

INFLUENCE OF ONLINE POP-UP ADVERTISING ON STUDENTS' BUYING HABITS
(A STUDY OF MOUNTAIN TOP UNIVERSITY STUDENTS)

BY

ARUNGBEMI OLUBUNMI GRACE

17020601024

A PROJECT REPORT SUBMITTED TO THE
DEPARTMENT OF MASS COMMUNICATION,
COLLEGE OF HUMANITIES, MANAGEMENT AND SOCIAL SCIENCES,
MOUNTAIN TOP UNIVERSITY, OGUN STATE

IN PARTIAL FULFILMENT OF THE REQUIREMENTS
FOR THE AWARD OF BACHELOR OF SCIENCE (B.Sc.) DEGREE IN MASS
COMMUNICATION

NOVEMBER, 2020

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CERTIFICATION

I certify that this work was carried out by ARUNGBEMI OLUBUNMI GRACE at the Department of Mass Communication, Mountain Top University, Ogun State, Nigeria under my supervision.

(Signature and Date)

Dr. Chinyere Mbaka

Supervisor

(Signature and Date)

Dr. Babatunde Oni

Head of Department

DEDICATION

This study is dedicated to God Almighty and to my family for their constant encouragement and patience throughout my academic struggle and for their moral and financial support which have heralded me towards my long cherished dream.

ACKNOWLEDGEMENT

The completion of this study would have been impossible without the material and moral support from various people. It is my obligation therefore to extend my gratitude to them. First of all I thank the Almighty God for giving me good health, and guiding me through the entire course.

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ABSTRACT

The evolution of online advertising is both internationally and locally outperforming offline advertising especially with the injection of several online display adverts. It is based on this drift that this study sought to investigate the influence of online pop-up adverts on students' buying habits. The study was anchored on perception theory and the theory of buyer behaviour and Mountain Top University was selected for the study. A sample size of 260 was gotten using the Taro Yamane Formula. The survey research method was adopted with the questionnaire as the instrument for data collection. Findings from this study revealed that 216(83.1%) among the study participants have come across online pop-up adverts. Also, a significant amount of patronage of Jumia online stores exists among 154(59.2%) of the respondents and 77(29.6%) of them affirm that online pop-up adverts influence their purchase decision only to some extent. Based on these findings, the study recommends among others, that Jumia online stores can have a special section that targets the contents of their pop up ads towards student. Also, they can make the pop-up ads less annoying by using it in situations where users are likely to be online for diversion or to avoid boredom rather than where they are focused on a specific goal.

KEYWORDS: *Online Advertising, Online buying, Consumer behaviour, Pop-up ad*

CHAPTER ONE

Introduction

1.1 Background of the Study

The Internet was largely unknown in universities until the emergence of the Internet in 1990, as it evolved from what was known as the Advanced Research Projects Agency Network (ARPANET) in 1972, and it was accessible mainly through a command-line application comparable to the Telnet and File Transfer Protocol (FTP), currently known as the Hypertext Transfer Protocol (HTTP) (Griffiths, 2002). The recent significant growth in the use of the internet has occurred due to the development of the Internet, according to Griffiths (2002). In addition, the Internet has become a universal feature of contemporary information systems, being both a highly commercial and commonly acknowledged mechanism for all types of consumer relationships, such as advertisements, online shopping, and services.

Accordance with the provisions to Ko. et. al. Owing to its remarkable features ranging from its usability and interactivity to its personalization, the internet has developed greatly in both its applications and number of users (2003). It has always been a great instrument for communication, education, entertainment, and online sales, and still remains. To access the internet to increase their sales rate.

Due to increasing number of people's online presence, most advertisers have now relocated their products online. As Truong et al (2010) pointed out, contrary to TV viewing, several clients spend a prolonged amount of hours on online applications. It is estimated that the number of internet users worldwide increased from 1.1 billion to 4.13 billion between 2005 and 2019. In 2020, from 1.1 billion to 4.13 billion, Nigeria still had over 99.05 million. Also in 2020, and is set to hit 65.2 percent in 2020 to 2025. (Internet World Stats). No wonder most business owners are now operating online stores to take advantage of this high traffic to drive their businesses, and Chaffey et al (2000) have identified online stores as online e-stores from which customers make purchases with the help of electronic gadgets.

Before now, ads were fairly limited to radio, television, billboards, newspapers and magazines during the late 80s, not many companies at the time practiced advertising. Businesses, however

are sloping towards digital advertising in these new days, and the use of online advertising has increased dramatically in the 21st century as industrialization extended the availability of manufactured goods. Just as described by Chaffey et al (2000), many online stores are now so focused that they may take over television advertising very soon on social media and smartphone and online advertisements and that is if they do not already do so. Nigeria has one of the largest advertisement markets in Africa, as per Internet World Statistics. Apparently, ad sales from Nigeria hit 425 million US dollars in 2017.

Nigeria has one of the largest advertisement markets in Africa, as per Internet World Statistics. Apparently, ad sales from Nigeria hit 425 million US dollars in 2017. South Africa and Morocco were the only other two countries that produced more ad revenue in the same year with 2.7 billion and 820 million respectively. This takes us to what advertisement means and Ahmed & Ashfaq, (2013) explain it to mean a paid form of publicity or marketing by some sponsor that reaches via different conventional media, such as TV, newspapers, commercial radio ads, magazine mail, print advertisements, or popular media, such as blogs, websites and text messages.

It is a way of communication, according to Ryans (1996), that encourages an audience to make their buying decisions on a product or service and to transmit data to viewers. It is found to be a critical and vital factor for advertisers and companies to develop economically. Online/Internet advertisement is a sister concept of advertising that is not farfetched from advertising itself as it includes advertising to online/Internet users through websites, e-mail, ad-supported advertising, mobile phones (Backshi & Gupta,2013) and Social media apps.

It is beneficial that we also know what shopping is and why it will be an ongoing activity for individuals. Now this automatically means that since people are going to buy things on an ongoing basis, there's every trend that about 50 percent of their time will be spent online shopping. A type of self-expression is shopping in its entirety and people define themselves through their shopping. The aims of making people express their preferences are how they shop, where they shop, and what they buy are the goals of letting people communicate their interests, their aspirations, and characters.

Shopping gives people a sense of achievement and gives life a meaning, a reason, and value for many. A sense of gratification, execution, and fulfillment is expressed by the productive shopper. Shopping has become the new mantra of modern society for emotional and mental purposes. A new way to look at how people live, how they order their interests, and set their goals in life was invented by Maslow (1940). Pooler (2003) also argued that our lower-level needs when it comes to shopping, have been fulfilled and we are shopping on a higher plane, where a higher degree of needs is met.

Students make up a significant number in the society and they emanate from the group known as "youths", in the society. This group of individuals is fascinated by whatever they see on the web. They are curious and information-hungry and given that there is a crescendo of digital natives in the world today, the word "advanced" is not far-fetched as they all want to explore or try out every gadget they can lay their hands on as well as try new things online while they proceed on their academic journey. Generally, the female gender enjoys comfort over stress, this is why a lady might decide to sit in the comfort of her home to purchase the latest shoes, handbags, jewelry, makeup kits, undergarments, lovely dresses, nice jeans, name it.

Females like to look good and their brains are wired to receive emotional signals whenever they get surprises. A good instance could be the case of the guy who wants to surprise his girlfriend by getting her nice things on her birthday, he might want to resort to ordering them online. Such a guy might also consider the usual style of visiting a conventional mortar-and-brick shop stressful or archaic as opposed to purchasing online which is faster and modern. People buy things to make a statement, show off their personality, or boost their self-esteem (Pooler, 2003). There's every possibility that a variety of online stores will be patronized by students since they are web savvy. It would not be unexpected if this study finds out that a sizable amount of them spend hours online and, this heightens the possibility of coming across pop-up ads while they surf.

Students are information-hungry, they are curious, and five out of ten of them may display enthusiasm about the imagery of a product that appeals to their sense of sight and may as well decide to try out the product hence, the use of online pop-up ads may or may not appeal to them, it all depends on their perception. To heighten this possibility is the availability of several online

marketing delivery techniques, amongst which are banners, in-line ads, interstitials, pop-up ads, and pop-under ads, push messages, and many others.

However, one of the most widespread types of advertising goods and services online is the use of pop-up advertisements (Gao et al., 2009). It is a display area of the graphical user interface (GUI), usually a tiny window that appears abruptly ("pops") in the foreground of the visual interface. It emerged in the late 1990s on the Tripod.com webpage hosting site. Ethan Zuckerman, who says he can trace its past as regards the ability to launch ads in different windows as a response to marketers' grievances about their advertisements appearing on sexual material sites.

The use of pop-up advertising is now common in such a way that almost if not all online advertisers make use of it according to several researchers. Unfortunately, however, pop-ups are more omnipresent and more invasive, often consuming a whole computer screen and most of the time users immediately close the pop-up ads that appeared without looking at them over the screen. In a survey conducted by Jupiter Research in 1999 found that 69% of those surveyed consider pop-up ads annoying and 23% of the same sample said they would not return to the site because of the ads. Similarly, Deutch (2006) explains that pop-ups can sometimes be super annoying to the consumer especially if he/she is oblivious that they have done anything to activate the ad that distorts their web page view. However, marketing practices have evolved over the years, with technology leading to the internet providing unprecedented opportunities for

Consumers have previously been predominantly exposed to traditional advertisement forms in Nigeria as the primary media used by advertisers for the provision of information. However with technology leading to the internet, marketing strategies have evolved over the years, creating unrivalled opportunities for digital marketers to connect with consumers to create an engaging connected digital world, influence and drive purchases, accelerate new growth and generate new market share.

Offline advertising is outpacing the rise of online advertising internationally and locally. It is on this basis that this study seeks to assess critically the magnitude of influence of online pop-up adverts on students purchasing habits based on a consumer sample from Mountain Top University.

1.2 Statement of Problem

As stated earlier, since internet use continues to increase on a daily basis, online marketers are typically challenged to harness this valuable resource by marketing their products online and pop-up advertising is one of the many ways they can bring their message home. On the other hand, students constitute a large chunk of young people who use the internet, so in their daily use of the internet, they are more likely to have come across pop-up ads.

Some researchers have concluded that pop-ups are viewed as irritating, distracting, and can be really frustrating, as they have towed this line of thought. Bauer and Greyser(1968) carried out one such study where they noticed that intrusiveness was recognized as a leading cause of online advertisement irritation, even though Rust and Varki(1996) predicted that advertising in new media will be less intrusive something to evoke the ad that muddles his/her view of a web page.

Another was conducted by Edwards et. al. (2002) claimed that online customers are target-oriented and feel that online advertising is far more invasive than in other media. In addition, their study showed that online customers develop adverse attitudes towards advertising, which then causes them to develop intentions not to return to the web. In similar vein, Deutch (2006) explains that pop-ups can be extremely annoying to the consumer especially if he/she is oblivious that they have done anything to elicit the ad that muddles their web page view.

It is for this reason that this study aims to know if students also perceive pop-up ads as irritating, intrusive, or annoying just as various studies have concluded or rather entertaining and to know how their perception of it influence their purchase decision. This study also aims to know the magnitude of influence that online pop-up ads have on students' purchase decisions when it comes to patronizing online stores. To fill this gap, the research work adopts Mountain Top University (MTU) students as the study population. .

1.3 Objective of the Study

This research is geared towards the achievement of the following objectives:

1. To determine the level of students' awareness and patronage of online buying sites and platforms.
2. To identify if the perception of students about online pop-up adverts influence their purchase decision.
3. To find out the pop-up ad constituent that influences students' purchase decisions.
4. To identify the extent to which online pop-up adverts influence students' purchasing habits.

1.4 Research Questions

In scientific inquiry, research questions give order and direction to a study. Research questions are an expansion of the research problem. Hence, the following research questions were advanced to serve as a further guide for the study:

1. What is the level of students' awareness and patronage of online buying sites and platforms?
2. How do students' perception of online pop-up adverts influence their purchase decision?
3. What constituent of the pop-up ad influences students' purchase decisions?
4. To what extent are students' purchasing habits influenced by online pop-up adverts?

1.5 Significance of the Study

As part of the need to contribute to the existing body of knowledge concerning the influence of online pop-up advertising on the purchase decision of students, the researcher was inspired to embark on this study. The study would lay out a proper understanding of the core concept of online

advertising. It will help the reader understand the purchasing habits of students through the pop-up advertising technique as well as give the readers an understanding of why most students prefer or do not prefer pop-ups as a means of advertisement. It will enlighten other students who would read this, about the effect that online ad pop-ups have on their counterparts when it comes to purchasing a product online.

Further, this research will help marketers who make use of pop-up ads to know if customers retain these adverts or not. It will also help them know the effectiveness of their pop-up ads on consumers and contribute their knowledge of how to place their ads so they do not waste time and money. Also, institutions, various bodies of learning, scholars, and academic researchers, could use this study to form a basis upon which future research on online advertising may be established. The findings may be resourceful in providing viable information to academicians, researchers, and consumers on various concepts related to online advertising.

Finally, the government from this study would recognize the importance of online advertising and its effects on consumer purchasing decisions that eventually affect electronic commerce/trade, and therefore would thus effectively control how online advertising is delivered by judiciously acting on policies that would limit the use of data, creating an ambient environment and availing resources to internet providing companies and at the same time safeguarding the interest of consumers.

1.6 Scope of the Study

The study focused on online pop-up advertising and students' buying habit. The study is limited to only online pop-up adverts, therefore, all other forms of adverts, online and offline, are excluded from the study. The students of Mountain Top University (MTU) formed the scope of this study. Here, both male and female students from the university will form part of the respondents for the study. The study will be limited to students from MTU because of the manageability of this group of respondents and the ease of monitoring and follow up. The researcher has the hope of stretching the research work and extending it to a larger group in the future when time and space permits.

1.7 Operational Definition of Terms

To enhance clarity and proper understanding, keywords, and concepts used in this work have been defined operationally.

Advertising: Communication whose object is to impact expected clients about items and administrations.

Online Advertising: Online advertising includes conveying advertisements to Internet/online clients through Web destinations, email, and promotion upheld programming, and Internet-empowered cell phones.

Online buying: Online buying or shopping talk about the way toward exploring and buying items or administrations over the Internet.

Consumer behavior: Consumer behavior is the investigation of people, gatherings, or associations and the cycles they use to look for, select, secure, and discard items, administrations, encounters, or thoughts to fulfill needs and the effects that these cycles have on the customer and society.

Pop-up ad: Pop-up advertisement is a PC window that opens before the current one, showing a notice, or a whole site page. It appears in a detached frame on top of the content a user is viewing.

CHAPTER TWO

LITERATURE REVIEW

Introduction

This chapter provides, through selective reference to some of the literature as obtainable from books, articles, and journals, a clearer understanding of online advertising concepts and outlines previous research findings on the influence of online advertising on consumer purchase decisions based on measures of advertising influence. Also, communication theories relating to various concepts that will be used to drive the research are explained.

2.1 Conceptual Review

The concepts to be reviewed to enhance further knowledge on the subject of the study are:

1. Concept of advertising
2. Concept of online advertising
3. Concept of Pop up ads
4. Online stores
5. Online buying
6. Consumer Behavior
7. Concept of Perception
8. Concept of Cookies

2.1.1 Concept of Advertising

Given that online advertising stems from advertising itself, it would be expedient that this study explains the concept of advertising for clarity. The term advertising is derived from the Latin word, "advertere" which means to turn attention towards a specific thing. Advertising simply means a public announcement. But, nowadays, the functions of advertisements go beyond announcements as they persuade the prospective buyer, remind the existing buyers, create demand, brand preference, and brand loyalty; apart from neutralizing the effects of the advertisements of the competitors.

Advertising is aimed at a group of persons and not an individual. These groups of persons are not the general public, but the target audience who are also potential customers. In advertising, unlike personal selling, immediate feedback cannot be received. Thus, it is a paid form of non-personal way of communication with a group of the target audience through mass media like television, newspapers, magazines, radio, and internet among others.

In addition, it is a means of communication to enable an audience to make a buying decision on a product or service and to provide viewers with facts. It is considered a critical and important part of marketers and companies' economic growth (Ryans, 1996). Advertising is a paid form of exposure or promotion by some sponsors, according to Ahmed and Ashfaq (2013), which reaches through different conventional media such as television, newspapers, commercial radio advertising, magazines mail, outdoor ads, or modern media such as blogs, text messages and websites. For Ivanovic and Collin (2003), advertising is the business of announcing that something is for sale or attempting to induce consumers to purchase a product or service.

The American Marketing Association also defines advertising as the placement of announcements and persuasive messages in time or space purchased in any of the mass media by business firms, nonprofit organizations, government agencies, and individuals who seek to inform and/ or persuade members of a particular target market or audience about their products, services, organizations, or ideas. Kotler (2002) explains that advertising can reach widely dispersed buyers efficiently provided the development of all the concepts and written copy for the advert is properly done. As confirmed by the sales team, advertisement has always been and is still an effective tool for growing visibility (Kursmark, 2005). Likewise, Kotler and Armstrong (2007) note that advertisement is any paid form of non-personal presentation and promotion by an identified sponsor of ideas, products or services. Therefore the aims of ads are to raise awareness, convey benefits, encourage research, and encourage customers to take action.

2.1.2 Concept of Online Advertising

This study will dive briefly into the history pool of how the internet came into play. The internet is expedient in all sense and can be used to achieve a lot. Whatever is done online, is facilitated by

the internet and a vast number of individuals spend hours surfing the net doing one thing or the other. This is why advertisers have also seen the need to explore the internet to their advantage.

The logical and realistic bedrocks of the Internet go at least as far back as the early 1960s from the very beginning, when J.C.R. Licklider co-founded a series of memos that outlined what was known as the idea of the 'Galactic Network' and also published the groundbreaking paper on packet-switching theory by Leonard Kleinrock. These foundations contributed to the first public presentation of the ARPANET (Network of Agency for Advanced Research Projects) That heralded the existence of today's Internet in 1972 and opened the door to electronic mail. By 1985, the Internet was already known for supporting and providing support for researchers and developers as a technology for a wide society. There is no apparent data on when ads on the Internet started. Tim O'Reilly, founder of the Global Network Navigator (GNN) web portal, states, however, that the first commercial on GNN appeared in 1993 and required "special dispensation from the National Science Foundation." Google greatly expanded away from the search results pages in March 2003 and began selling "AdSense" advertisements on the internet.

Having examined a little history of how online advertisements came about, Backshi and Gupta (2013) noted that online advertisement involves delivering advertisements to Internet/online users via Web sites, e-mail, ad-supported software, and Internet-enabled smartphones. The purpose of internet ads is to inform users of a wide range of products and services on offer. Examples of online advertising include contextual ads on search engine results pages, banner ads, rich media ads, social network advertising, interstitial ads, online classified advertising, advertising networks, and e-mail marketing, including email spam. They note that online advertisements may be classified into floating ads, expanding ads, pop-ups, wallpaper ads, trick banner, and pop-under, among others.

As specified by Truong et. al. (2010) more time is spent by many consumers on accessing online applications than television viewing. The majority of the information consumers consume can be accessed via social media platforms which means that they can go a day without even viewing their television screens. The strategic importance of the internet and its significant growth over the years has given another avenue for marketers and businesses to advertise their products to the

world. Business owners and marketers are now better aware. The rise in internet usage has seen an equal rise in spending as far as online advertising is concerned.

Yaveroglu and Donthu (2008), explain that most marketers are now taking advantage of the internet revolution to make their products accessible to the world. The use of the internet as a medium for advertisement has gained much popularity not only because the internet has become global but also because it offers certain advantages compared with other forms of media. According to Chandon and Chtourou (2005), the most important feature that makes internet advertisement superior to other forms of advertisement is interactivity. Through this feature, the user can interact with the advertiser to find out more about the product/services. Other advantages of the internet such as flexibility, easy 24-hour access, and its global coverage are making the internet a preferred medium for advertisement from most marketers of this present age.

Also, Harker (2008), posits that the expression "internet advertising", or "online advertising" as it is sometimes called and the term that we are using for this study, is defined as any form of commercial content available on the Internet, delivered by any channel, in any form, designed to inform customers about a product or service at any degree of depth. Here, targeted marketing is common. Johnson and Grier (2011) refer to targeted marketing as a general strategy through which a firm identifies consumers sharing similar characteristics and strives to reach them using those characteristics. Jensen (2008) points out three different types of online advertising. The first one is display advertising such as banners, pop-ups, and interstitials. Second, search engine optimization (SEO) or search engine marketing (SEM) which could be both organic and paid optimization. According to him, the SEM method is used with the purpose to increase visibility by promoting a certain website and will result in a higher ranking in the result list. The third type he mentioned is affiliate programs. This is when a marketer has placed an ad or a link on some other website to direct the consumer to them and whenever someone clicks on the link the host will get a commission for it (Jensen, 2008). This study focuses on pop-ups alone which is one of the display adverts.

Thomsen (1996) asserts that online advertising has a high level of effectiveness throughout the whole purchase decision process from awareness, interest, and desire to action. In traditional

media, actual sales are usually separated in time and space from advertising exposures but with the advent of the internet, it has become easier to measure advertising success.

With the phenomenal growth of the internet, marketers realized that online advertising is not only for web-based products or services but strong and established bricks-and-mortar brands can greatly benefit from integrating online tactics within their marketing mix. At present marketers across the globe include online advertising as part of their marketing strategy. This spectacular growth comes as no surprise if one considers that on one hand, advertisers are always looking for new ways to reach their target audience and on other hand, website operators are always looking for new sources of revenues to finance their operating costs (Dreze & Zufryden, 1999).

Presently, everyone from small businesses to big companies is trying to make their presence felt in cyberspace. Advertising on the internet is a cost efficient way for marketers to relay their message to potential customers, allowing them to reach more audience. Online advertising provides direct insight into the return on investment of marketing campaigns and helps to build a larger customer base and revenue (Suarez, 2005).

No matter how much advertisers try to reach only their target audience on TV there is always a great proportion of people who are not their target, this can be greatly reduced on the web (Ducoffe, 1996). It can be more relevant to students to be exposed to HP computer banner advertisements and pop-up ads when they search for computer-related information or come across a Balenciaga shoe when they search for information about shoes to purchase. However, it might be extremely irrelevant to them to be exposed to diaper advertisements while they are watching a movie on TV. Marketers are convinced that the web has the potential to position a company as a trustful and credible brand in the space of few screens.

2.1.3 Concept of Pop-Ups

A Pop-up ad is a computer window which opens in front of the current one, displaying an advertisement, or an entire webpage. Pop-ups are ads that appear in a separate window on top of the content a user is viewing. There's no one standard size for popup ads and they vary widely in the number of browser commands that show in the window and usually, the pop-up window will

not go away until the user actively closes it. Cho et. al. (2001) explain that pop-up ads have become common as a result of users' friendly attitude towards it. They stated that pop-up ads command higher purchase intention than standard banner ads. However, Edwards et al. (2002) have countered their findings, stating that, pop-up ads are perceived as irritating and annoying and that the reason why people have negative attitudes towards pop-up is that they interrupt the web activities of users.

For instance, in a study conducted by Gartner (2002) it was observed that compared with other forms of online advertisement, pop-up ads are considered by consumers as the most irritating. Conversely, Dillabough (2002) examines that from an advertiser's perspective, irritating ads may not always be bad. He explains that some Internet advertisers use pop-up ads because of the "in your face" impact that they have and the immediate attention it elicits. Pop-ups according to Deutch (2006) can be highly annoying to the user, especially if he is not aware of having done anything to trigger the ad that is obscuring his view of a web page. Meanwhile, major online content/service providers such as Earth Link and America Online have responded to consumers' complaints about pop-ups by employing new software that allows users to block pop-up ads (America Online, 2003). On many occasions, online users are left to wonder what they have done to warrant the punishment of seizure of their computer screens by pop-up advertisements for secret web cameras, insurance, travel values, products, to name a few of the more popular pop-up ads.

Edwards et al. (2002) found that when pop-up ads provided value to consumers, they were perceived as less irritating. According to figures from researcher Nielsen/NetRatings in 2002, less than 10% of Internet advertisers used pop-up advertisements despite their seemingly ubiquitous presence. Bumatay (2002) also noted that 11.3 billion pop-up advertisements were launched in the first seven months of 2002 which is just 2% of the online advertising market. However, figures from Nielsen/NetRatings reveal that pop-up and pop-under advertising comprised 6% of the total online ad impressions in September 2004, indicating that the presence of pop-up advertisements online are on the increase (Olsen, 2004). Several types of pop-up can be used to display ads and some of them include:

Multi Pop-Up: Here, the website will launch multiple pop-ups upon entering. Different techniques are used for this particular type of pop up.

Come And Go: Here, Pop-ups are launched upon entering and exiting.

Timed Pop-Up: Pop-ups are programmed to launch after a certain amount of time. Usually, 5 seconds.

Floating Pop-Up: This is a pretty annoying type of pop up. It doesn't go away until a certain action is accomplished.

Modeless Window: It will stay in the upper section of the browser until the page is closed.

Sticky Pop-Up: This is a floating pop up that will appear in a corner no matter how high or low you scroll in the webpage. ([https://rangit.com/internet/types-of-pop-up ads/](https://rangit.com/internet/types-of-pop-up-ads/))

2.1.4 Online Stores

The word "online store" is a combination of two words, "online" and "stores". When we talk about things related to online, we are also invariably talking about the internet and all its activities. Therefore, on one hand, "online" refers to any activity done over the internet which could also be tagged "online rendezvous". Dellaert and Ruyler's study (as cited in Gagriel, Ogbuigwe, & Ahiauzu, 2016), explains that the term "online" comes with a lot of technological development of the internet and is enhanced through the use of various electronic gadgets which has given rise to what we have today as e-commerce, e-banking, e-retailing, e-learning, etc.

The term "stores" on the other hand according to the oxford advanced learners dictionary, is a shop of any size or kind but in this case, the proposed shop is the type that exists online and is invisible. Having ascertained both terms separately, the definition of an online store can now be merged to mean an e-store or a store that exists on the internet whereby consumers make transactions with the aid of electronic gadgets. At present, the majority of businesses, shops, and firms ranging from fashion, technology, eateries, etc. have resorted to utilizing the internet to boost their sales rate. Consumers and firms are conducting a substantial and rapidly increasing amount of business on the Internet. The possibilities that the internet offers are inexhaustible hence, the number of online stores keeps increasing rather than decreasing. Nigeria has over 186 million people and maintains

the largest market in Africa. This is because Nigeria is the "Giant of Africa" due to its population and for being the country that has one of the fastest-growing economies in the world.

According to Sadiq-Mabeko (2016), the turning point was the report of a survey of Master card worldwide of June 11, 2012, which showed that 92% of Nigerians who took part in the survey indicated a positive attitude towards the use of online shopping. It also indicated that 52% of the Nigerians who had shopped online in the last three months before the survey said they will continue to shop online within the next six months. Online shopping in Nigeria may have started with Fouani Nigeria Ltd, as a local distributor of LG Electronics products in 2011. However, on July 3, 2012, an actual online store with the name "Jumia" was launched, initially with the name, "Kasuwa" a Hausa word meaning Market. It later changed its name to Jumia which still bears to date. Later in the same year, Konga.com, DealDey, and many other online stores were also launched. (Sadiq-Mabeko, 2016). Although there are claims that there are over 200 Nigerian online stores on the net, a research report has listed 158 of them, with a visit to more than 70% of them to ascertain their genuineness, without their knowing the motive. The following were listed as the top 5 online shops in Nigeria:

1. Jumia.com.ng
2. Konga online shopping store
3. Payporte
4. Yudala
5. Vconnect

With a humble beginning of an injection of 10 million into Jumia (use to be Kasuwa), and 5 staff, Jumia (the first online shop) is today operating with over 500 staff on its payroll. Other shops were also launched and are operating online consumption. According to the former Minister of Communication technology Dr. Omobola Johnson online shopping is worth about 12 billion, with a projection of 154 billion by 2025. There are also reports that over 300,000 orders are made daily, whereas there are over 500 visits to each site of the webshops daily. According to Mutum, (2013) Previous researches have also shown that Jumia is credited as the leading online shop in Nigeria, followed by Konga and others therefore this study aims to see if this assertion is true.

Internet shopping has continued to witness rapid growth and new areas are being opened and explored.

2.1.5 Online Buying

Varma and Agarwal (2014), stated that online buying or shopping refers to the process of researching and purchasing products or services over the Internet. The online transaction involves three steps which are: process information retrieval, information transfer, and product purchase. However, the entire online buying has been divided into two stages: the first stage consists of searching, comparing and selecting, placing an order termed as ordering stage and the second stage involves order tracking and keeping or returning termed as order fulfillment stage (Liao et. al. 2010).

The number of internet users in Nigeria hits 122 million as of May 2019 according to the Nigerian Communications Commission (NCC), in collaboration with the Nigerian Internet Registration Association (NIRA). Among this figure, the majority of the internet users are most likely youths and, there is no doubt that university students make up a large chunk of the youths who regularly use the social network sites through their mobile phones, their systems, and other internet-accessible gadgets either searching for information or chatting with friends online and therefore, the chances of them engaging in online buying in a day is on a high side. Many students from the Mountain Top University have embraced the evolution in technology, for easy access to the internet. The growth has been fueled by the implementation of the Information Communication Technology (ICT) policy by the government and the introduction and availability of free Wi-Fi, especially in private universities.

2.1.6 Consumer Behavior

The term "customer" is different from the term "consumer" because it is specific in terms of brand, company, or shop. Customer is used to referring to a person who customarily or regularly purchases products from a particular brand, company, or shop. Hence, a person who shops at Jumia stores or who chooses to wear Louis Vuitton clothing is a customer of these firms. Whereas, the "consumer" is a person who generally engages in the activities of searching, selecting, usage, and disposal of products, services, experience, or ideas. The crux of the terms earlier defined is to take us through the journey of what consumer behavior entails.

Consumer behavior is the investigation of people, gatherings, or associations and the cycles they use to look for, select, secure, and discard items, administrations, encounters, or thoughts to fulfill needs and the effects that these cycles have on the customer and society (Kuester, 2012). Regarding the aforementioned, consumer behavior of every individual is different from the other depending on their buying choices which are influenced by buying habits and choices that are in turn tampered by psychological and social drivers that affect the purchase decision process (Brassington & Pettitt, 2000). According to Kotler (2004), multiple factors affect consumer behavior, among them are; economic status, beliefs, and values, culture, personality, age, and education. Findings on consumer behavior are used to develop methods and products that will boost company performance and sales.

Similarly, Warner (2001) defines consumer behavior as the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs as well as the impacts that these processes have on the consumer and society. Warner emphasized that consumption-related behaviors are often undertaken collectively. For example, some activities are performed by individuals but consumed by a family or group of people. The same way an organization's purchasing activity is usually followed by group decisions.

Besides this point, consumer behavior is not just purchasing, it also involves usage and disposal of the goods. It blends elements from psychology, sociology, social anthropology and economics, and attempts to understand the decision-making processes of buyers, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioral

variables in an attempt to understand people's wants, and also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general. This definition brings out that it is not just the buying of goods/services that receive attention in consumer behavior but, the process starts much before the goods have been acquired or bought.

A process of buying starts in the minds of the consumer, which leads to the finding of alternatives between products that can be acquired with their relative advantages and disadvantages. This leads to internal and external research. Then follows a process of decision making for purchase and using the goods, and then the post-purchase behavior which is also very important, because it gives a clue to the marketers whether his product has been a success or not. (Warner, 2001).

Todd (1997), highlighted diverse ways of measuring consumer behavior, depending on their interest. He stated that regular market research allows businesses to know their customers, and take them into account when making business decisions. According to him, this will improve business performance and profits to a great degree. Common measurements of Consumer behavior according to him includes, surveying to determine consumer behavior of which there are two main types: Qualitative and Quantitative.

Qualitative studies involve asking a few consumers a lot of in-depth questions while quantitative studies involve asking lots of consumers a few questions. The latter would be better for determining the market for a new product since you only need to find out if people would buy it. The former can be used when you are amending a product or making one similar as it will enable you to gain more detailed information. Additionally, consumer behavior can be measured by observing consumers going about their businesses in legalized stores or shopping malls.

2.1.7 Concept of Perception

Perception is derived from the Latin word "perceptio" which is translated as receiving, collecting, and action of taking possession with the mind or senses. It is a process of getting awareness and understanding information involving the five senses; the sense of smell, taste, touch sight, and sound. Perception is a natural process and sometimes it occurs subconsciously without our notice. It is a mental process that transforms the impulses of our view of different things say, people,

objects, sounds, etc.; it is the driving force of any action we take. Just as Severin and Tankard (2001), explained that the process of receiving and interpreting a message is referred to in communication models as decoding. They pointed out that this process involves the perception or the taking in of stimuli through the senses and the subsequent processing of that information.

There are two major types of influences on the perception of individuals and they are; structural and functional. The structural influences on the perception of individuals come from the physical aspects of the stimuli, to which they are being exposed (external factors), while the functional aspects are the psychological features that influence their perception (internal factors). Severin and Tankard (2001) brilliantly explain that different individuals react to messages in different ways therefore they tend to select what they perceive as well as choose the messages they are exposed to, attend to and retain, leading to recall.

Bennett et. al. (1989), put it that perception is remarkably active and it involves learning, updating perspective, as well as interacting with the observed. According to them, perception involves building inference.

2.1.8 Concept of Cookies

A cookie is a small amount of data generated by a website and saved by your web browser. Its main purpose is to remember information about you, similar to a preference file created by a software application. Web cookies were invented in 1994 as a mechanism for enabling the state to be maintained between clients and servers. Cookies serve many functions but, their most common purpose is to store login information for a specific site. Some sites will save both your username and password in a cookie, while others will only save your username. Whenever you check a box that says, "Remember me on this computer," the website will generate a login cookie once you successfully log in. Each time you revisit the website, you may only need to enter your password or you might not need to log in at all. Cookies are also used to store user preferences for a specific site. For example, a search engine may store your search settings in a cookie.

Over the years, cookies have remained a central component in the web and their use has expanded as application needs have evolved. A vast majority of online 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. Marketing websites sometimes use cookies to store information about those who visit their sites. For instance, if an online store owns a website and needs to store a lot of personal information, it may use a cookie to remember its visitors but will load the information from the webserver. Web cookies are widely used to track users and their behaviors.

Meanwhile, Tomasz et. al. (2015), expressed that alarms over user privacy and web cookies have been raised over the years in the popular press which has led to the development of a variety of tools that facilitate cookie management and removal, as well as laws that govern user privacy. Hence, the next time you see an advert pops up on your screen before you even type in the information you are searching for, bear in mind that it is a result of tracking enabled by cookies. According to them, cookies are used to track individuals to facilitate marketing and increase sales profit.

2.2 Theoretical Framework

2.2.1 Perception Theory

Berelson and Steiner (1994) propounded the perception theory. According to them, perception is a complex process by which individuals select, organize, and interpret sensory stimulation into a meaningful and coherent picture of the world. Bennett et. al. (1989), states that perception is notably active, it involves learning, updating perspective, and interacting with the observed. Conversely, Arnould et. al. (2004), explain perception to be the process of giving meaning to sensory stimuli. People act and react based on their perceptions, i.e. the way they sense and interpret the world around them. Consumers' perceptions are fundamental to the understanding acquisition, consumption, and disposal of goods and services.

The symbols used in language and writing, in marketing communication in all forms, gain meaning by reference to perceptions. According to them, the perception theory is so fundamental to the understanding of how consumers behave. There is a striking subtlety about perceptions also, it has many aspects ranging from the cultural to the social, psychological, and physiological standpoint.

Selective perception is the term applied to the tendency for an individual's perception to be influenced by wants, needs, attitudes, and other psychological factors. This suggests that different individuals can react to the same corporate brand message in very different ways. Just like Anaeto et. al. (2008), points out that messages can reach target audiences and still fail to accomplish its purpose because it is subject to the interpretation of the receiver. Severin and Tankard (2001), explained that the process of receiving and interpreting a message is referred to in communication models as decoding. The process involves the perception or the taking in of stimuli through the senses and the subsequent processing of that information.

According to them, three processes that are similar to selective perception sometimes come into play which is: selective exposure, selective attention, and selective retention. Selective exposure on one hand is the tendency for individuals to expose themselves to marketing promotion's messages; adverts in this case, that are in agreement with their existing attitudes and to avoid those that are not. Selective attention, on the other hand, is the tendency for individuals to pay attention to those parts of a message that are consonant with strongly held attitudes, beliefs, or behaviors and to avoid those parts of a message that go against those strongly held attitudes, beliefs, or behaviors, while selective retention is the tendency for the recall of information to be influenced by wants, needs, attitudes, and other psychological factors, and to avoid the recall of those that are not. Perception theory provides a solid framework for determining the influence of online advertising pop-up on students buying habits.

2.2.2 Theory of Buyer Behaviour

The theory of buyer behavior was developed by John and Jagdish (1963). This theory is based on the notion that the consumer behaves rationally during purchase after being exposed to stimuli repeatedly and this decision is a result of incentives that have their source in the environment (input variables). It looks at how Input variables i.e. messages serve as stimuli that draw the buyer into the consideration of purchasing a product.

According to them, three different types of stimuli can influence the buyer and they include: firstly, the environmental stimuli that the consumer is subjected to, and they can be communicated from

a variety of sources. Secondly, significative stimuli which are the actual elements of products and brands that the buyer confronts. Lastly, symbolic stimuli which refer to the representations of products and brands as constructed by marketers through advertising and act on the consumer indirectly. The influence of such stimuli is internalized by the consumer before they affect the decision process. However, it is seen that these stimuli must be in sync with the individual's psychological makeup (such as personality, stored information experience, attitudes) and external variables (such as the value of the purchase for the buyer, the character traits of the consumer, membership of a social group, the financial status of a consumer and the pressure of time). All of these serve to control, filter, and process the stimuli that are received. Output variables are hence considered as the result of the effectiveness of the awareness and they include purchase intention, attitude, brand perception, and attention.

The aforementioned are noticeable effects of internal processes. For example, the consumer's sudden decision to implement the purchase, disclosure of his/her view and interest, and actual purchase. This theory clearly explains the different processes through which a buyer's standards act as agents for effective communication to him/her. This is because the buyer is in charge of his or her mind and is the major determinant of whether they patronize a product or not. Just like Joyce cited in O'Donohoe (1993) noted that "the consumer is not a passive, helpless advertising fodder". He/she scrutinizes adverts to find those which fit well with their frame of reference in terms of product quality. Therefore, the theory of buyer behavior provides a solid framework for determining the influence of online advertising pop-up on students buying habits.

2.3 Empirical Review

In a research carried out by Diao and Edwards et al. (2002) titled "orienting response and memory for web advertisements", they established from industry analysts that pop-up ads are enormously effective in attracting user attention. Although so far there is little, if any, public empirical research concerning the effectiveness of this type of advertising. They noted that there is a lack of empirical research on the potential effect of a pop-up window in conjunction with the presence of banner ads on the same web-page, even though banner ads and pop-up ads coexist on a large number of portal

Websites. According to them, the widespread use of these modes of advertising merits exploration of their effects on users.

Further, in the same research, Diao and Edwards et al. (2002) cited Coursey (2001), explaining that Pop-up ads are considered to be the most annoying type of advertisement by online users, although they are not sure if this sentiment is shared by the larger Web community since they focused on a segment of persons. From a practical standpoint, their study revealed that the pop-up window had a significant impact on Orienting Response (ORs).

In another study titled "Influence of Online Display Advertising on Students' Patronage of Products in Selected Universities in Enugu State" carried out by Ijeoma et al. (2018), their study revealed that 56% of the respondents agree that online display ads, with static banners and pop up ads, are the center of focus and influenced their buying behavior. In the study, 39% of the respondents considered pop up ads to be the principal advertising strategy that influenced their purchasing behavior.

Anthony's (2015) study on "the effectiveness of internet advertising on consumer behavior" found that internet advertising which is a variant of "online advertising", influenced the purchase decision of consumers, to a moderate extent. About 48% of the respondents indicated that internet advertising influenced their purchase decision. The study also established that internet advertising is a key determinant of the purchase decision of the customers and that internet advertising has a significant relationship with the purchase decision of the consumers. The findings supplement earlier findings of Goldsmith and Lafferty (2002) that internet advertising is a key determinant of purchase decisions by the customers and that internet advertising has an association with the purchase decision of the consumer.

Tessa (2002), in her article on pop-up ads, titled: Good? Bad? Ugly? analyzed several responses from web surfers and studies. She explained that people consider pop-up ads to be intolerable and that they should be stopped. In her research, she justified that one of the studies she analyzed posits that only 72% of US web users accept limited use of pop-ups and 47% agree as many as two to six ads per hour are appropriate to support free content. Meaning that what annoys the surfers more is the volume of ads that they have to deal with within a single session and not even the pop-up itself.

From the study of Le Wang et al. (2014), they found that only 2.5% of their respondents are highly influenced by pop up ads. Also, 10.2% of the respondents indicated that they are somewhat influenced by these pop-up ads. However, over 64% of the respondents stated that they are not influenced by these pop-up ads. This means that they either ignore these ads as unimportant or do not give them the attention they deserve.

CHAPTER THREE

RESEARCH METHODOLOGY

Introduction

This chapter focuses on the research methodology that was used in the study. It provides a detailed description of the research approach adopted in this study. Research design, target population, research instruments, data collection, and analysis methods used are presented sequentially.

3.1 Research Design

A study of online advertising pop-ups and students' buying habits requires a method(s) that will allow the researcher to gain insights into the perceptions, usage, and attitudes of the students as regards online advertising pop-ups. Therefore, the survey research method was employed to effectively prosecute this study with the questionnaire as the instrument for data collection. This is based on the fact that the opinions, as well as views of students as regards their perception of online ad pop-ups, are crucial data needed for the study.

The survey research method was well-thought-out as most appropriate because it is a type of research method that allows researchers to investigate problems that have to do with deriving responses from human beings. It equally allows researchers to examine the interrelationships among variables and to develop explanatory inferences (Wimmer & Dominick 2011).

According to Simon (1969), as cited in Onabajo (2010), a survey research method is used to gather data on what people say and about variables as they are found in the world. It may also be defined as a method of primarily collecting data based on a form of communication or rapport with a representative sample of individuals (called respondents). It can take the form of a short paper-and-pencil feedback or an intensive one-on-one in-depth interview depending on the nature and scope of the research study.

3.2 Population of the Study

The Mountain Top University (MTU) is a private university in Makogi Oba, Ogun State, Nigeria, founded in 2015, by Dr. D.K. Olukoya, the founder and General overseer of the Mountain of Fire and Miracles Ministries worldwide. The university has a total number of 1,300 students presently.

The population for this study therefore sums up to 1,300 which comprises all undergraduate students in MTU. Previous researchers have based their research on majorly federal universities, very few have taught of using only a private university to ascertain the effect of online pop-up adverts. More importantly, the university is provided with internet access through a wireless connection (Wi-Fi) hence, the possibility of students coming across online ad pop-ups via the use of the internet is very high.

3.3 Sampling Technique

For this research, the multi-stage sampling method was adopted. Respondents were selected using this sampling method. 260 students were used as a study sample to represent the population of students (consumers). MTU was stratified into its two clusters, using the two available colleges as the gauges. A simple random technique was used to select respondents from each college.

The multi-stage sampling technique was viable for this study since it gave the advantages of focusing on important subpopulations thereby allowing the use of different sampling techniques for different subpopulations in improving the accuracy of estimation.

3.4 Sample Size

The sample size is 260 and this was gotten using the Taro Yamane formula. There are a total of 1,300 as obtained from the university. The questionnaire was administered to 260 respondents. The population is grouped into randomly selected students from each stratum.

3.5 Research Instrument

This research made use of primary data, which was collected using a structured questionnaire distributed to the 260 respondents sampled from Mountain Top University's main campuses, found outside the university environment and within the university environment. The questionnaire was distributed based on the level or year of study and students were randomly selected. Also, the convenience sampling technique was employed in distributing the questionnaire.

They administered questionnaires that were collected after completion by the respondents and their responses were used for analysis. The questionnaire had both open and closed-ended questions.

3.6 Validity and Reliability of Research Instrument

Content validity refers to the extent to which an instrument represents the factors under study. Therefore, to achieve this content validity, the researcher submitted her questionnaire to her supervisor and a statistician for proper assessment and review. After a thorough examination, it was returned approved. The questionnaire included a variety of questions to test the knowledge of students about online advertising pop-ups and buying habits.

Reliability can also be achieved by reducing sources of measurement errors like data collector bias. Hence, the researcher was the only one to administer the copies of questionnaires. Also, the same measure of friendliness and support from the researcher was administered to all respondents.

3.7 Method of Data Collection

The questionnaires for this study were distributed and collected using online social media platforms, including WhatsApp and Facebook. Google Form was used to create the questionnaire.

3.8 Method of Data Analysis

This study used descriptive statistics to summarize data using percentage, frequency, range, etc. The information gathered was investigated, clarified, and deciphered in words, tables, utilizing the Statistical Package for the Social Sciences (SPSS).

CHAPTER FOUR

DATA ANALYSIS AND DISCUSSION OF FINDINGS

Introduction

This chapter centers around the investigation and translation of data gathered from the participants for this study.

4.1 Data Presentation/Analysis

A total number of 260 copies of questionnaire items were administered to the respondents and these returned copies formed the basis of the data interpretation and analysis. All questionnaires copies were returned.

The quantitative data generated from the surveys were examined and presented using frequency tables and simple percentage.

4.1.1 Analysis of Demographic Data of the Respondents

The first section of the questionnaire consisted of six demographic questions and they were presented in this subsection.

Table 4. 1: Respondents' demographic data

Demographic Information		Frequency	Percentage
Year of Study	Year I	63	24.2%
	Year II	50	19.2%
	Year III	60	23.1%
	Year IV	73	28.1%
	Other	14	5.4%
	Total	260	100%
Age (years)	15 to 20	155	59.6%
	21 to 25	98	37.7%
	26 to 30	0	0%
	31 to 35	6	2.3%
	40+	1	0.4%
	Total	260	100%

Gender	Male	130	50%
	Female	130	50%
	Total	260	100%
Marital Status	Single	253	97.3%
	Married	6	2.3%
	Separated	1	0.4%
	Divorced	0	0%
	Widowed	0	0%
	Total	260	100%
Place of Residence	University	232	89.2%
	hostels		
	Other	28	10.8%
	Total	260	100%
Colleges	CBAS	120	46.2%
	CHMS	140	53.8%
	Total	260	100%

Table 4.1 shows the year of study, age, gender, marital status, place of residence and colleges of the respondents.

Table 4.1 shows that 63 (24%), were Year I students, 50 (19.2%) were Year II students, 60 (23.1%) were Year III students, 73 (28.1%) were Year IV students, while 14 (5.4%) were from other year of study. The table therefore illustrates that majority of the respondents were in Year IV.

It is also deducible from table 4.1 that 155 (59.6%), were from ages 15-20, 98 (37.7%) were from ages 21-25, 0 (0%) were from ages 26-30, 6 (2.3%) were from ages 31-35, while 1 (0.4%) was from age 40+. The table therefore illustrates that majority of the respondents were from ages 15-20. This is the actual age range of most undergraduate students in private universities in the country.

There are 130 (50%), were females, and 130 (50%) males. The table therefore illustrates that both males and females responded equally.

Analysis of respondents' marital status reveal that 253 (97.3%), were single, 6 (2.3%) were married, 1 (0.4%) was separated, 0 (0%) were divorced, and 0 (0%) were widowed. The table therefore illustrates that majority of the respondents were single.

The demographic data on place of residence show that 232 (89.2%), reside in university hostels, while 28 (10.8%) reside in other places. The table therefore illustrates that majority of the respondents reside in the university hostel.

120 (46.2%) were from the College of Basic and Applied Sciences (CBAS), while 140 (53.8%) were from the College of Humanities and Social Sciences (CHMS). The table therefore illustrates that majority of the respondents are from CHMS. This is also indicative of the fact that there are more social and management science students than in pure sciences.

4.1.2 Analysis of Data relating to Research Questions

The data generated from the respondents were analysed using the responses gained from the respondents to answer the research questions.

Research Question One: What is the level of students’ awareness and patronage of online buying sites and platforms? This research question was answered using responses from questionnaire items 1 to 8.

Table 4.2: Respondents who know what online advertisement is

	Frequency	Percentage
Yes	244	86.2%
No	5	1.9%
Not sure	31	11.9 %
Total	260	100%

Table 4.2 shows that 86.2% said yes they know what online advertisement is, 1.9% of the respondents said no they have no idea what it entail, while 11.9% are not sure of what it is. The table and chart therefore illustrates that majority of the respondents know what online advertisement entail since their response was yes.

The respondents were further asked to describe what they understood by online advertisement. All respondents replied differently based on their understanding of what an online advertisement means. There was general agreement among the respondents that online advertisement has to do with using internet platforms to advertise goods and services. One of the respondents described online advertisement as “the means or form of communicating and creating of awareness to people with the use of electronics (online services)”.

Another respondent defined it as “any type of marketing message that shows up with the help of the Internet. It could appear in a web browser, search engine and even on social media”. Also, one of the respondents explained online advertisement as “the placement of goods and services online, for awareness and sales”.

It is therefore deducible that majority of the respondents have a concrete understanding of what an online advertisement means.

Table 4.3:

Respondents’ responses to the type of online adverts have you come across?

	Frequency	Percentage
Pop-up ads	216	83.1%
Banner ads	36	13.8%
Pop under ads	4	1.5%
Others	4	1.5%
Total	260	100%

Table 4.3 shows that 216 (83.1%) of the respondents have come across pop up ads, while 36 (13.8%) have come across banner ads, 4 (1.5%) have come across pop under ads and another 4 (1.5%) have come across other forms of online display ads. The table therefore illustrates that majority of the respondents have come across pop up ads.

Table 4.4:

Respondents’ responses to whether they pay attention to pop up ads?

	Frequency	Percentage
Always	14	5.4%
Sometimes	183	70.4%
Never	63	24.2%
Total	260	100%

Table 4.4 shows that 14 (5.4%) of the respondents always pay attention to pop up ads, 183 (70.4%) sometimes pay attention, while 63 (24.2%) never pay attention. The table therefore illustrates that

majority of the respondents sometimes pay attention to pop up ads. The reason they do so may not be clear.

Table 4.5

Respondents' products purchase determinant.

	Frequency	Percentage
Yes, I visit sites and purchase when I see pop up ad promptings	28	10.8%
No, I visit sites and purchase without pop up ad promptings	125	48.1%
Don't know	107	41.2%
Total	260	100%

Table 4.5 shows that 10.8% of the respondents visit sites and purchase when they see pop up ad promptings, 48.1% said no, they visit sites and purchase without the promptings, and 41. 2% do not know. The table therefore illustrates that majority of the respondents visit sites and purchase products without pop up ad promptings.

Table 4.6:

Respondents' frequency of purchasing items online

	Frequency	Percentage
Always	22	8.5%
Sometimes	165	63.5%
Never	73	28.1%
Total	260	100%

Table 4.6 shows that 8.5% of the respondents always purchase items online, 63.5% sometimes purchase items online, while 28.1% never purchase items online. The table therefore illustrates that majority of the respondents sometimes purchase items online.

Table 4.7:

Online stores patronized by the respondents

	Frequency	Percentage
Jumia	154	59.2%
Konga	25	9.6%
Payporte	14	5.4%
Yudala	0	0%
Olx Nigeria	8	3.1%
Others	59	22.7%
Total	260	100%

Table 4.7 shows that 59.2% patronize Jumia, 9.6% patronize Konga, 5.4% patronize Payporte, 0% patronize Yudala, 3.1% patronize Olx Nigeria, while 22.7% patronize other stores. The table therefore illustrates that majority of the respondents patronize Jumia.

Table 4.8

Respondents' duration of the patronage of the online stores

	Month(s)	Frequency	Percentage
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Jumia	0-8 months	32	12.3%
	8 months – 1 year	175	67.3%
	2 – 3 years	32	12.3%
	4 years and above	21	8.1%
Total		260	100%

Table 4.8.1

	Month(s)	Frequency	Percentage
Konga	0-8 months	215	82.6%
	8 months – 1 year	26	10%
	2 – 3 years	15	5.8%
	4 years and above	4	1.6%
Total		260	100%

Table 4.8.2

	Month(s)	Frequency	Percentage
Payporte	0-8 months	238	91.5%
	8 months – 1 year	13	5%
	2 – 3 years	8	3.1%
	4 years and above	1	0.4%
Total		260	100%

Table 4.8.3

	Month(s)	Frequency	Percentage
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Yudala	0-8 months	250	96.1%
	8 months – 1 year	6	2.3%
	2 – 3 years	2	0.8%
	4 years and above	2	0.8%
Total		260	100%

Table 4.8.4

	Month(s)	Frequency	Percentage
Olx Nigeria	0-8 months	239	91.9%
	8 months – 1 year	10	3.8%
	2 – 3 years	9	3.5%
	4 years and above	2	0.8%
Total		260	100%

Table 4.8.5

	Month(s)	Frequency	Percentage
Others	0-8 months	245	94.2%
	8 months – 1 year	8	3.1%
	2 – 3 years	4	1.5%
	4 years and above	3	1.2%
Total		260	100%

From table 4.8, it is deduced that 12.3% of the respondents have been patronizing Jumia for 0 – 8 months, 67.3% have been patronizing Jumia for 8 months – 1 year, 12.3% have been patronizing Jumia for 2 – 3 years, and 8.1% have been patronizing Jumia for 4 years and above. The table therefore shows that majority of the respondents have been patronizing Jumia for 8 months – 1 year.

From table 4.8.1, it is deduced that 82.6% of the respondents have been patronizing Konga for 0 – 8 months, 10% have been patronizing Konga for 8 months – 1 year, 5.8% have been patronizing Konga for 2 – 3 years, and 1.6% have been patronizing Konga for 4 years and above. The table therefore shows that majority of the respondents have been patronizing Konga from 0 – 8 months

From table 4.8.2, it is deduced that 91.5% of the respondents have been patronizing Payporte for 0 – 8 months, 5% have been patronizing Payporte for 8 months – 1 year, 3.1% have been patronizing Payporte for 2 – 3 years, and 0.4% have been patronizing Payporte for 4 years and above. The table therefore shows that majority of the respondents have been patronizing Payporte from 0 – 8 months

From table 4.8.3, it is deduced that 96.1% of the respondents have been patronizing Yudala for 0 – 8 months, 2.3% have been patronizing Yudala for 8 months – 1 year, 0.8% have been patronizing Yudala for 2 – 3 years, and 0.8% have been patronizing Yudala for 4 years and above. The table therefore shows that majority of the respondents have been patronizing yudala from 0 – 8 months

From table 4.8.4, it is deduced that 91.9% have been patronizing Olx for 0 – 8 months, 3.8% have been patronizing Olx for 8 months – 1 year, 3.5% have been patronizing Olx for 2 – 3 years, and 0.8% have been patronizing Olx for 4 years and above. The table therefore shows that majority of the respondents have been patronizing Olx from 0 – 8 months

From table 4.8.5, it is deduced that 94.2% of the respondents have been patronizing other online stores for 0 – 8 months, 3.1% have been patronizing other online stores for 8 months – 1 year, 1.5% have been patronizing other online stores for 2 – 3 years, and 1.2% have been patronizing other online stores for 4 years and above. The table therefore shows majority of the respondents have been patronizing other stores from 0 – 8 months.

Research Question Two: How do students perceive online pop up adverts? Responses from questionnaire items 9 to 11 were used to answer the research question.

Table 4.9

Respondents' frequency of coming in contact with online pop up ads

	Frequency	Percentage
Very often	0	0%
Often	239	91.9%
Hardly	20	7.7%
Never	1	0.4%
Total	260	100%

Table 4.9 shows that the highest number of respondents 239 (91.9%) 0% come in contact with online pop up ads often. Only 20 (7.7%) of the respondents hardly comes in contact with it. The table therefore establishes that majority of the respondents often come in contact with online pop up ads. This further proves that it is a common phenomenon among the study population.

Table 4.10

Respondents' perception about online pop up ads

	Frequency	Percentage
Intrusive	90	34.6%
Annoying	93	35.8%
Waste of time	16	6.2%
Entertaining	13	5%
Inviting	20	7.7%
Unnecessary	28	10.8%
Total	260	100%

Table 4.10 shows that 34.6% of the respondents perceive online pop up ads as intrusive, 35.8% perceive it as annoying, 6.2% perceive it as a waste of time, 5% perceive it as entertaining, 7.7% perceive it as inviting, while 10.8% perceive it as unnecessary. The table therefore illustrate that majority of the respondents have negative perceptions about online pop up ads.

Table 4.11

Respondents' reaction to a preferred brand's pop-up ad

	Frequency	Percentage
Yes, I pay attention	105	40.4%
No, I ignore	107	41.2%
Don't know	48	18.5%
Total	260	100%

Table 4.11 shows that 40.4% of the respondents pay attention to a preferred brand's pop-up ad, while 41.2% ignore it. However, 18.5% of the respondents are undecided about what their action would be. The findings therefore show that respondents for this are almost equally divided on both positive and negative sides as regards their reactions to their preferred brand's pop-up ad.

Research Question Three: What constituent of the pop up ad influences students' purchase decision? This research was answered using the responses to questionnaire items 12 to 14.

Table 4.12

Respondents' reactions to pop-up ads

	Frequency	Percentage
I always click through	12	4.6%
Sometimes, I click through	133	51.2%
I close it immediately	115	44.2%
Total	260	100%

Table 4.12 shows that 4.6% of the respondents always click through when they see pop-up ads, 51.2% sometimes click through, and 44.2% close it immediately. The table therefore illustrates that the majority of the population are favorably disposed to checking out the pop-up ads by clicking through but this does not happen all the time. At other times, which is also high (44.2%), they just close the pop-up immediately.

Table 4.13

Constituents of pop-up ads and their attraction level to the respondents

	Frequency	Percentage
Image	128	49.2%
The colour	21	8.1%
The shape	4	1.5%
Animation content	64	24.6%
Others	43	16.6%
Total	260	100%

Table 4.13 shows that 49.2% of the respondents have their attention captured by the image of the pop-up ads, 8.1% have their attention captured by the colour of the pop-up ads, 1.5% have their attention captured by the shape of the pop-up ads, 24.6% have their attention captured the animation content of the pop up ads, while 16.6% have their attention captured by other things about the pop up ad. The data therefore shows that majority of the respondents have their attention captured by the image of the pop-up ad.

Table 4.14

Respondents' responses on whether familiarity with a brand influenced their reaction to their pop-up ad.

	Frequency	Percentage
Yes	86	33.1%
No	125	48.1%
Not sure	49	18.8%
Total	260	100%

Table 4.14 shows that 33.1% of the respondents click through pop up ads due to their familiarity with the brand, however, 48.1% of the respondents did not agree with that. Therefore, majority of the respondents said that they do not click through pop up ads due to brand familiarity.

Research Question Four: To what extent are students’ purchasing habit influenced by online pop up adverts? This research was answered using the responses to questionnaire items 15 to 18

Table 4.15:

Respondents’ internet activity extent rate

	Extent	Frequency	Percentage
Chatting and social networking	Great extent	165	63.5%
	Some extent	86	33.1%
	Undecided	7	2.6%
	Little extent	2	0.8%
	No extent	0	0%
Total		260	100%

Table 4.15.1

	Extent	Frequency	Percentage
Email	Great extent	87	33.5%
	Some extent	145	55.8%
	Undecided	8	3.1%
	Little extent	19	7.3%
	No extent	1	0.3%
Total		260	100%

Table 4.15.2

	Extent	Frequency	Percentage
Information sourcing	Great extent	144	55.4%
	Some extent	97	37.3%
	Undecided	5	1.9%
	Little extent	14	5.4%
	No extent	0	0%

Total		260	100%
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Table 4.15.3

	Extent	Frequency	Percentage
Entertainment	Great extent	116	44.6%
	Some extent	123	47.3%
	Undecided	6	2.3%
	Little extent	14	5.4%
	No extent	1	0.4%
Total		260	100%

Table 4.15.4

	Extent	Frequency	Percentage
Downloading materials	Great extent	124	47.7%
	Some extent	107	41.2%
	Undecided	5	1.9%
	Little extent	24	9.2%
	No extent	0	0%
Total		260	100%

Table 5.15.5

	Extent	Frequency	Percentage
E-commerce	Great extent	41	15.8%
	Some extent	108	41.5%
	Undecided	52	20%
	Little extent	40	15.4%
	No extent	19	7.3%
Total		260	100%

Table 4.15.6

	Extent	Frequency	Percentage
Marketing of products and services	Great extent	46	17.7%
	Some extent	89	34.2%
	Undecided	55	21.2%
	Little extent	38	14.6
	No extent	32	12.3%
Total		260	100%

Table 4.15.7

	Extent	Frequency	Percentage
Shopping	Great extent	39	15%
	Some extent	117	45%
	Undecided	45	17.3%
	Little extent	40	15.4%
	No extent	19	7.3%
Total		260	100%

From table 4.15, it is deduced that 63.5% of the respondents use the internet for chatting and social networking to a great extent, 33.1% use it to some extent, and 2.6% are undecided, while 0.8% use it to a little extent. The table therefore illustrates that a larger number of the respondents use the internet for chatting and social networking to a great extent.

From table 4.15.1, it is deduced that 33.5% of the respondents use the internet emailing to a great extent, 55.8% use it to some extent, 3.1% are undecided, 7.3% use it to a little extent, and 0.3% use it no extent. The table therefore illustrates that a larger number of the respondents use the internet for emailing to some extent.

From table 4.15.2, it is deduced that 55.4% of the respondents use the internet for information sourcing to a great extent, 37.3% use it to some extent, and 1.9% are undecided, while 5.4% use it to a little extent. The table therefore illustrates that a larger number of the respondents use the internet for information sourcing to a great extent.

From table 4.15.3, it is deduced that 44.6% of the respondents use the internet for entertainment to a great extent, 47.3% use it to some extent, 2.3% are undecided, 5.4% use it to a little extent, and 0.4% use it no extent. The table therefore signifies that a larger number of the respondents use the internet for entertainment to some extent.

From table 4.15.4, it is deduced that 47.7% of the respondents use the internet for downloading materials to a great extent, 41.2% use it to some extent, and 1.9% are undecided, while 9.2% use it to a little extent. The table therefore illustrates that majority of the respondents use the internet for downloading materials to a great extent.

From table 4.15.5, it is deduced that 15.8% of the respondents use the internet for e-commerce to a great extent, 41.5% use it to some extent, 20% are undecided, 15.4% use it to a little extent, and 7.3% use it no extent. The table therefore illustrates that majority of the respondents use the internet for e-commerce to some extent.

From table 4.15.6, it is deduced that 17.7% of the respondents use the internet for marketing of products and services to a great extent, 34.2% use it to some extent, 21.2% are undecided, 14.6% use it to a little extent, and 12.3% use it no extent. The table therefore illustrates that majority of the respondents use the internet for marketing of products and services to some extent.

From table 4.15.7, it is deduced that 15% of the respondents use the internet for shopping to a great extent, 45% use it to some extent, 17.3% are undecided, 15.4% use it to a little extent, and 7.3% use it no extent. The table therefore illustrates that majority of the respondents use the internet for shopping to some extent.

Table 4.16

Respondents' frequency of online item purchase

	Frequency	Percentage
Very often	32	12.3%
Not often	102	39.9%
Don't know	4	1.4%
Less often	66	25.4%
Never	56	21.5%
Total	260	100%

Table 4.16 shows that 12.3% buy items from online very often, 39.9% do not often buy items from online, 1.4% do not know, 25.4% buy items from online less often, and 25.4% never buy items from online. The table therefore illustrates that majority of the respondents do not often buy items from online.

Table 4.17

Respondents' answer to whether they made (any) purchases online after seeing a pop up ad

	Frequency	Percentage
Yes, several times	20	7.7%
A few times	73	28.1%
No, I never did	167	64.2%
Total	260	100%

Table 4.17 shows that only 7.7% have made some purchases several times online after seeing a pop ad, 28.1% of the respondents have made purchase a few times after seeing a pop up ad, and 64. 2% said they never made any purchase online after seeing a pop up ad. The table therefore illustrates that majority of the respondents never made any purchase online after seeing a pop up ad.

Table 4.18

Statements and respondents agreement extent rate

Statement 2	Extent	Frequency	Percentage
Online pop up ad makes me aware of a company or their products	Great extent	61	23.5%
	Some extent	120	46.2%
	Undecided	38	14.6%
	Little extent	31	11.9%
	No extent	10	3.8%
Total		260	100%
Statement 1	Extent	Frequency	Percentage
Online pop up ads influence my purchase decision positively	Great extent	30	11.5%
	Some extent	77	29.6%
	Undecided	72	27.7%
	Little extent	50	19.2%
	No extent	31	12%
Total		260	100%

Table 4.18.1

Table 4.18.2

Table 4.18.3

Statement 3	Extent	Frequency	Percentage
Online pop up ads makes me get interested in a company or their product	Great extent	29	11.2%
	Some extent	114	43.8%
	Undecided	59	22.7%
	Little extent	41	15.8%
	No extent	17	6.5%
Total		260	100%

Statement 4	Extent	Frequency	Percentage
I like buying things I see through online pop up ads because it shows the company is popular and the product is genuine.	Great extent	24	9.2%
	Some extent	84	32.3%
	Undecided	72	27.7%
	Little extent	52	20%
	No extent	28	10.8%
Total		260	100%

From table 4.18, it is deduced that 11.5% of the

respondents affirm that online pop up ads influence their purchase decision to a great extent, 29.6% affirm it's to some extent, 27.7% are undecided, 19.2% affirm it's to a little extent, and 12% affirm it's no extent. The table therefore illustrates that majority of the respondents affirm that online pop up ads influences their purchase decision to some extent.

From table 4.18.1, it is deduced that 23.5% of the respondents affirm that online pop up ads make them aware of a company or their products to a great extent, 46.2% affirm it's to some extent, 14.6% are undecided, 11.9% affirm it's to a little extent, and 3.8% affirm it's no extent. The table therefore illustrates that majority of the respondents affirm that online pop up ads make them aware of a company or their products to some extent.

From table 4.18.2, it is deduced that 11.2% of the respondents affirm that online pop up ads make them get interested in a company or their products to a great extent, 43.8% affirm it's to some extent, 22.7% are undecided, 15.8% affirm it's to a little extent, and 6.5% affirm it's no extent. The table therefore illustrates that majority of the respondents affirm that online pop up ads make them get interested in a company or their products to some extent.

From table 4.18.3, it is deduced that 9.2% of the respondents affirm that they like buying things they see online through pop up ads because it shows the company is popular and the product is genuine to a great extent, 32.3% affirm it's to some extent, 27.7% are undecided, 20% affirm it's

to a little extent, and 10.8% affirm it's no extent. The table therefore illustrates that majority of the respondents affirm that they like buying things they see online through pop up ads because it shows the company is popular and the product is genuine to some extent.

4.2 Discussion of Findings

This study was supposed to answer the following research questions:

R.Q 1 What is the level of students' awareness and patronage of online buying sites and platforms?

R.Q 2 How do students' perception of online pop-up adverts influence their purchase decisions?

R.Q 3 What constituent of the pop-up ad influences students' purchase decisions?

R.Q 4 To what extent are students' purchasing habits influenced by online pop-up adverts?

Research Question One

This research question asked “what is the level of students’ awareness and patronage of online buying sites and platforms?” Data from tables 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, and 4.8 to 4.8.5 were used to answer this question.

Table 4.2 shows that 86.2% of the respondents said yes they know what online advertisement is, 1.9% said no they have no idea what it entail, while 11.9% are not sure of what it is. This implies that majority of the respondents know what online advertisement entails since their response was yes.

The respondents were further asked to describe what they understood by online advertisement. They replied differently based on their understanding of what an online advertisement means. There was general agreement among them that online advertisement has to do with using internet platforms to advertise goods and services. This implies that they know what it means.

Table 4.3 shows that 216 (83.1%) of the respondents have come across pop-up ads, while 36 (13.8%) have come across banner ads, 4 (1.5%) have come across pop-under ads and another 4

(1.5%) have come across other forms of online display ads. This implies that majority of the respondents have come across pop-up ads. This finding agrees with figures from Nielsen/NetRatings and (Olsen, 2004), which revealed that pop-up advertising comprised 6% of the total online ad impressions indicating that the presence of pop-up advertisements online are on the increase.

Table 4.4 shows that 14 (5.4%) of the respondents always pay attention to pop-up ads, 183 (70.4%) sometimes pay attention, while 63 (24.2%) never pay attention. This implies that majority of the respondents sometimes pay attention to pop-up ads and the reason they do so may not be clear. This findings somewhat disagree with the study carried out by Diao and Edwards et al. (2002) titled where they established from industry analysts that pop-up ads are enormously effective in attracting user attention.

Table 4.5 shows that 10.8% of the respondents visit sites and purchase when they see pop up ad promptings, 48.1% said no, they visit sites and purchase without the promptings, and 41.2% do not know. This implies that majority of the respondents visit sites and purchase products without pop up ad promptings.

Table 4.6 shows that 8.5% of the respondents always purchase items online, 63.5% sometimes purchase items online, while 28.1% never purchase items online. This implies that majority of the respondents sometimes purchase items online.

Table 4.7 shows that 59.2% patronize Jumia, 9.6% patronize Konga, 5.4% patronize Payporte, 0% patronize Yudala, and 3.1% patronize Olx Nigeria, while 22.7% patronize other stores. This implies that majority of the respondents patronize Jumia online store.

Table 4.8 shows that 12.3% of the respondents have been patronizing Jumia for 0 – 8 months, 67.3% have been patronizing Jumia for 8 months – 1 year, 12.3% have been patronizing Jumia for 2 – 3 years, and 8.1% have been patronizing Jumia for 4 years and above. This therefore implies that majority of the respondents have been patronizing Jumia for 8 months – 1 year. This finding somewhat disagrees with Sadiq-Mabeko's study (2016), which showed that about 92% of Nigerians have a positive attitude towards the use of online shopping and 52% of them who have

shopped online in the last three months before the survey he conducted said they will continue to shop online within the next six months.

Table 4.8.1 shows that 82.6% of the respondents have been patronizing Konga for 0 – 8 months, 10% have been patronizing Konga for 8 months – 1 year, 5.8% have been patronizing Konga for 2 – 3 years, and 1.6% have been patronizing Konga for 4 years and above. This implies that majority of the respondents have been patronizing Konga from 0 – 8 months

Table 4.8.2 shows that 91.5% of the respondents have been patronizing Payporte for 0 – 8 months, 5% have been patronizing Payporte for 8 months – 1 year, 3.1% have been patronizing Payporte for 2 – 3 years, and 0.4% have been patronizing Payporte for 4 years and above. This implies majority of the respondents have been patronizing Payporte from 0 – 8 months.

Table 4.8.3 shows that 96.1% of the respondents have been patronizing Yudala for 0 – 8 months, 2.3% have been patronizing Yudala for 8 months – 1 year, 0.8% have been patronizing Yudala for 2 – 3 years, and 0.8% have been patronizing Yudala for 4 years and above. This implies that majority of the respondents have been patronizing yudala from 0 – 8 months

Table 4.8.4 shows that 91.9% have been patronizing Olx for 0 – 8 months, 3.8% have been patronizing Olx for 8 months – 1 year, 3.5% have been patronizing Olx for 2 – 3 years, and 0.8% have been patronizing Olx for 4 years and above. This implies that majority of the respondents have been patronizing Olx from 0 – 8 months

Table 4.8.5 shows that 94.2% of the respondents have been patronizing other online stores for 0 – 8 months, 3.1% have been patronizing other online stores for 8 months – 1 year, 1.5% have been patronizing other online stores for 2 – 3 years, and 1.2% have been patronizing other online stores for 4 years and above. This implies that majority of the respondents have been patronizing other stores from 0 – 8 months.

Research Question Two

This research question asked “How do students’ perception of online pop-up adverts influence their purchase decisions?” Data from tables 4.9, 4.10, and 4.11 were used to answer this question.

Table 4.9 shows that the highest number of respondents 239 (91.9%) 0% come in contact with online pop up ads often. Only 20 (7.7%) of the respondents hardly comes in contact with it. The table therefore establishes that majority of the respondents often come in contact with online pop up ads. This further implies that it is a common phenomenon among the study population.

Table 4.10 shows that 34.6% of the respondents perceive online pop up ads as intrusive, 35.8% perceive it as annoying, 6.2% perceive it as a waste of time, 5% perceive it as entertaining, 7.7% perceive it as inviting, while 10.8% perceive it as unnecessary. This implies that majority of the respondents have negative perceptions about online pop up ads.

Table 4.11 shows that 40.4% of the respondents pay attention to a preferred brand’s pop-up ad, while 41.2% ignore it. However, 18.5% of the respondents are undecided about what their action would be. The findings therefore show that respondents for this are almost equally divided on both positive and negative sides as regards their reactions to their preferred brand’s pop-up ad.

Research Question Three

This research question asked “What constituent of the pop-up ad influences students' purchase decisions?” Data from tables 4.12, 4.13, and 4.14 were used to answer this question.

Table 4.12 shows that 4.6% of the respondents always click through when they see pop-up ads, 51.2% sometimes click through, and 44.2% close it immediately. This implies that the majority of the population are favorably disposed to checking out the pop-up ads by clicking through but this does not happen all the time. At other times, which is also high (44.2%), they just close the pop-up immediately.

Table 4.13 shows that 49.2% of the respondents have their attention captured by the image of the pop-up ads, 8.1% have their attention captured by the colour of the pop-up ads, 1.5% have their attention captured by the shape of the pop-up ads, 24.6% have their attention captured the

animation content of the pop up ads, while 16.6% have their attention captured by other things about the pop up ad. This implies that majority of the respondents have their attention captured by the image of the pop-up ad.

Table 4.14 shows that 33.1% of the respondents click through pop up ads due to their familiarity with the brand, however, 48.1% of the respondents did not agree with that. Therefore, majority of the respondents said that they do not click through pop up ads due to brand familiarity.

Research Question Four

This research question asked “To what extent are students' purchasing habits influenced by online pop-up adverts?” Data from tables 4.15 to 4.15.7, 4.16, 4.17 and 4.18 to 4.18.3 were used to answer this question.

Table 4.15 shows that 63.5% of the respondents use the internet for chatting and social networking to a great extent, 33.1% use it to some extent, and 2.6% are undecided, while 0.8% use it to a little extent. This implies that majority of the respondents use the internet for chatting and social networking to a great extent.

Table 4.15.1 shows that 33.5% of the respondents use the internet emailing to a great extent, 55.8% use it to some extent, 3.1% are undecided, 7.3% use it to a little extent, and 0.3% use it no extent. This implies that majority of the respondents use the internet for emailing to some extent.

Table 4.15.2 shows that 55.4% of the respondents use the internet for information sourcing to a great extent, 37.3% use it to some extent, and 1.9% are undecided, while 5.4% use it to a little extent. This implies that majority of the respondents use the internet for information sourcing to a great extent.

Table 4.15.3 shows that 44.6% of the respondents use the internet for entertainment to a great extent, 47.3% use it to some extent, 2.3% are undecided, 5.4% use it to a little extent, and 0.4%

use it no extent. This implies that majority of the respondents use the internet for entertainment to some extent.

Table 4.15.4 shows that 47.7% of the respondents use the internet for downloading materials to a great extent, 41.2% use it to some extent, and 1.9% are undecided, while 9.2% use it to a little extent. This implies that majority of the respondents use the internet for downloading materials to a great extent.

Table 4.15.5 shows that 15.8% of the respondents use the internet for e-commerce to a great extent, 41.5% use it to some extent, 20% are undecided, 15.4% use it to a little extent, and 7.3% use it no extent. This implies that majority of the respondents use the internet for e-commerce to some extent.

Table 4.15.6 shows that 17.7% of the respondents use the internet for marketing of products and services to a great extent, 34.2% use it to some extent, 21.2% are undecided, 14.6% use it to a little extent, and 12.3% use it no extent. This implies that majority of the respondents use the internet for marketing of products and services to some extent.

Table 4.15.7 shows that 15% of the respondents use the internet for shopping to a great extent, 45% use it to some extent, 17.3% are undecided, 15.4% use it to a little extent, and 7.3% use it no extent. This implies that majority of the respondents use the internet for shopping to some extent.

Table 4.16 shows that 12.3% buy items from online very often, 39.9% do not often buy items from online, 1.4% do not know, 25.4% buy items from online less often, and 25.4% never buy items from online. This implies that majority of the respondents do not often buy items from online.

Table 4.17 shows that only 7.7% have made some purchases several times online after seeing a pop ad, 28.1% of the respondents have made purchase a few times after seeing a pop up ad, and 64.2% said they never made any purchase online after seeing a pop up ad. This implies that majority of the respondents never made any purchase online after seeing a pop up ad.

Table 4.18 shows that 11.5% of the respondents affirm that online pop-up ads influence their purchase decision to a great extent, 29.6% affirm it's to some extent, 27.7% are undecided, 19.2% affirm it's to a little extent, and 12% affirm it's no extent. This implies that majority of the respondents affirm that online pop up ads influences their purchase decision to some extent. Examining the study of Le Wang et al. (2014), this findings disagrees with this study in the sense that it explains that over 64% of the respondents are not influenced by pop-up ads. This means that they either ignore these ads as unimportant or do not give them the attention they deserve.

Table 4.18.1 shows that 23.5% of the respondents affirm that online pop up ads make them aware of a company or their products to a great extent, 46.2% affirm it's to some extent, 14.6% are undecided, 11.9% affirm it's to a little extent, and 3.8% affirm it's no extent. This implies that majority of the respondents affirm that online pop up ads make them aware of a company or their products to some extent.

Table 4.18.2 shows that 11.2% of the respondents affirm that online pop up ads make them get interested in a company or their products to a great extent, 43.8% affirm it's to some extent, 22.7% are undecided, 15.8% affirm it's to a little extent, and 6.5% affirm it's no extent. This implies that majority of the respondents affirm that online pop up ads make them get interested in a company or their products to some extent.

Table 4.18.3 shows that 9.2% of the respondents affirm that they like buying things they see online through pop up ads because it shows the company is popular and the product is genuine to a great extent, 32.3% affirm it's to some extent, 27.7% are undecided, 20% affirm it's to a little extent, and 10.8% affirm it's no extent. This implies that majority of the respondents affirm that they like buying things they see online through pop up ads because it shows the company is popular and the product is genuine to some extent.

CHAPTER FIVE

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

Introduction

This chapter presents a summary of findings, conclusions, and recommendations of the study in line with the objectives of the study.

5.1 Summary of the Study

The objective of this study was to know the magnitude of influence that online pop-up ads have on students' buying habits and to know the different perceptions of students about online pop-up ads.

In achieving these objectives, these research questions were investigated:

R.Q 1 What is the level of students' awareness and patronage of online buying sites and platforms?

R.Q 2 How do students' perception of online pop-up adverts influence their purchase decisions?

R.Q 3 What constituent of the pop-up ad influences students' purchase decisions?

R.Q 4 To what extent are students' purchasing habits influenced by online pop-up adverts?

5.1.1 Summary of Findings

The survey research method was adopted for the study using questionnaires to gain qualitative and quantitative data. Administered questionnaires were both open and close-ended. A total number of 260 copies of questionnaires were administered to the respondents through google form and 260 copies were returned representing a 100% response rate.

The data gotten from the administered questionnaire indicates that a large number of the respondents are aware of what online advertising entails. It also reflects in the open-ended question that requires their definition of what they understood by an online advertisement. Through the data

obtained it was also observed that the majority of the respondents have come across pop-up ads they sometimes pay attention to online pop-up adverts. The majority of the respondents spend over 2 – 4 hours on the internet. From the data obtained also, it was observed that the majority of the respondents sometimes purchase items online and they do this by patronizing Jumia. Conversely, the majority of the respondents have been patronizing Jumia for over 8 months – 1 year.

The majority of the respondents have come in contact with online pop up often. From the data gathered also, the majority of the respondents perceive online pop-up ads as annoying. This finding agrees with the study of Bauer and Greyser (1968) where they noted that intrusiveness has been recognized as a leading cause of online advertising annoyance. Only a few of the respondents perceive it as entertaining. From the data also, the majority of the respondents say they ignore preferred brand pop up ads regardless of their perception of pop-ups.

A vast majority of the respondents sometimes click-through pop-up ads when they see them and the majority have their attention captured by the image of the pop-up ad. The majority do not click through because they are familiar with the brand.

The majority of the respondents use the internet for shopping to some extent. From the data, the majority of the respondents do not often buy things online and a majority also said they never made any purchases after seeing a pop-up ad. The majority visit sites to purchase without pop up ad promptings. The majority of the respondents (29.6%) affirm that online pop-up ads influence their purchase decision to some extent. This disagrees with the findings of Le Wang et al. (2014), where they found that only 2.5% are highly influenced by pop up ads 10.2% of the respondents indicated that they are somewhat influenced by these pop-up ads and over 64% of the respondents stated that they are not influenced by these pop-up ads.

A majority also affirm online pop-up ad makes them aware of a company or their products to some extent. Through the data obtained also, majority of the respondents affirm that online pop-up ad makes them get interested in a company or their products to some extent. Again, the majority of the respondents affirm that they like buying things they see online through pop-up ads because it shows the company is popular and the product is genuine to some extent.

5.2 Conclusion

This study has shown and validated the assumption that the respondents (Mountain Top University students) use the internet regularly and have come across online pop-up ads. It has also shown that only some pay attention to it.

The majority of the respondents patronize Jumia online stores mainly and do not need any pop up prompting before doing so. They visit online shopping sites on their own without the pop-up ad promptings. This study has also shown that the majority of the respondents perceive pop ups as annoying and intrusive.

In conclusion, findings have shown that online pop-up adverts influence students' purchase decisions only to some extent and they like buying things they see online through pop-up ads because it shows the company is popular and the product is genuine to some extent.

5.3 Recommendations

This study was conducted using 260 respondents from Mountain Top University; a private Christian faith-based university. It is recommended that this type of research should be conducted more elaborately and with a larger sample size and longer duration in a more populated Christian faith-based university across the geo-political zones in the country.

Based on the research conducted and the responses gathered, it was observed that the students of Mountain Top University know what online advertisement entails and have come across online pop-up ads. It is also apparent from this study that the students patronize Jumia online store more than any other store so, Jumia online stores can have a special section that targets the contents of their pop up ads towards student since the majority of them have their attention captured by the image of the pop-up ads.

One strategy to make pop-up ads less annoying will be to use pop-ups in situations where users are likely to be online for diversion or to avoid boredom rather than where they are focused on a specific goal. Another strategy to reduce annoyance may be to increase the value of pop-up ads.

5.4 Limitations of the Study

Just like most empirical research, this study is not devoid of limitations as the conclusions drawn from this study are based on the perception of respondents. The researcher was unable to independently verify their claims especially because the research was carried out during the period of the COVID-19 pandemic. Consequently, questionnaires were created using google form and were distributed through social media platforms.

The study is also delimited to the Mountain Top University since the researcher is carrying out the research work at the undergraduate level and does not have the resources to cover a larger population. This in a way may affect the generalizability of the research result to the students in Lagos or Nigeria in general.

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APPENDIX

Dear Respondent,

My name is Arungbemi Olubunmi, an undergraduate student of Mountain Top University, Ibafo, Ogun State. This questionnaire aims to collect data for a research project in partial fulfillment of the requirements for the award of Bachelor of Science in Mass Communication. I intend to investigate the influence of online pop up adverts on students' buying habits using Mountain Top University students as the study population. You are kindly invited to complete this questionnaire as directed for the purpose of facilitating the study

I hereby declare that this research is for academic purpose only. Information from this document will be confidential and in no way will it be communicated to any other person. Thank you in advance.

PLEASE NOTE: Your name should not appear anywhere in this document.

SECTION A (Please tick the appropriate answer and write where necessary)

BACKGROUND INFORMATION

1. Year of study a. Year I ☐ b. Year II ☐ c. Year III ☐ d. Year IV ☐ e. Other, please specify

2. Age Group (years): a. 14 to 20 ☐ b. 21 to 27 ☐ c. 28 to 34 ☐ d. 35 to 41 ☐ e. 41+ ☐

3. Gender: Male ☐ Female ☐

4. Marital Status: Single ☐ Married ☐ Separated ☐ Divorced ☐ Widowed ☐

5. Where is your place of residence? University Hostels ☐ Other ☐

6. Department

SECTION B (Please tick the appropriate answer and write where necessary)

Research Question One: Level of Students' Awareness and Patronage of Online Buying Sites

1. Do you know what online advertisement is?

Yes ☐

No ☐

Not sure ☐

2. In one sentence, explain what you understand by online advertisement.

.....

3. What type of online adverts have you come across?

Pop-up ads ☐

Banner ads ☐

Pop under ads ☐

Others ☐

4. Do you pay attention to pop up ads?

Always ☐

Sometimes ☐

Never ☐

5. Do you visit sites to purchase products online or you only do so when you see pop up ad promptings?

Yes, I visit sites and purchase when I see pop up ad promptings ☐

No, I visit sites and purchase without pop up ad promptings ☐

Don't know ☐

6. Do you purchase items online?

Always ☐

Sometimes ☐

Never ☐

7. Which of these online stores do you patronize the most?

Jumia.com.ng ☐

Konga online shopping store ☐

Payporte ☐

Yudala ☐

Olx Nigeria ☐

Others ☐

8. How long have you been patronizing these online store (s)?

Jumia 0-8 months ☐ 8 months-1 year ☐ 2years-3years ☐ 4 years and above ☐

Konga 0-8 months ☐ 8 months-1 year ☐ 2years-3years ☐ 4 years and above ☐

Payporte 0-8 months ☐ 8 months-1 year ☐ 2years-3years ☐ 4 years and above ☐

Yudala 0-8 months ☐ 8 months-1 year ☐ 2years-3years ☐ 4 years and above ☐

Olx 0-8 months ☐ 8 months-1 year ☐ 2years-3years ☐ 4 years and above ☐

Others 0-8 months ☐ 8 months-1 year ☐ 2years-3years ☐ 4 years and above ☐

Research Question Two: Students' Perception about Online Pop-up Ads

9. How often do you come in contact with online pop up ads?

Very often ☐

Often ☐

Hardly ☐

Never ☐

10. I perceive online pop up ads as:

Intrusive ☐

Annoying ☐

Waste of time ☐

Entertaining ☐

Inviting ☐

Unnecessary ☐

11. When a preferred brand ad pops up do you ignore or pay attention regardless of your perception of pop ups?

Yes, I pay attention ☐

No, I ignore ☐

Don't know ☐

Research Question Three: Pop up Ads' Constituents and Their Influence on Students' Purchase Decision

12. Do you ignore pop up ads when you see them or you click through?

I always click through ☐

Sometimes, I click through ☐

I close it immediately ☐

13. What constituent/content of the advert captures your attention?

The image ☐

The Colour ☐

The shape ☐

Animation content ☐

Others ☐

14. Do you click through because you are familiar with the brand?

Yes ☐

No ☐

Not sure ☐

Research Question Four: The Extent to Which Students' Purchasing Habits Are Influenced by Pop up Ads

15. Tick the extent to which you use the internet for the listed activities:

	1	2	3	4	5
Activities List	Great Extent	Some Extent	Undecided	Little Extent	No Extent
Chatting and social networking					
Email					
Information sourcing					
Entertainment					
Downloading materials					
E-commerce					
Marketing of products and services					
Shopping					

16. How often do you buy things online?

Very often ☐

Often ☐

Don't know ☐

Less often ☐

Never ☐

17. Have you made (any) purchases online after seeing a pop up ad?

Yes, several times ☐

A few times ☐

No, I never did ☐

18. To what extent are these statements true?

	1	2	3	4	5
Statements on online pop up ads and students' purchase decision	Great Extent	Some Extent	Undecided	Little Extent	No Extent
A. Online pop up ads influence my purchase decision positively.					
B. Online pop up ads make me aware of a company or their product.					
C. Online pop up ads makes me get interested in a company or their product.					
D. I like buying things I see through online pop up ads because it shows the company is popular and the product is genuine.					