pop-up advertising on consumer loyalty based on the six point likert-type scale in the questionnaire. Consequently, Table 4.2.2 revealed that the most disagreed statement on how pop-up adverts affect consumer loyalty appears to be that they like a product because of pop-up adverts with the highest mean of 4.16 and low standard deviation 1.612, while consumers appreciate brands that use pop-up adverts was the least disagreed statement on how pop-up adverts impact consumers' loyalty with lowest mean of 3.23 and high standard deviation of 1.230.

This result further affirms Kotler et al. (2017)'s theory on how consumer buying decision process consists of five stages Problem recognition, Information search, Evaluation of alternatives, Purchase decision, and post-purchase behaviour and all these cannot be gotten from pop-up adverts because it does not give time for consumers to use all five stages during decision making process towards a product.

Table 4.2 3: Respondents perceptions on the influence of websites, blogs and social media on consumer retention

Influence of websites, blogs and social media on consumer retention.	Strongly Agree (SA).	Agree (A)	Slightly Agree (SIA)	Slightly Disagree (SID)	Disagree (D)	Strongly Disagree (SD)	Mean (M)	Standard Deviation (SDv)
I have kept using a brand because of a pop-up advert I saw.	13 10.3%	26 20.6%	17 13.5%	18 14.3%	42 33.3%	10 7.9%	3.63	1.557
A pop-up advert I saw on social media has retained me to a brand.	13 10.3%	26 20.6%	19 15.1%	30 23.8%	30 23.8%	8 6.3%	3.49	1.468
A pop-up advert I saw on a website has retained me to a brand.	11 8.7%	28 22.2%	19 15.1%	35 27.8%	21 16.7%	12 9.5%	3.50	1.463
A pop-up advert I saw on a blog has retained me to a brand	14 11.1%	32 25.4%	15 11.9%	23 18.3%	32 25.4%	10 7.9%	3.45	1.557
I think popup adverts is a good form of advertisement.	7 5.6%	6 4.8%	1 0.8%	46 36.5%	43 34.1%	23 18.3%	4.44	1.262
I advise brands to use Pop-up adverts for their products.	20 15.9%	7 5.6%	4 3.2%	28 22.2%	49 38.9%	18 14.3%	4.06	1.631

Source: Field survey, 2021

Keywords: Strongly Disagree (SD), Disagree (D), Slightly Disagree (SID), Slightly Agree (SIA), Agree (A), Strongly Agree (SA), Mean (M), Standard Deviation (SDV)

Table 4.2.3 shows results of the descriptive statistics of opinions of respondents on the influence of social media, blogs, and websites on consumer retention. The results revealed that 44.4% of the respondents agreed that they had kept using a brand because of a pop-up advert while 55.5% of the respondents disagreed that they continued using a brand because of pop-up adverts. 46% agreed that a pop-up advert they saw on social media had retained them to a brand, 53.9% disagreed that pop-up adverts on social media had retained them to a brand.

Moreover, 46% of the respondents agreed that pop-up advert they saw on a website had continued to gain their patronage to a brand while 27.8% slightly disagreed and 26.2% disagreed and strongly disagreed. 48.4% of the respondents reported that pop-up advert they saw on a blog had retained them to a brand while 51.6% disagreed with the statement. The respondents were also asked if they thought the pop-up adverts is a good form of advertisement and 88.9% of the total respondents disagreed while only 11.2% agreed that pop-up adverts is a good form of advertisement. Also in the table, respondents were asked if they would advise brands to use Pop-up adverts for their products and only 24.7% agreed that brands should use pop-up adverts for their products while 75.4% of the respondents disagreed to the advice.

From the analyses, one can deduce the importance position of pop-up adverts in the consumers' decision-making process. It can also be seen the low level of influence pop-up adverts have on consumers irrespective of the platform it is been accessed. Table 4.2.3 finally shows that the average scores of respondents' perception about the influence of social media, blogs, and websites on consumer retention variable items were ranging from 4.44 to 3.49, with standard deviation ranges from 1.631 to 1.262. This result indicates that there is low influence of pop-up adverts on social media, blogs, and websites on consumer retention.

4.4 Analyses of Research Hypotheses

4.4.1 Restatement of Hypothesis one:

H₀₁: There is no relationship between pop-up advertising and consumer reaction

Table 4.2 4: Correlations

		ADVERTISING	POPUP
POP-UP ADVERTISING	Pearson Correlation Sig. (2-tailed) N	1 126	.765** .000 126
CONSUMER REACTION	Pearson Correlation Sig. (2-tailed) N	.765** .000 126	1 126

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4.2.4 shows the Pearson's Product Moment Correlation for hypothesis one above, which was ran to determine the relationship between pop-up advertising and consumer reaction. The results showed that there was a significant and positive correlation between pop-up advertising and consumer reaction, at $P=0.01$ significance level (i.e $r_s = .765$, $p = .000$). Thus the null hypothesis was rejected while its alternative was accepted which stated that there was a relationship between pop-up advertising and consumer reaction.

Although, all the reactions were not positive, but according to the Pearson's Product moment correlation, there was a high and positive correlation between the variables.

4.4.2 Restatement of Hypothesis two: H_{02} : There is no correlation between pop-up advertising and consumer loyalty

Table 4.2 5: Correlations

		POPUP	IMPACTADV
pop-up advertising	Pearson Correlation Sig. (2-tailed) N	1 126	.896** .000 126
consumer loyalty	Pearson Correlation Sig. (2-tailed) N	.896** .000 126	1 126

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4.2.5 shows the Pearson's product moment correlation for hypothesis two above, which was ran to determine the correlation between pop-up advertising and consumer loyalty. The results showed that there was a significant and positive correlation between pop-up advertising and consumer loyalty, which was statistically significant at 0.01 at (i.e $r_s = .896$, $p = .000$). Thus the null hypothesis was rejected while its alternative was accepted which stated that there was a correlation between pop-up advertising and consumer loyalty.

4.4.3 Restatement of Hypothesis three: H₀₃: There is no relationship between websites, blogs and social media and consumer retention.

Table 4.2 6: Correlations

		POPUP	SOCIAL
websites, blogs and social media	Pearson Correlation	1	.917**
	Sig. (2-tailed)		.000
	N	126	126
consumer retention	Pearson Correlation	.917**	1
	Sig. (2-tailed)	.000	
	N	126	126

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4.2.7 shows the Pearson's product moment correlation for hypothesis three above, which was run to determine relationship between websites, blogs and social media and consumer retention. The results showed that there was a significant and positive correlation relationship between websites, blogs and social media and consumer retention, which was statistically significant at 0.01 significance level (i.e $r_s = .917$, $p = .000$). Thus the null hypothesis was rejected while its alternative was accepted which stated that there was a relationship between websites, blogs and social media and consumer retention.

4.5 Hypothesis Testing Using Regression

4.5.1 Restatement of Hypothesis one: H₀₁: There is no relationship between pop-up advertising and consumer reaction

Table 4.5 1 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.764 ^a	.584	.580	.46031

a. Predictors: (Constant), consumer reaction

Table 4.5 2 ANOVAa

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	36.845	1	36.845	173.894	.000 ^b
Residual	26.274	124	.212		
Total	63.119	125			

a. Dependent Variable: pop-up advertising

b. Predictors: (Constant), consumer reaction

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.608	.440		-3.655	.000
consumer reaction	1.254	.095	.764	13.187	.000

a. Dependent Variable: pop-up advertising

The regression analyses of the table above shows that R coefficient equal to 0.764 that confirmed a positive relationship between pop-up advertising and consumer reaction. The RSquare value of 0.584 revealed that only a maximum 58.4% of the variation in pop-up advertising could be explained by consumer reaction. The F-statistic value of 173.894, $p < 0.005$ showed the model's goodness of fit to explain the variation and to reject the null hypothesis. The coefficient consumer reaction was 1.254 which was significant at $p < 0.05$. This result shows that there was a significant and positive relationship between pop-up advertising and consumer reaction. We therefore reject the null hypothesis H_0 and accept the alternative hypothesis H_1 .

Discussion of Findings for Hypothesis one:

It was discovered in the study that there is a significant and positive relationship between pop-up advertising and consumer reaction. This corroborates with the findings of Santosh (2014) that stated that there are some advantages of pop-up advertisements such as brand visibility, immediate feedback from consumers, versatility etc. However, Wang and Xu (2014) said that pop-up advertisements have a little or no impact on purchase behaviour of social media users. They buttressed that the study of pop-up adverts is not effective in influencing the purchase behaviour of social media users; it revealed that users of social media had a negative attitude towards pop-up adverts mainly because of its intrusive and obstructive nature.

4.5.2 Restatement of Hypothesis two: H_{02} : There is no correlation between pop-up advertising and consumer loyalty

Table 4.5 4 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.896 ^a	.804	.802	.31615

a. Predictors: (Constant), consumer loyalty

Table 4.5 5 ANOVAa

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	50.725	1	50.725	507.509	.000 ^b
Residual	12.394	124	.100		
Total	63.119	125			

a. Dependent Variable: pop-up advertising

b. Predictors: (Constant), consumer loyalty

6:

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.188	.524		23.714	.000
consumer loyalty		.023	.896	22.528	.000

a. Dependent Variable: pop-up advertising

The regression analyses of the table above shows that R coefficient equal to 0.896 that confirmed a positive relationship between pop-up advertising and consumer loyalty. The R-Square value of 0.804 reveals that only a maximum 80.4% of the variation in pop-up advertising could be explained by consumer loyalty. The F-statistic value of 507.509, $p < 0.005$ showed the model's goodness of fit to explain the variation and to reject the null hypothesis. The coefficient consumer loyalty was 0.524 which was significant at $p < 0.05$. This result showed that there was a significant and positive relationship between pop-up advertising and consumer loyalty. We therefore reject the null hypothesis H_0 and accept the alternative hypothesis H_1 .

Discussion of Findings for Hypothesis two:

It was discovered in the study that there was a relationship between pop-up advertising and consumer loyalty. This is in line with Shum (2004) who investigated basic beliefs of advertisements among young Chinese generation and found increased advertising activities all over the world has led to emphasis on importance of perceived advertisement effectiveness in international markets. Over recent years, economic development caused the creation of modern consumers of china. Also, Chioveanu (2008) studied impact of advertisement on customer loyalty and found advertisement influences loyalty of customers of new cars in southern Africa markets.

4.5.3 Restatement of Hypothesis three: H_{03} : There is no relationship between websites, blogs and social media and consumer retention.

Table 4.5 7: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.918 ^a	.844	.842	.28224

a. Predictors: (Constant), websites, blogs and social media

Table 4.5 8: ANOVAa

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	53.241	1	53.241	668.387	.000 ^b
Residual	9.877	124	.080		
Total	63.119	125			

a. Dependent Variable: consumer retention

b. Predictors: (Constant), websites, blogs and social media

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.973	.583		22.292	.000
websites, blogs and social media		.023	.918	25.853	.000

a. Dependent Variable: consumer retention

The regression analysis of the table above shows that R coefficient equal to 0.918 that confirmed a positive relationship between websites, blogs and social media and consumer retention. The RSquare value of 0.844 reveals that only a maximum 84.4% of the variation in consumer retention could be explained by websites, blogs and social media. The F-statistic value of 668.387, $p < 0.005$ showed the model's goodness of fit to explain the variation and to reject the null hypothesis. The coefficient websites, blogs and social media was 0.583 which was significant at $p < 0.05$. This result showed that there was a significant relationship between websites, blogs and social media and consumer retention. We therefore reject the null hypothesis H_0 and accept the alternative hypothesis H_1 .

Discussion of Findings for Hypothesis three:

It was discovered in the study that there was a significant relationship between websites, blogs and social media and consumer retention implying that they can directly manage dissatisfied customers and offer solutions to the problems associated with the complaints (Bernoff and Schadler 2010)

**Table 4.6 I: Test of Reliability
Case Processing Summary**

		N	%	
Cases	Valid		126	100.0
	Excluded ^a		0	.0
	Total		126	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.879	4

A measuring instrument is said to be reliable if it provides consistent results. The researchers used Cronbach's Alpha coefficient which ranges between 0 and 1, to establish the reliability that is to assess the internal consistency of the instrument. The researcher used Cronbach's alpha because it requires only one testing session. Higher alpha coefficient values mean there is consistency among the items in measuring the concept of interest. As a rule of thumb, acceptable alpha should be at least 0.7 or above. The Cronbach's alpha typically ranges from 0 to 1. Internal-consistency reliability is usually considered to be acceptable when Cronbach's alpha ≥ 0.70 . From the study an alpha of 0.879 (rounded to 0.9) was established. This shows that the instruments were reliable.

4.5.4 Summary of Research Hypothesis and Test Results

Table 5.2 I: Summary of Research Findings

Research Objectives	Research Hypothesis	Decision Results
Objective 1: To examine the effect of pop-up advertising on consumer reaction.	Hypothesis 1: There is a relationship between pop-up advertising and consumer reaction.	Alternatives Hypothesis Accepted
Objective 2: To evaluate the impact of pop-up advertising on consumer loyalty.	Hypothesis 2: There is a correlation between pop-up advertising and consumer loyalty.	Alternatives Hypothesis Accepted
Objective 3: To determine the influence of websites, blogs and social media on consumer retention.	Hypothesis 3: There is a relationship between websites, blogs and social media and consumer retention.	Alternatives Hypothesis Accepted

4.6 Discussion of Findings

The result analyzed using the Statistical Package for Solution Service (SPSS) and Microsoft Excel with the correlation and regression method technique shows that there is significant relationship between the four hypotheses as presented above.

5. SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary of Findings

The study examined the effect of pop-up advertising on consumer purchase behavior; a case study of students in Caleb University, Imota, Lagos, Nigeria. In order to accomplish this, questionnaires were sent out to collect relevant data for this study. Research questions were developed to ease the obtaining of the main objective of the study. The results and findings showed that;

- i There is an effect of pop-up advertising on consumer reaction
- ii There is an effect of pop-up advertising on consumer loyalty
- iii There is an effect of pop-up advertising on consumer reaction

This study detailed the background to the study, statement of problem, research objectives, and research hypotheses, the research questions, scope of the study, significance of the study and definition of terms.

It also assessed significant literary works that are valuable, feasible, and are of immense significance to this research work. Also, in establishing this study, the concepts of pop-up advertising and consumer purchase behaviour were separately broken down into concepts. The reviewed literatures were categorized under theoretical, conceptual and empirical reviews with the view of covering the entire research scope.

The methodology used in achieving the study objectives, how the research hypotheses were determined and the research design used was described. The study population, sample size and technique, types and sources of data were also identified and the approach used in testing these hypotheses and accomplishing the study objectives were also identified. The research instrument, method of data collection and analyses were shown.

The data presentation, analyses, and interpretation showed that there was an effect of pop-up advertising on consumer reaction, there was an effect of pop-up advertising on consumer loyalty, and there was an effect on consumer retention. Inferential statistics including correlation and regression analysis were done to buttress this. The Statistical Package for Social Sciences (SPSS) version 21 was used to process the data to get inferential results. Tables were also drafted to present the summarized findings.

5.2 Conclusion

The study showed and concluded that;

- i. There is a positive relationship between pop-up advertising and consumer reaction.

- ii. There is a positive relationship between pop-up advertising and consumer loyalty
- iii. There is a positive relationship between pop-up advertising and consumer retention.

Consumers have initial reactions to pop-up adverts and from the research findings, consumers find pop-up adverts informative and it makes them familiar with a brand or product. Though some said they find it annoying, others do not find it that way. When they go ahead to check out the product or brand, they develop interests and this leads them to purchase or patronize that brand which can lead to their loyalty to the brand or product. Brands like Jumia and Netflix have used pop-up adverts to obtain the loyalty of their consumers. This is due to the endearing nature of the pop-ups. Also from the findings, consumers agreed that they have purchased products because of a pop-up advert they saw. And the most mediums they have seen these adverts on are social media, websites and some blogs which can also lead to their retention to a brand or product.

The constant use of a social media app, website or blog has in one way or the other influenced consumers retention to a brand no matter how little. The appearance and reappearance of popups on a social media app, website or blog will make a person purchase and if satisfied, be retained. And anytime he/she is using any of these platforms, they look forward to a pop-up advert that will spike an interest.

5.3 Recommendations

Although consumers may find pop-up adverts intrusive, distracting and annoying, I therefore recommend that brands make their pop-up adverts less intrusive, distracting and annoying. They should not make it a thing of constant repetition that can lead to irritation on the side of the consumers.

Brands should make the pop-ups not too large that it will disturb what a person is doing in that moment and in terms of video pop-ups, the videos should not be too long, they should last at most 15 seconds. This is due to the short attention span of an average human, the lesser the time the quicker the message is passed. Brands should also make their pop-ups as interesting as possible, also as attractive as possible that it will draw the attention of the consumer. Using consumer friendly colours, fonts, and images will help make this easier. Social media platforms, websites and blogs that allow pop-up adverts should see to requesting for permissions from their users if they want certain pop-ups or not. Warnings or notifications should be given before adverts pop-up.

In general, due to the advancement in technology and the pandemic, most brands has moved to online marketing and pop-up adverts being one of the most used forms of marketing, this is due to the fact that most people spend their time on the internet and brand have moved to this space to keep constant interactions with their customers. I recommend that start-ups and Small medium scale enterprises (SMEs) use pop-up adverts

as a means to get their products out as it is also one of the cheapest forms of marketing.

5.5 Areas for Further Research

Future researchers should also conduct similar study on pop-up adverts and its effects on brand interactions with its customers. This will assist brands in understanding first-hand the opinions of consumers or customers towards their products or services and their purchase behaviours. They should also conduct studies on the effect of pop-up adverts on the sales of a brand. This is to understand if pop-up adverts positively or negatively influence the sales of a brand.

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