

A Study On Effect Of Pop Up Advertisements On Believes Of The Customers From Nagpur City

ABSTRACT: Internet publishers try to increase their assistance and expand their sales strategies to satisfy the needs of advertisers. Expansion of new online advertising layout continues as the enhanced mode of communication medium, which has offered publishers and advertisers more possibilities to accept richer and persuasive elements in generating advertising messages. From the original banner advertisements to large rectangles, skyscrapers, pop-ups, interstitials, flash animations, streaming videos and search-engine sponsored links, advertisers, advertising agencies, Internet publishers are trying a great assortment of different formats to attract Internet users' attention.

Consumer awareness could play an important role in their interests to pursue internet marketing. It would be valuable for companies and 3rd party agencies to understand the minds of the consumers, as consumers are the ones who would eventually drive internet marketing in a big way. This study, therefore, has been undertaken in order to examine the efficacy of online advertising from the consumer's perspective and will try to investigate how advertiser-controlled and consumer-related factors influence the consumer's choice and use of Internet advertising. The population of this study consists of individuals who have access to the Internet namely students, professionals, housewives, service class and businessmen from Nagpur city.

KEYWORDS: Consumer awareness, online marketing, Internet users and consumer's choice.

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I. INTRODUCTION:

Online marketing is the practice of leveraging web-based channels to spread a message about a company's brand, products, or services to its potential customers. The methods and techniques used for online marketing include email, social media, display advertising, search engine optimization, and more. The objective of marketing is to reach potential customers through the channels where they spend time reading, searching, shopping, or socializing online.

II. LITERATURE REVIEW:

1. In one of the studies done by Rekha Jain (2016), the author had established a model for measuring Perceived Impact of Internet usage. The model took into account the intrinsic extents of physical and information investment from the philosophy of social capital and additional financial capital in evaluating impact. We also recycled self-efficacy and result prospects as concepts from Social Cognitive theory determination of the growth of our survey tool. The researcher had used Principal Component Analysis and multiple regression to classify the intrinsic extents and their aids to Perceived Impact. We recognized two concepts that help to clarify Perceived Impact as 'Empowerment' and 'Enhanced Scope of Work'. The 'Empowerment' idea donates definitely and statistically meaningfully to Perceived Impact. The 'Improved Choice of Work' concept has statistically important involvement however has negative sign. Theory of Disconfirmation about gratification of Internet facilities regarding anticipated and reasoning prospects in relation to the apparent presentation of Internet services at the present stages of Internet diffusion and acceptance help to clarify this facet. Knowledge creation and thought on the Internet is perceptually familiar as having a social measurement. The role of Internet in disabling liabilities, in terms of the evidence, physical and established organization in rural areas was emphasized by the high factor loadings of qualities connected to this aspect. This feature had not been measured in earlier studies.
2. In a study by Victoria Stanciua (2014), the author had given the exponential growth of the internet has obstructed the socio-economic, civil life and individuals' life and will last to meaningfully influence the culture in all its facets. Internet has transformed the business environment, the socio-political areas and peoples' behavior and cultural standards. In this background, the authors' survey intended to classify and understand the Internet users' outline of the students in one of the Romanian faculty. The review exposed the students' Internet usage and time expenditure on internet. The study highlighted that the survey's respondents could be dignified "general" Internet consumers for personal needs and less actual consumers for expert promises. The study's results delivered significant visions concerning Internet access and use likings of our students and highlighted how the education process can achievement, in an actual way, the students' abilities and taste for Internet usage. The conclusions pointy out the desirable appraises in the theoretical program directing at providing skills and knowledge in respect with Internet active usage for

education and expert drives. The study on this area is rare in Romania, and the authors' investigation effects offer a valuable vision on how Internet use can be enhanced in the theoretical foundations.

3. Dr. Edwin K. W. Cheung, in his research the author has talked about as the global economy is progressively becoming knowledge-based and knowledge-intensive, many experts and professionals forecast that there will be a huge demand for educational products. Actually, a main part of the call is being encountered by the rise of tens of thousands of electronic courses through the internet provided by many education individuals. In spite of the huge number of these internet courses, few scholars have spoken the students' insights or practices in internet education. Hence, an exercise as stated in this study on the student's internet learning practice is much desired. The outcomes of this research have exposed that both the students' capability in PC services and their Internet surfing practices are expressively connected with the students' practices of e-learning through the internet. Moreover, the outcomes have also revealed that the e-learning practice is expressively connected with the respondent' approaches of pleasure for consuming the Internet learning materials. Distressingly, the defendants decided that Internet education amplified their capabilities in learning. Experts in the pertinent fields then can make usage of these conclusions when raising their e-learning progresses.
4. Rajesh Kumar Srivastava (2007), in the study the author focused on what are the customer's insights about internet banking and what are the drivers that drive consumers. How consumers have recognized internet banking and how to expand the practice rate were the emphasis of research area in this study. Qualitative exploratory study using questionnaire was functional. 500 respondents were nominated for study after original transmission. They were all bank customers. The study exposed that education, gender, income performance a significant part in practice of internet banking. Not much investigation has been done on these areas as they were engrossed more on the receipt of technology rather than on people. The research verified the abstract outline uttering that if services can be encouraged there will be better will to use internet banking by consumers. Inhibitory factors like trust, gender, education, culture, religion, security, price can have insignificant outcome on consumer outlook towards internet banking.
5. DivyaSinghal and V. Padhmanabhan (2008), in his study the author stated that internet banking is becoming gradually becoming prevalent because of suitability and flexibility. This study discovers the main factors accountable for internet banking based on respondents' awareness on numerous internet applications. It also offers a framework of the factors which are taken to assess the internet banking perception.

Universe of the Study:

Definition of Nagpur City - Nagpur is a city in the central part of India in Maharashtra State.

The population of this study consists of individuals who have access to the Internet namely students, professionals, housewives, service class and businessmen from Nagpur city.

The survey was done in the following three areas from Nagpur city:

1. East Nagpur - Nandanwan, Pardi, Surya Nagar, Wardhaman Nagar.
2. West Nagpur – Bajaj nagar, Laxminagar, Dharampeth, Ravi nagar, Shivajinagar, Amravati road, Jaitala, Swavalambinagar, Hingna road.
3. Central Nagpur – Central Avenue, Civil lines, Dhantoli, Mahal, Ramdaspath, Sitabuildi.

Sample size:

Type of Respondents	No. of Respondents
Students	100
Professionals	100
Housewives	100
Service class people	100
Businessman	100
Total	500

The population/universe for the study is adult shoppers of Nagpur city who do online purchases. All adult (18+) Indian citizens who have access to the Internet. It was assumed that those who have an email address also have access to the Internet and vice versa.

The respondents which were selected were in the age group of 18- 45 years from different zones and selected areas of Nagpur city.

In total 500 people were planned to interview and the questionnaire was given to them but 40 were rejected since those were not properly filled. Hence the usable questionnaires were 460.

Test of hypothesis

H01: There is no relation between the favorable beliefs about pop-up advertisements and positive attitude toward pop-up advertisements.

In order to test this hypothesis one sample ANOVA are used.

ANOVA- The one-way analysis of variance (ANOVA) is used to determine whether there are any statistically significant differences between the means of three or more independent (unrelated) groups. This guide will provide a brief introduction to the one-way ANOVA, including the assumptions of the test and when you should use this test.

Variables for the hypothesis:

Independent variable:

Beliefs about pop-up advertisements: This variable is defined with the help of following sub-variables: I consider pop-up ads a good thing, I dislike pop-up ads and my opinion about pop-up ads is favorable

Dependent variable:

Attitude toward pop-up advertisements: This variable is defined with the help of following sub-variables: Ignore pop-up ads, Click on pop-up ads, Close pop-up ad windows as soon as possible, Pay attention to pop-up ads, Turn on pop-up blockers to block pop-up ads.

ANOVA Table:

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
consider pop-up ads a good thing	Between Groups	24.220	15	1.615	.942	.016
	Within Groups	1446.613	485	1.714		
	Total	1470.833	500			
dislike pop-up ads	Between Groups	9.281	15	.619	.360	.008
	Within Groups	1451.422	485	1.720		
	Total	1460.702	500			
opinion about pop-up ads is favorable	Between Groups	21.319	15	1.421	.832	.002
	Within Groups	1441.383	485	1.708		
	Total	1462.702	500			
Ignore pop-up ads	Between Groups	9.210	15	.614	.355	.009
	Within Groups	1459.674	485	1.729		
	Total	1468.884	500			
Click on pop-up ads	Between Groups	19.510	15	1.301	.760	.003
	Within Groups	1445.070	485	1.712		
	Total	1464.580	500			
Close pop-up ad windows as soon as possible	Between Groups	27.140	15	1.809	1.061	.000
	Within Groups	1439.692	485	1.706		
	Total	1466.833	500			
Pay attention to pop-up ads	Between Groups	22.820	15	1.521	.889	.006
	Within Groups	1443.983	485	1.711		
	Total	1466.803	500			
Turn on pop-up blockers to block pop-up ads	Between Groups	35.953	15	2.397	1.422	.000
	Within Groups	1422.785	485	1.686		
	Total	1458.738	500			

This is the table that shows the output of the ANOVA analysis and whether there is a statistically significant difference between our group means. We can see that the significance value in all the cases is below 0.05 and, therefore, there is a statistically significant difference in the meanbeliefs about pop-up advertisements and attitude toward pop-up advertisements and we can reject null hypothesis **H01: There is no relation between the favorable beliefs about pop-up advertisements and positive attitude toward pop-up advertisements** and can accept alternate hypothesis **H11: There is a significant relation between the favorable beliefs about pop-up advertisements and positive attitude toward pop-up advertisements.**

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