

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

YUAN XIAOHUI¹, ABHIJIT GHOSH²

¹Research Scholar, Lincoln University College, Petaling Jaya, Malaysia.

²Lincoln University College, Petaling Jaya, Malaysia.

ABSTRACT

Advertising through search engines (also known as SEA) is a practice that is still in its infancy despite having been around since 1998. It sprang to popularity very fast as a useful resource for online property marketers who were marketing their online properties, and it is now responsible for generating billions of dollars yearly for the main search engines. Since its widespread implementation, SEA has been the focus of a multitude of studies written for academic audiences. On the other hand, there is not yet a readily available summary of this enormous body of knowledge. Because of this shortcoming, they have decided to conduct an exhaustive review of the SEA research that has been published. These publications were on SEA. These days, the World Wide Web is where most people get their news and other important information. When seeking any kind of data, information, or news, one often turns to the World Wide Web by way of a search engine. A search engine returns a list of links that are relevant to the thing the user is looking for, and the user chooses one at a time. Given that some links are relevant to the search item and others are not, a search engine may provide both sets of results. There are two main kinds of search engines used today: general-purpose engines and meta-search engines. The primary objective of this study is to determine which search engine provides the most relevant search results and how many such links there are. The term "search engine optimization," abbreviated as "SEO," refers to the practice of increasing the visibility of a website or web page in organic search results. This strategy functioned very well when it came to monitoring the talents of SEO pros, and it provides trustworthy data for sustaining search engine optimization and designing SEM goals.

Keywords: Search engine advertising, sponsored search, paid search, systematic literature review.

1. INTRODUCTION

This thesis is researching the effectiveness of advertising and analyzes the ways in which companies may grow their client base by optimizing their websites for search engines. Specifically, the investigation was focus on the former topic. This thesis was described digital marketing by focusing on search engine optimization (SEO) and the perspectives of Hong Kong small and medium-sized enterprises (SMEs) on its usage. There are always going to be several perspectives on things. As a consequence of this, search engine optimization (SEO) is considered a waste of time and money by some companies, while it has proved critical to the quick development of other enterprises viewpoints of companies on search engine optimization. In recent years, search engine marketing (SEM), which refers to the process of increasing a company's customer base by broadening its clientele via the strategic placement of adverts on search engines, has been shown to be a successful technique (Elhai, 2016). When taken together, these details give sufficient evidence to support the contention that it is critical to pay attention to internet marketing and search engines (Quinn, 2016).

Search engines let marketers communicate with consumers to promote their goods and services. This involvement promotes the marketer's products. Search engine marketing (SEM) focuses on search engines and their advertising (SEM). Marketers may employ search phrases to reach prospective consumers. Since prospects search online using the same terms, this is

conceivable (also known as "queries"). They see sponsored ads and "organic results" when they search (Pittman, 2016). Search engine marketing helps firms influence potential customers before they buy. Search engine marketing's biggest benefit. The cost-per-click is the amount paid for each click in pay-per-click (PPC) pricing. This method is difficult since it integrates game theory, auctions, and economics. The user, search engine, and advertisers that want the user to click on their ad are the main participants in this immediate sequence of events. End users are very important (Beyens, 2016).

2. PROBLEM STATEMENT

"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".

It is examined to determine whether people's cognitive and emotional responses are affected by advertising that emphasizes qualities rather than long-term benefits. The underlying response processes elicited by the two types of advertising, in addition to inciting buy intent, have been shown to differ. Non-users who weren't predisposed to buy were more likely to respond to advertising's cognitive aspects, while those who were more likely to buy were more likely to respond to the campaigns' emotional features. The data were interpreted using the low participation hypothesis. There are many different ways to promote and sell a product, depending on how it is shown. For example, they may be able to keep a healthy weight off your dog or even extend the life of their dog using this technique. A low-calorie food product may be promoted by stating that it "tastes good," or it might be promoted by suggesting that the product would "make you look gorgeous."

A "final analysis" examined how these response traits affected purchasing. It was observed that more than demographics, prior usage of the test product, or predispositional (diet habit) factors impacted interest in purchasing the test product. Researchers found that customers and non-customers had different cognitive and emotional reactions to impulsive purchases. Non-users relied more on emotions than users. As revealed by their eating behavior, "susceptible" non-users were more likely to acquire a product than "non-susceptible" ones. Low engagement produces few cognitive reactions and no attitude change. This method develops precognitive and advertising awareness. This was an exception but forcing the audience to observe advertisements diminished cognitive reactions. Low-involvement advertising prioritizes emotional reactions above "only exposure"-based awareness. User and buyer answers support the premise that strong participation demands a lot of cognitive labor (Bernarto, 2017).

3. BACKGROUND OF THE STUDY

In Hong Kong, there are over 1.2 million enterprises, and the vast majority of them are sole proprietorships or partnerships with ten employees or less. This percentage is approximately 96%. In addition, 99.99% of the market is controlled by regular little enterprises that have between zero and two hundred and forty-nine employees. Only 0.01 percent of Hong Kong companies have more than 250 employees, and these are the top ones (Pattanayak, 2017).

According to studies conducted by the SCB, companies that have less than fifty employees been considered to be small firms. According to Hess, searched for more data in the course of their investigation of the growth of small enterprises. The author of the study addresses important issues related to the manner in which small enterprises need to make use of their available resources for the purpose of growth. The first factor is the investment made by the company in the training and education of its workforce. This is an extremely important aspect of the business given that it is dependent on a select group of customers, the current state of the market, the introduction of a new product, and international sales. If they wish to be of assistance to the company, they are needed to do the tasks at hand in a timelier fashion, with more efficiency, and at a lower cost (Hou, 2017). An increase in the amount of information in the digital world results in competent development becoming a production resource, which in turn influences the growth potential of the organization. In addition, in order to set oneself apart from the other businesses in the industry. Third, organizations need people in order to function, and people are essential to the success of companies since they contribute to the growth of enterprises. in order for companies to successfully retain consumers, they must prioritize the demands of those customers while also understanding the importance that customers put on their own priorities. As a fourth factor to consider, discover that small enterprises have a better probability of expansion by engaging in international trade rather than relying just on sales inside their own country. Increasing the amount of goods that are sent overseas is very necessary for the growth of small and medium-sized businesses. This brings us to the fifth and last aspect, which is the launch of a new product. Both the digital world and the competitors are always on the lookout for small businesses that create new information and technology that they can incorporate into their own services and commodities.

4. LITERATURE REVIEW

There is a wide array of strategies that consumers use to recall what they've seen in advertisements, according to studies that were conducted on this topic. The processes of storing new information and retrieving previously stored information may be separated into two distinct types of memory: episodic memory and semantic memory. The retrieval of information the messages that are communicated in ads have the ability to influence both the consumers' views of the featured products and their interest in those products. The degree to which individuals trust the claims made in advertising is a significant component in the formation of their perspectives. The credibility of an advertisement is directly proportional to its level of trustworthiness, authenticity, and confirmation (Araujo, 2020). How certain are consumers that the brands they buy are authentic, and that the promises made by companies in their marketing are indeed representative of the products and services offered by those companies?

The degree of credibility that people attribute to commercials may be impacted by a number of factors, including the kind of advertising used (brand-oriented vs. experience-oriented, for example). After being subjected to a variety of kinds of advertising, the next step for consumers is to participate in what sort of information processing?

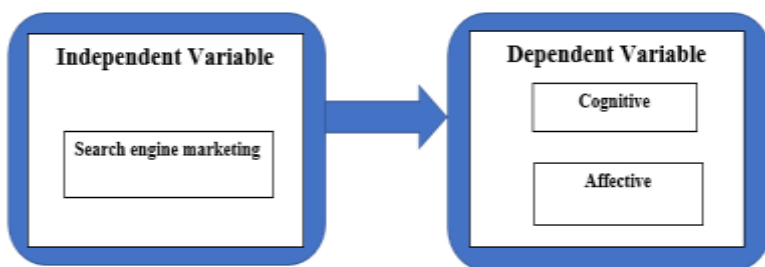
The Processing of Information Obtained from Commercials:

The modern consumer is subjected to an overwhelming number of advertisings presented in a diverse range of media. According to study that was carried out by Media Dynamics, Inc, the typical adult is exposed to around 360 advertising every single day, yet no one can efficiently process this amount of information. Approximately one-fifth of all ads are recalled, and even fewer make such an impact that buyers can readily bring them to mind when they are making a purchase. The ability of customers to concentrate on and make sense of brand information presented in an advertisement when they are making a purchasing choice is an example of processing brand information (Morhart, 2015). Consumers get the message that an advertisement is trying to transmit to them via the use of brand information, such as the name of the firm, its characteristics, benefits, and uses, among other things. Encoding, storing, and retrieving brand information are the three processes that may be deconstructed from the process of managing brand knowledge. Customers are first presented with the advertisement and asked to take in the information it conveys before moving on to the next stage of the encoding process. Before this advertising message has a chance to get ingrained in the brains of clients, there are three steps that need to be fulfilled first (Belch, 2015).

5. METHODOLOGY

World report discovered 3 billion working people in the study. Rao gently computed 14020 as the sample size. Random sampling is used. 13825 questionnaires were gathered and 13910 were analyzed from 13990 disseminated. The unit of analysis is thoroughly examined. Cross-sectional data collection was simple and cost-effective. Quantitative study was chosen due to time and material constraints. The poll comprised 13910 government employees, medical professionals, engineers, company owners, independent contractors, and consultants. After being informed of the study's goals, participants were requested to fill out a questionnaire in the waiting area after their shifts in their leisure time (the researcher was on hand to answer any questions). They also sent out instant-response questionnaires. Government, healthcare, engineering, business, and consulting workers were polled. Hongkong marketplaces, retail markets, and malls were studied. The research venues were selected so customers may buy several brands there. Interviews utilized closed-ended questionnaires. Twenty-six questions have five answer categories: 1 = strongly disagree, 5 = agree. The standardized data collecting instrument enabled the researcher to ask all participants the identical questions and indicate their replies using preset response alternatives that extracted worker social demographic variables. Data was gathered in one month and took 30 minutes to complete one form.

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:

Search Engine Advertising: Site owners typically go beyond organic search results for traffic. Paid ads tailored to the user's search query and personality may appear alongside organic search results. Third-party advertisers may personalize these ads. Search engine marketing includes keyword search engine optimization and paid ads. Website owners must join an advertising network to display interactive ads in search results. These networks activate, price, and create and visibility-regulate ads. These networks activate ads. Google AdWords is a popular network (Duan et al., 2019).

On basis of the above discussion, the researcher formulated the following hypothesis, which was analyse the relationship between effectiveness of SE advertising and cognitive or emotional trust of customers.

H01: There is no significant relationship between effectiveness of SE advertising and cognitive or emotional trust of customers.

H1: There is a significant relationship between effectiveness of SE advertising and cognitive or emotional trust of customers.

Table 2. H1 Descriptive

Descriptive								
SUM								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1.00	696	21.6000	2.19089	.97980	18.8797	24.3203	20.00	24.00
1.25	139	21.0000	21.00	21.00

1.50	278	26.0000	2.82843	2.00000	.5876	51.4124	24.00	28.00
2.00	835	39.3333	1.75119	.71492	37.4956	41.1711	37.00	42.00
2.50	417	47.3333	4.61880	2.66667	35.8596	58.8071	42.00	50.00
3.00	139	62.0000	62.00	62.00
3.50	139	64.0000	64.00	64.00
4.00	431 2	82.4516	5.41503	.97257	80.4654	84.4379	72.00	94.00
4.25	139	97.0000	97.00	97.00
4.75	139	99.0000	99.00	99.00
5.00	667 7	100.000 0	.00000	.00000	100.0000	100.0000	100.00	100.00
Total	139 10	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 Search Engine Advertising and their mean were 82.37, with a standard deviation of 24.72256.

Table 3. H1 ANOVA

ANOVA					
SUM					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	59544.433	4085	5954.443	549.236	.000
Within Groups	964.877	9824	10.841		
Total	60509.310	13909			

In this study, the result is significant. The value of F is 549.236, which reaches significance with a p-value of .000 (which is less than the .05 alpha levels). This means the “H1: There is a significant relationship between effectiveness of SE advertising and cognitive or emotional trust of customers.” is accepted and the null hypothesis is rejected.

Methods of grab customers: In order to increase their market share, businesses that have an online presence should allocate a greater portion of their resources to increasing their exposure in social media and search engines. However, in order for them to accomplish this objective, they need to have access to a variety of strategies that may increase the level of customer trust in a firm during promotional endeavors. In addition, they make it possible to conduct an accurate analysis of the present state of the market, which is necessary before an organization can put into effect a marketing plan that is specifically designed for that organization. Because more and more people are using digital devices, it is very necessary to develop innovative strategies for interacting with customers if they want to see an increase in conversion rates.

On basis of the above discussion, the researcher formulated the following hypothesis, which was analyse the relationship between the methods used by SE advertising to grab users as

cognitive trust.

H02: There is no significant relationship between the methods used by SE advertising to grab users as cognitive trust.

H2: There is a significant relationship between the methods used by SE advertising to grab users as cognitive trust.

Table 4. H2 Descriptive

Descriptive								
SUM								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1.00	696	21.0000	1.73205	.77460	18.8494	23.1506	20.00	24.00
1.50	417	25.3333	2.30940	1.33333	19.5965	31.0702	24.00	28.00
1.75	278	38.0000	1.41421	1.00000	25.2938	50.7062	37.00	39.00
2.00	696	40.4000	1.67332	.74833	38.3223	42.4777	38.00	42.00
2.50	278	50.0000	.00000	.00000	50.0000	50.0000	50.00	50.00
3.00	417	66.0000	5.29150	3.05505	52.8552	79.1448	62.00	72.00
3.50	556	76.0000	2.30940	1.15470	72.3252	79.6748	74.00	78.00
4.00	2365	80.8235	1.55062	.37608	80.0263	81.6208	80.00	84.00
4.25	139	86.0000	86.00	86.00
4.50	696	88.6000	1.14018	.50990	87.1843	90.0157	87.00	90.00
4.75	278	91.5000	.70711	.50000	85.1469	97.8531	91.00	92.00
5.00	7094	99.8039	.93850	.13142	99.5400	100.0679	94.00	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 methods of grab customers, and their mean was 82.37, with a standard deviation of 24.72256.

Table 5. H2 ANOVA

ANOVA					
SUM					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	60313.234	4074	5483.021	2460.805	.000
Within Groups	196.076	9835	2.228		
Total	60509.310	13909			

In this study, the result is significant. The value of F is 2460.805, which reaches significance with a p-value of .000 (which is less than the .05 alpha levels). This means the “H2: There is a significant relationship between the methods used by SE advertising to grab users as cognitive trust.”

8. CONCLUSION

Its main drawback is its cross-sectional design. Customers' trust and loyalty to providers may build alongside other customer outcomes. Regular connection gradually builds trust and loyalty. Thus, longitudinal research would be tremendously valuable. If one wants to study how consumers respond to a new brand or product without much background knowledge or other quality signals, one must consistently gather data (e.g., positive word of mouth from existing customers). Cross-sectional data makes it harder to draw a correlational conclusion, which is the only one possible. The researchers found a connection between sellers' ethical conduct and consumers' happiness and faith in the organization, but further experimental study is needed to establish these processes and strengthen the relationship between them and customer loyalty. Even while vendors' ethical conduct was linked to consumers' happiness and faith in the organization, This research seeks to understand how consumers' opinions of a retailer's moral standards affect their trust, preference, and loyalty to a certain sports equipment brand. Ethical suppliers were more likely to keep consumers.

9. LIMITATIONS

The sample size selected for the study is very less; a larger sample size would give more relevant information. Apart from it the study will follow empirical data collection method which has the following 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 you'll have to make many trips. It's possible that the results will be 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. 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.

REFERENCES

- [1] Araujo, T., Helberger, N., Kruikemeier, S., & De Vreese, C. H. (2020). *In AI we trust? Perceptions about automated decision-making by artificial intelligence*. *AI & SOCIETY*, 35, 1–13.
- [2] Beyens, I., Frison, E., & Eggermont, S. (2016). *"I don't want to miss a thing": Adolescents' fear*
- [3] BHOME, D. S. (2016). *Study on impact of social media marketing on consumer buying behavior with reference to thane district*. Shri jagdish prasad jhabarmal tibrewala university, department of commerce and management, Rajasthan.
- [4] Belch, George E. and Michael A. Belch (2015), *Advertising and Promotion - an Integrated Marketing Communications Perspective*, New York: McGraw-Hill/Irwin.
- [5] Bernarto, I. *Pengaruh perceived value, customer satisfaction dan trust terhadap customer loyalty restoran XYZ di tangerang*. *J. Bus. Entrepr.*, 2017, 1, 82-98.
- [6] Duan, Y., Edwards, J. S., & Dwivedi, Y. K. (2019). *Artificial intelligence for decision*

making in the era of Big Data—evolution, challenges and research agenda. *International Journal of Information Management*, 48, 63–71.

- [7] Elhai, J. D., Levine, J. C., Dvorak, R. D., & Hall, B. J. (2016). Fear of missing out, need for touch, anxiety and depression are related to problematic smartphone use. *Computers in Human Behavior*, 63, 509-516. Doi: 10.1016/j.chb.2016.05.079.
- [8] Hou. (2017). Measuring social media Active Level (SMactive) and Engagement Level (SMengage) among Professionals in Higher Education, *International Journal of Cyber Society and Education*, 10, 1, 1-16.
- [9] Morhart, Felicitas, Lucia Malär, Amélie Guèvremont, Florent Girardin, and Bianca Grohmann (2015), “Brand Authenticity: An Integrative Framework and Measurement Scale,” *Journal of Consumer Psychology*, 25 (2), 200–218.
- [10] Quinn, K. (2016). Why we share: A uses and gratifications approach to privacy regulation in social media use. *Journal of Broadcasting & Electronic Media*, 60(1), 61-86. doi:10.1080/08838151.2015.1127245.
- [11] Pittman, M., & Reich, B. (2016). Social media and loneliness: Why an Instagram picture may be worth more than a thousand Twitter words. *Computers in Human Behavior*, 62, 155-167. Doi: 10.1016/j.chb.2016.03.084.
- [12] Pattanayak, D., Koilakuntla, M. and Punyatoya, P. (2017), “Investigating the influence of TQM, service quality and market orientation on customer satisfaction and loyalty in the Indian banking sector”, *International Journal of Quality & Reliability Management*, Vol. 34 No. 3, pp. 362-377.