

Influence of Pop-Up Advertising on Customer Purchase Intention in the Personal Care Industry of North Western Province, Sri Lanka

Adhikari AMSI¹, Iroshana MWUK²

¹*Department of Marketing Management, Faculty of Management Studies, Rajarata University of Sri Lanka*

²*Department of Marketing Management, Faculty of Management Studies, Rajarata University of Sri Lanka*

The rapid growth of internet use in Sri Lanka's North Western Province has positioned digital marketing, especially pop-up advertisements, as a key strategy for personal care brands. This study examines how pop-up advertising elements entertainment, informativeness, credibility, and irritation influence customer purchase intention, grounded in consumer behavior theories such as the Elaboration Likelihood Model. The conceptual framework was adapted from established research to fit the Sri Lankan cultural and market context. Using a quantitative, cross-sectional survey design, data were collected from 384 personal care consumers via convenience sampling, acknowledging limits on generalizability. The questionnaire, adapted from validated scales and pretested for cultural relevance, showed high reliability (Cronbach's alpha = 0.879). Data analysis included descriptive statistics, regression, and structural equation modeling with model fit indices confirming robustness. Findings reveal that informativeness and credibility significantly increase purchase intention ($p < 0.001$), emphasizing trust and content quality's role. Entertainment had a moderate positive effect, while irritation negatively impacted purchase intention ($p < 0.001$), signaling consumer resistance to intrusive ads in this regional market. The results extend international digital advertising literature by contextualizing consumer responses within Sri Lanka's evolving technological environment. Marketers in the personal care sector should focus on culturally attuned, credible, and informative pop-ups that reduce irritation to enhance consumer engagement. Future studies should address ethical concerns and platform-specific effects for a more comprehensive understanding of digital ad effectiveness in emerging markets.

Keywords: Consumer Behavior, Pop-Up Advertising, Purchase Intention