EFFECTIVENESS OF SE ADVERTISING BY INFLUENCING DIFFERENT DIMENSIONS OF USERS' COGNITIVE TRUST EMOTIONAL TRUST: A STUDY BASED ON HONGKONG CUSTOMERS

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ABSTRACT

Search engine advertising (SEA) has only been around since 1998, hence the industry is still in its infancy. It gained notoriety very rapidly as a valuable resource for online real estate marketers, and it is today responsible for the generation of billions of dollars in revenue for the main search engines. Since SEA has been so widely used, there has been a lot of academic study done on it. Nevertheless, there is no attempt at a summary made of this enormous body of data. As a workaround for this constraint, they plan to look at all of the published SEA investigations. Publications from the SEA these days, the internet is where the vast majority of people go to get their news and other important information. On the Internet, data, information, and news may all be found via the use of search engines. The user is presented with a list of relevant links generated by a search engine and asked to choose one of them. It's possible that search engines may give links that are both helpful and irrelevant. The search engines used nowadays are meta-search engines and general-purpose search engines. The purpose of this study is to determine which search engine provides the most relevant results and how many links provide those results. Increasing a website's organic search ranks is one of the goals of search engine optimization (SEO). This technique was successful in monitoring SEO specialists and delivering trustworthy data for SEM goals and SEO upkeep.

Keywords: Sponsored search, Search engine advertising, paid search, Systematic literature review.

1. INTRODUCTION

An auction that is open to the general public are take place at each and every time that this procedure is carried out. During this auction, the potential compensation per click that each advertiser is get, as well as the relative position of their ad in the user's view, were chosen. In addition, the auction is determined who are win the auction. For this reason, the business model of search engines is serving as the major focus of discussion for the whole of this thesis. As they go through the process of outlining how ad auctions work, one of the primary subjects that they are cover is going to be the inner workings of an ad auction as well as how they function. In addition, they need to put they're in the position of a marketing executive so that they can come up with tactics that is of the utmost use to marketing executives. In order to do this, they conduct research on auctions as a means of determining prices for advertisements and create a theoretical groundwork for the disciplines of game theory and auctions. In addition to this, they take a look at the scenario that Google employs for its ad auctions and create a model to mimic these auctions (Alajmi, 2016). To be more specific, their objective is to model the outcomes of a scenario that includes several participants, each of whom may have an impact on the results produced by the others by applying numerical approaches. It is possible that if they do this, they are not only be able to develop a tool that can be used to mimic the Search Engine Marketing business and get a better understanding of the complexity of it, but they are also able to explain the processes and methods that optimize the profit that advertisers make. This is because they have gained a better understanding of its complexity. This study is presented in a format that consists of six distinct parts for their consideration.

Following this introductory chapter, they are going on to a discussion of the basic principles that underpin search engine marketing, such as the procedures that are involved and the incentives that are up for grabs for each actor in the industry (Petersen, 2015). They go over in great detail not only the outcomes for the seller but also the outcomes for the bidder, in addition to the important qualities, types, and procedures of auctions. This includes the outcomes for both parties involved in the transaction. They do an analysis on the structure of auctions and discover how to choose the strategy that is going to be the most successful. Auctions and the many possible applications of auctions in SEs are brought together. However, SEO is not a process that remains unchanged over time; rather, it is always changing and adapting to account for the development of new technologies (Gan, 2018).

2. PROBLEM STTEMENT

"Information and communication technology (ICT) and new media are reshaping the advertising industry and altering the ways in which marketing messages are delivered to target customers with customers more drawn to affective ads that can affect cognitive and affective dimensions".

To investigate whether advertising that emphasizes attributes rather than long-term advantages affects cognitive and emotional reactions. Both styles of advertising incite purchase intent, but their underlying reaction mechanisms vary. Non-users who weren't inclined to purchase were more likely to react to cognitive advertising, whereas those who were more likely to buy responded to emotional advertising. Interpretation used the limited participation hypothesis. Showing a product in multiple ways may advertise and sell it. This method may help your dog maintain a healthy weight or live longer. A low-calorie food product may be sold as "tasting nice" or "making you look attractive."

"Final analysis" explored how these response qualities influenced purchase. More than demographics, past use, or predispositional (diet habit) variables affected interest in buying the test product. Impulsive purchases affected consumers and non-customers differently. Non-users relied more on emotions. "Susceptible" non-users bought more products, as seen by their eating habits. Low involvement causes no cognitive responses or attitude change. This strategy enhances advertising and precognition. Advertisements reduced cognitive responses, although this was an exception. Low-involvement advertising emphasizes emotions above "just exposure"-based awareness. User and buyer responses reinforce the idea that strong engagement requires cognitive work (Bernarto, 2017).

3. BACKGROUND OF THE STUDY

Advertisements from Pompeii's Roman period adorned the city's streets and walls. Papyrus fragments from the British Museum show the first known written advertisement. A Hongkongers ran an ad in the local newspaper 3,000 years ago asking for the return of a runaway slave, who had escaped. When it comes to word of mouth or spoken PR, it's been around for a long time. Movable type was invented by Gutenberg in the 15th century, which led to the emergence of handbills and posters as well as newspaper ads. Franklin established the Philadelphia Gazette in 1729, which swiftly rose to prominence as a vehicle for

advertising. As early as 1784, the Pennsylvania packet and General Advertiser had a whole front page dedicated to ads. For the previous two hundred years, however, the history of advertising in Hongkong has been largely consistent with that of the local press of put it another way, advertising may be seen as a precursor to journalism (Agarwal, 2016). Theft-inducing items Advertisements being offensive is nothing new. Even if they don't enjoy commercials, they have an unfavorable view of the business as a whole. Author cited a study by an advertising firm that found that advertising is becoming more insensitive to the intellect of customers. For the most part, the complaints were on the ads' visual and verbal aesthetics, with many complaining that they were 'insulting to my mind, in bad flavor, unpleasant, nasty, or too obviously carnal.' The promotion of "unmentionables" in the same year, authors used the term unmentionables to describe items or thoughts that generate feelings of disgust, offence, and/or indignation when brought to the public's attention for reasons of delicacy, morality or even terror. By defining unmentionables as products/services/concepts that are hurtful, humiliating, destructive, socially undesirable, or contentious to a considerable portion of the public, this study was taken to a new level. Personal hygiene products, birth control, warfare, and drugs for terminal illness were all included in 'products'; 'services' included abortion, sterilization, venereal disease, mental illness, funeral directors, and artificial insemination; and 'concepts' included political ideas, palliative care, unconventional sexual practices, racial/religious prejudices, and terrorism were all included in 'concepts'; Products' level of unmentioned Ness might change across time and space. A contraceptive sheath, for example, is viewed as an example of a product that should be kept out of conversation. To a significant extent, society had changed its attitude toward responsible birth control by the middle of the twentieth century. Offensiveness levels seem to be affected not just by changes in time, but also by differences in geographic location. There were three ads that were deemed to be among the most annoying in the Hong Kong: feminine hygiene products, women's underwear, and haemorrhoid remedies. A few years later, found that racially radical organizations, religious denominations, and feminine hygiene products were the most offending items and services in Hongkong. Chat-line services, carnal illnesses, and dating services were Hongkong three most offensive items. It was also shown that these opinions differed based on demographics. Consumers' opinions about offensive advertising may differ depending on their cultural and ethnic backgrounds, according to this research (Forbes, 2016). Attempts to offend there are several factors that contribute to a product or service's perceived offensiveness, including its attractiveness and presentation style. In society, advertising is essential since it reflects and attempts to modify their way of life. It's been around since the beginning of time. Before it could take on its present form, it had to journey through time. A person's desire to convey his or her own message and entice others to him or her is at the heart of advertising.

4. LITERATURE REVIEW

The advertising message is not retained in the mind precisely as it is provided; rather, it is retained in a manner that reflects the information that the person has chosen to highlight. The selection process now makes heavy use of automated and computationally based processes. The requirements, interests, and history of the receiver are taken into consideration throughout the carefully regulated selection process. Automatic selection is unintentional because the person who receives the message does not have any influence over which pieces of

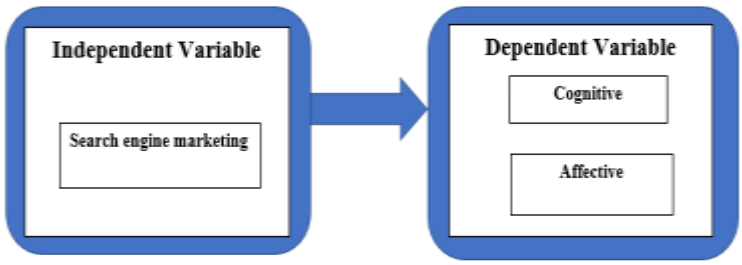
information are activated in response to the stimulus it offers. Since the stimulus could either be information directly related to the recipient's objectives and desires or information representing change in the environment, the reception of the message may differ depending on the context, the culture, and the person who is receiving it. This is due to the fact that the information could be the stimulus. The mental process of shifting components of a mental representation of advertising from the sensory memory to the working memory is referred to as encoding. Encoding is also known as encoding. The memories of individuals are not kept in isolation but are, rather, connected to one another via a network of linkages and hyperlinks (Brasel, 2014). When one memory is used, another memory is "associated," which is a process that makes it more accessible than it was before. This process happens automatically anytime a memory is used. Their short-term memory, also known as their working memory, is where any memories that are presently being accessed are be found. The newly encoded information is available, but it can only be retrieved via associations with other bits of data that are also accessible at this same time and are kept in working memory. Although the information is there, it can only be accessed in this way. When a person is able to effectively integrate new pieces of information into this network, they are able to retain information in a manner that is proportional to their level of success in doing so when it comes to making new associations in their mind between newly activated knowledge and previously formed associations. It's possible that they may refer to this activity as "storage." When the brain makes connections between newly acquired information and information that it has already stored, the brain is better equipped to store the new information (Chen, 2016). The degree of retention of the encoded parts of the marketing message is influenced by a person's capacity to make links between newly acquired information and previously stored memories. To recall information, one must first search for it in their associative memory network, and then revive it in their working memory. This process is required in order to retrieve the knowledge. If newly encoded information is connected to previously stored information, the newly encoded information better kept and easier to retrieve. One way to think of retrieval is as a roadway that goes in both directions. Because retrieval provokes the activation of a mental picture of certain aspects of advertising, it may happen either before or after a person is exposed to the commercial in question. Long-term memory is being accessed in order to activate or retrieve previously stored information before the new message information may be placed there. This process continues throughout storage, where both previously stored data and newly added data are activated to disclose previously concealed links between each other (Draganska, 2014).

5. METHODOLOGY

The study was conducted in markets, retail market, shopping malls, on Hongkong. The study sites were chosen because of consumers' availability at the sites to purchases various brands. A questionnaire consisting of closed-ended questions was used during the interviews. It includes twenty-six items with five response categories ranging from 1 = strongly disagree 5 = agree. The structured data collection instrument allowed the researcher to probe the same questions to all participants and indicate their responses using predetermined response options that were extracting information regarding worker's social demographic characteristics. The time used to complete one form was approximating 30 minutes; data was collected within a period of one month.

In the study, the working population of the research was found to be 3 billion on the basis of world report. The sample size was calculated as per the Rao soft software and was found to be 14020. The sampling method is simple randomized sampling. A total of 13990 questionnaires were distributed out of which 13825 questionnaires were collected and 13910 were used for the analysis. The single person, group, or thing that serves as the focus of the analysis (also known as the unit of analysis) is evaluated in depth. The data was gathered at a single point in time using a cross-sectional methodology, which was both straightforward and efficient in terms of cost. The researcher had limited resources in terms of both time and material, so they decided to use a quantitative technique. There were workers of the government, medical experts, engineers, business owners, independent contractors, and consultants all included among the 13910 individuals who participated in the survey. The participants in the study were explained the objectives of the study, and those who gave their permission to take part in the research were asked to fill out a questionnaire in the waiting area after they had completed their shifts during their own free time (the researcher was on hand to answer any questions). In certain other contexts, they handed out surveys that required an instant response. A poll was conducted with participants consisting of individuals working in government, healthcare, engineering, business, and consultancy.

6. THEORETICAL FRAMEWORK



7. RESULTS

Factor Analysis:

Table 1. KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.970
Bartlett's Test of Sphericity	**Approx. Chi-Square**	3252.968
	df	190
	Sig.	.000

In this regard, Kaiser recommended that the KMO (Kaiser-Meyer-Olkin) measure of sampling adequacy coefficient value should be greater than 0.5 as a bare minimum for performing factor analysis. The KMO value of the data used for this study is .970. Furthermore, Bartlett's test of Sphericity derived the significance level as 0.00.

Test for Hypothesis:

• SE advertising variances: The quality of their spatial interactions and relationships with the world continues to improve. Their cities and towns are made up of digital material including articles and images from Wikipedia and Instagram, ratings and comments on restaurants from Zomato, and data rankings determined by algorithms under Google's control. The advent of digital technology sparked a line of inquiry into the potential impact of computers on people's economic, social, and political interactions with their communities. This kind of digital material does more than just reflect the world; it actively shapes it. The internet has become one of the most important promotional tools in the modern world. It's possible that a sizable section of the population relies on online resources like search engines and social media for news and information (Bahadur, 2020).

On basis of the above discussion, the researcher formulated the following hypothesis, which was analyse the relationship between consumer cognitive trust and the SE advertising variances.

H03: There is no significant relationship between consumer cognitive trust and the SE advertising variances.

H3: There is a significant relationship between consumer cognitive trust and the SE advertising variances.

Table 2. H3 Descriptive

Descriptives								
SUM								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1.00	556	20.2500	.50000	.25000	19.4544	21.0456	20.00	21.00
1.33	278	26.0000	2.82843	2.00000	.5876	51.4124	24.00	28.00
1.67	556	30.7500	7.80491	3.90246	18.3306	43.1694	24.00	38.00
2.00	556	40.2500	1.25831	.62915	38.2478	42.2522	39.00	42.00
2.67	556	51.5000	9.14695	4.57347	36.9452	66.0548	42.00	64.00
3.33	556	70.5000	5.74456	2.87228	61.3591	79.6409	62.00	74.00
4.00	2644	80.5263	1.71167	.39268	79.7013	81.3513	78.00	84.00
4.33	1114	89.0000	2.00000	.70711	87.3280	90.6720	86.00	92.00
4.67	139	94.0000	.	.	.	.	94.00	94.00
5.00	6955	99.9200	.44447	.06286	99.7937	100.0463	97.00	100.00
Total	13910	82.3700	24.72256	2.47226	77.4645	87.2755	20.00	100.00

For dependent variable (Emotional and Cognitive Trust), the descriptive output gives the sample size, mean, standard deviation, minimum, maximum, standard error, and confidence interval for each level of the (quasi) independent variable. In this study, respondents who responded for SE advertising variances, and their mean were 82.37, with a standard deviation of 24.72256.

Table 3. H3 ANOVA test

ANOVA					
SUM					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	59872.643	4064	6652.516	940.408	.000
Within Groups	636.667	9845	7.074		
Total	60509.310	13909			

In this study, the result is significant. The value of F is 940.408, which reaches significance with a p-value of .000 (which is less than the .05 alpha level). This means the "H3: There is a significant relationship between consumer cognitive trust and the SE advertising variances."

8. CONCLUSION

The degree to which an ethical behavior can indirectly affect customer loyalty can be measured through two channels: consumer satisfaction and trust. Establishing and sustaining trust in one another is one of the most important factors contributing to the success of any relationship. According to the findings of this study, when salespeople act ethically toward their customers, the customers respond favorably in terms of satisfaction, trust, and loyalty. The positive correlation between ethical behavior and satisfied customers provides further evidence that ethical behavior is a precursor to satisfied customers, which is consistent with the findings of previous studies. They demonstrated the existence of a positive correlation between morally upstanding sales practices and the successful acquisition of the confidence of potential customers. As a consequence of this, the authors advocate for salespeople to prioritize openness and honesty in their work in order to strengthen the variables that ultimately result in customers trusting a business. Earning a customer's trust by polite behavior, patience, and the asking of essential questions is the greatest method to satisfy a customer's needs. Dishonest sales practices may bring temporary success, but the best approach to satisfy a customer's requirements is to gain their trust. It is recommended that merchants provide clients the finest possible product advice they can muster, given that competent guidance is associated with increased degrees of confidence. According to the findings of the study that had been done before, there was a positive association between happy consumers and their loyalty. Customers who have relied on sales experts for aid in making product choices are often better pleased with both the purchasing experience as a whole as well as the products that they have ultimately purchased. There is a correlation between a rise in the trustworthiness of the vendor and an increase in the contentment of the customer. The formation of the satisfaction-trust nomological network is helped along by this. A substantial body of previous research supported the idea that a direct positive correlation exists between satisfied customers and brand loyalty.

9. LIMITATIONS

It might take a long time, depending on the topic. Most of the time, it is not a cost-effective technique to get data because of the potential high costs of data collecting. In addition, it's possible that they have to make many trips. It's possible that the results were less than satisfactory due to a lack of data and subjects. Because it may not adequately reflect the

intended audience, a small sample size precludes generalization. Researchers may require participants' authorization to use their data if they want to gather information on touchy subjects. The sample size selected for the study is very less; a larger sample size would give more relevant information. Apart from it the study was follow empirical data collection method which has the following limitations.

When it comes to most scientific endeavors, theories (or reasoning) alone aren't enough. Before using a theory, it is possible to test its validity via empirical investigation. Some researchers employ non-empirical research to gather knowledge about the phenomena and then use that information in empirical research to test their hypothesis.

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