

EFFECTIVENESS OF THE INTERNET POP UP ADS IN ATTRACTING AND RETAINING THE CUSTOMERS. (WITH SPECIAL REFERENCE TO MANGALUREAN CUSTOMERS)

Dr. Savitha Pereira¹

Abstract: Changed life style and maintenance of standard has increased the installment life of the people in general and has increased sales of various goods in India. Moreover due to economic growth and development, purchasing power has increased among the Indians. This has further led to the digital revolution and growth of E-commerce. Urbanization and upgraded social status forces people to live a luxurious life even though the luxuries are bought on installment base. Companies / producers struggle to increase the sales of their product. They come out with innovative ways to attract the customers. Hence this paper makes an attempt to study the Effectiveness of internet pop up ads in attracting and retaining the Mangalurean customers.

1. INTRODUCTION:

India's continuing pattern of urbanization is uniquely Indian. The migration to urban centres is not just concentrated in a few cities. Research prediction warns about increase in no of cities in the country as years pass by.

Urbanization brings in lot of changes in the lifestyle and culture of the people; which ultimately increases consumerism. Few years ago a customer used to get the information of any product through television, news papers, magazine, radio and hoarding.

Research has found that some of the important factors that influence personal buying behaviour are: lifestyle, economic status, occupation, age, personality and self esteem. Age and life cycle have a potential impact on the purchasing behaviour of consumers. It is obvious that consumers change the purchase of goods and services over time.^[1]

Consumerism also adds the internet consumption as India is digitally revolutionized. Over the past five years several advertising models have evolved over the internet these include banner advertisements, sponsored contents, micro sites, interstitial, superstitials and opt-ins. The entry point and the cost of publishing being minimal, many new publications, with a wide audience reach have only accelerated the process of E – advertisement

Advertising on the internet is relatively cheap, covers a widespread audience, and provides exciting opportunities of exploring a new and interactive medium. The emergence of internet advertising is likely to have wider implications for businesses, than many imagine. Its effects will not be confined to the online world, but will extend to traditional marketing activities and processes too. Internet advertisings hold many opportunities and risks, but for those who rise to the challenge, it will do more than justify the efforts required.

As the children are exposed to more of electronic goods, studies have found the online consumerism is increasing among children. They buy online games, electronic gadgets and toys. Hence consumerism is no more related to only adults and elders.

2. PREDICTIONS ABOUT INDIA'S CONSUMERISM

'India could overtake US by 2050 to go into second place and Indonesia could move into fourth place by 2050, overtaking advanced economies like Japan and Germany'. India is set to go past the economy of the United States by 2050 in purchasing power parity (PPP) terms, according to a report by PwC. India's growth, the report says, is a part of the larger trend of growth of the emerging market nations, supported by relatively fast-growing populations, boosting domestic demand and the size of the workforce.^[1]

'Spending power of Indian consumers to touch \$1 trln by 2021' The spending power of Indian consumers is projected to be more than \$1 trillion by 2021, driven by rising prosperity of emerging middle class people, whose population is expected to grow to 570 million by the time, says a PwC report. The report titled 'Profitable Growth Strategies for the Global Emerging Middle Learning from the 'Next 4 Billion' Markets' said that annual spending power of Indian consumers is expected to be in excess of \$1 trillion by 2021.^[2]

'India pips Japan to be 3rd largest economy in purchasing power'. India has emerged as the third-largest economy in the world, ahead of Japan, based on purchasing power, says a new report on the issue by the World Bank released 'Indian economy projected to overtake US by 2040 in purchasing power parity terms: PwC report' ^[3]

¹ Professor, SDM PG Centre for Mgt Studies & Research, Mangalore

India is a 'very important' market for Chinese e-commerce giant Alibaba, says company CEO. CoD (Cash on delivery in E-commerce) – which accounts for 67 per cent of the total e-commerce transactions in India - gave the online market an artificial push, turning the initial inertia of consumers into trust^[4]

3. RESEARCH METHODOLOGY:

3.1 Objectives of the study:

- ✓ To study the online attraction purchase among mangalureans
- ✓ To study the influence of pop up advertisement among mangalurean internet users
- ✓ To analyse effectiveness of advertisement in converting the visitor into a customer

3.2 Scope of the study, Sampling & data collection:

- This study is limited to Mangaluru city limit only. The sample size is 200 (100-male + 100 female samples) people aged 18-55. Sample for the study was chosen randomly and were personally interviewed.

Analysis:

Table No 1 age * attracted to ads -- Cross tabulation

Count	Attracted to ads		valid	
	Yes	no	Total	Percent
18-25	65	14	79	100.0%
26-35	42	7	49	100.0%
36-45	36	9	45	100.0%
46 and above	23	4	27	100.0%
Total	166	34	200	

Table no 1 shows the different age group of the sample and whether they get attracted to the Pop Up ads. 65 people out of 79 sample aged between 18-25 are attracted to the pop up ads. i.e. they at least go through the ads that pops up when they use internet. 42 people out of 49 samples, aged between 26-35 are attracted to the Pop Up ads. Whereas 36 people out of 45 samples aged between 36- 45 and 23 people out of 27 samples are attracted to pop up ads. The table summarizes that 166 people out of 200 chosen samples get attracted to the Pop up ads. Which means the Pop up ads are effective enough in attracting customers of all age group.

Table No 2 gender * attracted to ads Cross tabulation

Count	Attracted to ads		Valid	
	yes	No	Total	Percent
male	68	32	100	100.0%
female	96	4	100	100.0%
Total	164	36	200	

The above Table no 2 shows the gender of the sample and whether they get attracted to the Pop Up ads. 68 male samples out of 79 are attracted to the pop up ads. 96 female samples out of 100 are attracted to the Pop Up ads. The table summarises that 164 people out of 200 chosen samples get attracted to the Pop up ads. Which means the Pop up ads are effective enough in attracting customer of both the genders. But the study further stress that 96% of female samples are attracted to the pop up ads in comparison to male sample that make 68% of the male sample getting attracted to Pop up ads. Most of the studies have proved that women shop more than men.

Table No 3 Descriptive Statistics

Descriptive		age				
		18-25	26-35	36-45	46 and above	
Attracted adds	to	Mean	1.1772	1.1837	1.2000	1.1481
		5% Trimmed Mean	1.1414	1.1485	1.1667	1.1091
		Median	1.0000	1.0000	1.0000	1.0000
		Variance	.148	.153	.164	.131
		Std. Deviation	.38429	.39123	.40452	.36201
		Minimum	1.00	1.00	1.00	1.00
		Skewness	1.724	1.686	1.552	2.099
		Kurtosis	.995	.876	.426	2.594

Table no 3 describes the statistics of the variable attracted to the Pop Up ads. The mean of the age group 18- 25 is 1.1772; mean of the age group 26-35 is 1.1837; mean of the age group 36-45 is 1.200; mean of the age group 46 and above is 1.1481. Standard deviation is a quantity that expresses how much the samples of a group differ from the mean value for the group. Standard deviation for 18- 25 is .384; mean of the age group 26-35 is .391; mean of the age group 36-45 is .404; mean of the age group 46 and above is .362. This statistical analysis supports the findings of table 1 and summarizes that the Pop up ads are effective enough in attracting customer any age group.

Table No 4 Descriptive Statistics

Descriptives		Statistic		Std. Error		
		gender		gender		
		male	female	male	female	
Attracted adds	to	Mean	1.3200	1.0400	.04688	.01969
		5% Trimmed Mean	1.3000	1.0000		
		Median	1.0000	1.0000		
		Variance	.220	.039		
		Std. Deviation	.46883	.19695		
		Minimum	1.00	1.00		
		Maximum	2.00	2.00		
		Skewness	.784	4.767	.241	.241
		Kurtosis	-1.415	21.144	.478	.478

Table no 4 describes the statistics of the variable attracted to the Pop Up ads. The mean of the gender male group is 1.13200; mean of the female group is 1.0400. Standard deviation for male group is .04688; mean of the female group .01969. This statistical analysis supports the findings of table 2 and summarizes that the Pop up ads are effective enough in attracting customer the gender.

Table No 5 Correlations

		Attracted ads	to Immediate order
Attracted adds	to	Pearson Correlation	1
		Sig. (2-tailed)	.367**
		N	200
Immediate order		Pearson Correlation	.367**
		Sig. (2-tailed)	.000
		N	200

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

Correlations: attracted to advertisement, immediate order
 Pearson correlation of advertisement, immediate order = .367
 P-Value = 0.000

In conclusion, the above statistics indicate that the strength of association between the variables is significant (r = .367), and that the correlation coefficient is significantly different from zero (P < 0.01). Also, we can say that (0.367) of the variation in no respondents getting attracted to advertisement is explained by the variable immediate order or the time taken in placing the order for the advertisement which they were attracted to.

Table No 6 Attracted to adds * immediate order --- Cross tabulation

Count		Immediate order		Total
		Yes	no	
Attracted to adds	yes	89	77	166
	no	0	32	32
Total		89	109	198

Case Processing Summary	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Attracted to ads * immediate order	198	99.0%	2	1.0%	200	100.0%

The above Table no 6 shows the cross tabular study of the variables – attracted to Pop up ads and placing immediate order for the same. 166 sample out of 200 samples studied agree that they are attracted to the Pop up ads; whereas only 89 of them have immediately ordered the rest 109 have took time in ordering. Missing value = 2 those who did not order the viewed products at all. But have purchased products online when need arose.

4. FINDINGS

The study proves that 166 sample out of 200 chosen sample get attracted to the Pop up ads. It has further stated that 96% of female samples are attracted to the pop up ads in comparison to male sample that make 68% of the male sample getting attracted to Pop up ads. Most of the studies have proved that women shop more than men. The cross table proved that 89 out of 200 samples have immediately ordered and the rest 109 have took time in ordering. 2 of the samples whose value is missing in the study are online customers who have purchased online goods based on their need.

5. CONCLUSION

For existing players to grow, a lot more effort towards higher consumer engagement is needed. This will help in building consumer trust, not only in terms of pre-sales experience, but centered around the entire value chain. Retailers need to involve consumers at every step of the way and to keep them coming back. They need to be able to attract and retain new customers and effectively communicate with them. They also need to localize the content of the Internet to better target consumers. It's about delivering quality, value and efficiency all at the same time. [5]

A new study by Forrester Research has stated that Asia Pacific will be the largest region for online retail sales in the world, with China being the largest market for e-commerce with \$ 681 billion in sales. However, the fastest growing e-commerce market in the world, according to Forrester, is undoubtedly India.

According to more than six entrepreneurs and venture capital investors interviewed by Economic Times, all these major e-commerce companies have already separately held talks with the market leaders in the food delivery space – Swiggy and Zomato. [6]

The Indian Institute of ecommerce states that by 2020, India is expected to generate \$100 billion online retail revenue out of which \$35 billion will be through fashion e-commerce. Online apparel sales are set to grow four times in coming years. [7]

As per the above review of literature E-commerce in India is growing very faster. Along with the rise in consumerism sales also increases. To attract and to retain the customers is a greatest challenge for business men. They are successful in the present technique they use in attracting the customers. As time passes by change is must to avoid obsolete advertising

techniques. The study summarizes that pop p ads attract the customers and are successful in retaining the mangalorean customer.

7. REFERENCES

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