

Brand Attitude Process of Pop-Up Ads Used in Digital Marketing

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Abstract

Since the effect of pop-up advertisements on consumers' brand attitude is controversial, this study analyzes the process and impact of pop-up advertisements on brand attitude in more detail. In addition, the role of the ad's content, type, and customization to the target audience on the impact of the ad is also discussed. This study aims to provide a better understanding of how pop-up ads can affect brand reputation by determining the right advertising strategies of brands. The aim of the study is to examine the effect of pop-up ads, which are popular and frequently used among digital marketing strategies, on brand attitude. Accordingly, in this research, an online survey was conducted for Instagram platform users and 718 consumers who shop online on Instagram were reached through convenience sampling method. In the research, the data obtained through the online survey method were evaluated on a computer using the SPSS 22.0 statistical program. In the survey, the descriptive characteristics of the participants, their perception towards the pop-up advertisement and their attitude towards the brand in the pop-up advertisement were discussed. In the frequency and percentage analysis created regarding the determined characteristics of the consumers in the research, mean and standard deviation statistics were used for the scale analysis. The relationships between the variables in the study were evaluated by conducting pearson correlation and confirmatory regression analysis. As a result of examining the differences in scale arrangement depending on the determining feature in the study, t-test, one-way analysis of variance and post-hoc Tukey analyzes were performed. According to the analysis results, the hypothesis that there is a positive relationship between digital marketing strategies and brand attitude of pop-up ads is accepted. These results are important for creating digital marketing strategies and considering the effects of the use of pop-up ads in terms of brand attitude. It is recommended that future studies be conducted using experimental methods to understand consumer qualities and

behaviors regarding brand attitude of digital marketing strategies and pop-up advertisements.

Keywords

Digital Marketing, Pop-Up Ads, Brand, Brand Attitude, Province of Istanbul

1. Introduction

A pop-up ad is a type of digital advertisement that appears as small windows and is compulsorily presented to internet users. These advertisements suddenly appear while users interact on the website or application and are designed to capture users' interest, attention, and generate potential customers. Pop-up advertisements are known to be very popular among digital marketing strategies (Süzen & Başal, 2023). However, it is controversial that the use of these ads has a negative impact on consumers' brand attitude. Many studies indicate that pop-up advertisements frequently intrude and diminish the brand's reputation in the perception of consumers (Yaman & Erdaş, 2021: pp. 1822-1838). The reduction or elimination of pop-up advertisements can have a negative effect on the visibility and engagement of a brand. Therefore, when determining the right advertising strategy, brands should focus on creating pop-up advertisements that will attract consumers and protect brand reputation (Özçam & Bilgin, 2012: pp. 65-74). The most effective result in determining the most ideal advertising format, which is the category that interacts between the internet and the user, should be achieved by including audio, text, video content, and visual objects (Sahin & Süzen, 2023). This framework utilizes various advertising models, including banner, pop-up, rich media, video, search engine, SEO, SEM, email, social media (such as Facebook, Twitter, Instagram), vlog, blog, website, viral, adver-gaming, native, etc., which are commonly preferred and discussed in this study.

2. Pop-Up Advertisement in Digital Marketing

Pop-up ads are frequently encountered as a prevalent form of advertisement in the digital marketing (Shabbir & Qiu, 2023). These advertisements are small windows that appear when a user visits a website. Pop-up advertisements are usually used to attract the user's attention and prompt them to take a particular action (Mehta et al., 2010: pp. 51-58). Businesses not only promote their brands through advertisements but also shape the consumer's perception of their image and thoughts (Cılızoğlu, 2019: p. 3). The consumer has the opportunity to access real-time and detailed information, thanks to digital ads that alter the customary methods in the advertising industry (Akdağ & Akan, 2017: pp. 1-10). Digital advertising has become mandatory due to all of this (Ekelik & Altaş, 2019: pp. 28-45). Pop-up advertisements on the Internet, which are a system that automatically displays a website in a new window when a consumer visits a site, are

common (Deshwal, 2016; pp. 200-204).

Some advantages of pop-up advertisements are:

- **Remarkable.** Pop-up advertisements have the ability to swiftly capture the user's attention and pique their interest. As a result, they can serve as a powerful method for promoting a product or service or presenting an offer.

- **High conversion rate.** When used correctly, pop-up advertisements can achieve high conversion rates. For instance, utilizing a pop-up form to gather users' information enables the collection of email subscriptions.

- **Segmentation and targeting.** Using segmentation and targeting features, you have the ability to set pop-up advertisements and direct them towards a particular audience. As a result, diverse pop-up advertisements can be displayed to individual users based on their interests or behavior.

However, pop-up advertisements also have some disadvantages:

- **May impact user experience.** Users can often be annoyed by pop-up advertisements and use various tools to block or close them. Aggressive or continuous pop-up advertisements can negatively affect the user experience. It may cause website visitors to leave the site.

- **Can be blocked by internet browsers.** Many internet browsers offer a built-in feature that blocks pop-up advertisements. As a result, the effectiveness of these advertisements may be diminished for certain users who do not see any pop-up advertisements.

- **Can be uncomfortable.** If pop-up advertisements interfere with users' browsing experience and make it difficult for users to access content, this can be annoying for users. This can lead to negative brand perception and loss of customers.

Pop-up advertisements have the potential to capture attention and serve as an efficient tool for digital marketing (Ko, Cho, & Roberts, 2005; pp. 57-70). However, it should be used with the right strategy, considering the user experience and ensuring that users feel comfortable (Koçer & Yılmaz, 2019). Using pop-up advertisements in accordance with legal requirements is also important.

3. Brand Attitude

Brand attitude is consumers' emotional and cognitive evaluation of a brand. Brand attitude is related to consumers' tendency to like, trust, prefer and be loyal to a brand (Atıgan & Yükselen, 2018). A brand attitude reflects the consumer's positive or negative feelings and beliefs about the brand.

The consumer's attitude is determined by the experience generated towards the brand and the overall evaluation of it (Wilkie, 1994; p. 680). All values developed towards the brand are related to attitude (Cop & Baş, 2010; pp. 321-340). Attitude, in short, defines all positive and negative feelings and thoughts towards a brand (Hosseinpour et al., 2016; pp. 40-49; Ranjbarian et al., 2011; pp. 277-286; Wu et al., 2011; pp. 30-39). Attitude is regarded as one of the most crucial attributes of a brand. The other two components are utility and reputation (Kel-

ler, 1998). Attitude is one of the factors that cause consumers to choose a brand (Aaker, 1991: p. 112). The logo and similar reminders of the brand are stated as important factors in choosing that brand (Foroudi, 2019: pp. 271-285).

Factors that make up brand attitude (Temporal, 2011):

Brand experience: Consumer's direct or indirect experiences with the brand can influence brand attitude. Quality products, positive customer service experiences or satisfying brand interactions can positively influence brand attitude.

Perceived quality: Consumers may perceive a brand as high quality or low quality. Perceived quality is an important factor determining consumers' brand attitude. The quality of a brand's products or services can positively or negatively affect brand attitude.

Brand image: A brand's image reflects consumers' overall perception of the brand. The composition of brand image can include elements like the values of the brand, its personality traits, how well it aligns with its target audience, and its perceived reputation. A positive brand image positively influences brand attitude.

Advertising and marketing communication: The advertising and marketing communications of a brand have the ability to influence how consumers perceive the brand. Advertisements that are well-designed, attention-grabbing, and impressive have the potential to influence consumers' brand attitude in a positive manner (Oyman & Odabaşı, 2006).

Social interactions: The attitude towards a brand can be influenced by the knowledge and experiences of consumers, acquired through friends, family, or the environment. Positive word-of-mouth or social media interactions can strengthen brand attitude.

Brand attitude can influence the consumer's decision in the purchase process and plays an important role in the success of the brand. An appropriate brand attitude can increase customer loyalty, encourage repeat sales and strengthen brand reputation. Therefore, brands should focus on elements such as brand experience, quality, image and marketing communications to ensure that consumers develop a positive attitude.

4. Method

4.1. Purpose and Importance of the Research

The research, which investigates the impact of pop-up advertisements on brand attitude, has the potential to assist brands in enhancing their advertising strategies, comprehending consumer behavior, efficiently utilizing advertising budget, and attaining a competitive edge. This study allows brands to enhance their effectiveness and success in digital marketing.

4.2. Research Model

The model shown in **Figure 1** below was developed to assess consumers' perception of brands through Pop-up ads, a type of digital advertisement widely used in internet marketing and deemed crucial for businesses.

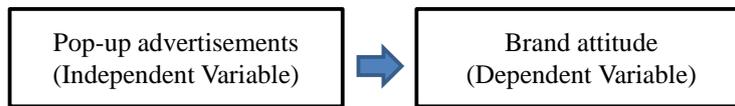


Figure 1. Research model.

4.3. Research Hypothesis

The following hypotheses were formed to determine the impact of pop-up advertisements on the attitude towards the brand.

H1: Pop-up advertisements in digital marketing positively affect the level of attitude towards the brand.

H2: The content and design of pop-up advertisements affect the level of attitude towards the brand.

H3: The frequency of pop-up advertisements affects the change in the level of attitude towards the brand.

4.4. Population and Sampling

The research was conducted on a total of 718 internet users over the age of eighteen with the convenience sampling method. The study consists of internet users living in Istanbul. Data were collected through an online survey. A total of 725 questionnaires were collected within the scope of the study, out of which 7 were deemed inappropriate, while 718 questionnaires were considered valid and appropriate. Data were collected using a 5-point Likert-type scale and evaluation in the questionnaire. Some of the data was collected face-to-face, while the other part was collected as a result of the application of the questionnaire. The study utilized the stratified sampling method and was conducted on a sample.

4.5. Data Collection Technique

A checklist has been created for pop-up advertisements used in digital marketing. The appropriateness of the scales in the questionnaire form was determined through the pilot survey, which resulted in the conclusion that their validity and reliability were confirmed. The research data was collected by questionnaire method and a section on primary demographic data was created for this purpose. This section consists of gender, age, marital status, education, income and occupation. The second part of the survey consists of pop-up ads used in digital marketing and scale expressions to determine the attitude towards the brand. This section aims to determine the attitude towards the brand. [Polat, Karlı, Koçak, & Karaçık \(2008\)](#). “Brand Attitude Scale (BAS) Validity and Reliability Study”. As another variable, a survey form was created for pop-up ads used in digital marketing using the scales used in [Adalı Aydın \(2023\)](#)’s study titled “Digital Advertising Scale Development Application: A Research on Digital Natives and Digital Immigrants”. First, a pilot study was conducted with 30 participants. As a result of the pilot study, the reliability-validity values were found to be Cronbach’s alpha coefficient of 0.79 and test-retest reliability coefficient of 0.89. The overall content validity index is 93.87%. It was determined that the reliabili-

ty values of the scale were appropriate. Permission was obtained for the scales used. The survey was applied within a month between 1-30 May 2023.

4.6. Limitations of the Study

In reference to the study, limitations arise from the inconveniences associated with time and financial constraints. Broadly speaking, the study would hold greater significance if it were conducted on a nationwide scale within the field. Due to these factors, this study is restricted solely to the province of Istanbul.

4.7. Statistical Analysis of Data

The data obtained within the scope of the research were tested with SPSS (Statistical Package for Social Sciences) for Windows 22.0 analysis program. Descriptive statistics, including number, percentage, mean, and standard deviation, were used to analyze the obtained data. Pearson correlation and regression analyses were conducted for the continuous variables.

5. Findings

Steps were taken to analyze data and evaluate hypotheses:

Reviewing the data; Determining the research hypotheses; Selecting the hypothesis test; Statistical analysis; Reporting the results; Evaluation of the confidence interval.

The findings regarding the descriptive characteristics of the respondents are given below.

Information regarding the demographic descriptive characteristics of the participants during the data collection process is shown in **Table 1**. According to this information, 480 (66.9%) were male and 238 (33.1%) were female. According to age, 184 (25.6%) were 25 and younger, 49 (6.8%) were 26 - 30, 40 (5.6%) were 31 - 35, 88 (12.3%) were 36 - 40, 150 (20.9%) were 41 - 45, 106 (14.8%) were 46 - 50, and 101 (14.1%) were over 50. According to marital status, 412 (57.4%) of the respondents were married and 306 (42.6%) were single. According to the educational level of the respondents, 115 (16.0%) completed primary education and below, 202 (28.1%) completed high school, 282 (39.3%) completed associate degree, and 119 (16.6%) completed university. According to the occupation, 28 (3.9%) were unemployed, 211 (29.4%) were educators, 49 (6.8%) were retired, 58 (8.1%) were workers, 128 (17.8%) were civil servants—public officials, 154 (21.4%) were students, 20 (2.8%) were health and 70 (9.7%) were self-employed. According to the monthly income, 216 (30.1%) of the respondents have income between 1000 TL and 5000 TL, 197 (27.4%) between 5001 TL and 10,000 TL, 203 (28.3%) between 10,001 TL and 15,000 TL, and 102 (14.2%) have income of 150,001 TL and above.

Average value information regarding the scales used in the data collection process in the study is shown in **Table 2**. Accordingly, the average of the participants for “pop-up ads are fun” was 2.485 ± 0.724 (Min = 1; Max = 5), and

Table 1. Distribution of respondents by descriptive characteristics.

Groups	Frequency (n)	Percentage (%)
Gender		
Male	480	66.9
Female	238	33.1
Age		
25 and younger	184	25.6
26 - 30	49	6.8
31 - 35	40	5.6
36 - 40	88	12.3
41 - 45	150	20.9
46 - 50	106	14.8
50 and older	101	14.1
Marital Status		
Married	412	57.4
Single	306	42.6
Education Level		
Primary Education and Below	115	16.0
High School	202	28.1
Associate Degree	282	39.3
University	119	16.6
Occupation		
Unemployed	28	3.9
Educator	211	29.4
Retired	49	6.8
Worker	58	8.1
Civil Servant—Public Officials	128	17.8
Student	154	21.4
Health	20	2.8
Self-employment	70	9.7
Monthly Income		
1000 TL - 5000 TL	216	30.1
5001 TL - 10,000 TL	197	27.4
10,001 TL - 15,000 TL	203	28.3
150,001 TL and above	102	14.2

Table 2. Averages for scale items.

	N	Mean	Ss
Perception against Pop-up Advertisement		Min = 1	
		Max = 5	
<i>Attitude towards the brand of pop-up advertisement</i>	718	2.485	0.724
<i>Pop-up ads are always very attractive</i>	718	2.703	0.828
<i>I'm happy with pop-up ads</i>	718	2.616	0.771
<i>I don't ignore pop-up ads</i>	718	2.792	0.845
Attitude towards the Brand of Pop-up Advertisement		Min = 1	
		Max = 5	
<i>I follow the brand that appears in pop-up ads</i>	718	1.728	1.004
<i>I trust brands and products that advertise in pop-up ads</i>	718	1.879	1.111
<i>It is possible to buy products from pop-up ads</i>	718	2.191	1.177
<i>I usually recommend the product or service in the pop-up ads to someone else</i>	718	2.368	1.294

the mean for “pop-up ads are always very attractive” was 2.703 ± 0.828 (Min = 1; Max = 5), “I’m happy with pop-up ads” average 2.616 ± 0.771 (Min = 1; Max = 5), “I don’t ignore pop-up ads” average 2.792 ± 0.845 (Min = 1; Max = 5), “I follow the brand that appears in pop-up ads” average is very poor 1.728 ± 1.004 (Min = 1; Max = 5), “I trust brands and products that advertise in pop-up ads” average is a poor 1.879 ± 1.111 (Min = 1; Max = 5), “it is possible to buy products from pop-up ads” average is a poor 2.191 ± 1.177 (Min = 1; Max = 5), “I usually recommend the product or service in the pop-up ads to someone else” average was a poor 2.368 ± 1.294 (Min = 1; Max = 5).

Correlation analysis values for scale scores are given in **Table 3**. The average “perception of pop-up ads” of the respondents was 2.649 ± 0.670 (Min = 1.75; Max = 5), the average of “attitude towards the brand of pop-up ad” was poor 2.041 ± 1.026 (Min = 1; Max = 5).

When examining the correlation analysis between the perception of the pop-up advertisement, the attitude towards the brand of the pop-up advertisement, and the scores of the pop-up ad, a negative and weak correlation of $r = -0.371$ ($p = 0.000 < 0.05$) was found between the attitude towards the brand of pop-up advertisement and the perception towards the pop-up advertisement.

The data obtained regarding the effect of perception towards pop-up advertisements on attitude towards the brand is given in **Table 4**. Regression analysis to determine the cause and effect relationship between the perception of pop-up advertisement and the attitude towards the brand of pop-up advertisement was found to be significant ($F = 78.771$; $p = 0.000 < 0.05$). The total change in the level of attitude towards the brand is explained by the perception towards pop-up advertisement at a rate of 9.8% ($R^2 = 0.098$). The perception against pop-up advertisement increases the level of attitude towards the brand ($\beta = 0.315$).

Table 3. Correlation analysis between scale scores.

	Alpha	Mean	Standard deviation	Perception against Pop-up Advertisement	Attitude towards the Brand of Pop-up Advertisement
Perception against Pop-up Ads	0.834	3.083	0.621	1.000	
Attitude towards the Brand of Pop-up Advertisement	0.932	2.041	1.026	-0.371**	1.000

**< 0.01; Pearson Correlation Analysis.

Table 4. The effect of perception against pop-up Advertisement on attitude towards brand.

Independent variable	Unstandardized Coefficients		Standardized Coefficients	t	p	95% Confidence Interval	
	B	SE	β			Bottom	Top
Fixed	0.764	0.148		5.151	0.000	0.473	1.056
Perception against Pop-up Advertisement	0.482	0.054	0.315	8.875	0.000	0.375	0.589

Dependent variable = Attitude towards the Brand of Pop-up Advertisement, $R = 0.315$; $R^2 = 0.098$; $F = 78.771$; $p = 0.000$; *Durbin Watson Value* = 1.777.

6. Discussion and Conclusion

Pop-up advertisements, which are online features provided by the internet, appear suddenly on the site without the permission of an internet user. A small interface window, which appears here, presents the desired advertisement to the consumer. There is always a consumer's attitude towards a brand. It is believed that these pop-up ads, which appear on the website while the consumer is browsing it, could potentially influence the consumer's perception of the brand. Based on the findings of this research, it was concluded that the respondents' average perception of the pop-up ad was moderate, while their average attitude towards the brand featured in the ad was weak.

A negative and weak correlation was found between the perception of pop-up advertisement and the attitude towards the brand of pop-up advertisement. In addition, as a result of the regression analysis, it was determined that the perception towards pop-up advertisement positively affected the attitude towards the brand. The effect of pop-up ads, which are commonly used in digital marketing, on brand attitude was investigated in this study. The findings showed that the perception towards pop-up advertisement positively affects the brand attitude.

According to the results of the study, the perceptions of the respondents towards the pop-up advertisement were found to be at a moderate level, and their attitudes towards the brand of the pop-up advertisement were found to be weak. In addition, a negative and weak correlation was found between the attitude to-

wards the brand of pop-up advertisement and the perception towards the pop-up advertisement. The results of the regression analysis revealed that the perception towards pop-up advertisement increased the attitude towards the brand. The results indicate that businesses should reconsider their strategies concerning the use of pop-up advertisements.

Pop-up ads, which are one of the types of digital advertising, make some individuals more effort to examine and purchase the product they see than others. In terms of age, they are at some risk of affecting older people. These people view the process negatively. They do not want to buy the product they see in pop-up ads. In online digital marketing studies, this channel can be effective when a brand wants to develop a strategy by defining an identity related to its product and different from its competitors. It is also seen that these channels are not effective in converting sales. The reasons that can be given for these are the insecurity of the internet environment, the slower pace of following the developments in technology, and pre-existing habits.

7. Suggestions

Specifically, this study demonstrates that pop-up advertisements have the ability to generate an unfavorable perception among consumers and adversely impact their attitudes towards the brand. Therefore, it is crucial for businesses to create, personalize, and present pop-up ads in a manner that minimizes disruption and captivates consumers.

Furthermore, the negative correlation between consumer perception of pop-up advertisement and their attitude towards the brand indicates that businesses ought to develop their advertising strategies based on consumers' perceptions. Businesses should develop and execute their advertising strategies while taking into account that pop-up ads might be viewed unfavorably by consumers, potentially impacting their perception of the brand.

It is important for businesses to create and implement pop-up advertising strategies in accordance with consumers' perceptions and attitudes towards the brand. Furthermore, to minimize the adverse impacts of pop-up ads on consumers, it is advisable to use strategies like customization and aligning their post with the specific target audience.

Conflicts of Interest

The authors declare no conflicts of interest regarding the publication of this paper.

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