

Cognitive Marketing and Purchase Decision With Reference to Pop Up and Banner Advertisements

Shah Krushali*

Post-Graduate scholar, Department of Commerce, CHRIST (Deemed to be university), Bengaluru

Ninu Jojo

Post-Graduate scholar, Department of Commerce, CHRIST (Deemed to be university), Bengaluru

Dr. Anand Shankar Raja M.

Assistant professor, Department of Commerce, CHRIST (Deemed to be university), Bengaluru

Abstract

The aim of this research paper is to employ a mixed research approach and to check how the past data differs from the present and hence it uses an argument mapping to find the reality using focus group. Since genders have different opinion on pop-up and banner advertisements, two focus groups, one group consisting the female gender and the other focus group consisting the male respondents have been taken for the data collection. Small sample has been used for the argument mapping (N=45/Male) and (N=47/Female). A series of steps has been conducted in the argument mapping and relevant maps have been developed for drawing inference. It is found that, male have no patience to deal with the pop-up and banner advertisements but women are keener and patient enough to make the best use of these advertisements. On the other hand a questionnaire was framed from the variables found from the literature review and the same was distributed to both the genders and it was found collectively that though pop-up advertisements and banner advertisements are useful in some way, it is always considered to be a negative aspect. Misleading advertisements, data security scam are a few negative aspects of such advertisements and hence, there are a lot of ugly truth behind pop up and banner advertisements. The mixed research approach (triangulation) between the quantitative and qualitative is a new initiative taken by the researchers in this research and holds originality of the study.

Keywords: Pop-Up advertisements; Banner advertisements; Consumers buying behavior; Ugly truth.



CC BY: [Creative Commons Attribution License 4.0](https://creativecommons.org/licenses/by/4.0/)

Significant Contribution of the Study

- ❖ The study sets out to be a multi-disciplinary approach where there are a group of beneficiaries such as the marketer, the advertisement agencies and the final consumers. Pop-up and banner advertisement is considered to be very irritating and spoils the browsing mood is a stereotypical mentality which many hold in their minds. But this myth has been dis-proved stating that, the women gender like pop-up and banner advertisement as it gives many new information about the products or services. Marketers have to consider the valid feedback and then modify the advertisements to scale the pinnacles of success.
- ❖ Psychological factors play an indispensable part in consumer's decision making process. The variables associated with the pop-up and banner advertisement has been captured through a natural expression through an argument mapping. Thus, argument mapping has helped the researchers to bring out the key variables on which the marketers lay emphasis.
- ❖ Skills are developed through practice whereas knowledge and intention are obtained with the experience. These experiences can be positive or negative which depends based on persons mentality. There could be neither conditional nor cognitive learning. From this research it is significant that a lot of learning happens through the pop-up and banner advertisements. Women have claimed that these advertisements educate them and remain in the cognitive memory which is used when needed.
- ❖ This research study can be helpful other researchers where they are willing to anticipate the relationships between various factors of banner and pop-up ads in the consumers and marketers perspective. The advertising agents who act as a helper to design the advertisements for the business houses can also take into consideration the results attained about the positive and negative influences to design the advertisements. These factors resolve an important issue emerging for the marketers to grab the attention of the consumers.
- ❖ The observations from this study are expected to have implications on psychological field to read the minds of the consumers and better understand the mindset of the consumers. This helps the experts in an influential manner to target the right people at the right place and right time. This study turns out to be helpful and one of the key elements of the computer and technological field as the pop up ads are a part of the Artificial Intelligence (AI).

- ❖ The conceptual model which has been developed from this study is an expression of facts from the argument. Thus, it holds the important variables which form the variable grid. This grid has to be taken into consideration by the stake holders. Advertisement agencies who design various pop-up and banner advertisements can look into the expectations of the consumers and then design an advertisement which is not over irritating.

1. Introduction

One of the base paper for this research is based on the paper published by International Journal of Research in Marketing on the title 'Advertising pay-per-view in electronic media' because the authors mention that this strategy is very optimal and generates a lot of revenues but in reality it has to be tested and hence we have taken this article for review (Ashutosh, 2003). In the current globalized scenario, social media is viewed as an important element of marketing strategy to influence the consumers' purchase decisions. Recent developments in the field of e-commerce platforms have set foot on the renewed interest in online shopping to attract wide range of consumers across the globe and save the purchase time. E-commerce portals contribute to the consumer community to search using different search engines about various products and services which are listed with them on their websites. The consumers get easy information and it helps them to get involved in the purchase action. But this activity builds on to the unwanted pop up and banner ads which might lead to confusion. With recent trends in e-commerce advertisements, the whole data gets captured within seconds through the cookies' policy and Big Data and it appears throughout the consumers purchase action. Thus, the consumers get irritated with the repetitive advertisements which disturb and interrupt them from doing their actual work. Irritation is caused because of the intrusiveness as well as unsolicited aspects of the advertisements. Cookies policy keeps a track of searched information which gets reflected through repetitive pop up ads and push message notification about the same product on the screen. This might capture the consumer's attention or lead to further irritation. Most studies have been carried out on internet advertisements as well as online offers made by the e-commerce platforms in frequent intervals says (Bakshi and Gupta, 2013); (Campbell and Wright, 2008); (Applegate, 2006); (Stone, 2002). Until now little importance has been given to the repetitive online ads made to the consumer that influence them to buy the product for which they had no intention. The controversy is when consumers search for a product just to get product related information but with no intention to get involved with the final purchase has been raged for many years. But somewhere down the lane, there are few consumers who might end up buying the product though it might not be a necessity for them. This might happen because of various motivating factors such as nature of the online medium, pricing strategy, nature of the ad, promotions; credit offers and also provides a good comparative platform. The researchers are looking forward to determine the most influencing factors of the banner and pop up ads which impel the consumers to make a better buying decision that have recently grown in importance. This study would give a better perspective and contribution of the existing trends in banner and pop-up ads. Ethan Zuckerman was closely working with Tripod Technologies for building brand reputation using a new medium of advertisements. Unfortunately, a scandalous problem occurred which was called pop up advertisements. To get rid of pop up ads, Ethan Zuckerman placed his apology to the management of Tripod to replace the scenario with the birth of banner ads. One of the company owned by sears and IBM is called prodigy communications corporations, a telecommunication firm which has its root in the United States of America was the first firm to introduce a clickable web advertisement which was later on coined to be banner ads. This paid advertisement had a rapid growth in leaps and bounds on the internet platform having a unique remark when compared to other advertisements. There are other firms such as wired magazine which is also considered to be the pioneers to introduce banner ads. At this present generation, it has become a common phenomenon for website visitors to click on advertisements, especially the banner advertisements because of its attractiveness and various other frontiers associated to it and hence banner noise creates a lot of irritation in the minds of consumers which affects the normal purchase intention. This problematic clicking might also lead to an unwanted graphic display and causes privacy concerns. Thus, banner ads and pop up window is always on a debate platform across the world which doesn't have a straight answer from the marketers' side. These two advertisements are useful to the marketers and retailers and to the advertising industry creating a brand promotion but to date there has been a lot of disagreement and controversy from the consumers' side. Irritation is a great source of energy and creativity which has been proved by the marketers dealing with pop up and banner advertisements assuming that it might give profitability enhancement but in reality it might be a big turn of a spammy content which leads to annoyance and negative word of mouth. On a common platform, the marketing industry should promote better web designs or pop up advertisements. Pop up and banner ads might not be considered to be good but might be considered to be the ugly and bad.

1.1. Insights for Marketers

Online medium is a source or platform which new generation marketers look forward to. It is an ever upgrading platform, where each day something new in terms of advancements is added. Recent advancement was the introduction of pop ups in the field of marketing. In general people consider pop up ads as annoying element. So it is necessary for the marketers to bring something competitive, where they can have further developments and ad is popped up on the internet. It is not necessary to follow the monotonous way of developing the pop ups. It is true that most of the pop up ads go unnoticed but it is still one of the best ways of capturing the mind of online users. New advancements and features can result in positive responses. The pop ups should be adapting to the contexts. Most of the times the information is not conveyed to the target consumers. So it is necessary to make proper market targeting

from the side of marketers. With the latest advancement in video marketing and the recent introduction of Graphics Interchange Format (generally known as GIF) have become ease to bring life to the advertisements of short durations. Most of the pop ups do not have a close option which in turn forces the consumer to refresh the window and open a new one and the redirect option as well constrains people from opening pop ups. So this factor needs to be considered. Pop ups provide with a flexible future for retailing. Pop ups can compel a consumer's unnoticed wants and needs. In general, when a person is exposed to advertisements he or she may realize it as a necessity and in turn make up the decision to purchase. An unrecognized need, is the element where the pop ups are focusing. Most of the time pop ups hold the advertisements of offers, discounts and others which is useful for the consumer to make the purchase decision in a better way. Pop ups are informative; they provide information regarding a product or service. Most of the advertisements are based on the pre search data which is stored in form of cookies so a better personalized platform is created and which in turn improves the relationship between the marketer and consumer.

1.2. Objectives of the Study

- ✚ To find the difference in opinion associated with the gender with regard to the pop-up and banner advertisements
- ✚ To employ a triangulation approach to check the validity of results by comparing the qualitative and quantitative results
- ✚ To find the most influencing factors of pop-up and banner advertisements which leads to final purchase

2. Literature Review on Pop up Ads

A considerable amount of literature has been published on pop-up and banner advertisements, but various researchers have stated different variables in their research article as per their assumptions and hence, it is important to find the most promising variable as per the expectations of the current scenario. For this research work entitled 'Pop Up and Banner Ads: Necessary Evil or Just Evil in Consumers Purchase Process', aspects of various researchers have been given due consideration. It is necessary to find out the sentiments consumers holds and hence, this research concentrates on argument mapping which is considered to be one of the most promising qualitative tools. The key problem with this qualitative tool is that it deals with the variables stated as per the current scenario when the debate is been conducted with the respondents to analyze the logical philosophy and to convert the same into a visual representation with a proper structure. This structure might not have a proper validity as it is a qualitative variable. These variables that are derived through argument mapping might not have a matching thread with the past available literature sources because argument is a platform where the respondents list out variables on the spot which is present in their sub-conscious mind. Thus, it is important to find out the mismatch between the past and present because of the changing mindset of consumer. There are a few selected literature sources which have been deeply reviewed by the researchers using thematic approach. Thematic literature review takes into consideration different approaches and methodologies without following any chronology to feel the importance of each and every past researcher who understands the topic which is researched at present. After the literature review analysis a lot of insights were developed in the context of understanding the research problem, the relationship between various study variables, style of interpretation contradicting previous studies etc. This turns out to be useful to find the research gap that exists in the literature which can be fulfilled in the present study; it would also be useful to prevent duplication of the efforts. Argumentative reviews which supports or refute an argument based on deep assumptions, philosophical ideas, creative thinking of many researchers and the ideas to put forward in a prescribed manner. In the domain of social sciences one of the most powerful qualitative methodologies is 'Argument mapping' and hence selected literature reviews pertaining to argument mapping are also presented in this study. [Applegate \(2006\)](#) conducted a study and stated that executives tends to spend more time on ads than any other mediums. The researcher has also stated that the frequency of ad exposure effects the buying decisions of the consumers leaving an imprint in their minds. In a research conducted by [Jadhav and Khanna \(2016\)](#), it was found that the focus was on the buyers decision process and it has been concluded that 36% of online consumers fall within the age group of 15-24. The researchers have identified the most authoritative factors for e-shopping such as accessibility of resources, low cost, comparison factor, time consciousness, whereas the negative factors have also been identified and it is high shipping cost and slow delivery time. [Stone \(2002\)](#) over looked into the idea of online advertising where a study was conducted to explore the end to which the creativity factor influenced the consumer in taking any purchase decisions. It has been suggested by [Dr.Sachindra and Kr.Gupta \(2013\)](#) that the product related factors such as value, price and accessibility, drives the rural consumer's focus towards the product and not brand value which each product holds. In turn the urban marketers in spite of getting new customers; they do face trouble in meeting the expectations of them. Thus from a few cited literature sources it is evident that it is a very difficult process for the marketer to satisfy the expectations of the consumers because, wants, needs and desires constantly change. After the footprint of pop-up and banner advertisements using internet as a medium, marketers expected a hike in the profitability position but unfortunately this has brought down the brand reputation causing a lot of trouble. A comparative study by [Goldsmith and Lafferty \(2002\)](#) has been made where the traditional media ads and internet ads have been differentiated. It has taken into consideration the responsiveness factor of consumers towards the websites and the advertising effectiveness. The reactions of consumers to websites were measured, tested and it has been concluded that there has been influence of websites on brand attitude and purchase intentions. In an exploratory study done by [Li et al. \(2002\)](#) on irritation as well as avoidance aspect about ad intrusiveness were examined and later came to a conclusion that content, execution and placement of product information causes ad irritation and also other factors such as zipping, flipping, flicking, zapping & grazing leads to ad avoidance by the consumers. [Steven et al. \(2005\)](#)

overlooks on the infringed and legitimate use of internet and says that when a person searches for a product, the internet with the help of spyware and computer program takes into consideration the similar types of products and then through the URL displays the pop up ads which compete with the existing product to confuse the consumer. An article with detailed examination by [Imran \(2014\)](#) showed that a pre purchase search is made by people to know the product related information in various areas to make risk free and good product decisions resulting in high level of satisfaction. The analysis also reveals that this pre-purchase search is a significant motivating factor to use online sites for purchases by the consumers. It is also said that, these advertisements influence the attitudes of the users especially through social network. A research conducted by [Finn and Wadhwa \(2014\)](#) addressed the regulatory mechanism on the ethical issues in advertising context. The paper looked into the privacy factor of the consumers. [Geissler et al. \(2006\)](#) in their study, conclusively showed that the effectiveness of the home pages is maintained without going into information overloading which in turn exerts a negative influence on consumers. The outcome was that there existed perceived complexity. It is thought that there is no difference between large and small ads in terms of recall options. Whereas the Click through rate for small pop ups are higher when compared to larger ones. Another highlight of this study is that people take comparatively lesser time to close larger pop up ads than what they take for closing smaller ads ([Chatterjee, 2008](#)). A study by [Li et al. \(2002\)](#) depicts the reactions of web surfers to forced advertisements. The element of irritation and ad avoidance are taken into focus to acquire a better perception of the antecedents and consequences of ads. [Campbell and Wright \(2008\)](#) from their study demonstrated that the level of interactivity in the ad is the factor to be considered. In a study reported by [Mir \(2012\)](#) the focus was to identify the extent of beliefs about social media advertisements. The ad recall factor is more for pop-up advertisements than banner advertisements, this view is supported by [Diao and Sundar \(2004\)](#). The study was obtained from experiments. There is significant difference in the level of perception from consumers side with regard to postal mail and commercial e-mail as per research undertaken by [Morimoto and Chang \(2006\)](#). [Luedicke \(2011\)](#) says that the domain of anti-market activities and their effects are not the market mediated social conflicts but the continuum of social practices. It is advisable that short pop up ads captivate the users and this timing of pop up ad is significant in nature for the business websites ([Jenny and Bittner, 2015](#)). The cases where the content of pop up ad is designed in favor of the internet user's ongoing intention, it should be welcomed without any irritation and not forming an elicit reaction. Pop up ads have the prospective to be an effective communication tool in online advertising if it is not considered intrusive in nature ([Li et al., 2002](#)). Pop up ads are even referred to cyber swamp predators because of the annoying and disturbing nature they carry ([Lerner, 2005](#)). Recent developments in the area of advertisements ads changed the entire idea of advertisements, along with the increasing dependency on the online platforms which changed the landscape of advertisements.

2.1. Literature Review on Banner Ads

We believe that in this digital era all the traditional forms of advertisements such as radios, televisions, paper mails etc. are out placed by the Internet media giving a new rise and form to the marketing aspect ([Kaplan and Haenlein, 2010](#)). Most of the online advertisements go ineffective when they are portrayed through online social media. Popularity of web has increased over time so that the rate of people who are exposed to online media is also high. Marketers use the websites either to inform people about something or market a product. Selling and buying, generally known as online trading has increased at an alarming rate says ([Kiani, 1998](#)). [Choi and Rifon \(2002\)](#) identified that nowadays spamming has become more common and people are more conscious regarding the advertisements they receive online. Credibility of the website and advertiser tends to have influence over consumers attitude towards the ads which they are been exposed to and which in turn affects their level of perception towards the advertisement or product brand and their purchase intention. The credibility perceptions of consumers as well as the advertiser are the basis for consumer's judgement regarding the trustworthiness of a product and an ad. Pop up ads and banner ads are visible along with high-traffic websites. This article has focused on young executives and the results reveal that the pop ups go ineffective and unnoticed where the respondents generally visits the shops and makes the purchases ([Mehta et al., 2010](#)). In the study conducted, the users of social media are narrowed down to Face book users and it has been reflected in their article that online ads attracts less attention to the products or services. Also they have proved that there is no dissimilarity statistically in the ads seen and opened between Genders ([Barreto, 2013](#)). Implicit memory can be used as an alternative for measuring the effectiveness of Advertising over internet ([Yoo, 2007](#)). It is really difficult for the online advertisers to generate a brand or product memory in the mind of consumers. Even though consumers are exposed to ads we cannot necessarily say that the ads have fulfilled its purpose, i.e. they may or may not remember the ads. But in their unconscious mind people tend to have slight memory to recall. It is not always the animated effects which make the consumers remember a particular advertisement ([Lee and Ahn, 2012](#)). The existence and significance of cross culture channel of advertising has been well portrayed in the study. It has been undoubtedly proved that online mediums have an adverse effect in the growth and development of offline channels as well. Analysis has been made to understand the effectiveness of advertisements portrayed on online medium over the sales and marketing aspects in traditional offline mediums. When taking into consideration the effectiveness of ads it's always been the online mediums in the forefront. A proper management of these online and offline medias is necessary so that optimization could be brought into the field of marketing ([Dinner et al., 2014](#)). A deep dive into the area of pop ups have been made in this study. It has been understood that web surfers usually finds these ads annoying. Generally people tend to click on advertisements and they will be redirected to some other websites and this act can cause disturbance and might prevent them from using the same websites into future. Internet banner ads are the most extensive form of web today says ([Baltas, 2003](#)). To make an advertisement effective, it has to prevail over the challenge of getting noticed and catch the sight

of the targeted consumers. A study by [Yeu et al. \(2013\)](#), found that banner ads are effective and prone to a high memory level within the online gamers despite the high involvement in the game. Banner ads are the ads displayed on the different sides of the website and considered to be effective in nature for various reasons contributing such as the non- appearance of animation, existence of information, less promotional offers, size and message set forth in the ads ([Burke, 2005](#)), ([Baltas, 2003](#)). Several studies have revealed that repetition of an ad influences the attitude held towards the ad. The ads which have been perceived positively by individuals tend to be less invasive once they are performed again and the negatively perceived ads tend to bring more negativity on repetition. Not only this, but also the unwelcomed ads have an impact over the users attitude towards the website in which the ad is exhibited and it reflects on the users' future intent towards the website ([Scott, 2017](#)). The study also reveals that the use of logo for a particular company in the banner ads turns out to be ineffective ([Punyatoya, 2011](#)). A statement was found that only the awareness of the company takes place but the brand value of a company reduces in relation to the bottom line. The ad interruptions experienced during the normal course of work lessens the individual's willingness to pay for the advertised brands. It is said that 'not always publicity is a real good publicity'. The interruptive ads do not create any annoyance but just reduces the individual's desire towards the advertised brand ([Alessandro, 2011](#)). It has been found that consumers respond positively to the product based personalization but negatively towards the personal information oriented ads. This difference comes into picture due to the security and privacy issues. Personal information used in the ads brings a negativity in the minds of the consumers, so it is therefore advisable to send the product based ads to the people who are not great online buyers says [Wattal et al. \(2012\)](#).

2.2. Literature Review on Argument Mapping

The present research study follows a mixed methodology to collect and analyze the data for better reliability. A mixed methodology accounts for both quantitative approach and qualitative approach ([Denzin, 1978](#)), and this methodology has been used by [Anand Shankar \(2018\)](#), in the research study related to the advertisements. The current research focuses on a gender based study after the fact stated that gender is termed as a demographic variable. It also helps to attain the variations in the gender thoughts through the triangulation approach. It has also been evidently proved that, "Data analysis in mixed methodology inheritably owns triangulation or cross validation" ([Morgan, 2014](#)). The outcome of the study is demonstrated as a triangulation approach to combine and arrive at the final conclusions. For the qualitative approach, argument mapping is brought into the picture for better insights. A considerable amount of literature have identified that argument mapping is a visual form of representation which exhibits a chain of linked arguments together made by the respondents for a specific topic being examined to help us assist in giving more definite conclusions. Argument mapping also improves the critical thinking by helping them reason on their own with the process of self-assessment ([Chrysi, 2016](#)). It is being recognized as a graphical computer aided argument mapping which displays both the supports and challenges found during the argumentation with the help of boxes and lines. Argument mapping is considered as a meaningful learning in view of the fact that it enhances the human brain and also helps in raising the usability of the information. It has been suggested that the number of arguments received in a way that more number of boxes used in the argument map along with the large size of the boxes also exert an influence on the decisions ([Marijevan Amelsvoort, 2018](#)). In addition to it, after a pilot research experiment the results said that the colored argument maps are proved to be better and more beneficial. It has been conclusively shown that argument mapping can be undoubtedly used as a teaching methodology in the educational field. The key element of these maps is that the map reading remarkably increases the recognition and recall for the answerable arguments towards the learning arena ([Christopher and Dwyer, 2010;2013](#)).

2.3. Literature Review on Triangulation Approach

Social science domain cannot purely depend on the quantitative data and the researchers cannot generalize by looking into the inference drawn from the quantitative analysis. In this present era, the research focus has navigated from quantitative to qualitative and also giving importance to quantitative and qualitative to better justify the analyzed results. For this research paper, the researchers have chosen pop up and banner ads which deals more with consumers' perception, mentality, cognition, loyalty and other psychological factors. These factors keep changing from time to time and cannot be confined to a questionnaire and cannot force the respondents to select the options from the given question instrument. Thus, using one of the most powerful techniques called, triangulation approach justifies the research work where the traditional quantitative methodology needs the qualitative methodology and leads to further discussion. Based on the discussion, the researchers can draw better inference and can generalize the findings based on justification. The questionnaire is usually framed by selecting variables examined from the literature review which might not be the same at the present scenario. Hence, argument mapping has been used as a qualitative approach for this study. The researchers can overcome single method problems and weakness by using triangulation approach. Few studies have revealed that the researchers usually the use of quantitative methodologies and experiment techniques are not apt as it deals with consumer perceptions and hence they have adopted for qualitative approach. To support this, a research by [Mcstay \(2010\)](#) states that audience perception and creativity in online advertising usually follow an experiment method and hence, to break this myth the researcher has used a qualitative technique to analyze the perceptions. The researcher also has mentioned the importance of triangulation approach by citing the thoughts of forerunner ([Denzin, 1978](#)). Hence, this research work also follows the same approach.

3. Problem Statement

The online medium is an ever upgrading platform where every day something new either in the form of improvement or up gradation is brought to light. Pop- up advertisements is recognized as one of the most trending mode of advertising. Certain literature reviews proves that pop- up advertisements are useful and some proves that pop- up advertisements are irritating and leads to customer discomfort. Wang and Xu (2014) say that pop- up advertisements has a little impact on purchase behavior of social media users. Thus from this literature it is understood that some advantage is present through pop- up advertisements for the consumer community Santosh (2014) says that there are some advantages of pop-up advertisements such as brand visibility, immediate feedback from consumers, versatility etc. thus there are two extreme ends for a pop-up advertisement which cannot be generalized moreover the sister concept of pop-up advertisements called banner advertisements also falls in the same landscape. Mustaffa *et al.* (2016) say that banner advertisements influence the purchase intention and purchase patterns of consumers. Banner advertisements are effective in a way as they can reach to larger audiences. Some identified advantages of Banner ads are perceived advertisements credibility, message appeal and interactivity factor. And hence the research study aims to analyze the problems associated with pop-up and banner advertisements. In this study different variables have been identified after extensive literature review. All the articles reviewed for this purpose gives only a vague idea of internet advertising none attempted to give an insight to the researcher regarding the factor which speaks about the sentiments that a consumer can generate while exposed to Pop- ups and banner ads. A clear understanding of the variables is required so as to find which factor or element of these pop-ups and banner ads motivates the consumer the most to make a purchase decision.

4. Groundwork before Framing the Conceptual Model

This research study is interesting because it is the most trending concept evolving in the knack of e-commerce. Every generation today is more focused to do online shopping rather than go to stop shops around the city. There are various competitive factors influencing the consumers to prefer online shopping through the e-commerce platforms. With the availability of data and advancement in technology as well as advertisements, cookies policy has escorted the world into a global village. It is vital enough to know the value of cookies policy used for pop-up ads and banner ads to strike the minds of consumers. Along with that since more of advancements and expansions are taking place in the field of business, this research could be a base extending a future scope for further more studies. There are efforts taken to know the value of retail e-commerce platforms over the physical shopping stores. The researchers had to narrow down all the possible factors which actually could exert influence on the minds of consumers to make the final purchase. The researchers look forward to use the structural equation model and argument mapping to explore the nature of minds of the consumers. Until now, little importance has been given to the promising factors of the pop up and banner ads with repetitive nature. Also, this research is a gender based study where the focus lies to know the difference in the mindsets of two genders and also measure the extensiveness of repetitive banner and pop up advertisements. There are various types and forms but the one which actually fits into the e-commerce advertising has to be focused on. Along with that all the articles are only confined in giving a vague picture of the Internet medium as well as the pop up and banner advertisements. None speaks about the real factors which motivates people to make the final purchase once they are exposed to these advertisements. It is very much necessary to review the universally accepted theories, because a research when conducted has to be generalized for a better outcome and theory should be applicable to all people existing in that particular community. A review of the existing accepted theories gives us a better knowledge about the nature of the concept and eliminates duplication. The theory threw light over the concept of our study. Since the research enters into a picture which needs to be understood, the literature reviewed suggested us with critical points and suggestions to follow up. The researchers have taken into consideration the areas where the theory is explained to gain the complete knowledge about the theory and this helped us to identify the research gap. Also we were able to identify the important variables that could help us with our study. The thought of variables keep changing with the advancements brought in the advertisements, so we cannot always rely on the past literature. Also, with the increased use of pop up and banner ads by the marketers, it has become necessary to know what consumers feel about these ads. Since the area of our study is a widely discussed subject there were many articles but we were unable to find any article that could help us in assisting with our main area of research. Since we focus on the promising factors which are influential for online purchases through pop-up and banner ads, we were not completely able to spot any in a particular article. This led to a research gap. And another major negativity found was that the studies were only confined to a limited population so the results could not be finalized or generalized to a mass population. After going through the revision of literature we came across several variables both dependent as well as independent. The online platform alone is a wider concept; taking into consideration the major elements that might have influence the consumers to the online purchases. We identified the following few variables such as low cost factor, convenience, security, personalized advertisements, interactive services, 24*7 availability, wide range of payment mechanisms and attractive offers. The variables have an interrelationship because all of them suggest meaning to our study. These variables identified are few factors which can influence a consumer to initiate his or her purchase via online medium. Also there are few identified advantages of online platforms. The core idea of our study was to identify the most influential factors that push an online consumer to make actual purchase in the pop up and banner ads for both the genders. Of all the identified variables we were able to spot few which can be the motivating factors. Since all were relational it enhanced our study by helping us to narrow down to the most crucial factors. By establishing a conceptual model, it helps the reader to understand what exactly the study focuses on, what are the aims and objectives of the researcher, what the

researcher is looking for from the consumers. It helps the reader understand the methodology used by the researcher in order to demonstrate the results in a systematic manner. This helps the reader to gain confidence over the work of the researcher. A conceptual model also lets the research work go with a smooth pace without facing any loopholes during the study and the same is shown below in a diagrammatic representation.

4.1. Application of the Conceptual Model

A conceptual framework is a diagrammatic representation showing the relationship between different variables which has been hand-picked and keenly selected after going through the vast source of literature review. Any reader can understand the study variables, the relationship between them and the expected hypothesis used in this research. Various other researchers have framed their own conceptual model which contains variables based on their comfort zone and assumptions. It is important to look into the various other models suggested by past researchers and if any gap exists it can be incorporated in the present conceptual model. At most care has been taken to select variables relating to perks and negative aspects of online medium, cognitive aspects of consumers and features of internet ads. These main variables is called the parent variable and it has many sub variables called the child variables. The conceptual framework widens the research process and also helps the researchers to frame research questions. The following diagrammatic representation is an outcome of content analysis which has led to a conceptual model. This can be used in educational arena by the students to learn the subjective nature of the banner and pop up advertisements. These ads form a part of Artificial Intelligence (AI) which is one of the emerging fields of education. There are experts who could give you better insights about the psychological feeling of the consumers when planning to advertise a new brand into the market and workshops organized on AI are gaining importance rapidly. This conceptual model can be presented in the conferences and can be universally accepted with the evidence of acceptance by publishers. Also, the advertisers and marketers can use this model during the framework of designing the ads.

Chart No 1.0 showing the four factor model of pop-up and banner advertisement leading to consumer's purchase decision

5. Hypothesis Framework

A hypothesis is a type of belief with the expectation that what is assumed is right. It may also be considered as a stereotyped behavior. The objective of this research is to discover out the variables, which influence People to take the purchase decisions when the pop-up and banner ads keep notifying at the screen of consumer's electronic gadgets. The null hypothesis of our study is that pop-up and banner ads do not influence the consumers to purchase online products available in the e-commerce platforms. The assumptions include that variables play a key role in the decision made by the buyers. So, we expect to get the results proving to reject the null hypothesis and further we will be able to relate the influencing factors by forming a possible connect between the relationship existing in and around them using the model framework.

Ho1: Negative aspects of online medium have no significant influence on the purchase decision of the consumers.

Ha1: Negative aspects of online medium have a significant influence on the purchase decision of the consumers.

Ho2: Perks of online medium have no significant influence on the purchase decision of the consumers.

Ha2: Perks of online medium have a significant influence on the purchase decision of the consumers

Ho3: Cognitive aspects of consumers have no significant influence on the purchase decision of the consumers.

Ha3: Cognitive aspects of consumers have a significant influence on the purchase decision of the consumers

Ho4: Features of internet advertisement have no significant influence on the purchase decision of the consumers.

Ha4: Features of internet advertisement have a significant influence on the purchase decision of the consumers

6. Research Methodology

Cookies policy captures consumer information and it is reflected in the repetitive pop-up and banner ads. There are several features of pop-ups and banner ads which influence the consumers to take up a final purchase decision. The data for the study is collected through primary data. This objective of research is fulfilled by using the 'Triangulation Approach'. Triangulation approach contributes to both quantitative and qualitative methods. This methodology is chosen over a logical thinking that provides validation for the findings. Qualitative approach throws a light and clarity over the data collected from quantitative method. It is also said that qualitative method compensates the weakness of quantitative research. Qualitative research is conducted to know the changes in behavior, attitude of the people over time. The researchers have incorporated the qualitative data collection using the qualitative method of 'Argument Mapping'. Basically, argument mapping considers the judgement of the respondents by conducting a debate and this has been chosen to read the minds of the consumers about what they feel regarding the problem being discussed. Researchers have chosen a sample of 92 students (45 male, 47 female) to conduct this argument mapping. The time allotment for the argument mapping comprised of total 30 minutes where the initial 10 minutes were open for the male gender, next 10 minutes for female gender and the final remaining time was open for both the floors. For the quantitative data collection, questionnaire is prepared after giving an outlook of the variables covered in the literature review. In this research we have used questionnaires for data collection since it is considered as the most convenient way of collecting relevant data from a large population. They are objective mode of collecting information says (Jenn, 2006). People were very much responsive to the questionnaire. The

design of the questionnaire is significant in nature as it should guide the respondents throughout the study. The questionnaires are to be prepared in a standardized format so that each respondent can understand the idea without any confusion (Boynton and Greenhalgh, 2004). The questionnaires are prepared with a 5 point Likert scale where the respondents either agree or disagree the statement. A numerical code is given to each response that reflects the degree of favorableness or unfavorableness. It is proved that Likert scale is easy and quick to construct. Also, the reliability and volume of data is higher than other scales. Questionnaires are circulated in the form of Google Docs form to the student communities' respondents. A sample size of 92 students (47 male, 45 female) is selected in this mode from the population where both males and females are equally chosen for argument mapping and 225 for data collection using a questionnaire approach. This is a gender based study to look into the differences between the way male and female perceive the online pop-up and banner ads. A convenient sampling method is adopted in this study. The mode of convenient sampling is more appropriate in this study as the relative time and cost involved is lesser compared to other modes (Etikan *et al.*, 2016). Triangular jurisdiction model is framed after combining the reviews given by the quantitative method through questionnaires and qualitative method of argument mapping and brought to a conclusion about the common variables. The area of the study is extended to student communities with reference to Bangalore. The reason for choosing the student communities contributes to the youth who are more indulged in these online advertisements with the pre purchase search playing a major role to attain information about the new products. The city of Bangalore has been chosen on the grounds of it being called a 'smart city' and there are people residing here from all over the country. Structural equation model and variable matrix is being used to inspect the data obtained from the respondents. These are adopted because it is very apt for the inference researchers are looking for in the study. Structural equation model helps the researchers in finding out the impact of pop-up and banner ads on the consumer purchase process decisions using regression, to find out the factors influencing in the ads for the consumers using SEM method and also help us in finding out the relationship between different categories of the variables by framing a conceptual model. The relationship speaks whether there is any category of variable that has a direct influence on the other categories. The variable matrix includes 3 matrices (1 from male perspective, 1 from female perspective and the last one contributes to the common perspective). The significance of the study is that expected future ongoing trends are forecasted in pop-up and banner ads due to the advancements and these ads are going to play a major role for the big time businesses for their survival. So, it is very much important to know what consumers actually feel about the pop-up and banner ads.

6.1. Cronbach's Alpha

Cronbach's Alpha is regarded as one of the important tool to check reliability which is been often used in studies says (Gliem and Gliem, 2003). Cronbach's Alpha creates a judgement that multiple factors pose equal variance and co variances. It has been conclusively found by Bonett and Wright (2014) that people are generally exposed to surveys where they are asked to select any of the five degree of favorability. Later, the results are compiled and the most favorable and unfavorable attitudes are marked. When Likert- type scales are used it is a must to calculate the Cronbach alpha coefficient for reliability. If not, then the reliability factor will be low and most likely will be unknown.

6.2. Pilot Study

It is a method or strategy adopted to test the protocols of research, instruments used for data collections, the sampling techniques adopted etc. It helps us to familiarize with the problems associated with the research procedures. It recounts the practicality of the research and issues arising in the pilot survey as help in modifying the main study. Hassan *et al.* (2006) says that conducting a pilot survey is really useful for the researchers as they help in finding issues and sorting it out with regard to the selection of target respondents, feasibility of the study which is analyzed and it also helped in improving the questionnaires. It is common that people tend to avoid pilot study keeping in mind the time constraints but it is really important to conduct one as the risk factor can be avoided.

7. Data Analysis and Interpretation

The test of normality and the normal distribution of data is not taken into consideration by the smart SEM (smart PLS). It is observed that it is a parametric test the form of regression analysis with coefficient, weight loadings, outer loadings and path coefficient says (Hair and Hult., 2017). Anand Shanka (2016) in their study have used smart PLS to check the relationship between emotional intelligence, motivation and job satisfaction where the researchers have taken into consideration the boots strapping analysis (1.96 and above is considered to have a good relationship with the variable and hence from the boots strapping analysis the most promising factors have been taken into consideration. The metrics such as internal validity, consistency has also been checked using the Cronbach Alpha value. The AVE value and the threshold has been checked and confirmed with a value more than .06 and the convergent validity has been checked. The boot strap analysis predicts the t value which has again been taken into consideration in an article by Anand Shankar (2015) the same has also been followed in an article which is about 'Assessing SERVQUAL in Primary Health Care Centers (PHC): With Special Reference to the City of Coimbatore' by Anand Shankar (2016).

7.1. Research Gap

The past researchers have studied pop-up and banner advertisements in a very different way and have not considered a gender based study. This gender based study is a new initiative taken by the researchers. Employing

mixed research approach has not gained much popularity in the domain of pop-up and banner advertisements and hence it has been used. To find the reality and actual insights of the respondents an argument mapping has been used and this has not been used much in terms of pop-up and banner advertisements.

Chart No-1. Showing the Structural Equation Model for negative aspects of online medium with regard to pop-up and banner advertisements

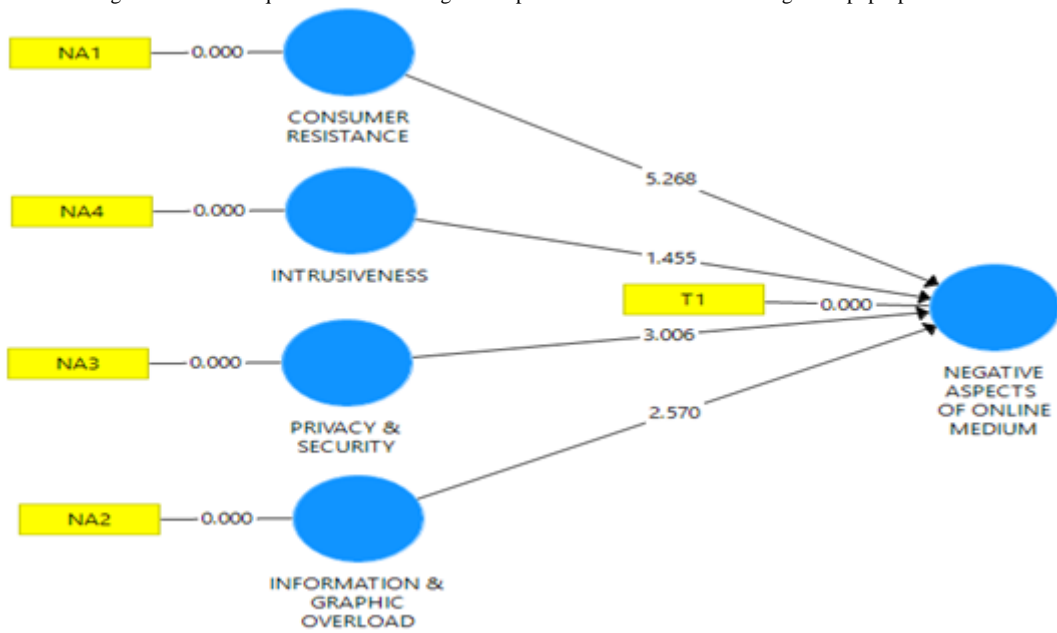


Table-1. Showing SEM for Negative aspects of online medium

Negative aspects of online medium	Original Sample (O)	Sample Means(M)	Standard Deviation(STDEV)	T Statistics(O/STDEV)	P Values
Consumer resistance	0.298	0.296	0.057	5.268	0.000
Information and graphic overload	-0.243	-0.249	0.095	2.570	0.010
Intrusiveness	0.140	0.138	0.096	1.455	0.146
Privacy and security	-0.212	-0.210	0.070	3.006	0.003

Chart No-1.1. Showing the Structural Equation Model for cognitive aspects of consumers with regard to pop-up and banner advertisement

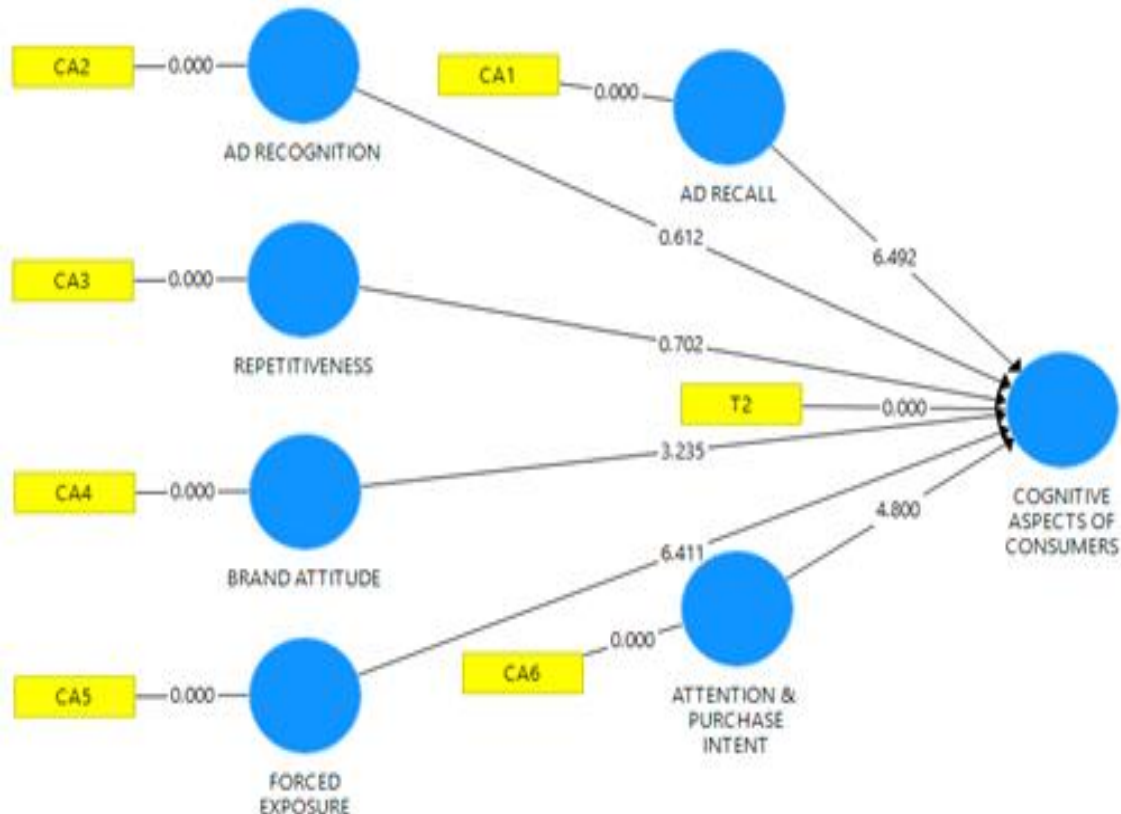


Table-1.1. showing SEM for cognitive aspects of the consumers

Cognitive aspects of consumers	Original Sample (O)	Sample Means(M)	Standard Deviation(STDEV)	T Statistics(O/STDEV)	P Values
Ad recall	0.457	0.454	0.070	6.492	0.000
Ad recognition	0.047	0.055	0.077	0.612	0.541
Attention & purchase intent	-0.369	-0.372	0.077	4.800	0.000
Brand attitude	-0.221	-0.223	0.068	3.235	0.001
Forced exposure	0.314	0.321	0.049	6.411	0.000
Repetitiveness	-0.042	-0.043	0.059	0.702	0.483

Chart No-1.2. Showing the Structural Equation Model for features of internet advertisements with regard to pop-up and banner advertisement

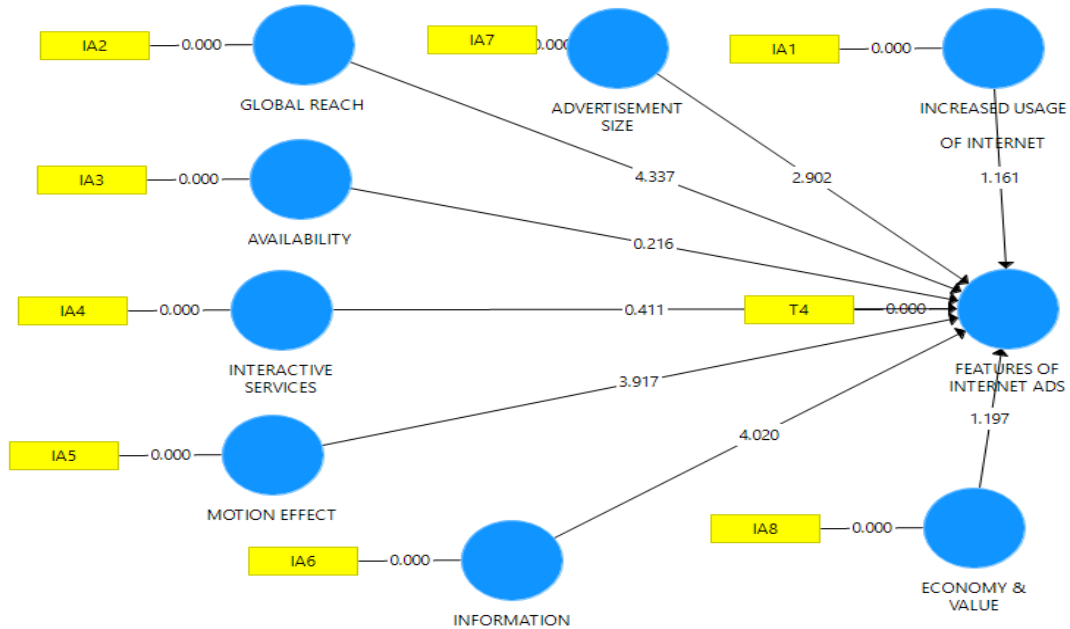


Table-1.2. showing SEM for features of internet advertisements

Features of Internet advertisements	Original Sample (O)	Sample Means(M)	Standard Deviation(STDEV)	T Statistics(O/STDEV)	P Values
Advertisement size	-0.163	-0.164	0.056	2.902	0.004
Availability	-0.024	-0.022	0.112	0.216	0.829
Economy & value	-0.074	-0.075	0.062	1.197	0.232
Global reach	0.212	0.210	0.049	4.337	0.000
Increased usage of internet	0.072	0.073	0.062	1.161	0.246
Information	0.431	0.437	0.107	4.020	0.000
Interactive services	-0.049	-0.050	0.119	0.411	0.581
Motion effect	0.396	0.393	0.101	3.917	0.000

Table-1.3. Showing SEM showing the factors leading to perks of online medium

Perks of online medium	Original Sample (O)	Sample Means(M)	Standard Deviation(STDEV)	T Statistics(O/STDEV)	P Values
Comparison & convenience	0.303	0.300	0.055	5.503	0.000
Low price	0.049	0.049	0.114	0.431	0.667
Offers & discounts	-0.014	-0.016	0.031	0.459	0.647
Past experience	0.432	0.432	0.050	8.608	0.000
Personalised ads	-0.118	-0.119	0.030	3.981	0.000
Pre purchase search	0.087	0.085	0.048	1.812	0.071
Satisfaction	0.219	0.222	0.118	1.854	0.064
Time consciousness	0.057	0.061	0.034	1.648	0.100
Trust & variety seeking	0.118	0.118	0.051	2.311	0.021

Chart No-1.3. Showing the Structural Equation Model for perks of online medium with regard to pop-up and banner advertisements

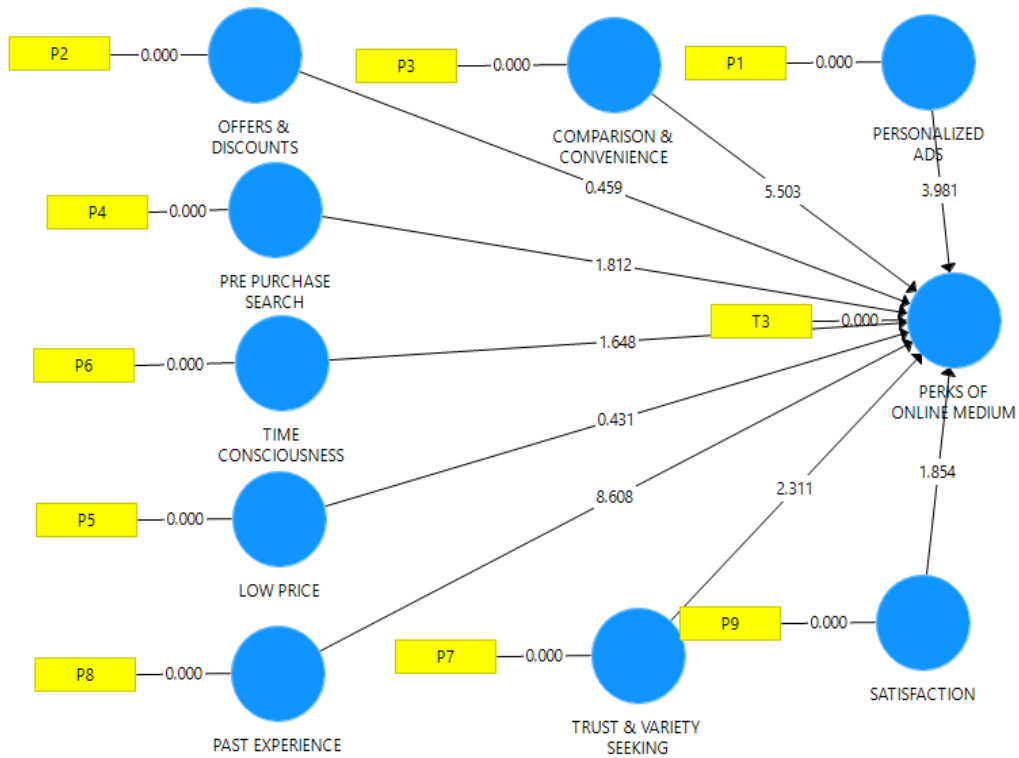
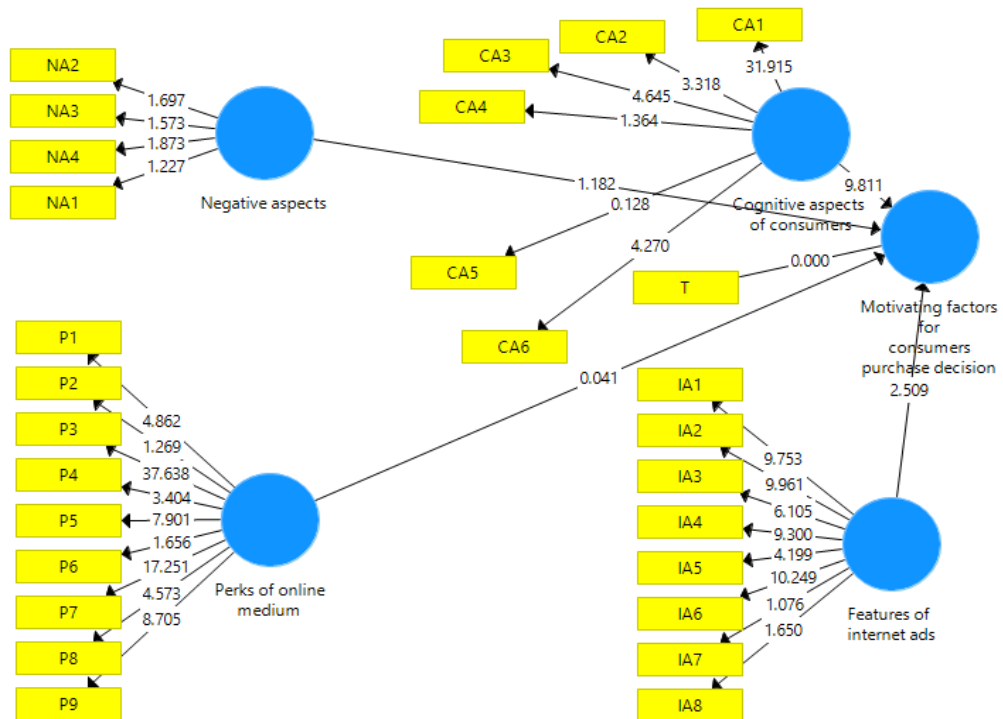


Table-1.4. showing the four factor model associated with pop-up and banner advertisements leading to purchase decision

Four factor model of pop-up and banner advertisements leading to purchase decision of the consumers	Original Sample (O)	Sample Means (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Cognitive aspects of consumers	0.412	0.410	0.042	9.811	0.000
Features of internet ads	0.271	0.257	0.108	2.509	0.012
Negative aspects of online mediums	-0.163	-0.119	0.138	1.182	0.238
Perks of online mediums	-0.005	0.017	0.109	0.041	0.967

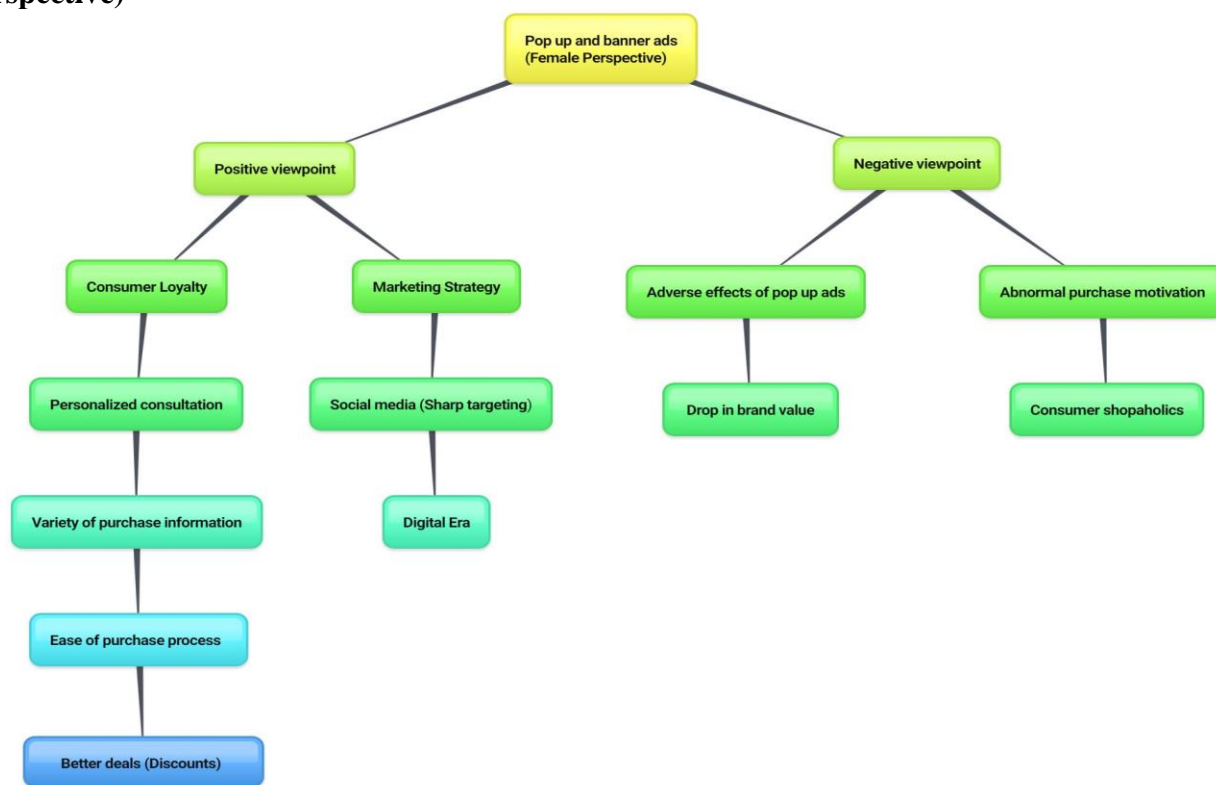
Chart No-1.4. Showing the Structural Equation Model (Four factor model) with regard to pop-up and banner advertisement



7.2. Inference for the Above Structural Equation Model

, says that since the researchers come across various heterogeneous observational factors it becomes difficult for them to analyze the various observations and hence a multivariate analysis is useful to check the strength of the connection between many latent variables. In this context Smart PLS has become popular in business and in the domain of social science. In this present research the researchers have analyzed many variables such as: Cognitive aspects, features of internet advertisements, negative aspects and perks of online medium which is intern divided into many sub variables and hence it becomes very difficult for the researcher to analyze the individual relationship with the overall customer purchase action. In order to satisfy this, Partial Least Square technique is used. From the above model (Structural Equation Model) it is found that, consumers cognitive aspects has a more association with the purchase decision, and features of internet advertisements when compared with the other variables and hence it has to be understood that consumers prefer the pop-up and the banner advertisements to make a better purchase. Thus these advertisements though they are considered to be a negative aspect at the end of the day they have a very good impact on the consumer purchase decision. The analysis also reveals that the other variables have an association but a lesser impact. From the above analysis shown in the causal model with latent variables has been established and it is quite clear that, intrusiveness ($t=1.455$) has not impact on the negative aspects of online medium and all the other variables have a positive impact. Consumer willingness ($t=5.268$) is considered to have a positive impact and this is true, because not all the consumers are comfortable with the online medium of advertisements but a few prefer it. From the table No 1.1 showing SEM for cognitive aspects of the consumers it is seen that Repetitiveness ($t=0.702$) has a very poor impact on the cognitive aspect of the consumers. This is natural because when the same advertisement is continuously being promoted the consumer loses the interest in it and this might motivate the consumers not to recognize the advertisement. Global reach ($t=4.337$) has a very positive impact on internet advertisement and this is true because the marketers take efforts to spend for the pop-up and banner advertisements as the products will have a global reach. With regard to perks of online medium it is observed that two variables such as, comparison and continence have the highest influence. The overall SEM shows that, two variables, Cognitive aspects of consumers ($t=9.811$) and features of internet ads ($t=2.509$) are more than the prescribed value 1.96 and prove to have a greater influence on consumers purchase decision.

7.3. Chart Showing the Argument Mapping for Pop Up and Banner Advertisement (Female Perspective)



created with www.bubbl.us

7.4. Female Perspective

After all the arguments, it has been observed from the study that female gender takes up pop up ads more positively. One key feature of pop ups contemplated by females is that when people receive personalized messages or mail it increases the loyalty of consumers towards the product. New products can be introduced into the market by using this technology. When a consumer looks for a product online, the data search passes through the other websites with the feature of cookies policy. Through this way, people are made aware of better deals, offers and discounts by ads popping up. In this growing world of digital era running into the picture, pop up ads should be encouraged as a very strong tool for marketing strategy and also helps to conduct market surveys regarding the consumer tastes,

preferences and social living. Pop up ads are also appraised during the leisure time as a motivation. There is an ease in purchase process to reach at the final consumer purchase process. The other way round these unwanted advertisements lead the way to unwanted preferences making a consumer shopaholic in nature. Even if the consumer has no intention to purchase a particular product and he is exposed to the ads repeatedly, in the unconscious mind a consumer may get motivated and might end up purchasing the product. The female respondents say that the brand value of the particular company whose brand is being advertised lessens in their minds despite the awareness brought up about the company. The female respondents define pop up ads defined as ‘Personalized Consultation’.

7.5. Chart Showing the Argument Mapping for Pop Up and Banner Advertisement (Male Perspective)



7.6. Male Perspective

From the discussion conducted, it is revealed that, the pop ups are intrusive in nature. When someone is browsing online and these ads just pop up, the male gender finds it as annoying and misleading. There are pop up ads which say “You won Rs 1 crore” which mislead and it is considered to be a threat towards security. They say that it is so pervasive that it reflects the social media accounts too. People get a feeling that what is the need of extensive advertising if the product is of good quality and hence they avoid purchasing these products. It’s been only a couple of years since online advertising came into picture. As for the traditional Indian concept, people would mostly assume that the advertisements and discount offers regarding a product have more chance for being fake and misleading. Nowadays even kids are aware of using a Smartphone and other gadgets. A computer doesn’t understand who is using the gadget presently though the owner is a different person. When they surf on the Internet and suddenly something catchy pops up, it captures their attention and a desire for wanting the product is generated in their mind. This leads to a negative impact on kids. The pop up ads usually rely on the past data, so when some advertisements pop up the male gender get a feeling that they are been monitored and consider it as an intrusion to their privacy. The male respondents say that they have a constant feeling of being observed. In rare cases these ads accommodates virus contents also. When someone clicks these ads they get redirected to some random websites and in some cases the websites may contain adult contents also. There have been instances when the data also got crashed. This way it becomes tough for the non-tech savvy to get along with the use of electronic gadgets. With such critical situations taking place, it makes them afraid. Keeping aside the negative factors of pop up advertisements, they also possess handful of positive aspects according to the male gender. The major advantage discussed is that it is a medium for revenue generation for the web service providers. Marketers use this mode of advertising as a tool to attract consumers on a larger scale defining it as a ‘market strategy’. The male respondents call these pop up ads as ‘New Generation Ad’.

Chart Showing the Variable Matrix (Gender Based)

Female perspective
Personalized consultation
Variety of purchase information
Ease of purchase process
Better deals (Discounts)
Social media (Sharp targeting)
Digital era
Drop in brand value
Consumer Shopaholics
Common perspective
Irritation
Privacy concerns
Marketing strategy
Virus Content
Annoyance
Male perspective
Revenue Generation
New Generation Ad
Phishing data
Constant feeling of being observed
Misleading, Disturbing, Annoyance
Redirection to provide personal data
Unwanted preferences
Virus Attack
Data crash
Non tech savvy get afraid
Negative impact on kids
Family search

8. Discussion

The findings from this research contribute to knowledge development in the field of pop-up and banner advertisements and consumer perception towards it. As mentioned above the research follows a mixed research method following quantitative and qualitative techniques. Thus, using the triangulation approach the researchers have got qualitative and quantitative results. By using the argument mapping it is found that, men and women have different perception towards pop-up and banner advertisements. Women have more patience and make use of the pop-up advertisements when compared to men. Men during the argument session mentioned that both these mode of advertisements during the work time creates a lot of irritation and spoils the loyalty. Based on the argument mapping it is found that pop-up and banner advertisements are considered to be ugly and bad for both the gender but comparatively less for female gender. So, the editors and reviewers can rely on this paper confidently for long term objectives and appraise it as a vital work. The extension of this research is in association with the various business disciplines. There are several possible explanations for the overall view on pop up and banner advertisements. Pop up advertisements do not really act as a total negativity in the minds of the consumers or internet users. Going back to the ancient times, when giving a look at the marketing and advertising history, we can observe that as time has passed by, everything is changing with the advancements brought into the picture. From 1980's, the advertisements have gone through inevitable changes from the traditional media such as newspapers, magazines, televisions, radios to the modern marketing strategy such as the social media, increasing internet users over various websites, push notifications, banner and pop up advertisements till date. It is really very important for the consumers to consider the changes occurring in the marketplace to get mere mutual benefits out of it. The consumers have accepted the pop up and banner ads as a 'New Generation Advertisement' and they themselves call this as a 'Marketing Strategy'. It is true from the previous studies that pop up and banner ads bring a nature of ad avoidance behavior during the normal course of work due to the privacy concerns and intrusiveness. Every coin has two sides, the same way even pop up and banner advertisements have its own positives and negatives. But ultimately it's the consumers benefited as they are provided with personalized updated advertisements and many more implications of the pop up and banner ads.

9. Conclusion

Whenever there's a significant technological advance that fundamentally changes the way people live, it generates debate over the nature of that change and whether it's "good" or "bad." The goal of websites is to increase and improve its reach; as many people as possible reading the content and ultimately buying the product or service. This is the reason why so companies have follows the content marketing trend closely, ensuring that they are developing their brand advocacy and gently guides their readers through the sales process and finally the actual

purchases. If an advertisement goes unnoticed, then it obviously serves no purpose. While banner ads will appear regardless, a pop up ad can be blocked by specialized software. It is to be noted that in majority of the studies conducted focusing online surfers it has been found that 80 percent have a negative view and opinion regarding the pop-up advertisements. From the qualitative analysis (argument mapping) it was found that pop-up and banner advertisements have difference of opinion amongst the genders. The male community has no patience to deal with these advertisements and hence they call them as "Irritating". But, the women community is keener enough to explore the positive aspects in the pop-up and banner advertisements by analyzing the advantages which they might get from those advertisements. Majority of the female respondents stated that, these advertisements are useful to compare the pricing strategies, to find the sale promotions and also the availability of the products during off season. Some women were bold enough to say that they also provide their personal details after the click, for which the male community were against it. Pop-up advertisements have a lot of advantages and the same with banner advertisements, but at the end of the day they are irritating and cause a lot of disturbance. Thus, Pop-up and banner advertisements are the "ugly truth".

References

- Alessandro, A. S. S. (2011). Do interruptions pay off? Effects of interruptive ads on consumers' Willingness to pay. *Journal of Interactive Marketing*, 25(4): 226-40.
- Anand Shanka, R. M. (2016). A study on the logical relationship between emotional intelligence, Job satisfaction and motivation among mystery shoppers. A pilot study analysis. *International Business Management- Medwell Journals*:
- Anand Shankar, R. M. (2015). Customers' preference towards online shopping with special reference to the city of Kochi. *International Journal of Information Research and Review*.
- Anand Shankar, R. M. (2016). Assessing servqual in primary health care centres (PHC), With special reference. *Int. J. Pharm. Sci. Rev*:
- Anand Shankar, R. M. (2018). Gender based study on sexism and immoral themes used in the advertisements. *International Journal of Management Studies*.
- Applegate, E. (2006). What businesses need to know about internet advertising. *Public Relations Quarterly*, 51(2): 5-9.
- Ashutosh, P. V. M. (2003). Advertising versus pay-per-view in electronic media. *International Journal of Research in Marketing*.
- Bakshi, G. and Gupta, D. S. K. (2013). Online advertising and its impact on consumer buying behavior. *International Journal of Research in Finance and Marketing*, 3(1): 21-30.
- Baltas, G. (2003). Determinants of internet advertising effectiveness: An empirical study. *International Journal of Market Research*, 45(4): 1-9.
- Barreto, A. M. (2013). Do users look at banner ads on Facebook? *Journal of Research in Interactive Marketing*, 7(2): 119-39. Available: <https://doi.org/10.1108/JRIM-Mar-2012-0013>
- Bonett, D. G. and Wright, T. A. (2014). Cronbach's alpha reliability, Interval estimation, Hypothesis testing, And sample size planning. *Journal of Organizational Behavior*:
- Boynton, P. M. and Greenhalgh, T. (2004). Hands-on guide to questionnaire research selecting, Designing, And developing your questionnaire. *BMJ*: 1312-15.
- Burke, M. H. (2005). High-cost banner blindness: Ads increase perceived workload, Hinder visual search, And are forgotten. *American Psychological Association*: 423-45.
- Campbell, D. E. and Wright, R. T. (2008). Shut-up i don't care,L Understanding the role of relevance and interactivity on customer attitudes toward repetitive online advertising. *Journal of Electronic Commerce Research*, 9(1): 62-76.
- Chatterjee, P. (2008). Are unclicked ads wasted ? Enduring effects of banner and pop-up ad exposures on brand memory and attitudes are unclicked ads wasted ? Enduring effects of banner and pop-up.
- Choi, S. M. and Rifon, N. J. (2002). Antecedents and consequences of web advertising credibility. *Journal of Interactive Advertising*, 3(1): 12-24. Available: <https://doi.org/10.1080/15252019.2002.10722064>
- Christopher, P. and Dwyer, M. J. (2010). The evaluation of argument mapping as a learning tool: Comparing the effects of map reading versus text reading on comprehension and recall of arguments. *Thinking Skills and Creativity*, 5(1): 16-22.
- Christopher, P. and Dwyer, M. J. (2013). An examination of the effects of argument mapping on students' memory and comprehension performance. *Thinking Skills and Creativity*, 8: 11-24.
- Chrysi, R. D. W. (2016). The use of argument maps as an assessment tool in higher education. *International Journal of Educational Research*, 79: 211-21.
- Denzin, N. (1978). *The Research Act*. 2nd edn: Mc Graw Hill: New York.
- Diao, F. and Sundar, S. S. (2004). Orienting response and memory for web advertisements, Exploring effects of pop-up window and animation. *Communication Research*, 31(5): 537-67. Available: <https://doi.org/10.1177/0093650204267932>
- Dinner, I. M., Van, H., J., H. and Neslin, S. A. (2014). Driving Online and Offline Sales: The Cross-Channel Effects of Traditional, Online Display, and Paid Search Advertising. *Journal of Marketing Research*, 51(5): 527-45. Available: <https://doi.org/10.1509/jmr.11.0466>
- Dr.Sachindra and Kr.Gupta, M. S. (2013). Rural consumer behaviour, A challenge for urban marketers. *International Journal of Management*: 2479-84.

- Etikan, I., Musa, S. A. and Alkassim, R. S. (2016). Comparison of convenience sampling and purposive sampling. *American Journal of Theoretical and Applied Statistics*: 1-4.
- Finn, L. R. and Wadhwa, K. (2014). The ethics of "smart" advertising and regulatory initiatives in the consumer intelligence industry, *Info*, 16(3): 22-39. Available: <https://doi.org/10.1108/info-12-2013-0059>
- Geissler, G. L., Zinkhan, G. M. and Watson, R. T. (2006). The influence of home page complexity on consumer attention, Attitudes, And purchase intent. *Journal of Advertising*, 35(2): 69-60. Available: <https://doi.org/10.1080/00913367.2006.10639232>
- Gliem, J. A. and Gliem, R. A. (2003). Calculating, Interpreting, And reporting cronbach's alpha reliability coefficient for likert-type scales. 82-88.
- Goldsmith, R. E. and Lafferty, B. A. (2002). Consumer response to Web sites and their influence on advertising effectiveness. *Internet Research*, 12(4): 318-28. Available: <https://doi.org/10.1108/10662240210438407>
- Hair, J. F. and Hult. (2017). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Sage publications: Thousand Oaks.
- Hassan, Z. A., Schattner, P. and Mazza, D. (2006). Doing a pilot study, Why is it essential. *Malaysian Family Physician*: 70-73.
- Imran, A. M. (2014). Effects of pre-purchase search motivation on user attitudes toward online social network advertising, A case of university students. *Journal of Competitiveness*, 6(2): 42-55. Available: <https://doi.org/10.7441/joc.2014.02.04>
- Jadhav, V. and Khanna, M. (2016). Factors influencing online buying behavior of college students. A qualitative analysis. *The Qualitative Report*, 21(1): 1-15.
- Jenn, N. C. (2006). Designing a questionnaire. *Malaysian Family Physician*: 32-35.
- Jenny, V. and Bittner, R. Z. (2015). Motivating and achievement-eliciting pop-ups in online environments: A user experience perspective. *Computers in Human Behaviour*: 449-55.
- Kaplan, A. M. and Haenlein, M. (2010). Users of the world, unite, The challenges and opportunities of social media. *Business Horizons*, 53(1): 59-68. Available: <https://doi.org/10.1016/j.bushor.2009.09.003>
- Kiani, G. (1998). Marketing opportunities in the digital world. *Internet Research, Electronic Networking Applications and Policy*: v.
- Lee, J. W. and Ahn, J. H. (2012). Attention to banner ads and their effectiveness, An eye-tracking approach. *International Journal of Electronic Commerce*, 17(1): 119-37. Available: <https://doi.org/10.2753/JEC1086-4415170105>
- Lerner, J. L. (2005). Trademark infringement and pop-up ads, tailoring the likelihood of confusion analysis to internet uses of trademarks. *Berkeley Technology Law Journal*, 20(1): 229-52. Available: http://heinonline.org/HOL/Page?handle=hein.journals/berktech20&div=31&g_sent=1#249
- Li, H., Edwards, S. M. and Lee, J. H. (2002). Measuring the intrusiveness fo advertisements, Scale development and validation. *Journal of Advertising*, 31(2): 37-47. Available: <https://doi.org/10.1080/00913367.2002.10673665>
- Luedicke, M. K. (2011). Consumers' controversies about consumption: A preliminary model. 46-56.
- Marijevan Amelsvoort, J. S. (2018). How number and size of text boxes in argument diagrams affect opinions. *Learning and Instruction*:
- Mcstay, A. (2010). A qualitative approach to understanding audience 's perceptions of creativity in online advertising. *The Qualitative Report*, 15(1): 37-58.
- Mehta, D., Sharmab, J. K., Mehtac, N. K. and Jaina, A. (2010). An empirical study on young executives, ' Response towards pop-up and banner advertisements. 5(1): 51-58.
- Mir, I. A. (2012). Consumer attitudinal insights about social media advertising, A south asian perspective. *The Romanian Economic Journal*, 8(45): 265-88.
- Morgan (2014). *Integrating qualitative and quantitative methods a pragmatic approach*. Sage.
- Morimoto, M. and Chang, S. (2006). Consumers ' attitudes toward unsolicited commercial e- mail and postal direct mail marketing methods, Intrusiveness , Perceived loss of control , And irritation mariko morimoto and susan chang. *Journal of Interactive Advertising*, 7(1): 1-11. Available: <https://doi.org/10.1080/15252019.2006.10722121>
- Mustaffa, C. S., Bahtiar, M. and Busen, S. M. (2016). Impacts of online banner advertisement on consumers'' purchase intention, A theoretical framework. *Asia Pacific Journal of Education, Arts and Sciences*:
- Punyatoya, P. (2011). How effective are internet banner advertisements in India. *Journal of Marketing & Communication*.
- Santosh (2014). Logic serve. Available: <https://www.logicservedigital.com/blog/why-are-pop-up-ads-important/>
- Scott, M. A. E. (2017). Here we go again! The impact of website ad repetition on recall, Intrusiveness, Attitudes, And site revisit intentions. *Information and Management*, 54(1): 14-24.
- Steven, B., Camrin, L. and Angie, M. (2005). Internet pop-up advertisements, Do they infringe ? :
- Stone, B. (2002). Those annoying ads that won't go away. *Newsweek*, 140(16): 38J-38J-38L.
- Wang, L. and Xu, L., 2014. "The influence of pop-up advertising on consumer purchasing behavior." In *International Conference on Mechatronics, Electronic, Industrial and Control Engineering (MEIC 2014)*.
- Wattal, S., Telang, R., Mukhopadhyay, T., Boatwright, P., Wattal, S. M., Ukhopadhyay, T. and Boatwright, P. (2012). Information systems research jn «fflws what ' s in a," name "? *Impact of Use of Customer Information in E-Mail Advertisements*, 23(3): 679-97.

- Yeu, M., Yoon, H. S., Taylor, C. R. and Lee, D. H. (2013). Are Banner Advertisement in Online Games Effective? *Journal of Advertising*: Available: <https://doi.org/10.1080/00913367.2013.774604>
- Yoo, C. Y. (2007). Implicit memory measures for web advertising effectiveness. *Journalism and Mass Communication Quarterly*.

Appendix

Pop Up Ads: Necessary Evil, Or Just Evil In Consumers Purchase Process?

We M.com Scholars of CHRIST (Deemed to be University) are looking forward to conduct a research study as a part of the curriculum. The objective of our research is to find out the factors influencing in the pop-up ads for the consumers to make the purchase decisions. So, we request you to spare time to go through each statement of the questionnaire rigorously and make sure you answer it anonymously. All questions are compulsory. We assure you that all the answers given by you shall be kept confidential.

Please indicate your level of agreement or disagreement for each statement by making a tick mark in the box of your answer.

Gender: Male Female

Age:

1. Online medium for purchase of products is preferred because it costs low.
 Strongly agree Agree Neutral Disagree Strongly disagree
2. Pop-up ads provide us a medium to compare the products before the actual purchase.
 Strongly agree Agree Neutral Disagree Strongly disagree
3. 24*7 hours availability and convenience is a factor which motivates consumers to make online purchases.
 Strongly agree Agree Neutral Disagree Strongly disagree
4. Privacy and security factor refrain consumers from engaging in online buying of the products.
5. Strongly agree Agree Neutral Disagree Strongly disagree
6. Pre purchase search option motivates us to order the products through e-commerce platforms.
 Strongly agree Agree Neutral Disagree Strongly disagree
7. Reviews and past experiences influence the consumers to make the best decision for purchase of the products.
 Strongly agree Agree Neutral Disagree Strongly disagree
8. Product satisfaction is higher in case of online customers over the stores purchases.
 Strongly agree Agree Neutral Disagree Strongly disagree
9. A pop-up ad tends to become more effective when the customer can recall the ad seen earlier.
 Strongly agree Agree Neutral Disagree Strongly disagree
10. A pop-up ad can create impact on the purchase decision of the products if the required information is processed.
 Strongly agree Agree Neutral Disagree Strongly disagree
11. Pop-up ads need to be personalized because it attracts the customers and gives attention to the customer needs.
 Strongly agree Agree Neutral Disagree Strongly disagree
12. Pop-up ads need to be personalized so that it can stand out from competitive advertisements.
 Strongly agree Agree Neutral Disagree Strongly disagree
13. The pop-up ads should be embedded with requisite information and graphics to give out captivating look.
 Strongly agree Agree Neutral Disagree Strongly disagree
14. A pop-up ad that catches reader's attention brings positive attitude and purchase intent within a matter of seconds and influences them to buy online.
 Strongly agree Agree Neutral Disagree Strongly disagree
15. Offers made to the online users through pop-ups about a new product in the market add value to the product and leads to more purchases.
 Strongly agree Agree Neutral Disagree Strongly disagree

16. Product offerings through pop-ups weaken the self-control of internet shoppers, increasing unregulated online buying activity.
 Strongly agree Agree Neutral Disagree Strongly disagree
17. Motion effects in pop-ups are attractive because it keeps moving.
 Strongly agree Agree Neutral Disagree Strongly disagree
18. The online consumers have increased mainly because of the global reach of selling through pop-up ads.
 Strongly agree Agree Neutral Disagree Strongly disagree
19. Forced exposure to watch the pop-up ad throw light to get involved in online purchases.
 Strongly agree Agree Neutral Disagree Strongly disagree
20. The trust of the consumers that a particular site has good deals eases them to make quick online buying activity.
 Strongly agree Agree Neutral Disagree Strongly disagree
21. The EMI payment mechanism reduces the ability to exercise self-control among the internet shoppers.
 Strongly agree Agree Neutral Disagree Strongly disagree
22. Interactive services of e-commerce sites such as email offers, product displays, and one click away leads to unregulated and unneeded purchases.
 Strongly agree Agree Neutral Disagree Strongly disagree
23. Pop-up ads distract purchase actions and decisions.
 Strongly agree Agree Neutral Disagree Strongly disagree