

# Impact of Search Engine Marketing Towards Customer Purchase Behavior

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**Abstract:** This article summarizes impact of search engine marketing towards consumer purchase. It explains the use of search engines and provides better information to the consumers. SEM also helps an organization to gain return over investments (ROI) by enabling proper search engine marketing strategies. In this study total 18 questionnaires were distributed among professionals, students and got back response from 116 respondents. To analyze the objectives of brand recognition based on the order of search results, influence of respondents search skill while making purchase decision and to identify the products preferred by the consumer for online purchase the following statistical tools are used such as chi square, correlation analysis and Percentage analysis.

The study identifies that the display order of search engine results are influenced for making purchase decision. Further, there is relationship between internet searcher skills towards purchase behavior more favorably. Paper also finds that people tend to refer search engine for detailed information and hardly prefer to purchase electronic goods.

**Keywords:** Search Engine Marketing (SEM), Purchase Behavior, Brand Recognition, Purchase Decision Process.

## I. INTRODUCTION

Internet has now become an important part of human life, it has connected individuals worldwide through e-mail, exchange of information and social media. The digital networked environment provides a variety of new possibilities to communicate, to interact, and to learn. Search engine marketing part of Digital marketing, commonly referred to by its acronym SEM, is cost effective method of Internet marketing which is often used to gain visibility and traffic on search engines. 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.

When your potential buyer clicks on your search engine listing, he should land on the most relevant page as deep within your site as possible, and as close to an actual point of purchase as possible. If they use broad search terms, such as "apparel," send them to your homepage if you are a pure-play

apparel or to your apparel category page. If they search for a specific product such as a red sweater, show them a specific product or present them with a result set for red sweater from your internal site search. Give them the chance to click "buy" right away.

A keyword search deals with fetching the popular search terms in order to carry search engine optimization (SEO) of content on any site, thus helping them to rank higher in search results, this also helps to drive amount of activity on the site. SEM benefits organizations in increasing presence over major search engines and provides another channel to promote the brand and company. This also allows an organization to speak directly, openly and honestly to its customers. SEM helps in maintaining competitiveness in the market enabling an organization to stay on top.

Although SEM drives the business and creates opportunities for site traffic conversion. SEM results take time, thus delaying the time to get an ROI. For companies with small budgets it is not always possible to formulate new strategies, which is hindering the growth of the market.

The keywords are generally associated with the contents, services, or products of the advertised Website.

## II. LITERATURE REVIEW

As the fast growing adoption of social media technology, provide the different new ways of marketing a product. Now internet as well as social media has taken the status of backbone of every firm growth and this technology changed the way of doing businesses. In this research we assess the impact of social media marketing on consumer perception towards buying a product or making a decision to buy a product. The results of this analysis accepted our hypothesis as social media marketing has impact on consumer perception and the ANOVA table result predicts the significant positive relation of social media marketing with consumer perception. So, can say that social media has a measurable impact on consumer perception but Door to door marketing and promotional marketing also has impact on consumer perception. Now consumers want to leave the traditional system for getting information and want to utilize latest technology (Zulqurnain ALI 2016)

With effective search engine marketing or optimization techniques, relatively unknown brands can appear ahead of well-known ones. (Kai H. Lim 2010)

People who recognize the value of typing in more than one search term especially in the case of a complex search have a much easier time finding sites that address their queries (Hargittai, E. 2002). However, companies have been relying mostly on click metrics, a measurement tool plagued by fraud (Bannan 2007).

Search engine marketing also may level the playing field for small and medium-sized enterprises (SMEs) with unknown brands, because well-known, “big” brands do not necessarily own the top positions in SERPs (Fusco 2006).

Companies’ spending on search engine marketing is growing faster than spending on other online advertising means and analysts estimate that search engine marketing spending soon will capture a lion’s share of the online advertising pie (Garside 2007), the key growth sector for e-commerce activities (McCoy et al. 2007).

If search engines can help shape Internet users’ brand perceptions simply by exposing consumers to search results, they have profound implications for companies eager to gain exposure through the so-called “gate to the Internet” (Laffey 2007).

III. INTENTION OF THE STUDY

1. To analyze the recognition of a brand is when it is displayed on top of the search results.
2. To identify who get influenced more High internet search skill vs less internet search skill of the respondent while making purchase decision
3. To identify the preferred product by the consumer through online marketing

IV. RESEARCH STYLE

The Research design is the basic framework which provides the guidelines for the research process after setting the objectives. The research design chosen is descriptive as the study reveals the existing facts. Descriptive research is the study which describes the questions of who, what, when, where, and how associated with a particular research problem. Simple random sampling was used to collect data for this study and structured questionnaires related to demographic profile, respondent’s internet skill are prepared and collected through Google Forms from 116 respondents for primary data and the secondary data were collected from books, journals and the Internet. To test the proposed hypothesizes, correlation & Chi-square analysis was done using SPSS 21.0.

V. LIMITATIONS OF THE STUDY

1. The study pertains to Chennai city only, cannot be applicable to another region.
2. The duration of study is very short and limited in nature.
3. Analysis is due on the assumption that respondents have given correct information through the questionnaires.

VI. RESEARCH HYPOTHESIS

1. H0 1: There is no significant association between rank higher in search results and purchase behavior of the consumer

H0 2: There is significant association between rank higher in search results and purchase behavior of the consumer

2. H0 1: There is no significant relationship between skilled internet searcher and unskilled internet searcher towards purchase behavior

H0 2: There is significant relationship between skilled internet searcher and unskilled internet searcher towards purchase behavior

VII. ANALYSIS & DISCUSSION

A. Chi Square

TABLE I Chi-Square Tests

	Value	df	Sig. (2-sided)
Pearson Chi-Square	.993 <sup>a</sup>	4	.911
Likelihood Ratio	1.109	4	.893
Linear-by-Linear Association	.218	1	.641
N of Valid Cases	22		
a. 9 cells (90.0%) have expected count less than 5. The minimum expected count is .18.			

Inference:

From the above calculation, it clearly shows calculated value (0.911) is greater than the table value (0.05) hence H0 is rejected. Therefore, there is significant association between rank higher in search results and purchase behavior of the consumer.

B. Correlation

TABLE II Correlations

Control Variables			extremely skilled at using Internet search engines	Got the required information from the very first keyword search
purchase decision with reference to search engine marketing	extremely skilled at using Internet search engines	Correlation	1.000	-.151
		Significance (2-tailed)	.	.514
		df	0	19
purchase decision with reference to search engine marketing	got the required information from the very first keyword search	Correlation	-.151	1.000
		Significance (2-tailed)	.514	.
		df	19	0

*Inference:*

From the above calculation, it clearly shows calculated value (0.514) is greater than the table value (0.05) hence  $H_0$  is rejected. Therefore, there is significant relationship between internet searcher skills towards purchase behavior.

*C. Percentage Analysis:*

In addition from the Percentage analysis we found that 68% of the consumers takes electronic appliances purchase decision through search engine. 14% of the consumers preferred Books & Dress each and for preference for automobile purchase is 4% by the consumer.

## VIII. CONCLUSION

Progress of information and communication technologies has contributed to the development of Marketing. The process of purchase decision is made up of internal and external search for information. This article explains influence of search engine on customer's decision process, particularly in recognition of brand listed higher and information search.

Though reach of marketing increased due to digital mode, most of the people tend to have a purchase behavior in a traditional way, they tend to refer the search engine to seek information and product/service which has higher rank also

affect their purchase decision. Other possible topic that could be subject of investigation is the characteristics of different ways of search engines usage, or consumer's awareness of the fact that search results hierarchy can be artificially influenced.

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