

**Consumer Preference and Attitude towards Pop-up Advertising**

**By**

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**(15PCO012)**

**Under the guidance of**

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**Thesis submitted to**

**Avinashilingam Institute for Home Science and Higher Education for Women**

**Coimbatore-641043**

**In Partial Fulfillment of the Requirement for the award of the Degree of**

**Master of Commerce**

**April 2017**



Avinashilingam Institute for Home Science and Higher Education for Women

Coimbatore-641043

Department of Commerce

Certificate


This is to certify that the project entitled,  
"Consumer Preference and Attitude towards Pop-up Advertising"  
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### DECLARATION

I hereby declare that the work entitled "Consumer Preference and Attitude towards Pop-up Advertising" is submitted in partial fulfillment of the requirement for the award of the degree of Master of Commerce, under the supervision and guidance of Dr.P.Deivanai M.Com,MBA,M.Phil,Dip.mgt,Ph.D Associate Professor, Department of Commerce, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore-641043.

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## ACKNOWLEDGEMENT

I would like to express our sincere thanks to **God Almighty**, for his constant love and grace he showered upon me throughout the study.

I am thankful to **PadmashriDr.P.R.KRISHNAKUMAR, CHANCELLOR**, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, for his support and encouragement during the course of the study.

I heartily thank **Dr.(Mrs.)PREMAVATHY VIJAYAN,M.Sc.,M.Ed.,Dip.Spl.Edn.,M.Phil., Ph.D, Vice chancellor**, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, for extending all the resources that facilitated for the conduct of present study.

I express my gratitude to **Dr.(Mrs.)S.KOWSALYA M.Sc,M.Phil,Ph.D., Registrar** Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, for providing all facilities necessary for conducting the study.

My special thanks to **Dr.(Mrs.)U.JERINABI M.Com, Dip. Ed, M. Phil., Ph .D.,** Dean, Faculty of Business Administration and Professor for her necessary help and support for completing the project successfully.

I express my sincere thanks go to **Dr.(Mrs.)G.SANTHIYAVALLI M.Com. Dip. Ed, M.Phil.,Ph.D., Professor and Head of the Department of Commerce** for her encouragement help and support for completing the project successfully.

I take this opportunity to express our sincere thanks to my supervisor and guide **Dr.(Mrs.)P.DEIVANAI M.Com,MBA,M.Phil,Ph.D., Associate Professor**, Department of Commerce for her guidance, valuable suggestions and strong support throughout the project.

I am thankful to all **Staff Members** of the Department of Commerce who rendered their help whenever required.

The researcher owes heartfelt thanks and gratitude to the **Librarian** of Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore.

I would extend my hearty thanks to one and all who helped me directly for successful completion of this study.

Lastly, I would like to thank my **Parents**, friends and all well-wishers for their kind inspiration and support.



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## **SYNOPSIS**

The rapid development of technology today markets internet uses continues to increases. This is supported by the ease of internet users access the internet either through a PC,Laptob, mobile phones, tablets and other media. The increase in internet users this makes the internet into for a company promotion. Pop up advertising is one of the recently developed advertising which the best ways to promote and attract more customers. The recent trend the people are now interconnected glopally through technological farme. The traditional digital advertising are able

to attract customers attention easily . based on this advertisement market the product easy way and capture the international market also. The majority of the company which appears on internet websites in the form of social media site and pop-ups, banner advertisement. Pop –up advertising highlite the products and services to get feedback and new arrivals of the products. This study aims to analyze the products preference and test the effect of pop up advertising among the internet user to buy the products through online .this study consists a survey conducted on online purchasers base on pop up advertising in Coimbatore. This study utilize the framed structure questionnaire and adopted convenience sampling method for survey. This study using percentage, chi-square analysis, likerts five point techniques on proportion to obtain some evidence from where the same of 150 respondents through on survey. The results indicate the impact of pop-up advertising purchase decision.

## **CHAPTER I**

### **INTRODUCTION**

The internet is changing the traditional sales model, which is tactical in nature. The recent trend the people are now interconnected globally through technological frame. The traditional digital advertising are able to attract customers attention easily based on this advertisement market the product easy way and capture the international market. The majority of the company which appears on internet websites in the form of social media site and pop-ups, banner advertisement. Pop –up advertising highlight the products and services to get feedback and new arrivals of the

products. The companies used to produce a deliverable, either a product, service or piece of information and then employ the 4P's of marketing (price, product, promotion, placement) as the foundation of their efforts to sell it. Internet commerce, on the other hand, is far more strategic. While most companies view their products purely in terms of the demand conversion stage, internet commerce will force them to increasingly view the entire sales cycle (market development, demand creation, fulfillment, customers support and customers detention) as their product. In the tactical model, these above mentioned phases in the sales cycle are just extras that aid in pre post sales. In a strategic model, however, they are building blocks of the entire sales message. Many people think that E- Commerce is the same as E-Business, but as defined here it is only a subset. This may be true for many and the only deal with companies when buying goods. E-Commerce was one of the first business types to become digitally available, but the internet offers more than just buying and selling products and services.

In India, service organizations like: banks, insurance companies, job portals, matrimonial agencies, educational institutes etc. place their advertisements in different technological based advertisement like banner , digitalization and some social medias like whatsapp, face book, this paper is an attempt to find the effectiveness of pop-up advertisements among young executives. This integration is a significant base for E-marketing. The service companies in India have adopted various E-marketing techniques like- pop-up and banner advertisements. Pop-up advertisements are seen with high-traffic websites. When the user clicks on pop-up, separate webpage is opened. Banner advertisements are seen in the form of a rectangular banner placed on such websites. When the user clicks on such banner, the navigated to a separate window. Banner and pop-up advertisements contain attractive audio-visual graphics and animations. This research paper is an attempt to study the effectiveness of pop-up advertisements among young executives in India. The findings give critical insights for service companies in India. The study has wide implications in particular. A shop of the Internet is unlimited in space and time. There are no limits in the amount of products a shop can offer. For an e.g. Amazon.com offers more than 4.7 million books. Imagine a bookshop which has 4.7 million books in stock. Snapdeal and Flipkart making a offer to the customers. The comparison may not seem fair, as Amazon does not stock the books, but orders then on demand but amazon.com does offer information on every single book. Online retailers (sometimes also called e-traders) offer either more products than traditional retailers do or more service for the same products. On the internet books, compact

disks and tickets are outselling their traditional counterparts, as these products are bought because of their content and not because of their design. The look and feel of a flight ticket is not important, the price and the service are what really matters. New technologies make the internet also attractive for goods that are bought on an emotional basis, because of their design and not their content.

## **INTERNET AS AN EMERGING ADVERTISING MEDIUM**

By and large internet has emerged as the most powerful communication medium so far known to human kind. The explosive growth of the internet advertising industry is very reminiscent of the early days of television advertising.

### **Direct Marketing**

Direct marketing is direct communication through non-personal media with carefully targeted individuals to obtain an immediate response. It includes such techniques as telemarketing, outgoing e-mail, and postal mail-of which catalog marketing is a big part. In some ways targeted banner ads and other forms of advertising and sales promotions could be considered direct marketing.

### **Internet Advertising Methods**

Two methods of internet advertising are in e-mail and on web sites. Both have useful applications. E-mail advertising is most often text based, tagging along on a consumer's incoming messages. Conversely, web advertising usually includes multimedia content, utilizing banners, buttons, interstitials, and sponsorship on web sites. Neither e-mail nor web sites are limited, however web site advertising can be as small as a line of text with an embedded hyperlink to the advertiser's site, and e-mail advertising can include graphics.

### **E-mail advertising**

By far the least expensive type of online advertising, **e-mail advertising** is generally just a few sentences of text embedded in another firm's content. Advertisers purchase space in the e-mail sponsored by others (e.g., Hotmail).

### **Website advertising**

Anything goes with web advertising: text-form a sentence to pages of story, graphics, sound, animation, and hyperlink. A website consists of special files with text, video, graphics and sound. Browser programmes like navigator and explorer that the user to a new site. A web site can be established for a few thousand rupees. The message can be served to a large body of net surfers. Websites are of three types-information and product driven, recognition and association websites for promotion with slogans and tag-lines and experimental websites which involve a viewer through sensory experience and aesthetics. Sites can be classified as TV programmes into broad categories. To illustrate they are search engines, new sites, entertainment sites and so on. The objective of the advertiser should be clear to select the net as an advertising medium.

### **Banners and Buttons**

Banners and buttons occupy designated space for rent on web pages. This is similar to the print advertising model used by magazines and newspapers, except on the net there are video and audio capabilities in that few square inches of space. Buttons are square or round and banners are rectangular. The Internet Advertising Bureau (IAB) and the Coalition for Advertising Supported Information and Entertainment (CASIE) proposed standard dimension for buttons and banners.

### **INTERSTITIALS**

**Interstitials** are Java-based ads that appear while the publisher's content is loading. They represent only small percentage of all web advertising expenditure. Interstitials held great promise when they were introduced, but their number properly, and another is that they give the impression of lengthening user waiting time: not good.

The next iteration of interstitials is called superstitials. Created by Unicast, these feature video link ads timed to appear when a user moves her mouse from one part of a web site to another ([www.unicast.com](http://www.unicast.com)). Superstitials look like mini videos, using flash technology and Java to make them entertaining and fast. The advantage of superstitials over interstitials is that the former loads behind the scenes and doesn't appear until it does. Agency.com, a dot-com ad agency, designed a superstitial for British Airways that created an amazing 20% click-through. Of course, anything new on the web draws attention. Keeping user attention is another matter-stay tuned for details on superstitial effectiveness. An important variation of interstitials is daughter window or pop-ups. These ads usually appear in a separate window that overlays the current



|                                   |  |
|-----------------------------------|--|
| <p>b) Magazines</p>               | <ul style="list-style-type: none"> <li>-Sunday newspaper</li> <li>-Sunday/weekend sections of daily newspaper</li> <li>-General interest magazines</li> <li>-Special interest magazines</li> <li>-Trade publication</li> <li>-Institutional publication</li> </ul> |
| <p>4) Direct responses</p>        | <ul style="list-style-type: none"> <li>-Mailers as letters</li> <li>-Mailers as pamphlets</li> <li>-Telemarketing</li> </ul>   |
| <p>5)Outdoor media</p>            | <ul style="list-style-type: none"> <li>-Posters</li> <li>-Hoardings</li> <li>-Wall paintings</li> <li>-Neon signs</li> <li>-Sky advertising (Air ballons, etc.,)</li> </ul>  |
| <p>6) Vehicular Media</p>         | <ul style="list-style-type: none"> <li>-Mainline trains</li> <li>-Sub-urban trains</li> <li>-Buses and trains</li> <li>-Taxies &amp; Autos-Rickshaws</li> <li>-Private vehicle</li> </ul>  |
| <p>7) Point of purchase media</p> | <ul style="list-style-type: none"> <li>-Banners</li> <li>-Stickers</li> <li>-Packaging</li> <li>-Painted signs</li> <li>-Hanging</li> <li>-Baskets</li> <li>-Dummies</li> </ul>  |
| <p>8) Specialty Media</p>         | <ul style="list-style-type: none"> <li>-Signs printed on t-shirts</li> <li>-Buttons / badges</li> <li>-caps</li> <li>-Stickers</li> </ul>  |



|                            |   |
|----------------------------|---|
|                            | -Institutional publication  |
| 4) Direct responses        | -Mailers as letters<br>-Mailers as pamphlets<br>-Telemarketing  |
| 5)Outdoor media            | -Posters<br>-Hoardings<br>-Wall paintings<br>-Neon signs<br>-Sky advertising (Air ballons, etc.,)           |
| 6) Vehicular Media         | -Mainline trains<br>-Sub-urban trains<br>-Buses and trains<br>-Taxies & Autos-Rickshaws<br>-Private vehicle |
| 7) Point of purchase media | -Banners<br>-Stickers<br>-Packaging<br>-Painted signs<br>-Hanging<br>-Baskets<br>-Dummies                   |
| 8) Specialty Media         | -Signs printed on t-shirts<br>-Buttons / badges<br>-caps<br>-Stickers                                       |
| 9) Internet                | -Vortals<br>-Portals<br>-Independent websites   |
| 10) Miscellaneous Media    | - Trolleys at superstores<br>- Trolleys at airports<br>-Clowns/tall man, etc.                               |

## **ONLINE ADVERTISEMENT:**

Online advertising, also called online marketing or Internet advertising or web advertising, is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. Consumers view online advertising as an unwanted distraction with few benefits and have increasingly turned to ad blocking for a variety of reasons.

### **Advertising**

Advertising on Internet Like broadcast or print, Internet is an advertising medium. Companies and organizations working to promote their products and services must consider this medium as they would television, magazines, outdoor, and so on. Advertising on the Internet employs a variety of forms.

**Banners** The most common form of advertising on the web is **banner ads**. Banner ads may be used for creating awareness or registration or for direct-marketing objectives. Banners ads may take on variety of forms, as well as a number of names such as side panels, skyscrapers, or verticals. Initially banner ads constituted the vast majority of advertising on the Net but studies indicating their questionable effectiveness have led to a decline in usage .Reports on click-through rates vary .but most studies indicates a less than 1 percent response rate. A few studies have shown an increase in response rates in recent years .These finding may lead to increased use of this method of advertising in the future.

**Sponsorships** Another common form of advertising is **sponsorships**. There are two types of sponsorships regular sponsorship occur when a company pays to sponsor a section of a site, for example Clairol's sponsorship of a page on GirlsOn.com and Intuit's turbo tax sponsorships of a page on Netscape's financial section. A more involved agreement is the content sponsorship, in which the sponsor not only provides dollars in Britain for name association but participate in providing the content itself. In some cases, the site is responsible for providing content and having it approved by the sponsor; in other instance, the sponsor may contribute all or part of the content. Due in part to the lack of effectiveness of banner ads, sponsorships have been increasing in popularity. Notice the number of partners on the iVillage site.

## **INTERSTITIALS:**

Interstitials are ads that appear on your screen while you are waiting for a site's content to download. Although some advertisers believe that interstitials are irritating and more of a nuisance than a benefit.

### **Push technologies**

Push technologies, or webcasting technologies, allow companies to “push” a message to consumers rather than waiting for them to find it, push technologies dispatch web pages and may have sound and video geared to specific audiences and even individuals. Companies provide screen savers that automatically “hook” the viewer to their sites for sports, and/or other information that the viewer has specified. Users can use **personalization** – that is, they can personalize their sites to request the kinds of specific information they are most interested in viewing.

### **Links**

While considered by some as not a type of advertising, links serve many of the same purposes as are served by the types of advertisement.

### **Personal selling on the Internet**

Internet has been both a benefit and a detriment to many of those involved in personal selling – particularly those in the business-to-business market. For some, the internet has been a threat that might take away job opportunities. Companies have found that they can be more effective – even increase effectiveness – by building a strong web presence. The high-class poor – rich disadvantage of personal selling are allowing these companies to reduce new hires and even cut back on their existing sales forces. On the positive side, websites have been used quite effectively to enhance and support the selling effort. As noted earlier, the web has become a primary source of information for millions of customers in the consumer and business-to-business market. Visitors to websites can gain volumes of information about a company's products and services. In return, the visitors become a valuable resource for leads that both internal and external sales persons can follow up, and they become part of a prospect database. Not only can potential customers learn about the company's offerings, but the selling organization can serve and qualify prospects more cost-effectively. The web can also be used to

stimulate trial. For many companies, personal sales persons can reach only a fraction of the potential customer base. Through trial demonstrations and/or sample offered online, customers can determine if the offering satisfies their needs and if so request a personal sales call. In such cases both parties benefit from time and cost savings.

Some companies have used the internet to improve their one-on-one relationships with customers. By providing more information in a more timely and efficient manner, a company enable company to learn more about what it has to offer. This increases the opportunity for cross selling and customer retention. For example, neoforma.com links hospitals and medical supply vendors with listings of 300000 medical products, with pages describing separate product categories. For those interested in medical products, the site has become a one-stop shopping center. In addition by proving a website, companies can improve their response times to inquire as well as complaints, thereby improving customer service. In a well-designed IMC program, the internet and personal selling are designed to be complimentary tools-working together to increase sales. It appears that more and more companies are coming to this realization.

### **Online Advertising ( Digital)**

If you see an advertisement via the Internet (World Wide Web), then it is classified as online advertising. In fact, there are ads on this very page, and most other websites you visit, as they are the primary revenue driver for the Internet. Another avenue of online advertising is "Native Advertising," which is the digital variation of the old print advertorials. And, sponsored content is growing by leaps and bounds. From ads on Facebook and SnapChat, to partnerships with Buzz feed and Reddit, the fastest, easiest way to reach millions of potential customers is online.

### **Cell Phone & Mobile Advertising**

A relatively new form of advertising compared to the others, but one that's dominating the media mix, uses cell phones, iPads, Kindles, Nooks, and other portable electronic devices with Internet connectivity. Current trends in mobile advertising involve major use of social media such as Twitter, Instagram, Snapchat, and Facebook. Right now, this is the toughest nut to crack. This kind of advertising is not only disruptive, but can leave the customers with a lot of ill will. If you do it, do it right. For a while, native advertising was a good way to get into the feed, but even

that has come under scrutiny for being deceptive. Pop-up stores have evolved into effective outlets for brands and retailers of all sizes and categories to generate excitement, drive awareness and even expand their businesses. Some of the most buzzed about retailers today, such as Birchbox, Warby Parker and Bonobos, got their start in brick-and-mortar by opening pop-ups. As more pop-ups are opened, more brands and retailers are willing to share their overall value and success. In fact, research from Storefront, an online marketplace for brands, artists and entrepreneurs to rent store space, confirms that for every dollar a company spends on pop-up rent, they can make seven more dollars on income. “There’s an application of pop-ups for just about anyone,” said Tristan Pollock, Co- Launch a new brand or product;

- Test a new market;
- Educate customers;
- Be present at relevant events such as music and film festivals;
- Bring customers deeper into the brand lifestyle; and
- Flush out excess inventory.

Regardless of their purpose, pop-ups can help retailers put a more fun and creative spin on the traditional brick-and-mortar model. “Although specific goals may vary, the overarching purpose of a pop-up shop is to provide a unique, memorable experience for the customer,” noted Light Speed. “The rising popularity of pop-up shops shows a greater desire for a differentiated experience and rising competition among retailers to get noticed.” Small- and medium-sized businesses and online pure-plays especially can benefit from opening pop-up shops. Because pop-ups cost less money to open and manage than regular brick-and mortar stores, emerging and growing enterprises can easily test new markets, engage customers and generate buzz without breaking the bank.

Determine overall goals for the pop-up;

- Finalize a location and time of year;
- Hire and train employees;
- Generate buzz before, during and after the pop-up; and
- Implement the right technology.

## **Scope of the study**

The study aims at making the analysis about the consumer preference and attitude towards pop-up advertising with reference to Coimbatore district. The main aim of the study is to examine the purchasing efficiency through the pop-up advertising. The specific aims are to know how the internet users were motivated to purchase the product through online advertisement specific through pop-up advertising. To identify the respondents feel about the pop-up advertising.

## **Need of the Study**

In present scenario, there are various kind of the online advertisements are there in that the pop-up advertising is such different advertising in online advertising. From this we can identify the respondents, how often they purchasing the product through pop-up advertising. The purpose to analysis the respondents feeling about the pop-up advertising.

## **Objectives**

1. To study the socio economic factors of online customer based on pop up advertng.
2. To analysis the website preference of online customer based on pop-up advertising.
3. To understand the perception of internet users towards pop-up advertising.
4. To analyze the customers' satisfaction and attitude towards online purchase based on pop-up advertising.
- 5.

## **Limitation of the study**

The researcher had made an sincere attempt to study the consumer preference and attitude towards pop-up advertising and their feel about the advertisement , satisfaction level and their preference of the pop-up advertising.

- The study covers only 150 sample respondents of Coimbatore district due to time constraint.
- The result is based on the information collected from 150 respondents (online products purchaser based on pop up advertising). No generalizations are possible.
- The internet users are very reluctant to answer the questions and the responses be biased.

## **Chapter Scheme**

The report of the study is divided into five chapters

### **Chapter-I**

The first chapter deals the Research Design forming the introduction part of the report deals with the consumer preference and attitude , pop-up advertising, online advertising , various types of online advertising , , scope of the study, need for the study, objective of the study and limitation of the study.

### **Chapter-II**

The second chapter covers the “Review of the Literature” under which brief description of earlier studies was included.

### **Chapter-III**

Third chapter deals with the research methodology, which includes description of data, and tools for analysis of data.

### **Chapter-IV**

Forth chapter deals with analysis and interpretation, under which data collected through questionnaire were analyzed and interpreted.

## **Chapter-V**

Fifth chapter deals with the findings, suggestions and conclusion.

## **CHAPTER II REVIEW OF THE LITERATURE**

### **Introduction**

Only a few respondents have studied about consumer preference and attitude towards pop-up advertising due to the recent development in the various online advertising. At early stage of the present exercise, a review of relevant literature was undertaken to understand what was already been done by expert committees and researchers in the various research about the online advertising specific of pop-up advertising. The review was also made in various projects and articles..

**Stone , Han (1999)**in their study entitled “**Behaviour Segmentation in Online Advertising**” revealed the behaviour segmentation patterns in online advertising of few service sector companies. According to them, 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. However, many of them do not prep one their purchase decision due to online advertising. It is a means of quenching their thirst for information about the services offered by the organizations.

**Upadhyay(2000)** discussed about the study entitled “**The consumer behavior and online marketingwith reference to metropolitan cities in India**”. He recorded the response of technology-savvy customers those who spend more time on Internet to explore the online marketing options. 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.

**Shaik (2002)** made his study on “**E-Marketing**” accomplished a study to get an insight into application of information technology into the marketing of services. According to the researcher, the service providers are now moving towards the Internet as an important medium of communication. In India, many service sector organizations have switched over to Internet to market their services, banks being the first adopter. These electronic marketing strategies are by and large successful towards achieving their goals in big cities. The research conducted on office-goers in a metro city in India 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.

**Choet.al., (2003)**assed in their study “ **Factors Influencing Clickers of Banner Ads**” disclosed in his studies that the number of people who never look at banner ads increased from 38 % to 48 % from 1997 to 1998 and the number of people who look at banner ads often or very often has decreased from 16 % to 9 %. More recently, there has been evidence that heavy Internet users tend to ignore Internet ads altogether. As the web access increases and new technologies emerge to allow for more sophisticated ads, it is important to continually analyze the effectiveness of ad campaigns. The effectiveness of banner advertisements has been traditionally measured by click-

through rates- the rate at which viewers click on a banner ad to visit the target site, and there has been an increasing trend to base pricing on click through rates.

**Newman et al. (2004)** have conducted research on “**Banner advertisement and Web site congruity effects on consumer Web site perceptions**” Their objective was to study the impact of banner advertisement and Web site congruity on consumer attitudes toward a brand’s Web site. They concluded that banner advertisements should be consistent with the Web site brand and certain consumer characteristics should be considered. The authors have provided valuable inputs for brand management and advertising on the Internet.

**Lagrosen (2005)**his study on “**Effects of the Internet on the Marketing Communication of Service Companies**” he conducted a research to get an understanding of how traditional service companies use Internet in their marketing communication and the impact of Internet on the use of other marketing communication channels. Multiple case studies were carried out at 19 service companies for the purpose of research. The findings had shown that there were different communication strategies adopted by the service companies depending on the scope. While small companies used the personalized relationship communication strategy, large companies had the option of using either the mass relationship communication strategy or the mass transaction communication strategy. The characteristics of the strategies and their respective effects on other marketing communications tools were described.

**Lohtia et al. (2007)** have presented an “**Evaluating the efficiency of Internet banner advertisements**” Their approach, using data envelopment analysis (DEA), accommodates multiple inputs and multiple outputs and estimates a relative measure of efficiency. With the help of illustrative example, the authors have evaluated the efficiency of banner advertisements using click-through data and respondent recall and attitude data.

**Scott McCoy, Andrea Everard, Dennis Galletta, Peter Polak , et.al.,(2004)**, conducted a study on “**A Study of the Effects of Online Advertising: A Focus on Pop-Up and In-Line Ads**” Pop-up, pop-under, and in-line ads have been said to be intrusive, and previous findings suggest that they could have important effects on user perception and cognition. Using a factorial

design, this experimental study examines the effects of those ads. Besides a control group without ads, factors included ad placement (pop-up vs. inline) and ad congruence (with the site's content or not). Results indicated that intention to return was impaired by ads; retention of website information was higher when ads were in line or when ads were not congruent with website content; and retention of ad content was higher for inline ads and those that were not congruent to the content of the website. However, contrary to expectations, intentions to return were not affected by ad placement, retention of site content was not affected by the existence of ads, and intrusiveness of ads was not affected by ad congruence.

**Tchai Tavor (2011)** , in his study “**Online advertising development and their economic effectiveness**” Recent years are a testimony to the astonishing development of the Internet, an increasingly important factor in current lifestyle. Internet advertising, as well, has seen a similar development, since marketers' online advertising budgets are growing as the years go by. In this study, he passed questionnaires to Israeli businesses and checked whether there is a difference in efficiency between two of the following types of online advertisement: banner advertisement and pop-up advertisement. He also characterized the respondents with respect to their preferred type of advertisement. The results of the latter showed that the number of clickers on banner advertisement is higher than that of pop-up advertisement, and that its efficiency rates are higher as well. In addition, the characterization of advertisers gave that the probability to advertise a banner advertisement is higher if the manager is either a female, married, older than 40 and employed in the construction, Car Dealership or wedding industry.

**Sinead Cochrane (2006)**, in his study entitled that “**The Memory Recall Of Pop-Up Advertisements Amongst Experienced Internet Users**” The aim of this study was to examine the relationship between Internet experience and memory retention of pop-up advertisements. Seventy participants (39 males, 31 females) between the ages of 18 and 60 ( $M=22.24$ ,  $SD=6.45$ ) completed an online survey about their Internet experience, during which a pop-up advertisement appeared. Participants then completed a paper-pencil test examining their recall of the pop-up. Results found no relationship between experience and memory retention (yet, low recall rates were observed), and the more experienced a user becomes online the more likely they are to use pop-up blocking software. Implications of this research suggest that pop-ups are ineffective, and online advertisers should focus on alternative forms of advertising.

**Mrinal Todi (2008)**, in her study entitled that “**Advertising on Social Networking Websites**”

The rise of social networking websites such as MySpace and Facebook over the past decade has been nothing short of phenomenal. Once regarded as nothing more than a passing "fad", these websites have grown to astronomical proportions; each website currently boasts 60+ million unique visitors each month. Certain businesses are beginning to notice the potential for reaching out to their target audiences through this new medium and have already begun a series of advertising efforts in order to do so; however, the spend on this form of advertising is relatively minor compared to other efforts. This paper will establish why social networks are important to businesses as an advertising medium and attempt to review the current advertising methods that are in place.

**Ping zhang** in his study entitled that “**Pop-up animations: Impacts and Implications for Web Site Design and Online Advertising**”

Owing to the rapid growth of Internet technologies, Web site design, and online advertisements, pop-up animations have affected and will continue to affect millions of people. Our understanding of the effectiveness and the impact of online advertisements on consumers is still limited from a theoretical perspective, and the empirical evidence continues to be scant. This paper synthesizes and integrates several lab-controlled experiments conducted by the author over an eightyear period (from 1996 to 2003) on the impact of pop-up animations in the Web environment. Human visual attention literature is used to emphasize human cognitive characteristics that prevent or enable us to behave in certain ways when there is animation in our vision field. These studies, together, address the following research questions: (1) As a non-primary information source, does animation decrease viewers' information-seeking performance? (2) If so, do location and timing of pop-up animation matter? (3) As viewers' familiarity with online advertisements increases, do those early animation effects diminish over years? The studies also validate the applicability of visual attention theories in the Web environment and have significant practical implications for online advertising strategies, both for marketers and content providers.

**Patrali Chatterjee (2008)**, in his study entitled “**Are unclicked ads wasted? enduring effects of banner and pop-up ad exposures on brand memory and attitudes**”

Do creative ad executions like large ad sizes and intrusive ad formats that enhance communication outcomes and clickthroughs immediately after ad exposure persist over time? In examining this question,

we focus on the role of advertisement size (large vs. small) and ad exposure format (intrusive vs. voluntary) on immediate and delayed brand recall, ad recognition and brand attitude in web-based media. Voluntary exposure ad formats like banners and text ads are more likely to be cognitively avoided since it is an automatic, subconscious process that occurs in parallel with the browsing activity and does not require any behavioral action by the consumer. Intrusive ad formats like pop-ups that interrupt browsing activity and demand immediate response are more likely to be physically avoided by closing them. Prior research on preattentive processing and endurance of implicit/ explicit memory and memory for subgoals supports our findings that gains from using intrusive ads accrue when ad sizes are small and negative impact of intrusiveness decay over time.

**Viktor Krammer** in his study entitled “**An Effective Defense against Intrusive Web Advertising**” Intrusive Web advertising such as pop-ups and animated layer ads, which distract the user from reading or navigating through the main content of Web pages, is being perceived as annoying by an increasing number of users. As a response to the growing amount of extraneous content on today’s Web and due to the lack of regulations imposed on abusive advertisers the author discusses the pros and cons of ad blocking, explores the different types of Web advertisements currently available and presents Quero, a novel Web browser-based content filter which implements a rule based classifier that exploits, for example, hints present in the URL in order to classify objects as ads. Additionally, the author conducts a Web study to characterize online ads and measure the effectiveness of his solution against a manual classification. As a result, it is shown that a surprisingly small number of rules is sufficient to block almost all ads on the Web.

**Kendall Bodden (2005)**, in his study “**Pop goes the trademark? competitive advertising on the internet**” The rights and obligations of online advertisers are uncertain in light of recent technological developments. There is not yet a consensus regarding the application of existing advertising law doctrines to the use of trademarks to trigger search result ads or “pop-up” ads on the Internet. However, the developing majority position will allow trade mark triggered ads that properly identify their source, and who’s content is not confusing to consumers. In addition, pending legislation may restrict or even outlaw adware.

**Dharmendra Mehta, Jitendra K. et.al.,(2010)**, in their study **“An empirical study on young executives’ response towards pop-up and banner advertisements”** The new era marketing activities require blending of conventional and modern methods. Today’s scenario of marketing convergence has been largely due to Internet and related technologies. The Internet revolution has led to overall integration of electronic-marketing and conventional marketing endeavors to create the best methods. This integration is a significant base for E-marketing. The service companies in India have adopted various E-marketing techniques like- pop-up and banner advertisements. Pop-up advertisements are seen with high-traffic websites. When the user clicks on pop-up, separate webpage is opened. Banner advertisements are seen in the form of a rectangular banner placed on such websites. When the user clicks on such banner, he is navigated to a separate window. Banner and pop-up advertisements contain attractive audio-visual graphics and animations. This research paper is an attempt to study the effectiveness of pop-up and banner advertisements among young executives in India. The findings give critical insights for service companies in India. The study has wide implications in particular.

**Linda S. Niehm, Ann Marie Fiore, Miyoung Jeong, Hye-Jeong Kim et.,al.,(2006)**, in their study **“Pop-up Retail’s Acceptability as an Innovative Business Strategy and Enhancer of the Consumer Shopping Experience”** This national study provides a demand-side analysis concerning consumers’ views of pop-up retail (i.e., pop-up stores). Our aim was to understand consumers’ assessments of pop-up stores and how these views are linked to specific demographic characteristics. We additionally sought to examine how consumers’ demographic profiles and their perceptions of the benefits and concerns surrounding pop-up stores affected attitude and intentions toward trying the retail format. The Theory of Reasoned Action (Fishbein and Ajzen, 1975) framed the study. The overall goal was to provide baseline information for retailers and marketers concerning consumers’ perceptions of and receptivity to pop-up retail as an experiential marketing strategy. Findings suggest that age, gender, community size, and geographic region influence consumer awareness of and engagement with pop-up stores. Demographic characteristics of groups demonstrating particular demand for pop-up retail were young consumers and female consumers of all ages. Findings suggest acceptance and opportunity for implementation of pop-up stores in most community sizes and regions except for the western U.S. Three factors (Product Novelty/Uniqueness, Facilitators of Purchase Decisions, and Product Trial and Unique Experience) were derived for consumers’ perceived

benefits/concerns of pop-up stores. Awareness/experience with pop-up stores was positively related to attitude toward pop-up stores, as was the novelty dimension of pop-up stores. Attitude toward pop-up stores, in turn, predicted intentions to try the retail format, with attitude explaining 82% of the variance in consumers' patronage intentions.

**Annie Holmgren, Sofia Olofsson et.,al.,(2015)**, in their study “**Pop-up Stores: The Attraction of Ephemeral Experiences :A phenomenological study on consumers' experiences in pop-up stores**” The purpose of this paper is to contribute with a new understanding of pop-up stores through a phenomenological perspective by examining how consumers experience pop-up stores. This can add a new dimension to what makes a pop-up store a unique attraction point for consumers. This study also aims to look at a micro and macro perspective to better understand how this phenomenon links to and is shaped by macro level trends of the contemporary consumer culture.

**Mohd Abdul Azeem , Zia-ul-haq et.,al., (2012)** in their study “**Consumers' Attitudes toward Commercial E-mail Spam and Web pop-ups: Interference, Perceived Loss of Control, and Irritation**” The appeal of commercial e-mail and pop-up communication is evident today, because e-mail and pop-up are both cost effective and time efficient. There is no doubt that e-mail and pop-up is becoming one of the major direct channels for marketers. As the use of commercial e-mail and pop ups increases, it is more and more important for direct mail marketers to understand the process through which e-mail and pop-up campaigns influence consumer attitudes and behavior-mail marketing offers great opportunities for businesses. Marketing activities supported by e-mails and pop-ups allow companies to directly communicate with their consumers without time or location barriers. The topic of advertising via e-mails is of major interest. It addresses consumers with individualized advertising messages via e-mails. This paper discusses its relevance and investigates antecedents of consumer attitudes toward advertising via e-mails and pop-ups. The analysis is based on a consumer survey. For this purpose, a quota sample of 800 Internet users in India has been interviewed. By understanding consumers, attitude toward advertising, designers and marketers can better strategize their advertising designs. A better understanding of interactivity can also help to improve the effectiveness of interactive media such as the Internet. A methodology for studying the factors

that contribute to consumers' perceptions of ads is proposed, and implications for Internet-based advertising are discussed.

**Nitin Srivastava, et.al ., (2014)** in their study “**Attitude and perception towards online advertising among students and young professionals: a study** “ The digital age has already made significant changes to each of the elements of the promotion mix. Companies increasingly see the Internet as an important medium through which advertising messages can be directed towards consumers. In the 21st century, consumers have more control over advertising exposure with web advertising because they can select how much commercial content they wish to view. However, very little is known of consumer perception about Web advertising, attitudes toward Web advertising or Web advertising associated with consumer behavior. The purpose of this study is to determine the attitude and perception towards online advertisement among students and young professionals. The study gives insights into their attitudes and perceptions towards online promotions.

**Dr Jon Dodd ,Robert Stevens et.,al.,(2003)** in their articles “**The Efficacy of Pop-ups and the Resulting Effect on Brands**” This study conducted extensive research into the role of pop-ups in advertising, attitudes and opinions towards them and the subsequent perception of both the website and the advertiser. The results of testing 36 individuals conducting tasks on two comparable websites indicate a strong and intense dislike for pop-up ads, resulting in a negative attitude towards the website itself and the brand owner. The Internet advertising industry makes a distinction between rich media pop-ups and the original in-frame variety but most users do not consciously differentiate between the two. However, they are more likely to close a frame based pop-up and simply ignore the rich media type. The research was carried out using Bunnyfoot’s state of the art, non-invasive eye tracking system which allowed us to definitively know whether an advert was registered (consciously or subconsciously) by our user.

**Aasma nazeer, et.,al.,(2013)** in their study explained “**Factors affecting attitude toward web advertising – a scenario of university student in pakistan**” Over the last decade advertising evolved from conventional means to web. As the number of web users is increasing significantly, it provides the vast scope for web advertising. Pakistan has a rapidly growing 7.5% Internet penetration rate compared to India's 4.5 (%). Businessmen think that web advertising is one of the frugal marketing tools since the marginal cost of each online advertisement is very low. This

study focuses on the factors which affects the attitudes towards web advertisements. A descriptive design was used for this study. The data was collected through both primary and secondary source. For secondary data sources, online and offline available articles were consulted; whereas for primary data source, the questionnaire based survey was conducted from the sample population of 300 respondents through convenient sampling method from Islamabad and Rawalpindi. For this purpose questionnaire was adapted from published research. The results depict that a predominant part of respondents do not like web advertisements because these advertisements create annoyance. The study further shows that respondents do not like web advertised brands and they do not take help through web advertisements for their purchase decision, because web advertisements do not contain enough information regarding the products.

## **CHAPTER- III**

### **RESEARCH METHODOLOGY**

#### **Introduction**

The research methodology is the way to solve the research problems systematically. It may be understood as an art of problem knowing and search the solution to the problems, it done the research scientifically and systematically. This study includes various steps that are generally adopted by a researcher to analysis their problem along with the logic behind them. It is necessary for the researcher to know not only the methods but also the methodology.

#### **Research Design**

The purpose of this research design is to explain the methodology adopted to achieve the objective of the study. This section provides details of the selection of the sample, collection of

data and period of the study and data analysis procedures. The study uses both primary and secondary data.

### **Collection of Data**

The data was collected from both primary and secondary sources. Primary data were collected through structured questionnaire. Secondary data were collected from various books, journals, articles and website.

### **Sampling**

The researcher has adopted **convenience** sampling method for collection of data. However the researcher must be careful to ensure the sample respondents are from the whole area of the study. This study mainly depends upon the primary data which have been collected from 150 respondents (online purchasers based on pop up advertinsing) during the month of January to February 2017. The consumers are classified on the basis of age, gender, marital status, income, occupation and family type.

### **Sample Area**

In this study, the sample size is restricted to 150 respondents who have preference and attitude towards pop-up advertising in Coimbatore city.

### **Statistical Tools**

The raw data was collected and carefully classified, edited and tabulated for this analysis. The analysis table prepared based on analyzed, and interpreted on the basis of percentage. Some of the questions were scored on five point Liker scale on which weighted average method was used and also the chi-square test, percentage analysis, garrett ranking method was used for calculation.

### **Percentage Analysis**

Percentage analysis is the method to represent raw streams of data in percentages for better understanding of collected data. The formula for calculating percentage analysis is as follows:

$$\text{Percentage Analysis} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} * 100$$

### **Garrett Ranking**

Garrett ranking technique was used to rank the preference indicated by the respondents for different factors. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula,

$$\text{Percent Position} = \frac{100(\text{Rij} - 0.5)}{\text{Nj}}$$

Where,

Rij = Rank given for ith variable by jth respondents

Nj = Number of variable ranked by jth respondents

With the help of Garrett's table, the per cent position estimated is converted into sources. Then for each factor, the scores of each individual are added and then total value of scores and mean values of scores is calculated. The factor having highest mean value is considered to be most important.

### **Weighted Average Method**

It is a method in which average is calculated for each quantity and a weight is assigned to it. Likert scales were developed by using the item analysis approach wherein a particular item is evaluated on the basis of how well it discriminates between those persons whose total score is high and whose total score is low. The formula for calculating weighted average method is as follows:

$$\text{Mean Score} = \frac{\text{X1W1} + \text{X2W2} + \text{X3W3} + \dots + \text{XnWn}}{\text{Number of respondents}}$$

## **Chi-Square Test**

The chi square test is one of the simplest and most widely used non parametric tests in statistical work. In this study it was used to test the relation between socio economic profile and proportion of income on investments of the respondents. For testing the hypothesis chi-square test was employed with 5 percent level of significance. The chi square value was obtained using this following formula:

$$\chi^2 = \frac{\sum(O_{ij} - E_{ij})^2}{E_{ij}}$$

Where,

O<sub>ij</sub>= Observed frequency of the cell in ith row and jth column

E<sub>ij</sub>= Expected frequency of the cell in ith row and jth column

## **Hypothesis:**

H<sub>0</sub> : There is no relationship between socio economic factors and motivation factors of online purchaser based on pop up adverting.

H<sub>1</sub>: There is no relationship between socio economic factors and website preference of online purchaser based on pop up adverting.

## **CHAPTER- IV**

### **ANALYSIS AND INTERPRETATION**

An attempt has been made to analyze the consumer preference and attitude towards pop-up advertising. In this study, the questionnaire was used to analyze the preference and attitude towards pop-up advertising. The analysis has been made in this chapter with the help of percentage analysis, chi-square test, Likert five point table, Ranking analysis cronbach reliability test. The following components are analyses based on those categories.

### **Socio Economic Analysis of the Respondents**

The socio economic factors of the respondents such as age, gender, educational qualification, Occupation, Family income and Marital status are analyzed here with the help of percentage analysis.

**Table 1**  
**Socio Economic factors of the Respondents**

| <b>Socio Economic Profile of the respondents</b> | <b>No of respondents (n=150)</b> | <b>Percentage (%)</b> |               |
|--|----------------------------------|-----------------------|---------------|
| Age  | Below 20years                    | 32                    | 21.33         |
|  | 21-30 years                      | 38                    | 25.33         |
|  | 31-45 years                      | <b>41</b>             | <b>27.33</b>  |
|  | Above 45 years                   | 39                    | 26.00         |
|  | <b>Total</b>                     | <b>150</b>            | <b>100.00</b> |

|                |                  |            |               |
|----------------|------------------|------------|---------------|
| Gender         | Male             | 70         | 46.67         |
|                | Female           | <b>80</b>  | <b>53.33</b>  |
|                | <b>Total</b>     | <b>150</b> | <b>100</b>    |
| Education      | School level     | 21         | 14.00         |
|                | Graduate         | <b>57</b>  | <b>38.00</b>  |
|                | Post graduate    | 45         | 30.00         |
|                | Professionals    | 27         | 18.00         |
|                | <b>Total</b>     | <b>150</b> | <b>100.00</b> |
| Occupation     | Business         | 27         | 18.00         |
|                | Govt. employee   | 31         | 20.67         |
|                | Private employee | 45         | 30.00         |
|                | Students         | <b>47</b>  | <b>31.33</b>  |
|                | <b>Total</b>     | <b>150</b> | <b>100</b>    |
| Marital status | Married          | 84         | 56.00         |
|                | Unmarried        | 66         | 44.00         |
|                | <b>Total</b>     | <b>150</b> | <b>100</b>    |
| Monthly Income | Below Rs.15000   | 31         | 20.67         |
|                | Rs.15001-30000   | 27         | 18.00         |
|                | Rs.30001-40000   | <b>54</b>  | <b>36.00</b>  |
|                | Above Rs.40001   | 38         | 25.33         |
|                | <b>Total</b>     | <b>150</b> | <b>100.00</b> |

Source : Primary data

The table 1 exhibits the socio economic factors of the respondents. The analysis of the socio economic factors are given below:

### Age

As per the analysis, out of 150 respondents, the majority of 27.33 percent of the respondents are coming under the age group in between 31 years to 45 years, the next majority of 26 percent of the respondents fall under the above 45 years category and the next 25.33 percent

of the respondents coming under the age group in between 21 years to 30 years, the next 21.33 percent of the respondents come under below the age group of 20 years.

### **Gender**

As per the analysis, 53.33 percent of the respondents are female and the rest 46.67 percent of the respondents are male.

### **Education**

Under the educational categories, the majority of 38 percent of the respondents have their educational qualification upto the under graduation level. The next majority 30 percent of the consumers have completed or pursuing their post graduation. The next 18 percent of the consumers qualification level are professionals and 14 percent of the respondents qualification level completed or are pursuing their high school.

### **Occupation**

Based on their occupation, the table shows that the majority 31.33 percent of the respondents are students, the next 30 percent of the respondents are working as a private employee, and the next 20.67 percent of the respondents are coming under the government employee categories and rest of 18 percent of the respondents are businessmen.

### **Marital Status**

Out of the 150 respondents the majority of 56 percent of the respondents are married and the next majority of 44 percent of the respondents are unmarried.

### **Monthly Income of the Family**

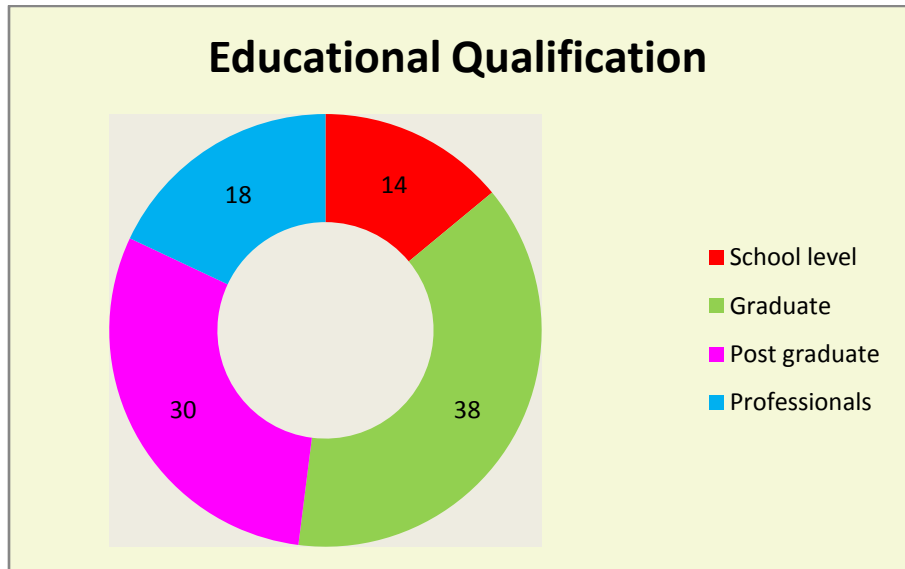
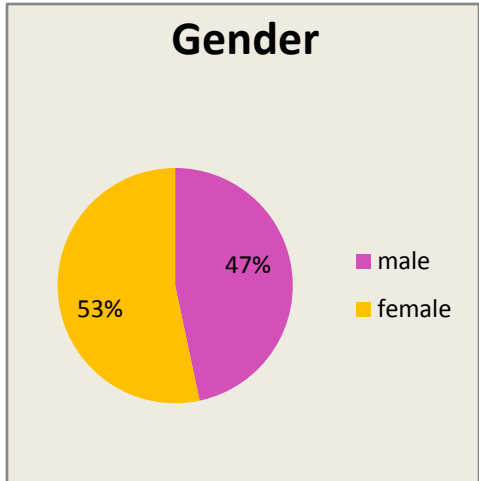
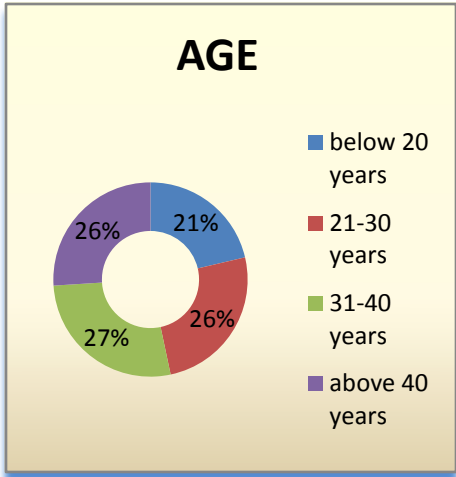
The analysis based on the monthly income of the family shows that majority of 36 percent of the respondents' family earning in between 30001 to 40000, the next majority 25.33 percent of the respondents family earning above 40000 per month, the next 26.67 percent of the respondents family earning below 15000 and the rest 18 percent of the families earn in between 15001 to 30000.

Therefore as per the percentage analysis of the socio economic profile of the respondents, it shows that majority 27.33 percent of the respondents are under the age group of 31 to 45 years,

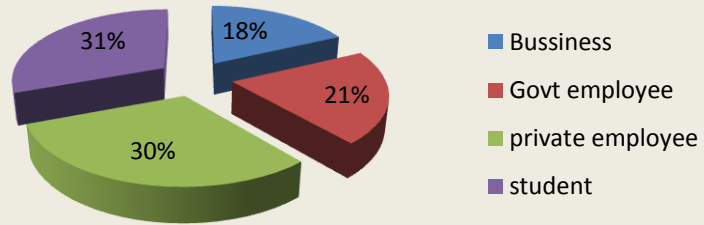
53.33 percent of the respondents are female. 38 percent of the respondents have their educational qualification up to the under graduation level and 31.33 percent of the respondents are students. It also shows that 56 percent of the respondents are married and 36 percent of the families of the respondents are earning above 30001 to 40000.

## **EXHIBITS 1**

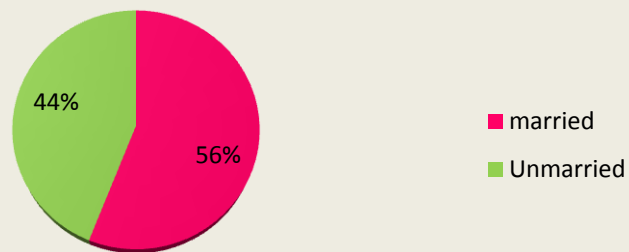
### **DISTRIBUTION OF RESPONDENTS BASED ON THEIR SOCIO ECONOMIC PROFILE**



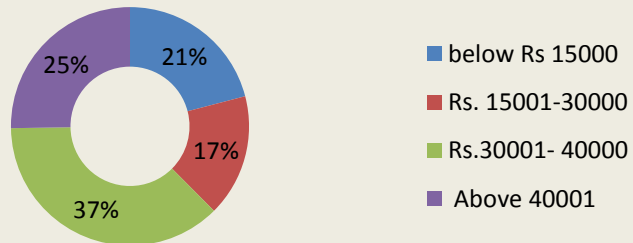
## OCCUPATION



## MARITAL STATUS



## MONTHLY INCOME



**Classification of motivation factors of pop-up advertising based on Age**

Age is an important factors to determine the respondents category. The table 2 represents the age categories of the respondents and their factors influence to access the pop-up advertising and purchase the product.

**Table 2**

**Motivation factors of pop-up advertising based on Age**

| Age                        | Motivation Factors of pop-up advertising |               |               |               |                        | Total           |
|----------------------------|--|---------------|---------------|---------------|------------------------|-----------------|
|                            | Attractiveness                           | Informative   | Entertaining  | Trustworthy   | Right ad at right time |                 |
| <b>Below 20 yrs.</b>       | 12<br>(56.25)                            | 4<br>(18.75)  | 6<br>(28.125) | 6<br>(28.125) | 4<br>(18.75)           | 32<br>(21.33)   |
| <b>21-30 years</b>         | 11<br>(51.56)                            | 1<br>(3.95)   | 2<br>(7.89)   | 7<br>(27.63)  | 17<br>(67.11)          | 38<br>(25.33)   |
| <b>Between 31-40 years</b> | 6<br>(21.95)                             | 6<br>(21.95)  | 5<br>(18.29)  | 12<br>(43.90) | 12<br>(43.90)          | 41<br>(27.33)   |
| <b>Above 40 years</b>      | 3<br>(11.54)                             | 14<br>(53.85) | 6<br>(23.08)  | 11<br>(42.31) | 5<br>(19.23)           | 39<br>(26.00)   |
| <b>Total</b>               | 32<br>(21.33)                            | 25<br>(16.67) | 19<br>(12.67) | 38<br>(25.33) | 36<br>(24.00)          | 150<br>(100.00) |

Source : primary data

The table 2 reveals that out of 150 respondents the 41 respondents were coming under the age group in between 31-40 years. Among these the 43.90 percentage of the online purchases purchase the products based on trustworthy and right ad at right time. The next 21.95 percentage of the respondents who are motivated to purchase the products based on attractiveness and information. The rest 18.29 percentage of the respondents who are purchase the products based on having the factors of entertaining. In this study conclude that the majority of the respondent motivated to purchase online products based on trust worthy.

**Classification of motivation factors of pop-up advertising based on gender**

Gender is an important factors to determine the respondents category. This table represents gender of the respondents and their factors influence to access a pop-up advertising and purchase the product.

**Table 3**

**Motivation factors of pop-up advertising based on gender**

| <b>Gender</b> | <b>Motivation Factors of pop-up advertising</b> |                    |                     |                     |                               | <b>Total</b>    |
|---------------|---|--------------------|---------------------|---------------------|-------------------------------|-----------------|
|               | <b>Attractiveness</b>                           | <b>Informative</b> | <b>Entertaining</b> | <b>Trust worthy</b> | <b>Right ad at right time</b> |                 |
| <b>Male</b>   | 16<br>(22.86)                                   | 7<br>(10.00)       | 18<br>(25.71)       | 16<br>(22.86)       | 13<br>(18.57)                 | 70<br>(46.67)   |
| <b>Female</b> | 16<br>(20.00)                                   | 18<br>(22.5)       | 1<br>(1.25)         | 20<br>(25.00)       | 25<br>(31.25)                 | 80<br>(53.33)   |
| <b>Total</b>  | 32<br>(21.33)                                   | 25<br>(16.67)      | 19<br>(12.67)       | 38<br>(25.33)       | 36<br>(24.00)                 | 150<br>(100.00) |

Source : Primary data

Table 3 explain that out of 150 respondents the relation between gender and motivational factors of the respondents. Majority 53.33 per cent of the respondents were female in that 31.25 percent of respondents who are motivated to purchase of products based on the factor right ad at right time. The next majority of 25 percent of the respondents were influenced by the trust worthy and 22.5 percent were influenced by informative about pop-up advertising, where as attractiveness of ad were 20 percent of respondents were influenced and rest of 1.25 percent are engaged in entertaining.

**Classification of motivation factors of pop-up advertising based Education Qualification:**

The educational qualification of respondent is most important factors to determine the study .The following table shows that comparison the educational qualification and the factors to access the pop-up advertising by the respondents.

**Table 4**

**Motivation Factors Of Pop-Up Advertising Based On Educational Qualification**

| <b>Educational Qualification</b> | <b>Motivation factors of pop-up advertising</b> |                     |                      |                     |                               | <b>Total</b>    |
|----------------------------------|---|---------------------|----------------------|---------------------|-------------------------------|-----------------|
|                                  | <b>Attractive ness</b>                          | <b>Informa tive</b> | <b>Entert aining</b> | <b>Trust worthy</b> | <b>Right ad at right time</b> |                 |
| <b>School Level</b>              | 9<br>(64.29)                                    | 4<br>(28.57)        | 2<br>(14.29)         | 2<br>(14.29)        | 4<br>(28.57)                  | 21<br>(14.00)   |
| <b>Graduate</b>                  | 5<br>(13.16)                                    | 6<br>(15.79)        | 6<br>(15.79)         | 28<br>(73.68)       | 12<br>(31.58)                 | 57<br>(38.00)   |
| <b>Post Graduate</b>             | 11<br>(36.67)                                   | 11<br>(36.67)       | 2<br>(6.67)          | 6<br>(20.00)        | 15<br>(50.00)                 | 45<br>(30.00)   |
| <b>Professionals</b>             | 7<br>(38.89)                                    | 4<br>(22.22)        | 9<br>(50.00)         | 2<br>(11.11)        | 5<br>(27.78)                  | 27<br>(18.00)   |
| <b>Total</b>                     | 32<br>(21.33)                                   | 25<br>(16.67)       | 19<br>(12.67)        | 38<br>(25.33)       | 36<br>(24.00)                 | 150<br>(100.00) |

Source :primary data

Table 4 reveals that out of 150 respondents the 57 respondents are completed or pursuing the graduate . Among these the majority of 73.68 percentage of the respondents motivate to purchase of online products by the trust worthiness . The next 31.58 percentage of the respondents are influenced by the right ad at right time . The next 15.79 percentage of the respondents are influenced by informative and entertaining. The rest of 13.16 percentage of the respondents are influenced by attractiveness.

**Classification of motivation factors of pop-up advertising based on occupation:**

The occupation of respondent is most important factors to determine the study .The following table shows that comparison occupation and the factors to access the pop-up advertising by the respondents.

**Table 5**

**Motivation Factors Of Pop-Up Advertising Based On Occupation**

| <b>Occupation</b>       | <b>Motivation Factors Of Pop-Up Advertising</b> |                         |                          |                         |                                       | <b>Total</b>    |
|-------------------------|---|-------------------------|--------------------------|-------------------------|---------------------------------------|-----------------|
|                         | <b>Attractive<br/>ness</b>                      | <b>Infor<br/>mative</b> | <b>Entert<br/>aining</b> | <b>Trust<br/>worthy</b> | <b>Right ad<br/>at right<br/>time</b> |                 |
| <b>Business</b>         | 7<br>(38.89)                                    | 4<br>(22.22)            | 4<br>(22.22)             | 8<br>(44.44)            | 4<br>(22.22)                          | 27<br>(18)      |
| <b>Govt.employee</b>    | 4<br>(19.35)                                    | 11<br>(53.22)           | 4<br>(19.35)             | 6<br>(29.03)            | 6<br>(29.03)                          | 31<br>(20.67)   |
| <b>Private employee</b> | 10<br>(32.61)                                   | 5<br>(16.30)            | 5<br>(16.30)             | 9<br>(30.00)            | 16<br>(52.17)                         | 45<br>(30.67)   |
| <b>Student</b>          | 11<br>(35.87)                                   | 5<br>(16.30)            | 7<br>(22.34)             | 14<br>(44.65)           | 10<br>(32.61)                         | 47<br>(31.33)   |
| <b>Total</b>            | 32<br>(21.33)                                   | 25<br>(16.67)           | 19<br>(12.67)            | 38<br>(25.33)           | 36<br>(24.00)                         | 150<br>(100.00) |

Source : primary source

Table 5 revealed that out of 150 respondents the 47 respondents were students.among the students categories, The majority of 44.65 percentage of the respondents are influenced by the trust worthy. The next 35.87 percentage respondents are influenced by the attractiveness and the next 32.61 percentage of the respondents were influenced by the right ad at right time . The next 22.34 percentage of the respondents are influenced by the entertaining. The rest of 16.30 percentage of the respondents are influenced by the informative.

**Classification of motivation factors of pop-up advertising based on Marital status**

The marital status of respondent is the most important factors to determine the study. the following table shows that marital status and their factors influence to access the pop-up advertising and purchase the product.

**Table 6**

**Motivation factors of pop-up advertising based on Marital status**

| <b>Marital Status</b> | <b>Motivation factors of pop-up advertising</b> |                    |                     |                    |                            | <b>Total</b>    |
|-----------------------|---|--------------------|---------------------|--------------------|----------------------------|-----------------|
|                       | <b>Attractiveness</b>                           | <b>Informative</b> | <b>Entertaining</b> | <b>Trustworthy</b> | <b>Right at right time</b> |                 |
| <b>Married</b>        | 8<br>(14.29)                                    | 20<br>(35.71)      | 7<br>(12.50)        | 26<br>(46.43)      | 23<br>(41.07)              | 84<br>(56.00)   |
| <b>Unmarried</b>      | 24<br>(54.55)                                   | 5<br>(11.36)       | 12<br>(27.27)       | 10<br>(22.73)      | 15<br>(34.09)              | 66<br>(44.00)   |
| <b>Total</b>          | 32<br>(21.33)                                   | 25<br>(16.67)      | 19<br>(12.67)       | 36<br>(24.00)      | 38<br>(25.33)              | 150<br>(100.00) |

Source : Primary data

The table 6 exhibits, 56 percentage of the respondents are married. Out of the 56 percentage, it is found that 46.43 percentage are influenced by the trust worthiness of the pop up advertising in purchasing the products. About 41.07 percentage are influenced by the right ad at right time factor. It is also found that about 35.71 percentage are influenced by the information gained from pop un advertising as it influences them in purchasing the products. It is followed by attractiveness with 14.29 percentage and entertaining at 12.50 percentage. The table also reveals that the rest 44 percentage of the respondents are unmarried of which 54.55 percentage are influenced by the pop up advertising due to its attractiveness. About 34.09 percentage are influenced as they receive the right ad at right time through pop up advertising. About 27.27 percentage of the respondents are influenced by the entertaining factor. It is followed by trustworthiness with 22.73 percentage and informative at 11.36 percentage.

## Classification of motivation factors of pop-up advertising based on Monthly income of the family

The monthly income of the family of respondent is most important factors to determine the study .The following table shows that comparison the monthly income of the family and the factors to access the pop-up advertising by the respondents.

**Table 7**

### Motivation factors of pop-up advertising based on Marital status

| Monthly income        | Motivation factors of pop-up advertising |               |               |               |                        | Total           |
|-----------------------|--|---------------|---------------|---------------|------------------------|-----------------|
|                       | Attractiveness                           | Informativ e  | Entertaini ng | Trustwort hy  | Right ad at right time |                 |
| <b>Below 15000</b>    | 6<br>(29.03)                             | 2<br>(9.68)   | 6<br>(29.03)  | 9<br>(43.55)  | 8<br>(38.71)           | 31<br>(20.67)   |
| <b>RS.15001-30000</b> | 6<br>(33.33)                             | 5<br>(27.78)  | 5<br>(27.78)  | 4<br>(22.22)  | 7<br>(38.89)           | 27<br>(18.00)   |
| <b>RS.30001-40000</b> | 13<br>(36.11)                            | 10<br>(27.78) | 5<br>(13.89)  | 12<br>(33.33) | 14<br>(38.89)          | 54<br>(36.00)   |
| <b>Above 40001</b>    | 7<br>(27.63)                             | 8<br>(31.58)  | 3<br>(11.84)  | 13<br>(51.32) | 7<br>(27.63)           | 38<br>(25.33)   |
| <b>Total</b>          | 32<br>(21.33)                            | 25<br>(16.67) | 19<br>(12.67) | 38<br>(25.33) | 36<br>(24.00)          | 150<br>(100.00) |

Source : primary data

Table 7 derived that out of the 150 respondents the majority of 54 respondents who has coming under the category of income RS.30001 to 40000. Among 54 respondents the majority of 38.89 percentage of respondents are influenced to purchase of online products based ony right ad at right time . The next 36.11 percentage respondents are influenced by the attractiveness and the next 33.33 percentage respondents were under the influenced by trust worthiness and next 27.78 percentage of respondents are influenced by the informative. The rest of 13.89 percent respondents are influenced by the entertaining factor.

### **Classification of relationship between Socio economic factor and motivational factors :**

To determine the inter relationship between socio economic factors and their motivational factors influence to access internet. The chi –square test has been applied between socio-economic profile and the motivational factors of the respondents to find out the relationship between the socio economic factor does classifies the motivational factors. The chi- square test has been applied with 5 percentage level of significance.

**Table 8**

#### **Socio economic factors and motivational factors**

| <b>Socio economic factors</b>       | <b>Calculated value</b> | <b>Table value</b> | <b>Degree of freedom</b> | <b>Significant/not significant</b> |
|-------------------------------------|-------------------------|--------------------|--------------------------|------------------------------------|
| <b>Age</b>                          | 37.622                  | 21.026             | 12                       | Significant                        |
| <b>Gender</b>                       | 23.723                  | 9.488              | 4                        | Significant                        |
| <b>Education qualification</b>      | 48.599                  | 21.026             | 12                       | Significant                        |
| <b>Occupation</b>                   | 15.917                  | 21.026             | 12                       | Not significant                    |
| <b>Marital status</b>               | 25.316                  | 9.488              | 4                        | Significant                        |
| <b>Monthly income of the family</b> | 9.686                   | 21.026             | 12                       | Not significant                    |

Source: Primary data

The table 8 explains that the socio economic factors have significant relationship on the factor of age, gender, education qualification and marital status Hence the hypothesis is accepted in above case. And in case such as occupation and monthly income of the family, the hypothesis is not significant as the calculated value is lesser than table value. Hence the hypothesis is rejected.

## Classification of Websites (Online Seller) preference based on Age

Age is an important factors to determine the respondents category. This table represents Age of respondents and E-commerce websites were preferred to purchase the product.

**Table 9**  
**Websites (online seller) preference based on age**

| Age                        | Websites (online seller) preference |               |               |               |               | Total           |
|----------------------------|-------------------------------------|---------------|---------------|---------------|---------------|-----------------|
|                            | Flipkart                            | Amazon        | Snapdeal      | Myntra        | Limeroad      |                 |
| <b>Below 20</b>            | 9<br>(42.19)                        | 5<br>(23.44)  | 7<br>(32.81)  | 6<br>(28.13)  | 5<br>(23.44)  | 32<br>(21.33)   |
| <b>Between 21-30 years</b> | 11<br>(43.42)                       | 9<br>(35.53)  | 6<br>(23.68)  | 4<br>(15.79)  | 8<br>(31.58)  | 38<br>(25.33)   |
| <b>Between 31-45 years</b> | 10<br>(36.59)                       | 8<br>(29.27)  | 11<br>(40.24) | 7<br>(25.61)  | 5<br>(18.29)  | 41<br>(27.33)   |
| <b>Above 45</b>            | 21<br>(80.77)                       | 5<br>(19.23)  | 7<br>(26.92)  | 4<br>(15.38)  | 2<br>(7.69)   | 39<br>(26.00)   |
| <b>Total</b>               | 51<br>(34.00)                       | 27<br>(18.00) | 31<br>(20.67) | 21<br>(14.00) | 20<br>(13.33) | 150<br>(100.00) |

Source : primary data

Table 9 reveals that out of 150 respondents the websites preference to purchase of online products. The majority of 41 respondents were coming under the age group of 31-45 years. In that majority 40.24 percentage of the respondents would like to purchasing the online product through the Snapdeal websites .The next 36.59 percent respondents prefer to purchase online products in Flipkart website . The next 29.27 percent of the respondents would like to prefer the Amazon to purchase the online products. The next 25.61 percent respondents are using and prefer the websites of Myntra. The rest of 18.29 percent respondents are using and prefer the Limeroad website to purchase the online product.

### Classification of websites (online seller) preference based on gender

Gender is an important factors to determine the respondents category. This table represents gender of the respondents and their factors influence to access a pop-up advertising and purchase the product.

**Table 10**

**Websites (Online Seller) Preference Based On Gender**

| Gender | Websites (Online Seller) Preference |               |               |               |               | Total           |
|--------|-------------------------------------|---------------|---------------|---------------|---------------|-----------------|
|        | Flipkart                            | Amazon        | Snapdeal      | Myntra        | Limeroad      |                 |
| Male   | 13<br>(27.86)                       | 21<br>(45)    | 11<br>(23.57) | 15<br>(32.14) | 10<br>(21.43) | 70<br>(46.67)   |
| Female | 15<br>(28.13)                       | 11<br>(20.63) | 27<br>(50.63) | 18<br>(33.75) | 9<br>(16.88)  | 80<br>(53.33)   |
| Total  | 28<br>(18.67)                       | 32<br>(21.33) | 38<br>(25.33) | 33<br>(22.00) | 19<br>(12.67) | 150<br>(100.00) |

**Source : Primary data**

The table 10 reveals that out of 150 respondents the websites preference to purchase of online products. The majority of 53.33 percent of the respondents were female in that majority of 50.63 percent of respondents are purchasing the product in snapdeal website. The next 33.75 percentage of the respondents would like to purchasing the online product through the website of Myntra. The next 28.13 percentage of the respondents would like to purchasing the online product through the Flipkart. The next 20.63 percentage of the respondents would like to purchasing the online product through the Amazon website to purchase the product. The rest of 16.88 percentage of the respondents would like to purchasing the online product through the Limeroad..

### Classification of websites (online seller) preference based on education qualification

The educational qualification of respondent is most important factors to determine the study .The following table shows that educational qualification and their E-commerce websites were preferred to purchase the product.

**Table 11**

#### Websites (Online Seller) Preference Based On Education Qualification

| Educational Qualification | Websites (Online Seller) Preference |               |               |               |              | Total           |
|---------------------------|-------------------------------------|---------------|---------------|---------------|--------------|-----------------|
|                           | Flipkart                            | Amazon        | Snapdeal      | Myntra        | Limeroad     |                 |
| School Level              | 4<br>(28.57)                        | 9<br>(64.29)  | 5<br>(35.71)  | 2<br>(14.29)  | 1<br>(7.14)  | 21<br>(14.00)   |
| Graduate                  | 9<br>(23.68)                        | 9<br>(23.68)  | 19<br>(50)    | 12<br>(31.58) | 8<br>(21.05) | 57<br>(38.00)   |
| Post Graduate             | 12<br>(40.00)                       | 17<br>(56.67) | 8<br>(26.67)  | 5<br>(16.67)  | 3<br>(10.00) | 45<br>(30.00)   |
| Professionals             | 7<br>(38.89)                        | 9<br>(50.00)  | 5<br>(27.78)  | 4<br>(22.22)  | 2<br>(11.11) | 27<br>(18.00)   |
| <b>Total</b>              | 32<br>(21.33)                       | 44<br>(29.33) | 37<br>(24.67) | 23<br>(15.33) | 14<br>(9.33) | 150<br>(100.00) |

Source : primary data

Table 11 reveals that out of 150 respondents the 57 respondents are completed or pursuing the graduate .In that majority of 50 percentage of the respondents would like to purchasing the online product through the Snapdeal and the next 31.58 percentage of the respondents would like to purchasing the online product through the Myntra website to purchase the product. And the next 23.68 percentage of the respondents would like to purchasing the online product through the Flipkart and Amazon and the rest of 21.05 percentage of the respondents would like to purchasing the online product through the Limeroad website to purchase the product.

### Classification of websites (online seller) preference based on occupation

The occupation of respondent is most important factors to determine the study .The following table shows that comparison occupation and their E-commerce websites were preferred to purchase the product.

**Table 12**

#### Websites (online seller) preference based on occupation

| Occupation              | Websites (Online Seller) Preference |               |               |              |               | Total         |
|-------------------------|-------------------------------------|---------------|---------------|--------------|---------------|---------------|
|                         | Flipkart                            | Amazon        | Snapdeal      | Myntra       | Limeroad      |               |
| <b>Business</b>         | 5<br>(27.78)                        | 8<br>(44.44)  | 6<br>(33.33)  | 5<br>(27.78) | 3<br>(16.67)  | 27<br>(18)    |
| <b>Govt.employee</b>    | 9<br>(43.55)                        | 5<br>(24.19)  | 6<br>(29.03)  | 7<br>(33.87) | 4<br>(19.35)  | 31<br>(20.67) |
| <b>Private employee</b> | 9<br>(29.35)                        | 11<br>(35.87) | 10<br>(32.61) | 9<br>(29.35) | 6<br>(19.57)  | 45<br>(30.67) |
| <b>Student</b>          | 13<br>(41.49)                       | 6<br>(19.15)  | 12<br>(38.30) | 9<br>(28.72) | 7<br>(22.34)  | 47<br>(31.33) |
| <b>Total</b>            | 36<br>(24)                          | 31<br>(20)    | 33<br>(22.67) | 30<br>(20)   | 20<br>(13.33) | 150<br>(100)  |

**Source : primary data**

Table 12 explain that out of 150 respondents the 47 respondents were students. The majority 41.49 percentage of the respondents would like to purchasing the online product through the Flipkart and the next 38.30 percentage of the respondents would like to purchasing the online product through the Snapdeal website for purchase the product. And the next 28.72 percentage of the respondents would like to purchasing the online product through the website of Myntra. The next 22. percentage of the respondents would like to purchasing the online product through the website of the Limeroad to purchase the product. The rest of 19.15 percentage of the respondents would like to purchasing the online product through the Amazon website.

### Classification of websites (online seller) preference based on marital status

The marital status of respondent is the most important factors to determine the study. the following table shows that marital status and their E-commerce websites were preferred to purchase the product.

**Table 13**

#### **Websites (Online Seller) Preference Based On Marital status**

| <b>Marital Status</b> | <b>Websites (Online Seller) Preference</b> |               |                 |               |                 | <b>Total</b>    |
|-----------------------|--|---------------|-----------------|---------------|-----------------|-----------------|
|                       | <b>Flipkart</b>                            | <b>Amazon</b> | <b>Snapdeal</b> | <b>Myntra</b> | <b>Limeroad</b> |                 |
| <b>Married</b>        | 18<br>(32.14)                              | 26<br>(46.43) | 15<br>(26.79)   | 10<br>(17.86) | 15<br>(26.79)   | 84<br>(56.00)   |
| <b>Unmarried</b>      | 17<br>(38.64)                              | 12<br>(27.27) | 19<br>(43.18)   | 9<br>(20.45)  | 9<br>(20.45)    | 66<br>(44.00)   |
| <b>Total</b>          | 35<br>(23.33)                              | 38<br>(25.33) | 34<br>(22.67)   | 19<br>(12.67) | 24<br>(16.00)   | 150<br>(100.00) |

Source : primary data

Table 13 explains, 84 respondents are married. Out of the 56 percentage, it is found that the majority of 46.43 percentage of the respondents would like to purchasing the online product through the Amazon . The next 32.14 percentage of the respondents would like to purchasing the online product through the flipkart. The next 29. percentage of the respondents would like to purchasing the online product through the websites of Snapdeal and Limeroad

### Classification of websites (online seller) preference based on monthly income

The monthly income of the family of respondent is most important factors to determine the study. The following table shows that comparison the monthly income of the family and their E-commerce websites were preferred to purchase the product.

**Table 14**

#### Websites (Online Seller) Preference Based On Monthly Income

| Monthly income        | Websites (Online Seller) Preference |               |               |               |               | Total           |
|-----------------------|-------------------------------------|---------------|---------------|---------------|---------------|-----------------|
|                       | Flipkart                            | Amazon        | Snapdeal      | Myntra        | Limeroad      |                 |
| <b>Below 15000</b>    | 10<br>(48.39)                       | 5<br>(24.19)  | 4<br>(19.35)  | 8<br>(38.71)  | 4<br>(19.35)  | 31<br>(20.67)   |
| <b>RS.15001-30000</b> | 4<br>(22.22)                        | 8<br>(44.44)  | 5<br>(27.78)  | 4<br>(22.22)  | 6<br>(33.33)  | 27<br>(18.00)   |
| <b>RS.30001-40000</b> | 12<br>(33.33)                       | 10<br>(27.78) | 7<br>(19.44)  | 19<br>(52.78) | 6<br>(16.67)  | 54<br>(36.00)   |
| <b>Above 40001</b>    | 7<br>(27.63)                        | 8<br>(31.53)  | 9<br>(35.53)  | 6<br>(23.68)  | 8<br>(31.58)  | 38<br>(25.33)   |
| <b>Total</b>          | 33<br>(22.00)                       | 31<br>(20.67) | 25<br>(16.67) | 37<br>(24.67) | 24<br>(16.00) | 150<br>(100.00) |

Source: Primary data

Table 14 explains that out of the 150 respondents the majority of 54 respondents are under the category of income of RS.30001-40000. The majority of 52.78 percent of the respondents are using the Myntra website and the next 33.33 percent of the respondents are prefer the Flipkart . and the 27.78 percent of the respondents are using the E-commerce website of Amazon and the next 19.44 percent of the respondents are using Snapdeal. The rest of 16.67 percent of the respondents are prefer the E-commerce website of the Limeroad to purchase the product.

### **Relationship between socio economic factor and websites preference:**

To determine the inter relationship between socio economic factors and their purchasing the products in online. The chi –square test has been applied between socio-economic profile and the purchasing product in online of the respondents to find out the relationship between the socio economic factor does classifies the online purchase of the respondents. The chi- square test has been applied with 5 percentage level of significance.

**Table 15**

**Socio economic factors and E-commerce websites were preferred by the respondents to purchase the product**

| <b>Socio economic factors</b>       | <b>Calculated value</b> | <b>Table value</b> | <b>Degree of freedom</b> | <b>Significant/not significant</b> |
|-------------------------------------|-------------------------|--------------------|--------------------------|------------------------------------|
| <b>Age</b>                          | 14.35                   | 21.026             | 12                       | Not significant                    |
| <b>Gender</b>                       | 9.71                    | 9.488              | 4                        | Significant                        |
| <b>Education qualification</b>      | 15.35                   | 21.026             | 12                       | Not significant                    |
| <b>Occupation</b>                   | 5.27                    | 21.026             | 12                       | Not significant                    |
| <b>Marital status</b>               | 5.12                    | 9.488              | 4                        | Not significant                    |
| <b>Monthly income of the family</b> | 12.67                   | 21.026             | 12                       | Not significant                    |

Source : primary data

The table 15 derived that the socio economic factors has no significant relationship to the E-commerce websites were preferred by the respondents to purchase the product such case, age, educational qualification , occupation marital status and monthly income of the family, as their calculated value is lesser than the table value. Hence the hypothesis is rejected in the above cases. And in cases such as gender of, the hypothesis is accepted as the calculated value is higher than table value.

### Classification Of Duration Of Purchase of online products Based On Age

Age is an important factors to determine the respondents category. This table represents Age of respondents and their shopping duration of the product through the pop-up advertising.

**Table 16**

#### Duration Of Purchase of online products Based On Age

| Age                        | Duration Of Purchase of online products |                  |                 |               | Total           |
|----------------------------|---|------------------|-----------------|---------------|-----------------|
|                            | Once in a week                          | Twice in a month | Once in a month | Quarterly     |                 |
| <b>Below 20</b>            | 10<br>(46.88)                           | 5<br>(23.44)     | 9<br>(42.19)    | 8<br>(37.50)  | 32<br>(21.33)   |
| <b>Between 21-30 years</b> | 11<br>(43.42)                           | 8<br>(31.58)     | 15<br>(59.21)   | 4<br>(15.79)  | 38<br>(25.33)   |
| <b>Between 31-45 years</b> | 4<br>(14.63)                            | 22<br>(80.49)    | 7<br>(25.61)    | 8<br>(29.27)  | 41<br>(27.33)   |
| <b>Above 45</b>            | 12<br>(46.15)                           | 11<br>(42.31)    | 11<br>(42.31)   | 5<br>(19.23)  | 39<br>(26.00)   |
| <b>Total</b>               | 37<br>(24.67)                           | 46<br>(30.67)    | 42<br>(28.00)   | 25<br>(16.67) | 150<br>(100.00) |

**Source :**primary data

The above Table 16 reveals that out of 150 respondents explains the relation between age and shopping durations in online advertising of the respondents. The majority of 41 respondents were coming under the age group of 31-45 years. In that majority 80.49 percent respondents are purchasing the product through the pop-up advertising in time duration of twice in a month. The next 29.27 percent respondents are purchasing the duration of quarterly. The next 25.61 percent of the respondents are purchasing duration once in a month and the rest of 14.63 percentage respondents are purchasing the time duration of once in a week.

## Classification Of Duration Of Purchase of online products Based On Gender

Gender is an important factor to determine the respondent's category. This table represents gender of the respondents and time duration of shopping products in online through pop-up advertising and purchase the product.

**Table 17**

### Duration Of Purchase of online products Based On Gender

| Gender | Duration Of Purchase of online products |                  |                 |              | Total         |
|--------|---|------------------|-----------------|--------------|---------------|
|        | Once in a week                          | Twice in a month | Once in a month | quarterly    |               |
| Male   | 16<br>(34.29)                           | 33<br>(70.71)    | 17<br>(36.43)   | 4<br>(8.57)  | 70<br>(46.67) |
| Female | 20<br>(37.5)                            | 41<br>(76.88)    | 13<br>(24.38)   | 6<br>(11.25) | 80<br>(53.33) |
| Total  | 36<br>(24.00)                           | 74<br>(49.33)    | 30<br>(20.00)   | 10<br>(6.67) | 150<br>(100)  |

Source : primary data

The above Table 17 reveals that out of 150 respondents explains the relation between gender and shopping durations in online advertising of the respondents. Majority 53.33 per cent of the respondents were female in that majority of 76.88 percent of respondents are coming under the duration of twice in a month. The next 37.5 percent of the respondents were the time duration of once in a week and 24.38 percent were purchasing the product in once in a month influencing by the pop-up advertising, were the 11.25 percent of the respondents purchasing the product through pop-up advertising the duration of quarterly.

### Classification of duration of purchase of online products based on educational qualification

The educational qualification of respondent is most important factors to determine the study .The following table shows that educational qualification and their shopping duration of the product through the pop-up advertising.

**Table 18**

#### Duration of purchase of online products based on educational qualification

| Educational Qualification | Duration of online purchase |                  |                 |               | Total           |
|---------------------------|-----------------------------|------------------|-----------------|---------------|-----------------|
|                           | Once in a week              | Twice in a month | Once in a month | Quarterly     |                 |
| <b>School Level</b>       | 4<br>(28.57)                | 5<br>(35.71)     | 6<br>(42.86)    | 6<br>(42.86)  | 21<br>(14.00)   |
| <b>Graduate</b>           | 19<br>(50.00)               | 17<br>(44.74)    | 14<br>(36.84)   | 7<br>(18.42)  | 57<br>(38.00)   |
| <b>Post Graduate</b>      | 16<br>(53.33)               | 11<br>(36.67)    | 10<br>(33.33)   | 8<br>(26.67)  | 45<br>(30.00)   |
| <b>Professionals</b>      | 6<br>(33.33)                | 12<br>(66.67)    | 5<br>(27.78)    | 4<br>(22.22)  | 27<br>(18.00)   |
| <b>Total</b>              | 45<br>(30.00)               | 45<br>(30.00)    | 35<br>(23.33)   | 25<br>(16.67) | 150<br>(100.00) |

Source : primary data

Table 18 reveals that out of 150 respondents the 57 respondents are completed or pursuing the graduate. Among these the majority of 50 percentage of the respondents coming under the purchasing duration of once in week. The next 44.74 percentage of the respondents are purchasing the duration of twice in month. The next 36.84 percentage of the respondents are purchasing the product in the time duration of once in a month. The rest of 18.42 percentage of the respondents are purchasing the duration of quarterly.

### Classification of period of purchase online based on occupation

The occupation of respondent is most important factors to determine the study .The following table shows that comparison occupation and their shopping duration of the product through the pop-up advertising.

**Table 19**

#### Duration of purchase of online products based on occupation

| Occupation              | Duration of Purchase of online products |                  |                 |               | Total         |
|-------------------------|---|------------------|-----------------|---------------|---------------|
|                         | Once in a week                          | Twice in a month | Once in a month | Quarterly     |               |
| <b>Business</b>         | 6<br>(33.33)                            | 9<br>(50)        | 5<br>(27.78)    | 7<br>(38.89)  | 27<br>(18)    |
| <b>Govt.employee</b>    | 9<br>(43.55)                            | 10<br>(48.39)    | 9<br>(43.55)    | 3<br>(14.52)  | 31<br>(20.67) |
| <b>Private employee</b> | 11<br>(36.67)                           | 14<br>(46.67)    | 8<br>(26.67)    | 12<br>(40)    | 45<br>(30)    |
| <b>Student</b>          | 10<br>(31.91)                           | 7<br>(22.34)     | 14<br>(44.68)   | 16<br>(51.06) | 47<br>(31.33) |
| <b>Total</b>            | 36<br>(24)                              | 40<br>(26.67)    | 36<br>(24)      | 38<br>(25.33) | 150<br>(100)  |

Source : primary data

Table 19 reveals that out of 150 respondents the 47 respondents were students. The majority 51.06 percent of the respondents are purchasing the duration of quarterly. The next 44.68 percentage respondents are purchasing the product during the time duration of once in a month, the next 31.91 percentage of the respondents were purchasing during once in a week. The rest 22.34 percentage of the respondents are purchasing during the time duration of twice in a month.

### Classification of duration of purchase of online products based on marital status

The marital status of respondent is the most important factors to determine the study. the following table shows that marital status and their shopping duration of the product through the pop-up advertising.

**Table 20**

#### Duration of purchase of online based on marital status

| Marital Status   | Duration Of Purchase of online products |                  |                 |               | Total           |
|------------------|---|------------------|-----------------|---------------|-----------------|
|                  | Once in a week                          | Twice in a month | Once in a month | Quarterly     |                 |
| <b>Married</b>   | 20<br>(35.71)                           | 29<br>(51.79)    | 19<br>(33.93)   | 16<br>(28.57) | 84<br>(56.00)   |
| <b>Unmarried</b> | 11<br>(25.00)                           | 36<br>(81.82)    | 10<br>(22.73)   | 9<br>(20.45)  | 66<br>(44.00)   |
| <b>Total</b>     | 31<br>(20.67)                           | 65<br>(43.33)    | 29<br>(19.33)   | 25<br>(16.67) | 150<br>(100.00) |

Source : primary data

The table 20 explains that, 84 respondents are married. Out of the 56 percentage, it is found that the majority of 51.79 percent are purchasing the product in the time duration of twice in a month by the pop up advertising. The 35.71 percentage are purchasing once in a week. It is also found that about 33.93 percentage are purchasing in the time duration of once in a month by pop up advertising. The rest of 28.57 percent of the respondents are purchasing during time duration of quarterly.

### Duration of purchase of online products based on monthly incomes of the family

The monthly income of the family of respondent is most important factors to determine the study .The following table shows that comparison the monthly income of the family and their shopping duration of the product through the pop-up advertising.

**Table 21**

### Duration of purchase of online products based on monthly incomes of the family

| Monthly income        | Duration Of Purchase of online products |                  |                 |               | Total           |
|-----------------------|---|------------------|-----------------|---------------|-----------------|
|                       | Once in a week                          | Twice in a month | Once in a month | Quarterly     |                 |
| <b>Below 15000</b>    | 5<br>(24.19)                            | 10<br>(48.39)    | 13<br>(62.90)   | 3<br>(14.52)  | 31<br>(20.67)   |
| <b>RS.15001-30000</b> | 11<br>(61.11)                           | 7<br>(38.89)     | 8<br>(44.44)    | 1<br>(5.56)   | 27<br>(18.00)   |
| <b>RS.30001-40000</b> | 5<br>(13.89)                            | 28<br>(77.78)    | 10<br>(27.78)   | 11<br>(30.56) | 54<br>(36.00)   |
| <b>Above 40001</b>    | 13<br>(51.32)                           | 12<br>(47.37)    | 9<br>(35.53)    | 4<br>(15.79)  | 38<br>(25.33)   |
| <b>Total</b>          | 34<br>(22.67)                           | 57<br>(38.00)    | 40<br>(26.67)   | 19<br>(12.67) | 150<br>(100.00) |

Source : primary data

Table 21 reveals that out of the 150 respondents the majority of 54 respondents are under the category of income of in between RS.30001-40000. The majority of 77.78 percentage of respondents are purchasing the product during the time duration of twice in a month. The next 30.56 percentage respondents are purchasing the duration of quarterly, the next 27.78 percentage respondents were purchasing the duration of once in a month . And the rest of 13.89 percentage of respondents are purchasing the product time duration of once in a week.

## **Relationship between socio economic factor and duration of purchase of online product**

The following table determining the Inter relationship between socio economic factors and their purchasing the products in online. The chi –square test has been applied between socio-economic profile and the purchasing product in online of the respondents to find out the relationship between the socio economic factor does classifies the online purchase of the respondents. The chi- square test has been applied with 5 percentage level of significance.

**Table 22**

### **Socio economic factors and duration of purchasing of online product**

| <b>Socio economic factors</b>       | <b>Calculated value</b> | <b>Table value</b> | <b>Degree of freedom</b> | <b>Significant/not significant</b> |
|-------------------------------------|-------------------------|--------------------|--------------------------|------------------------------------|
| <b>Age</b>                          | 22.05                   | 16.919             | 9                        | Significant                        |
| <b>Gender</b>                       | 1.58                    | 7.815              | 3                        | Not significant                    |
| <b>Education qualification</b>      | 7.78                    | 16.919             | 9                        | Not significant                    |
| <b>Occupation</b>                   | 10.60                   | 16.919             | 9                        | Not significant                    |
| <b>Marital status</b>               | 6.05                    | 7.815              | 3                        | Not significant                    |
| <b>Monthly income of the family</b> | 24.30                   | 16.919             | 9                        | Significant                        |

Source : Primary data

The table 22 derived that the socio economic factors has no significant relationship to the duration of purchasing of product in online such case, gender, educational qualification , occupation and the marital status , as their calculated value is lesser than the table value. Hence the hypothesis is rejected in the above cases. And in cases such as age ,monthly income of the family, the hypothesis is accepted as the calculated value is higher than table value.

### **Purpose of the internet usage**

Table 23 presents the various causes that make purpose to use the internet of the respondents. This classification is used to analyze the various purpose to use internet that makes which has been found using the rank.

**Table 23**  
**Purpose of the internet usage**

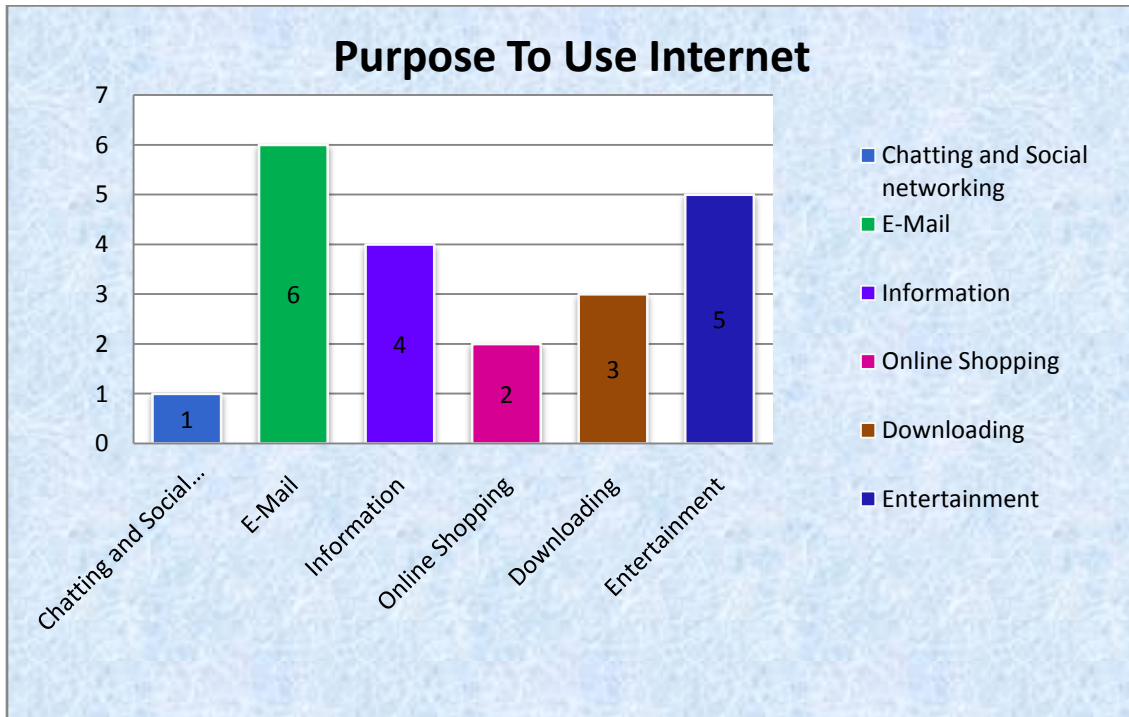
| <b>Particulars</b>             | <b>Total score</b> | <b>Mean Score</b> | <b>Rank</b> |
|--------------------------------|--------------------|-------------------|-------------|
| Chatting and Social networking | 731                | 4.87              | I           |
| E-Mail                         | 314                | 2.09              | VI          |
| Information                    | 414                | 2.76              | IV          |
| Online Shopping                | 695                | 4.63              | II          |
| Downloading                    | 588                | 3.92              | III         |
| Entertainment                  | 408                | 2.72              | V           |

**Source : primary data**

Table 23 represents the motivating factors that urge the respondents purpose to use internet for various purpose. According to the analysis, the respondents have ranked the chatting and social networking to be the first purpose to use the internet with the mean score 4.87. The next purpose which is ranked second is the online shopping and its mean score value is 4.63. The third rank with the mean score of 3.92 is given to the downloading. Information, Entertainment are given the fourth, fifth ranks respectively by the respondents and their mean score values are 2.76 for Information, 2.72 for Entertainment. At last the respondents have chosen the purpose of internet users to E-mail for the sixth rank with a mean score of 2.09.

## **EXHIBITS 2**

### **THE VARIOUS PURPOSE TO USE THE INTERNET**



**Source of awareness of advertising**

The following table 24 presents the various causes that make effective feel about the internet advertising of the respondents .This classification is used to analyze the effective feel about the internet advertising of the respondents which has been found using the rank.

**Table 24**

### Source of awareness of advertising

| <b>Particulars</b>   | <b>Total score</b> | <b>Mean Score</b> | <b>Rank</b> |
|----------------------|--------------------|-------------------|-------------|
| Banner advertisement | 502                | 3.35              | 3           |
| Pop-up Ads           | 715                | 4.77              | 1           |
| E-Mail Ads           | 695                | 4.63              | 2           |
| Interstitial Ads     | 400                | 2.67              | 5           |
| Banner Swiping       | 391                | 2.61              | 6           |
| Tracking             | 447                | 2.98              | 4           |

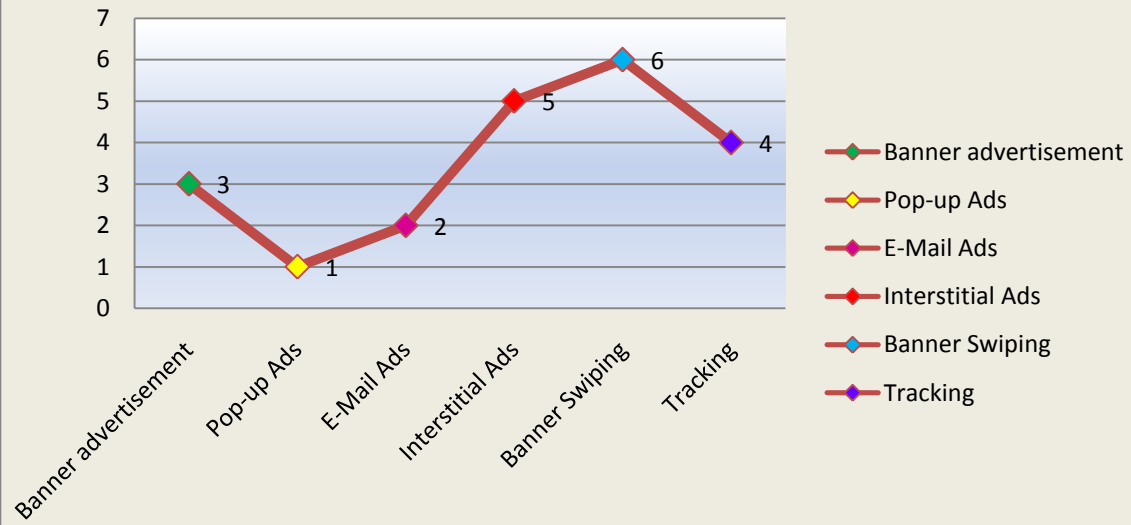
Source : primary data

The table 23 represents the internet advertising and how the respondent feel about the advertising that urge the respondents to feel about the online advertising. According to the analysis, the respondents have ranked I place to the pop-up ads to be the first effective for internet advertising with the mean score 4.77. The next effective which is ranked second is the E-mail ads and its mean score value is 4.63. The third rank with the mean score of 3.35 is given to the banner ads. Tracking and interstitial ads are given the fourth and fifth ranks respectively by the respondents and their mean score values are 2.98 for tracking, 2.67 for interstitial ads. At last the respondents have chosen the effective to internet advertising to banner swiping for the sixth rank with a mean score of 2.61.

### EXHIBITS 3

#### RANKING FOR THE INTERNET ADVERTISING

## Effective of online advertising



## Advantages of pop up advertising

Table presents the benefits derived by the respondents from internet website .The classification shows from the most accurately which ranked as strongly agree, agree, neutral, disagree, strongly disagree. The analysis is made using the 5 point likert scale method.

**Table 25**  
**Benefits of pop up advertising**

| S.No. | Benefits  | No. of Respondents (150) |    |    |    |     | Total Score | Mean Score | Rank |
|-------|---|--------------------------|----|----|----|-----|-------------|------------|------|
|       |   | SA                       | A  | N  | DA | SDA |             |            |      |
| 1.    | Pop-up advertising is a very valuable source of Information about new products.                                     | 36                       | 27 | 34 | 25 | 28  | 468         | 3.12       | VII  |
| 2.    | Pop-up advertising tells me which brands/products have the features I am looking for.                               | 31                       | 29 | 37 | 29 | 24  | 464         | 3.09       | VIII |
| 3.    | Pop-up advertising helps me keep up to date about products available on the market.                                 | 38                       | 26 | 31 | 27 | 28  | 469         | 3.13       | VI   |
| 4.    | Some pop-up advertisements make me feel good.   | 35                       | 29 | 34 | 26 | 26  | 471         | 3.14       | V    |
| 5.    | From pop-up advertising I learn what is popular   | 35                       | 36 | 29 | 24 | 26  | 480         | 3.20       | III  |
| 6.    | Pop-up advertisements tells me what people like myself are buying and using.  | 39                       | 20 | 42 | 24 | 25  | 474         | 3.16       | IV   |
| 7.    | There have been times when I have bought something because of pop-up advertisement.                                 | 42                       | 24 | 36 | 21 | 27  | 483         | 3.22       | II   |
| 8.    | Pop-up ads make you buy things you don't really need.   | 21                       | 15 | 34 | 52 | 28  | 399         | 2.66       | X    |
| 9.    | Pop-up advertising increases dissatisfaction among consumers by showing products which some consumers can't afford. | 13                       | 24 | 31 | 64 | 18  | 400         | 2.67       | IX   |
| 10.   | Pop-up advertising helps the consumer buy the best brand for the price.   | 58                       | 41 | 17 | 16 | 18  | 555         | 3.70       | I    |

Source: Primary Data

Table 25 highlights the benefits derived from the value reflect the internet users .The benefits derived by the respondents were collected using the 5 point Likert scale. The majority of the respondent given I place to “consumer buy the best brand for the price ” has a mean score of 3.70; the next majority of the respondent given II place “There have been times when I have bought something because of pop-up advertisement” has a mean score of 3.22; the next majority of the respondent given III place to “From pop-up advertising I learn what is popular” has a mean score of 3.20; the next majority of the respondent given IV place to “Pop-up advertisements tells me what people like myself are buying and using.” has a mean score of 3.16; the next majority of the respondent given V place to“advertisements make me feel good” has a mean score of 3.14; the next majority of the respondent given VI place to “helps me keep up to date about products available on the market.” has a mean score of 3.13; the next majority of the respondent given VII place to “valuable source of Information about new products.” has a mean score of 3.12; the next majority of the respondent given VIII place to “Pop-up advertising tells me which brands/products have the features I am looking for” has a mean score of 3.09; the next majority of the respondent given IX place to “Pop-up advertising increases dissatisfaction among consumers by showing products which some consumers can't afford.” has a mean score of 2.67; the next majority of the respondent given X place to “Pop-up ads make you buy things you don't really need.” has a mean score of 2.66.

## Respondents attitude about the Interaction of Pop-Up Advertising

Table 26 presents the benefits derived by the respondents from the Interaction in pop-up advertising. The classification shows the benefits derived from the pop-up ads which ranked as strongly agree, agree, neutral, disagree, strongly disagree. The analysis is made using the 5 point likert scale method.

**Table 26**  
**Interaction of Pop-Up Advertising**

| S.No. | Benefits                             | Total Score | Mean Score | Rank |
|-------|--------------------------------------|-------------|------------|------|
| 1.    | Attract by the product               | 586         | 3.91       | III  |
| 2.    | Enthusiastic                         | 528         | 3.52       | V    |
| 3.    | Pertinent, effective and fascinating | 536         | 3.57       | IV   |
| 4.    | Updated with the latest news         | 590         | 3.93       | II   |
| 5.    | It getting functional relations.     | 509         | 3.39       | VI   |
| 6.    | New updates                          | 599         | 3.99       | I    |

Source: Primary Data

Table 26 highlights the benefits derived from the Interaction in pop-up advertising. . The benefits derived by the respondents were collected using the 5 point Likert scale. The majority of the respondent given I place to “New updates” has a mean score of 3.99; the next majority of the respondent given II place to “Updated with the latest news has a mean score of 3.93; the next majority of the respondent given III place to “Attract by the product” has a mean score of 3.91; the next majority of the respondent given IV place “Pertinent, effective and fascinating” has a mean score of 3.57; the next majority of the respondent given V place “Enthusiastic” has a mean score of 3.52; the next majority of the respondent given I place VI to “It getting functional relations..” has a mean score of 3.39.

## Reliability of the pop-up advertising towards internet users

Table presents the benefits derived by the respondents from reliability of the pop-up advertising .The classification shows the benefits derived from the reliability which ranked as strongly agree, agree, neutral, disagree, strongly disagree. The analysis is made using the 5 point likert scale method.

**Table27**

### Reliability of the pop-up advertising among the internet users

| S.No. | Benefits  | Total Score | Mean Score | Rank |
|-------|---|-------------|------------|------|
| 1.    | Receive information about definite products/services through pop-up advertising.                                      | 532         | 3.55       | II   |
| 2.    | Convinces to purchase   | 531         | 3.54       | III  |
| 3.    | Believe in pop-up advertisement.  | 475         | 3.17       | V    |
| 4.    | You have been cheated through the pop-up advertisement.   | 458         | 3.05       | VII  |
| 5.    | Are you pleased with the product that you have ordered through the pop-up advertising.                                | 483         | 3.22       | IV   |
| 6.    | Will u agree that the pop-up advertising have an effect on people, at the present time , to purchase product/service. | 600         | 4.00       | 1    |
| 7.    | Enjoy purchasing products through the pop-up advertising.   | 467         | 3.11       | VI   |

Source: Primary Data

Table 27 highlights the benefits derived from the reliability .The benefits derived by the respondents were collected using the 5 point Likert scale. The majority of the respondent given I place to “Will u agree that the pop-up advertising have an effect on people, at the present time , to purchase product/service.” has a mean score of 4.00; the next majority of the respondent given II place “Receive information about definite products/services through pop-up advertising” has a mean score of 3.55; the next majority of the respondent given III place “Convinces to purchase” has a mean score of 3.54; the next majority of the respondent given IV place “Are you pleased with the product that you have ordered through the pop-up advertising.” has a mean score of 3.22; the next majority of the respondent given V place “Believe in pop-up advertisement” has a mean score of 3.17; the next majority “Enjoy purchasing products through the pop-up advertising” has a mean score of 3.11; the next majority of the respondent given VI place “You have been cheated through the pop-up advertisement” has a mean score of 3.0

## Advertising Avoidance

The following Table presents the benefits derived by the respondents from advertising avoidance. The classification shows the benefits derived from the avoidance which ranked as strongly agree, agree, neutral, disagree, strongly disagree. The analysis is made using the 5 point likert scale method.

**Table 28**  
**Advertising Avoidance**

| S.No. | Benefits  | Total Score | Mean Score | Rank |
|-------|---|-------------|------------|------|
| 1.    | Can make a list of the ads that you can recall when seeing on the pop-up advertising.                     | 507         | 3.38       | III  |
| 2.    | Pop-up advertising gives you the chance to know about the person who are buying or using product/service. | 478         | 3.19       | IV   |
| 3.    | Are you having afraid the danger of receiving virus by clicking onto a link in the online.                | 596         | 3.97       | I    |
| 4.    | The location of the ad is the most important element that stop you from looking at ads on online.         | 534         | 3.56       | II   |

Source: Primary Data

Table 28 highlights the benefits derived from the advertising avoidance. The benefits derived by the respondents were collected using the 5 point Likert scale. The majority of the respondent given I place to “Are you having afraid the danger of receiving virus by clicking onto a link in the online” has a mean score of 3.97; the next majority of the respondent given II place to “The location of the ad is the most important element that stop you from looking at ads on online” has a mean score of 3.56; the next majority of the respondent given III place to “Can make a list of the ads that you can recall when seeing on the pop-up advertising” has a mean score of 3.38; the next majority of the respondent given IV place “Pop-up advertising gives you the chance to know about the person who are buying or using product/service.” has a mean score of 3.19.

## Creditability to pop-up advertising

Table presents the benefits derived by the respondents from creditability of the pop-up advertising. The classification shows the benefits derived from the creditability which ranked as strongly agree, agree, neutral, disagree, strongly disagree. The analysis is made using the 5 point likert scale method.

**Table 29**  
**Creditability to pop-up advertising**

| S.No. | Benefits  | Total Score | Mean Score | Rank |
|-------|---|-------------|------------|------|
| 1.    | Pop-up advertising provides precise information about the product/services                        | 608         | 4.05       | I    |
| 2.    | An offered the intellectual ability   | 513         | 3.42       | IV   |
| 3.    | It guides you about the brands characteristics you looking for.                                   | 602         | 4.01       | II   |
| 4.    | Overstatement are the dominants feature in online advertising                                     | 509         | 3.39       | V    |
| 5.    | This pop-up services should be used for advertising commercial products/service                   | 548         | 3.65       | III  |
| 6.    | Because of online advertising (pop-up), people purchase many things that they do not really need. | 363         | 2.42       | VI   |

Source: Primary Data

Table 29 highlights the benefits derived from the creditability . The benefits derived by the respondents were collected using the 5 point Likert scale. The majority “Pop-up advertising provides precise information about the product/services” has a mean score of 4.05 scored I place. the next majority “It guides you about the brands characteristics you looking for” has a mean score of 4.01 scored II place.; the next majority “This pop-up services should be used for advertising commercial products/service” has a mean score of 3.65 scored III place, the next majority “An offered the intellectual ability” has a mean score of 3.42 scored IV place. The next majority “Overstatement are the dominants feature in online advertising” has a mean score of 3.39; scored V place, the next majority “Because of online advertising (pop-up), people purchase many things that they do not really need” has a mean score of 3.42.

### Usefulness of internet users

The following Table presents the benefits derived by the respondents from perceived usefulness. The classification shows that the benefits derived from the usefulness of pop-up advertising which ranked as strongly agree, agree, neutral, disagree, strongly disagree. The analysis is made using the 5 point likert scale method.

**Table 30**  
**Usefulness of internet users**

| <b>S.No.</b> | <b>Benefits</b>   | <b>Total Score</b> | <b>Mean Score</b> | <b>Rank</b> |
|--------------|---|--------------------|-------------------|-------------|
| 1.           | Your shopping performance can be improved by using this online                                  | 431                | 2.87              | II          |
| 2.           | Your purchasing efficiency can be increased by using online advertising(pop-up)                 | 488                | 3.25              | I           |
| 3.           | Your online shopping is usefulness and can be increased by using the online advertising(pop-up) | 424                | 2.83              | III         |

Source: Primary Data

Table 30 highlights the benefits derived from the perceived usefulness of the pop-up advertising . The benefits derived by the respondents were collected using the 5 point Likert scale. The majority of respondents given I place to “Your purchasing efficiency can be increased by using online advertising (pop-up)” the mean score of 3.25; the next majority of respondents given II place to “Your shopping performance can be improved by using this online” the mean score of 2.87; the next majority of respondents given III place to “Your online shopping is usefulness and can be increased by using the online advertising(pop-up)” the mean score of 2.83.

### Perceived Ease to use of pop-up advertising

Table presents the benefits derived by the respondents from perceived ease of use. The classification shows the benefits derived from the internet users to make easy to use which ranked as strongly agree, agree, neutral, disagree, strongly disagree. The analysis is made using the 5 point likert scale method.

**Table 31**  
**Perceived ease to use of pop-up advertising to internet users**

| <b>S.No</b> | <b>Benefits</b>  | <b>Total Score</b> | <b>Mean Score</b> | <b>Rank</b> |
|-------------|--|--------------------|-------------------|-------------|
| 1.          | This advertisement would be very easy to understanding   | 576                | 3.84              | I           |
| 2.          | Clarity and understandability would be the main features when I interact with this advertisement | 505                | 3.37              | III         |
| 3.          | Utilizing the every updates  | 552                | 3.68              | II          |

Source: Primary Data

Table 31 highlights the benefits derived from the table perceived ease of use pop-up ads: The benefits derived by the respondents were collected using the 5 point Likert scale. The majority “This advertisement would be very easy to understanding” has scored I the mean score of 3.84; the next majority “Utilizing the every updates” has scored II place, the mean score is 3.68 and the next majority “Clarity and understandability would be the main features when I interact with this advertisement” has scored III place the mean score is 3.37

## **CHAPTER V**

### **Summary of findings:**

#### **Introduction :**

In this chapter the researcher presents the summary of the findings of study and makes suggestion for the consumer preference and attitude towards pop-up advertising and their purchasing efficiency.

- ❖ Majority of the 27.33 percent of the respondents are coming under the age group in between 31 years to 45 years
- ❖ Majority of 53.33 percent of the respondents are female and the rest 46.67 percent of the respondents are male.
- ❖ Majority of 38 percent of the respondents have their educational qualification up to the under graduation level.
- ❖ Majority of the 31.33 percent of the respondents occupied as students.
- ❖ Majority of 56 percent of the respondents were married and remaining 44 percent of the respondents are unmarried.
- ❖ Out of 150 respondents 36 percent of the respondents monthly income of the family earning between 30001 to 40000.
- ❖ Out of 150 respondents explains the relation between gender and motivational factors of the respondents. Majority 53.33 per cent of the respondents were female in that 31.25 percent of respondents are coming under the factor right ad at right time.
- ❖ Out of 150 respondents the 41 respondents were coming under the age group between 31-45 years. Among these the 43.90 percentage of the responders are coming under the category of factors to trustworthy and right at right time.
- ❖ Majority of 56 percent of the respondents are married. Out of the 56 percentage, it is found that 46.43 percent are influenced by the trust worthiness of the pop up advertising in purchasing the products.
- ❖ Majority of 57 respondents are completed or pursuing the graduate . Among these the majority of 73.68 percent of the respondents coming under the factors influenced by the trust worthiness.
- ❖ The classification based on occupation and motivation factors of the internet users result that, the majority 44.65 percent of the respondents are factors influenced by the trust worthy.
- ❖ The study revealed that 54 respondents are under the category of income of RS.30001 to 40000. The majority of 38.89 percentage of respondents are influenced by right ad at right time .

- ❖ Out of 150 respondents explains the relation between gender and shopping periods in online advertising of the respondents. Majority of 53.33 per cent of the respondents were female in that majority of 76.88 percent of respondents are coming under the purchasing period of twice in a month.
- ❖ The majority of 80.49 percent respondents are purchasing the product through the pop-up advertising in time period of twice in a month.
- ❖ Majority of 51.79 percentage are purchasing the product in the time period of twice in a month by the pop up advertising.
- ❖ Out of 150 respondents the 57 respondents are completed or pursuing the graduate. Among these the majority of 50 percentage of the respondents coming under the purchasing period of once in week.
- ❖ The classification based on occupation and shopping the product in online period result that, 47 respondents were students. The majority 51.06 percent of the respondents are purchasing the period of quarterly.
- ❖ Out of the 150 respondents the majority of 54 respondents are under the category of income of in between RS.30001 to 40000. The majority of 77.78 percent of respondents are purchasing the product during the time period of twice in a month.
- ❖ The majority of 50.63 percent of the female respondents are purchasing the product in snapdeal E-commerce website.
- ❖ The majority of 40.24 percent of the respondents of under age group in between 31 years to 45 years are purchasing the product through the Snapdeal E-commerce websites.
- ❖ Out of the 150 respondents the majority of 56 percent respondents are married , in that found the majority of 46.43 percentage of the respondents are using the E-commerce website of Amazon to purchasing the product.
- ❖ Out of 150 respondents the 57 respondents are completed or pursuing the graduate. In that majority of 50 respondents are using the E-commerce website of the Snapdeal.
- ❖ The majority 41.49 percentage of the respondents are using the E-commerce website of the Flipkart.

- ❖ Out of the 150 respondents the majority of 54 respondents are under the category of income in between RS.30001 to 40000. The majority of 52.78 percent of the respondents are using the Myntra E-commerce website to purchase the product.
- ❖ According to the analysis, the respondents have ranked the chatting and social networking to be the first purpose to use the internet with the mean score 4.87.
- ❖ Out of 150 respondents have ranked the pop-up ads to be the first effective for internet advertising with the mean score 4.77.
- ❖ The benefits derived by the respondents were collected using the 5 point Likert scale. The majority “consumer buy the best brand for the price ” has a mean score of 3.70
- ❖ The table highlights the benefits derived from the Interaction in pop-up advertising. The majority “New updates” has a mean score of 3.99.
- ❖ The benefits derived by the respondents were collected using the 5 point Likert scale. The majority “Will u agree that the pop-up advertising have an effect on people, at the present time , to purchase product/service.” has a mean score of 4.00.
- ❖ The majority “Are you having afraid the danger of receiving virus by clicking onto a link in the online” has a mean score of 3.97.
- ❖ The majority “Pop-up advertising provides precise information about the product/services” has a mean score of 4.05.
- ❖ The benefits derived by the respondents were collected using the 5 point Likert scale. The majority “Your purchasing efficiency can be increased by using online advertising(pop-up” has a mean score of 3.25.
- ❖ The majority “This advertisement would be very easy” has a mean score of 3.84.

## **SUGGESTIONS**

On the basis of the study, the following suggestion were given to the pop-up advertising.

- ❖ The step can be taken to create the level of awareness towards the pop-up advertising.
- ❖ The pop-up made with an advertising tool. The tool builder pop-up, remove the “skip this ad” and test conversion rates.
- ❖ The pop-up advertiser can aim of focusing to increase the sales volume.

- ❖ Try out these tip from some of the smartest online marketers in the world. The advertiser may just hit it right and grow their business to new height.

## **CONCLUSION**

The study has been concluded that the factors of consumer preference and attitude towards pop-up advertising. The conclusion from this studies include from the most active web user, advertisement with some elaboration related to the pop-up advertisement, and some additional conclusion about convinced advertisement and distribution advertisement and because of those reason the online advertisement should reform a new approach to catch the potential consumer to their product or services. The marketer the entry pop-up can work to increase conversion without lowering their bounce rate. They should need to implement them with skilled knowledge and marketing smarts, but if they get it right, you could just drive conversions and start to develop consumer relationship through the online advertising.

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### **Questionnaire**

1. Name:
2. Gender:
  - a)Male
  - b) Female
3. Age :
  - a) Below 20 yrs
  - b) Between 21-30 yrs
  - c) Between 31-40 yrs
  - d) Above 40
4. Marital status :
  - a) Married
  - b) Unmarried

5. Education qualification :

- a) School level
- b) Graduate
- c) Post graduate
- d) Professionals

6. Occupation :

- a) Business
- b) Govt. employee
- c) Private employee
- d) Student
- e) Housewives

7. Monthly income of the family:

- a) Rs. Below 15000
- b) Rs. 15000-30000
- c) Rs.30000- 40000
- e) Above 40000

8. In which device do you access the internet often ?

- a) Mobile
- b) Tablet
- c) Desktop
- d) Laptop

9. For how many hours do you use internet on an average in a week ?

- a) 4-5 hours
- b) 5-10 hours
- c)10-15 hours
- d) 15 – 20

10. For what purpose do you use the internet for ?

| S.No | Particulars                    | Rank |
|------|--------------------------------|------|
| 1.   | Chatting and social networking |      |
| 2.   | E-Mail                         |      |
| 3.   | Information                    |      |
| 4.   | Online shopping                |      |
| 5.   | Downloading                    |      |
| 6.   | Entertainment                  |      |

11. How often do you shop products online ?

- a) Once in a week
- b) twice in a month
- c) Once in a month
- d) quarterly
- e)occasionally.

12. Which E commerce websites do you prefer to purchase the products online ?

- a) Flipkart
- b) Amazon
- c) Snapdeal
- d) Myntra

- e) Limeroad      f) Jabong      g)E-Bay      h)Shopcluse      i) Others

13. Which form of internet advertising do you feel is effective? Rank according to your preference.

| S.No | Particular       | Rank |
|------|------------------|------|
| 1    | Banner Ads       |      |
| 2    | Pop- Up Ads      |      |
| 3    | E-Mail Ads       |      |
| 4    | Interstitial Ads |      |
| 5    | Banner Swiping   |      |
| 6    | Tracking         |      |

14. For each advertising characteristics mentioned below, Select the option that best indicates your how your opinion is affected about an ad based on it's characteristics.

| S.no | Particulars     | Doesn't affect | Could affect | Affect somewhat | Affect |
|------|-----------------|----------------|--------------|-----------------|--------|
| 1)   | Download speed  |                |              |                 |        |
| 2)   | Graphic quality |                |              |                 |        |
| 3)   | Text concept    |                |              |                 |        |
| 4)   | Annoyance       |                |              |                 |        |
| 5)   | Offensiveness   |                |              |                 |        |

15. Has pop-up advertising ever influenced you in purchasing a product?

- a) Yes    b)NO

16. Which Factors among these influences your mind to access pop-up advertising?

- a) Attractiveness    b)Informative    c)Entertaining  
 d)Trustworthy    e) Right ad at right time

17. For the following statements, please tick ( )the scale value that most accurately reflects your view. ( 1 = Strong disagree to 5 strongly agree)

| S.no | Particulars   | SA | A | N | DA | SDA |
|------|---|----|---|---|----|-----|
| 1    | Pop-up advertising is a very valuable source of Information about new products.                                     |    |   |   |    |     |
| 2    | Pop-up advertising tells me which brands/products have the features I am looking for.                               |    |   |   |    |     |
| 3    | Pop-up advertising helps me keep up to date about products available on the market.                                 |    |   |   |    |     |
| 4    | Some pop-up advertisements make me feel good.   |    |   |   |    |     |
| 5    | From pop-up advertising I learn what is popular   |    |   |   |    |     |
| 6    | Pop-up advertisements tells me what people like myself are buying and using.  |    |   |   |    |     |
| 7    | There have been times when I have bought something because of pop-up advertisement.                                 |    |   |   |    |     |
| 8    | Pop-up ads make you buy things you don't really need.   |    |   |   |    |     |
| 9    | Pop-up advertising increases dissatisfaction among consumers by showing products which some consumers can't afford. |    |   |   |    |     |
| 10   | Pop-up advertising helps the consumer buy the best brand for the price.   |    |   |   |    |     |

18. Have you ever blocked any pop up advertisements ?

- a) Yes    b) No

19. What do you feel about pop-up advertising ?

- a) Encourage spontaneous purchase    b) Irritated    c) Get knowledge about new products  
d) Attractive    e) Opportunity to grab different offers

20. Mention any application which you used with the information collected from Pop up ads.

\_\_\_\_\_

l) Interaction in pop-up advertising:

| s.no | Particulars                          | S.A | A | N | DA | S.DA |
|------|--------------------------------------|-----|---|---|----|------|
| 1)   | Attract by the product               |     |   |   |    |      |
| 2)   | Enthusiastic                         |     |   |   |    |      |
| 3)   | Pertinent, effective and fascinating |     |   |   |    |      |
| 4)   | Updated with the latest news         |     |   |   |    |      |
| 5)   | It getting functional relations.     |     |   |   |    |      |
| 6)   | New updates                          |     |   |   |    |      |

## II) Reliability of the pop-up advertising:

| S.NO | Particulars   | S.A | A | N | DA | S.DA |
|------|---|-----|---|---|----|------|
| 1)   | Receive information about definite products/services through pop-up advertising.                                      |     |   |   |    |      |
| 2)   | Convinces to purchase   |     |   |   |    |      |
| 3)   | Believe in pop-up advertisement.  |     |   |   |    |      |
| 4)   | You have been cheated through the pop-up advertisement.   |     |   |   |    |      |
| 5)   | Are you pleased with the product that you have ordered through the pop-up advertising.                                |     |   |   |    |      |
| 6)   | Will u agree that the pop-up advertising have an effect on people, at the present time , to purchase product/service. |     |   |   |    |      |
| 7)   | Enjoy purchasing products through the pop-up advertising.   |     |   |   |    |      |

## III) Advertising Avoidance :

| S.No | Particulars   | SA | A | N | D | S.DA |
|------|---|----|---|---|---|------|
| 1)   | Can make a list of the ads that you can recall when seeing on the pop-up advertising.                     |    |   |   |   |      |
| 2)   | Pop-up advertising gives you the chance to know about the person who are buying or using product/service. |    |   |   |   |      |
| 3)   | Are you having afraid the danger of receiving virus by clicking onto a link in the online .               |    |   |   |   |      |
| 4)   | The location of the ad is the most important element that stop you from looking at ads on online .        |    |   |   |   |      |

## IV) Credibility:

| S.No | Particulars  | SA | A | N | D | S.DA |
|------|--|----|---|---|---|------|
| 1)   | Pop-up advertising provides precise information about the product/services |    |   |   |   |      |
| 2)   | An offered the intellectual ability  |    |   |   |   |      |
| 3)   | It guides you about the brands characteristics you looking for.            |    |   |   |   |      |
| 4)   | Overstatement are the dominants feature in                                 |    |   |   |   |      |

|    |   |  |  |  |  |  |
|----|---|--|--|--|--|--|
|    | online advertising  |  |  |  |  |  |
| 5) | This pop-up services should be used for advertising commercial products/service                   |  |  |  |  |  |
| 6) | Because of online advertising (pop-up), people purchase many things that they do not really need. |  |  |  |  |  |

V) Perceived usefulness:

| S.No | Particulars   | SA | A | N | D | S.DA |
|------|---|----|---|---|---|------|
| 1)   | Your shopping performance can be improved by using this online                                  |    |   |   |   |      |
| 2)   | Your purchasing efficiency can be increased by using online advertising(pop-up)                 |    |   |   |   |      |
| 3)   | Your online shopping is usefulness and can be increased by using the online advertising(pop-up) |    |   |   |   |      |

VI ) Perceived ease of use:

| S.No | Particulars  | SA | A | N | D | S.DA |
|------|--|----|---|---|---|------|
| 1)   | This advertisement would be very easy  |    |   |   |   |      |
| 2)   | Clarity and understandability would be the main features when I interact with this advertisement |    |   |   |   |      |
| 3)   | Utilizing the every updates  |    |   |   |   |      |