

The Influence of Television Pop-Up Advertising Media on Consumer Attitudes In Inspiring Consumer Purchase Behavior

ABSTRACT

This research is motivated by the phenomenon where currently pop-up advertisements often appear suddenly on the TV screen while watching an ongoing soap opera program on television. Pop-up advertisements that suddenly appear when a soap opera is broadcast on television often disturb the comfort of the audience in watching television programs. In addition, this study aims to determine the effect of informativeness, entertainment, irritation, and incentiviveness of pop-up advertisements on consumer attitudes. In addition, to find out how the influence of consumer attitudes on consumer buying behavior after watching pop-up ads on television. The independent variable in this study is pop-up advertising (informativeness, entertainment, irritation, incentiviveness), the mediating variable is consumer attitudes, and the dependent variable is consumer buying behavior. The research method used in this research is descriptive and verification method. The population in this study are consumers who watch television programs. The sampling technique used in this study is a non-probability sampling technique with a purposive sampling method, so that the sample in this study is 100 consumers who watch television programs. The analytical method used in this research is a Structural Equation Modeling-Partial Least Square (SEM-PLS) using SmartPLS Software Version 3.2.8. The results showed that informativeness, irritation, and incentiviveness had an effect on consumer attitudes towards the value of a pop-up advertisement. Meanwhile, entertainment has no effect on consumer attitudes towards the value of a pop-up advertisement. The magnitude of the influence that informativeness, entertainment, irritation, and incentiviveness on consumer attitudes is 60.7%. In addition, the results of the study show that consumer attitudes affect consumer buying behavior after watching pop-up ads. The magnitude of the influence of consumer attitudes on consumer buying behavior after watching pop-up ads is 31.5%. Based on these results, it is important for companies to make pop-up ads more informative, not seen as distractions, incentives, and make advertising more entertaining. This needs to be considered in building positive consumer attitudes towards pop-up advertising, so that it can have an impact on consumer buying behavior.

Keywords: Pop-Up Advertising, Consumer Attitude, Organizational Culture and Employee Performance.