

The Effectiveness of Search Engine Marketing on Consumer Behaviour

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Abstract:

This study investigates the effectiveness of search engine marketing (SEM) on consumer behaviour, focusing on purchase decisions and brand awareness. A descriptive research design was employed, involving a survey of 100 participants. The findings reveal that SEM can be an effective tool for reaching and influencing consumers, particularly younger demographics. However, the effectiveness of SEM depends on factors such as ad relevance, targeting, and optimization.

The study recommends that businesses focus on creating relevant and personalized ad content, optimizing campaigns for mobile devices, leveraging local SEO, and continuously tracking and analysing campaign performance to maximize the effectiveness of SEM.

Key words: SEM Effectiveness, Consumer Behaviour, Search Ads, Voice Search.

1. INTRODUCTION

Search engine marketing can be defined as a set of marketing methods to increase the chance of receiving quality traffic through search engines. Basic purpose of SEM is to improve website's ranking on various search engines such as Google or Bing. SEM is very broad term which refers to number of different activities including search engine optimization (SEO), search retargeting, and social media marketing. During the recent years, SEM has become popular with the rising number of Internet users around the globe and numerous IT and non-IT enterprises aiming to expand their business by strong Internet marketing.

In today's digital-driven economy, consumers have unprecedented access to vast amounts of information at their fingertips. Among the primary tools enabling this access are search engines, which have become essential to modern consumer behaviour. Whether searching for product reviews, service comparisons, or detailed information, consumers frequently rely on search engines to make informed decisions. As a result, businesses have increasingly turned to Search Engine Marketing (SEM) as a core element of their digital marketing strategies to capture consumer attention in this highly competitive space.

2. OBJECTIVES

- To Identify the factors motivates for purchase.

- To know the user performance on voice search in search engine.
- To Understand the effects search engine on purchase decision.

3. NEED FOR THE STUDY

- The way consumers search for and purchase products has drastically changed with the advent of the internet. Consumers now rely heavily on search engines to discover products, compare prices, and read.
- A deeper understanding of how SEM affects consumer choices can help businesses fine-tune their strategies to outperform competitors in attracting and retaining customers.
- Search engines like Google continuously update their algorithms, impacting how ads are displayed and ranked. These changes can significantly affect the performance of SEM campaigns.

4. SCOPE OF THE STUDY

- Understanding the impact of search engine marketing on consumer awareness, consideration, and purchase decisions.
- Examining the effectiveness of search engine marketing strategies, such as keyword targeting, ad copy, and landing pages.
- Identifying the key factors that moderate the effectiveness of search engine marketing, such as consumer demographics, search intent, and device usage.

5. LIMITATIONS OF THE STUDY

- Data quality and availability: Limited access to accurate and reliable data on consumer

behavior and search engine marketing performance.

- Sampling bias: The study may only capture a specific segment of the population, limiting generalizability.
- Correlation vs. causation: Difficulty in establishing cause-and-effect relationships between search engine marketing and consumer behavior

6. LITERATURE REVIEW

According Ho et al., (2010) SEM is an Internet marketing technique that increases the rankings of a website in search engines in an attempt to bring more visitors to the website.

According to Kumar et al. (2024) showed that SEM targeting strategies (e.g., contextual, behavioral) impact consumer behavior and brand loyalty.

According to Yalcin and Kose (2010), in 2009, 81% of all Internet users entered webpages through search engines. From this it can be argued that the more times a company's website is visible in the search results, the better the company's online visibility. To obtain good visibility, companies need to understand their competitors and their target audiences

According to Green (2003), visibility on the web is crucial as both individuals and companies use the Internet to make research before making a buying decision. To ensure that Internet users find the company's website, different Internet marketing techniques are used (Madleňák, Madleňáková, Švadlenka, & Salava).

According to Shih et al., (2013), A successful search engine marketing strategy can generate steady levels of traffic to the website, a great return on investments, and enhance awareness of brands and vendors.

7. RESEARCH METHODOLOGY

A systematic research design was adopted for this study, involving descriptive research to describe existing phenomena. The population of interest was defined, and a convenience sampling method was used to select a sample of 100 participants. Data collection was conducted using primary data from questionnaires administered through Google Forms and secondary data gathered from the internet and existing research. This comprehensive approach provided a solid foundation for analysing and interpreting the findings of the study.

8. DATA ANALYSIS & INTERPRETATION

8.1 PERCENTAGE ANALYSIS

8.1.1 Gender of the Respondent

		Frequency	Percent
valid	Male	77	77.2
	Female	23	22.8
	Total	100	100.0

Inference: In this above table shows that 77.2% are male, 22.8% are female, Therefore the maximum respondents are Male for this Research.

8.1.2 Age of the Respondent

		Frequency	Percent
valid	19-23	78	78.2
	24-27	20	19.8
	28-30	2	2.0
	Total	100	100.0

Inference: In this above table shows that 19-23 are 78.2%, 24-27 are 19.8%, 28-30 are 2%. Therefore, the maximum respondents are from 19-23 for this Study.

8.1.3 Occupation of the Respondent

		Frequency	Percent
Valid	Student	50	50.5
	Employee	45	44.6

	Self employed	3	3.0
	Others	2	2.0
	Total	100	100.0

Inference: In this above table shows that 50.5% are students, 44.6% are Employee, 3% are Self-employed, 2% are Others. Therefore, the maximum respondents are Students for this study.

CORRELATION

H0: There is no relationship between motivate you to click on search ads and ever made a purchase directly from search ads.

H1: There is a relationship between motivate you to click on search ads and ever made a purchase directly from search ads.

		What motivates you to click on a search ad	Have you ever made a purchase directly from a search ad
What motivates you to click on a search ad	Pearson Correlation	1	-.168
	Sig. (2-tailed)		.094
	N	100	100
Have you ever made a purchase directly from a search ad	Pearson Correlation	-.168	1
	Sig. (2-tailed)	.094	
	N	100	100

Inference: The above table shows that difference between What motivate you to click on search ads and Have you ever made a purchase directly from search ads. So $p=0.094$, Therefore H_0 is accepted, There is no significance difference between What

motivate you to click on search ads and Have you ever made a purchase directly from search ads.

CHI-SQUARE ANALYSIS

H0: There is no significance association between Gender of the respondent and have you ever used voice search to find product or services.

H1: There is a significance association between Gender of the respondent and have you ever used voice search to find product or services.

Chi-square analysis			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.732 ^a	3	.435
Likelihood Ratio	2.610	3	.456
Linear-by-Linear Association	2.423	1	.120
N of Valid Cases	100		
a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 2.30.			

Inference: The above table shows that association between Gender of the respondent and have you ever used voice search to find product or services. So $p=0.435$, Therefore H_0 is accepted, There is no significance association between Gender of the respondent and have you ever used voice search to find product or services.

9. FINDINGS

The study found that a majority of respondents were male (77.2%) aged 19-23 (78.2%), primarily students (50.5%). There was no significant difference between the motivations for clicking on search ads and making purchases directly from them ($p=0.094$). Additionally, gender did not significantly influence the use of voice search for finding products or services ($p=0.435$).

10. SUGGESTION

To enhance the effectiveness of SEM campaigns, targeting younger demographics, particularly students, could prove highly beneficial. Crafting ads with messaging and imagery that resonate with this audience and distributing them across mobile-friendly platforms like YouTube and Instagram will likely boost engagement. Additionally, optimizing landing pages for a seamless user experience, particularly on mobile, can help improve conversion rates. Focus on high-intent keywords that match user intent and consider remarketing strategies to re-engage those who click on ads but don't convert.

Voice search optimization should also be explored, as both men and women seem equally likely to use voice search for finding products and services. To capitalize on this, optimize for long-tail, conversational keywords and strengthen local SEO to capture more voice-driven searches.

11. CONCLUSIONS

This study investigated the effectiveness of search engine marketing (SEM) on consumer behaviour, focusing on purchase decisions and brand awareness. The key findings revealed that SEM can be an effective tool for reaching and influencing consumers, particularly younger demographics. However, the effectiveness of SEM depends on various factors, including ad relevance, targeting, and optimization.

Younger demographics, especially males aged 19-23, are more likely to be influenced by SEM. and while clicking on search ads doesn't always lead to immediate purchases, it can still play a role in brand awareness and consideration. Gender does not appear to be a significant factor in voice search adoption.

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