

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

BY

ARUNGBEMI OLUBUNMI GRACE

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**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.

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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*