

## **The Impact of Pop-Up Video Advertisement on Brand Engagement in the FMCG Industry in Sri Lanka**

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This study examines the impact of pop-up video advertisements on brand engagement within Sri Lanka's fast-moving consumer goods (FMCG) industry. As digital marketing evolves, pop-up ads have emerged as both a widely used and highly debated advertising tool. This research seeks to determine whether such intrusive advertising methods enhance or hinder brand engagement within Sri Lanka's unique cultural and economic context. Grounded in consumer behaviour and digital marketing literature, the study explores consumer attitudes, emotional responses, and levels of engagement triggered by pop-up video ads.

A mixed-method approach is employed, integrating both qualitative and quantitative analyses to provide a comprehensive understanding of the phenomenon. Quantitative data is collected through an online survey of 397 FMCG consumers from diverse backgrounds, assessing their experiences, perceptions, and engagement with pop-up video advertisements. The data is then analysed using statistical methods to ensure reliability and depth in findings.

The study reveals a dual effect of pop-up video ads on brand engagement. While certain engaging and contextually relevant ads enhance brand recall and foster positive emotional connections, the majority of respondents report irritation and negative associations due to the intrusive nature of these ads. Comparative analysis with global studies highlights culturally specific consumer preferences in Sri Lanka, particularly a strong inclination toward non-intrusive advertising formats and culturally resonant content that significantly influence engagement levels.

This research is limited to online platforms, excluding other advertising media that may offer a broader perspective on consumer-brand interactions. Additionally, reliance on self-reported data presents a potential response bias.

Future research could explore the longitudinal effects of repeated exposure to pop-up ads and their influence on brand loyalty. The study contributes to the emerging literature on digital advertising and consumer engagement by incorporating cultural specificity. From a practical standpoint, the findings offer actionable insights for FMCG marketers in Sri Lanka, emphasising the need for less intrusive, culturally aligned advertising strategies to foster positive consumer engagement. The study also underscores the importance of regulatory guidelines to promote consumer-friendly digital advertising practices.

**Keywords:** *Brand Engagement, Digital Marketing, FMCG Industry, Pop-Up Video Advertisements, Sri Lanka*