


THE INFLUENCE OF E-COMMERCE SITES POPS UP ADVERTISEMENTS OVER YOUNGSTERS

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 07 April 2023</p> <p>Accepted 05 July 2023</p>	<p>Objective: This study explores the influence of pop-up advertisements on youngsters' purchases, focusing on how these ads on webpages determine purchase intent. The purpose of this research is to investigate the effectiveness of pop-up ads in creating awareness, enhancing recall, and ultimately driving impulsive buying behavior among youngsters, who frequently engage with social media and other websites.</p>
<p>Keywords:</p> <p>Pop-up Advertisement; Purchase Decision; Impulse Buying; E-commerce; Online Advertising.</p>	<p>Theoretical framework: To achieve the research objectives, a comprehensive theoretical framework is utilized. The framework incorporates theories from consumer behavior, advertising effectiveness, and online marketing. It draws on concepts such as brand awareness, product features, price perception, and impulsive buying behavior to provide a holistic understanding of the influence of pop-up ads on youngsters' purchase intent.</p> <p>Method: A primary data collection method is employed in this investigation. Surveys are conducted among a targeted sample of youngsters who regularly engage with online platforms. The survey questionnaire is designed to capture their exposure to pop-up ads, their attitudes towards these ads, and their subsequent purchase intent. Additionally, data is collected on the respondents' recall of product information and their impulsive buying tendencies.</p>
	<p>Findings: The findings of this study shed light on the impact of pop-up advertisements on youngsters' purchasing behavior. The results indicate that pop-up ads have a significant influence on purchase intent among the target population. The abrupt appearance of pop-up ads on webpages captures the attention of online viewers and creates a sense of urgency, leading to impulsive buying decisions. Furthermore, the continuous exposure to pop-up ads improves the recall of product features, prices, and other parameters, reinforcing the impact on purchase intent.</p> <p>Research Implications: These findings have important implications for marketers and advertisers aiming to target the younger demographic. Understanding the effectiveness of pop-up ads in creating awareness and driving impulsive buying behavior can inform strategic advertising campaigns and optimize online marketing efforts. Marketers can leverage the potential of pop-up ads to enhance brand recall, increase product visibility, and ultimately drive sales among youngsters.</p> <p>Originality/value: This study highlights the significance of pop-up advertisements on youngsters' purchase intent. The primary data analysis confirms that pop-up ads on webpages have a strong influence on impulsive buying behavior and enhance the recall of product information. By considering the findings and recommendations of this research, marketers can effectively utilize pop-up ads to engage with the younger demographic and drive their purchasing decisions.</p> <p>Doi: https://doi.org/10.26668/businessreview/2023.v8i7.2486</p>

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A INFLUÊNCIA DE SITES DE COMÉRCIO ELETRÔNICO FAZ SURGIR ANÚNCIOS SOBRE JOVENS

RESUMO

Objetivo: Este estudo explora a influência dos anúncios pop-up nas compras dos jovens, concentrando-se em como esses anúncios nas páginas web determinam a intenção de compra. O objetivo desta pesquisa é investigar a eficácia dos anúncios pop-up em criar consciência, melhorar o recall, e, em última análise, impulsionar o comportamento de compra impulsiva entre os jovens, que frequentemente se envolvem com as mídias sociais e outros sites.

Referencial teórico: Para alcançar os objetivos de pesquisa, é utilizado um quadro teórico abrangente. A estrutura incorpora teorias do comportamento do consumidor, da eficácia da publicidade e do marketing online. Baseia-se em conceitos como consciência da marca, características do produto, percepção de preços e comportamento de compra impulsivo para fornecer uma compreensão holística da influência dos anúncios pop-up na intenção de compra dos jovens.

Método: O presente inquérito utiliza um método de recolha de dados primários. Os inquéritos são realizados junto de uma amostra específica de jovens que participam regularmente em plataformas em linha. O questionário da pesquisa é elaborado para identificar a exposição a anúncios pop-up, as atitudes em relação a esses anúncios e a intenção de compra subsequente. Além disso, são coletados dados sobre a recuperação de informações sobre produtos pelos entrevistados e suas tendências impulsivas de compra.

Conclusões: As conclusões deste estudo lançam luz sobre o impacto dos anúncios pop-up no comportamento de compra dos jovens. Os resultados indicam que os anúncios pop-up têm uma influência significativa na intenção de compra entre a população-alvo. A aparição abrupta de anúncios pop-up em páginas da Web captura a atenção dos espectadores on-line e cria uma sensação de urgência, levando a decisões de compra impulsivas. Além disso, a exposição contínua a anúncios pop-up melhora a recuperação de recursos do produto, preços e outros parâmetros, reforçando o impacto na intenção de compra.

Implicações da pesquisa: Estes resultados têm implicações importantes para os profissionais de marketing e anunciantes que visam o público mais jovem. Entender a eficácia dos anúncios pop-up na criação de conscientização e na condução de comportamentos impulsivos de compra pode informar campanhas publicitárias estratégicas e otimizar esforços de marketing online. Os profissionais de marketing podem aproveitar o potencial dos anúncios pop-up para aprimorar o recall de marca, aumentar a visibilidade do produto e, por fim, impulsionar as vendas entre os jovens.

Originalidade/valor: este estudo destaca o significado de anúncios pop-up na intenção de compra dos jovens. A análise de dados primários confirma que os anúncios pop-up em páginas da Web têm uma forte influência no comportamento impulsivo de compra e melhoram o recall de informações do produto. Ao considerar as descobertas e recomendações desta pesquisa, os profissionais de marketing podem utilizar anúncios pop-up de forma eficaz para se engajar com o público mais jovem e orientar suas decisões de compra.

Palavras-chave: Anúncio Pop-up, Decisão de Compra, Compra por Impulso, E-commerce, Publicidade Online.

LA INFLUENCIA DE LOS SITIOS DE COMERCIO ELECTRÓNICO CONDUCE A ANUNCIOS SOBRE LOS JÓVENES

RESUMEN

Objetivo: Este estudio aprovecha la influencia de los anuncios emergentes en las compras de los jóvenes, centrándose en cómo esos anuncios en las páginas web determinan la intención de compra. El objetivo de esta investigación es investigar la efectividad de los anuncios emergentes en la creación de conciencia, la mejora del recuerdo y, en última instancia, el impulso del comportamiento impulsivo de compra entre los jóvenes, que a menudo interactúan con los medios sociales y otros sitios web.

Referencia teórica: Para alcanzar los objetivos de investigación se utiliza un marco teórico integral. La estructura incorpora teorías de comportamiento de los consumidores, la efectividad de la publicidad y el marketing online. Se basa en conceptos como la conciencia de la marca, las características de los productos, la percepción de los precios y el comportamiento impulsivo de la compra para proporcionar una comprensión holística de la influencia de los anuncios emergentes en la intención de compra de los jóvenes.

Método: La presente investigación utiliza un método de recopilación de datos primarios. Las encuestas se realizan en una muestra específica de jóvenes que participan regularmente en plataformas en línea. El cuestionario de la encuesta está diseñado para identificar la exposición a los anuncios emergentes, las actitudes hacia esos anuncios y la subsiguiente intención de compra. Además, se recopilan datos sobre la recuperación de la información sobre los productos por los entrevistados y sus tendencias impulsivas de compra.

Conclusiones: Los resultados de este estudio arrojan luz sobre el impacto de los anuncios emergentes en el comportamiento de compra de los jóvenes. Los resultados indican que los anuncios emergentes tienen una influencia significativa en la intención de compra de la población objetivo. La repentina aparición de anuncios emergentes en las páginas web capta la atención de los espectadores en línea y crea un sentido de urgencia, lo que conduce a decisiones impulsivas de compra. Además, la continua exposición a los anuncios emergentes mejora la recuperación de los recursos de los productos, los precios y otros parámetros, reforzando el impacto en la intención de compra.

Consecuencias para la investigación: Estos resultados tienen implicaciones importantes para los profesionales del marketing y los anunciantes dirigidos a la audiencia más joven. Comprender la efectividad de los anuncios emergentes en la creación de conciencia y el impulso impulsivo de los comportamientos de compra puede servir de base para campañas publicitarias estratégicas y optimizar los esfuerzos de marketing en línea. Los profesionales del marketing pueden aprovechar el potencial de los anuncios emergentes para mejorar la recuperación de marca, aumentar la visibilidad de los productos y, en última instancia, impulsar las ventas entre los jóvenes.

Originalidad/valor: Este estudio destaca el significado de los anuncios emergentes en la intención de compra de los jóvenes. El análisis de datos primarios confirma que los anuncios emergentes en las páginas web tienen una fuerte influencia en el comportamiento impulsivo de compra y mejoran la recuperación de la información del producto. Al considerar los hallazgos y recomendaciones de esta encuesta, los profesionales del marketing pueden usar eficazmente los anuncios emergentes para atraer a la audiencia más joven y guiar sus decisiones de compra.

Palabras clave: Anuncio Emergente, Decisión de Compra, Compra Impresa, Comercio Electrónico, Publicidad en Línea.

INTRODUCTION

In this digital era, e-commerce sites have become increasingly prevalent, providing a platform for businesses to reach and engage with consumers online. One common advertising strategy employed by these platforms is the use of pop-up advertisements, which appear abruptly on webpages and capture the attention of online viewers. Among the target audience of these ads are youngsters, who frequently engage with social media and other websites. Understanding the influence of pop-up advertisements on youngsters' purchasing behavior is crucial for marketers and advertisers seeking to tap into the potential of this consumer segment.

This study aims to explore the effectiveness of pop-up ads in creating awareness, enhancing recall, and ultimately driving impulsive buying behavior among youngsters. By investigating the influence of pop-up advertisements on youngsters' purchase intent, this research seeks to provide valuable insights into the impact of these ads on the target population. To achieve this, a comprehensive theoretical framework is employed, drawing on theories from consumer behavior, advertising effectiveness, and online marketing.

A primary data collection method is utilized, involving surveys conducted among a targeted sample of youngsters who regularly engage with online platforms. The survey questionnaire captures the participants' exposure to pop-up ads, their attitudes towards these ads, and their subsequent purchase intent. Furthermore, data is collected on the respondents' recall of product information and their impulsive buying tendencies.

The findings of this study shed light on the influence of pop-up advertisements on youngsters' purchasing behavior. The results indicate that pop-up ads have a significant impact on purchase intent among the target population, as they capture attention and create a sense of urgency, leading to impulsive buying decisions. Moreover, the continuous exposure to pop-up ads improves the recall of product features, prices, and other parameters, reinforcing their influence on purchase intent.

The implications of this research are significant for marketers and advertisers aiming to effectively target the younger demographic. Understanding the effectiveness of pop-up ads in creating awareness and driving impulsive buying behavior can inform strategic advertising campaigns and optimize online marketing efforts. By leveraging the potential of pop-up ads, marketers can enhance brand recall, increase product visibility, and ultimately drive sales among youngsters.

BACKGROUND

Uninformed about prior openness that prompted better perceptual familiarity, a customer may erroneously credit it to a disposition toward the brand while assessing a brand or settling on a buyer's choice as discussed by Lee, A. Y., & Labroo, A. A. (2004). Brand promotion has been displayed to influence customers' expectation to buy a brand in something like seven days by Shapiro, S., & Krishnan, H. S. (2021). In any event, when subjects couldn't perceive the brands they were presented with after openness. Rowley, J. (2020) claims that the Internet's serious level of speed, ease of use, minimal expense, and boundless accessibility add to this commercialization in web-based structure showcasing, which is another stage for acquiring shoppers' consideration and mindfulness through web based publicizing. According to Ducoffe, R.H., (1996) the simple admittance to data, data in view of client inclinations, client adaptability inclinations and evolving climate, need and track buy and the capacity to frame more grounded associations with clients are a few benefits of spring-up adds.

Yang et al. (2017), in their investigation of online video commercials, recommend that amusement, knowledge, believability, and outrage impact buying conduct. Newman, E. J., Stem, D.E., & Sprott, D.E. (2004) described about the impact of flag publicizing and site consistency purchaser perspectives towards brand sites. That flag is over advertisements should match the site's image and explicit purchaser properties should be thought of.

One of the various online advertising techniques is the use of pop-up advertisements. They are a particular kind of window that unintentionally shows up in the graphical user

interface when a website or program is accessed, where the user clicks or scrolls with the mouse, and a window carrying an offer of services emerges. In a 2017 study, Winder looked at how pop-up ads affected consumer behavior. Pop-ups often show a higher rate of purchase intent than normal banner ads when compared to other forms of advertising as per Cho, C. H., & Park, J. S. (2019). However, many online users consider pop-up advertisements to be obtrusive and inconvenient, according to Edwards, S. M., Li, H., & Lee, J. H. (2002).

At the point when spring-up advertisements offer more worth to the client, they are less irritating as expressed by Wang, L., Ampiah, F., Xu, L., & Wang, X. (2014). Promoting organizations have made various endeavors to make spring-up commercials really engaging, but Customers keep on thinking that they are disturbing and irritating. It fills in as a helpful substitute for the people who could do without its ads. As per Omar Abdel, Jaber Ali Trawnih, et al. (2021), there were contrasts in the mentalities and perspectives of shoppers toward web-based publicizing nations.

Human everyday exercises like navigation, behavioral conditions, substance use problems, consideration deficiency, hyperactivity confusion, and others all rely upon impulsivity as explained by Herman, A.M., Critcley, H.D. et al (2018). The web-based purchasers while riding through sites get drawn in by the spring-up notices and choose to switch or to purchase.

As discussed by Wu, L., Yu, C., & Liang, C. (2020) Impulsivity alludes to the persevering and particular qualities of people, which impact people's everyday exercises in their lives in a steady way and enduring over the long run. Then again, by Bruno, R. Peacock, A. et al (2018) it is seen that impulsivity is inspected as a state which alludes to the changing perspectives and transient reactions in light of the inside and outer boost.

Yang et al. (2017), described one of the undesirable and unsafe social ways of behaving that outcome from individual varieties is impulsivity. It's as often as possible said to be imprudent. As per Stanford, M.S., Mathias, C.W Patton, J.H. (2009) the lead is connected to the indications of various sicknesses, including hyperactivity, a lack of ability to concentrate consistently jumble, marginal behavioral condition, total disregard for other people, and mentalities toward minorities. Despite the fact that publicizing doesn't straightforwardly expand eagerness to pay, shoppers are bound to buy promoted items contrasted with not widely known items as per Zhang, Y., & Benyoucef, M. (2016).

According to Haan M. A., Moraga-González J. L (2021) abrupt, strong emotional desires brought on by reactive behavior with little cognitive inhibition result in impulsive

purchases. The immediate sense of fulfillment the customer experiences can be used to explain their propensity to make impulsive purchases without giving them much thought as discussed by Pradhan et al., 2018.

From a practical standpoint, this research contributes by offering insights that can guide marketers and advertisers in targeting the younger demographic more effectively. The findings emphasize the significance of pop-up ads in creating awareness, enhancing recall, and ultimately driving impulsive buying behavior among youngsters. This information can inform strategic advertising campaigns and online marketing efforts, allowing marketers to optimize their advertising strategies on e-commerce sites and webpages. By leveraging the potential of pop-up ads, marketers can engage with youngsters more successfully, increase brand recall, and ultimately drive sales. This practical contribution is valuable for companies and advertisers seeking to tap into the purchasing power of the younger consumer segment.

Theoretical contributions of this research lie in the utilization of a comprehensive theoretical framework drawing from consumer behavior, advertising effectiveness, and online marketing. By incorporating concepts such as brand awareness, product features, price perception, and impulsive buying behavior, this study provides a holistic understanding of the influence of pop-up ads on youngsters' purchase intent. This theoretical foundation enhances our knowledge and comprehension of the underlying mechanisms and psychological processes that shape youngsters' responses to pop-up advertisements. Additionally, the primary data collection method employed in this study contributes to the existing literature by providing empirical evidence on the impact of pop-up ads on impulsive buying behavior and recall among youngsters.

This work contributes both practically and theoretically to the understanding of the influence of pop-up advertisements on youngsters' purchasing behavior. It offers valuable insights for marketers and advertisers while adding to the existing body of knowledge in marketing and consumer behavior research.

METHODOLOGY

The researcher has used convenience sampling to select the respondents of the study from the period November 2021 to February 2022. A total of 395 respondents were evaluated during the analysis. Structural Equation Modeling is used for the analysis of the hypothesis.

HYPOTHESES

HO1: Pop-up advertisements significantly influence buying decisions

HO2: Impulsive buying behavior influences the buying decision

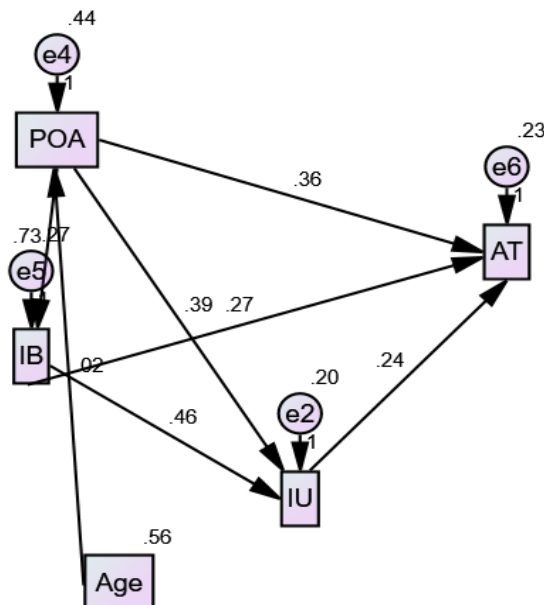
HO3: pop advertisements is having a relationship with impulsive buying behavior

MODEL SHOWING THE INFLUENCE OF E-COMMERCE SITES POPS UP ADVERTISEMENTS OVER YOUNGSTERS

The model portrays the impact of pop-up advertisements on the buying intentions of youngsters. The impulsive tendency of the youngsters is evaluated by considering the incidents such as attitude, intention to use, and impulsive behavior pattern.

The impulsive buying tendency of youngsters has been evaluated when they are surfing online. The webpage advertisement and its influence make buying decisions much more complex nowadays. The present model evaluates the antecedents that affect the purchase behavior of youngsters through the influence of pop-up advertisements.

Figure 1. The model of impulsive buying through pop up advertisements



Source: Prepared by the authors (2023)

Model Fit Indices

Table 1. Showing CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	12	9.629	3	.022	3.210
Saturated model	15	.000	0		

Independence model	5	1129.888	10	.000	112.989
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Source: Prepared by the authors (2023)

The independence model shows the association between the variables in the model and the saturated model has the best fit possible since it perfectly reproduces all of the variances, covariance's and means. DF is degrees of freedom. Default model is the model which is tested using the hypothesis framed. Here the CMIN/DF is 3.210 and the value is below 5 as a result it stands acceptable.

Table 2 RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.012	.992	.961	.198
Saturated model	.000	1.000		
Independence model	.210	.475	.213	.317

Source: Prepared by the authors (2023)

Root Mean Square Residual & Goodness of fit indices are accepted in the model as the values are in the threshold limits are 0.012 and 0.992 for AGFI (average goodness of fit indices), PGFI (Partial Goodness of fit indices)

Table 3 Baseline Comparisons

Model	NFI	RFI	IFI	TLI	CFI
	Delta1	rho1	Delta2	rho2	
Default model	.991	.972	.994	.980	.994

Source: Prepared by the authors (2023)

Normed Fit Index, Relative Fit Index, Incremental Fit Index, Tucker-Lewis index & comparative fit index are portrayed in the above table and the values indicate that the model is having a good fit as the values of all the parametric lies above 0.9.

Table 4 Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
POA	<---	Age	.020	.040	.498	.619	Not Significant
IB	<---	POA	.730	.036	20.473	***	Significant
IU	<---	IB	.462	.039	11.789	***	Significant
IU	<---	POA	.386	.042	9.175	***	Significant
AT	<---	POA	.359	.049	7.373	***	Significant
AT	<---	IU	.236	.048	4.877	***	Significant
AT	<---	IB	.271	.047	5.712	***	Significant

Source: Prepared by the authors (2023)

Inference

The age of the respondents is not influencing the pop-up advertisement and its viewership. The results of the study portray that age is not acting as a significant moderator in this situation as the beta value is 0.020, and the p-value is 0.619. The impulsive buying tendency is significantly influenced by the pop-up advertisement as the customer moves from one website to another the images, videos, or catchy phrases in the pop-up ads influence the buyer's tendency to buy from the site or else to visit the site.

Intention to use a product or service is also influencing impulsive buying tendencies. The buyer's needs want and desire influences the buyer to be more particular in selecting the product or service. The beta value is 0.462, $p < 0.000$. The purpose of purchase is a significant determinant in finding the best possible choice from the available choices. Here the pop-up ads facilitate the purchase intention and use.

The pop-up advertisement influences the impulsive buying tendency with a beta value is 0.730, $p < 0.000$. the buyers will be inclined to purchase more products when they have an attraction to the ads which are popping up when they purchase online.

The intention to use a product or service also significantly influences the pop-up ads as the customer will only click on the ads that satisfy their desires, wants and needs. The beta value is 0.386, $p < 0.000$

The attitude of the buyer is strongly influenced by the pop-up ads as the positive or negative attitude of the customer towards the products significantly influences the selection or rejection of pop-up ads with the beta value is 0.359, $p < 0.000$

The intention to use and the impulsive behavior is significantly related to the attitude of the buyer as the buyer shows positive or negative intention towards the ads. The beta value is 0.236 and 0.271 with a, $p < 0.000$.

CONCLUSION

The present study evaluated the intention of the buyers toward online pop-up ads and their impact on purchase behavior. The study evaluated the antecedents such as attitude, impulsive behavior, intention to use while visiting a pop-up ad and its influence on the purchase decision.

The age category of the respondents does not moderate with the pop-up add selection and its usage as a result it is evident that age is not a moderator in the pop-up ad and impulsive behavior. The other factors such as attitude, impulsive behavior, and intention to use

significantly relate to the pop ad and its contents. There is a future scope for the study as the number of online users is on the rise and it is very crucial to evaluate the pop up ads and its impact on purchase decision.

While this study provides valuable insights into the influence of pop-up advertisements on youngsters' purchases, it is important to acknowledge certain limitations and suggest directions for future research. One limitation of this study is the reliance on surveys as the primary data collection method. Surveys capture self-reported attitudes and behaviors, which may be subject to biases and social desirability effects. Future research could incorporate experimental designs or observational methods to provide a more objective assessment of the impact of pop-up ads on youngsters' purchasing behavior.

Additionally, this study focuses on the immediate effects of pop-up ads on purchase intent and impulsive buying behavior. Future research could explore the long-term effects of exposure to pop-up ads, such as post-purchase satisfaction, repeat purchases, and brand loyalty among youngsters. Understanding the sustained impact of pop-up ads on youngsters' consumer behavior would provide a more comprehensive understanding of their effectiveness.

Furthermore, this study primarily focuses on the influence of pop-up ads on webpages. With the increasing prevalence of mobile devices and apps, it would be valuable to investigate the influence of pop-up ads within mobile applications and social media platforms. Examining the contextual factors and platform-specific characteristics could offer deeper insights into the effectiveness of pop-up ads in different digital environments.

Lastly, this study mainly examines the influence of pop-up ads on youngsters. Future research could explore how demographic factors, such as age, gender, and socioeconomic status, interact with the impact of pop-up ads. Investigating potential differences in response and behavior across different demographic groups would provide a more nuanced understanding of the influence of pop-up ads.

In conclusion, while this study contributes to our understanding of the influence of pop-up advertisements on youngsters' purchases, there are limitations that need to be addressed in future research. By addressing these limitations and considering the suggestions for future work, researchers can further deepen our knowledge of the effectiveness of pop-up ads and their implications for marketing strategies targeting the younger demographic.

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