



A Study on the Co-efficient Correlation between the Factor Credibility and Attitude towards Search Engine Marketing in Kanyakumari district

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Abstract

Search engine marketing is one of the most effective way of grow business. Search engine marketing is the practice of marketing a business using paid advertisements that appear on search engine results pages. Google and bing might enter when looking for certain products or service, which gives the advertiser the opportunity for their ads to appear alongside results for those search queries. Search engine marketing is the greatest strength that it offer advertisers the opportunity to put their ads in front of motivated consumer and who are ready to buy at the precise moment. In this study 400 respondents from Kanyakumari district is taken for the study. Pearson's correlation is applied to test the hypothesis. The result shows that coefficient of correlation between attitude and credibility factor is positive and significant Search engine marketing is an effective way to reach potential customers and increase visibility for businesses. By using a combination of paid and organic search strategies, companies can attract high-quality traffic to their websites and improve their online presence

Keywords: Search Engine Marketing (SEM) - Search Engine Optimization (SEO)- Pay-Per-Click (PPC) Search Engine Result Page (SERP)- Meta Data (MD)

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Introduction

SEM, or search engine marketing, is one of the best strategies to expand your clientele and draw in new consumers. While it's important to use organic tactics to draw visitors over the long haul, there are occasions when you just can't compete on the SERPs without investing money, which is where SEM comes into play.

The development of information and communication technologies in the online environment of the Internet hit marketing as well. Marketing communication tools in the online environment of the Internet are under the influence of constant changes. Nowadays we can observe the emergence of completely new marketing, addressing and targeting techniques. Currently, one of the most



important form of Internet marketing is online search engines - Search Engine Marketing. This form of Internet marketing combines the use of search engines with tools like Pay Per Click which can be characterized as a paid form of Internet advertising where its user pays only for real visits to his/ her website. This category also includes Search Engine Optimization. SEO strives for the highest placement in the search results through well-arranged website content. It is not necessary to emphasize that the rapid development of the online environment of the Internet offers marketers new and more effective means of implementing and measuring the performance of their marketing campaigns. That is also a reason why in recent years advertising spending in traditional media plunged to horribly.

Search engine optimization (SEO) is the practice of optimizing a website or a web page in order to improve its visibility and ranking on search engine results pages (SERPs). This is done by implementing various techniques and strategies that help search engines to understand the content of a website and determine its relevance for specific keywords or topics. These techniques include optimizing the content, structure, and metadata of a website, building high-quality backlinks, and using keyword research to identify relevant keywords and phrases to target. The ultimate goal of SEO is to increase the quantity and quality of organic (non-paid) traffic to a website.

Pay per click (PPC) is an advertising model in which advertisers pay each time a user clicks on one of their ads. A user may click on an ad that appears at the top or bottom of a search engine results page (SERP) or on a website, such as a blog or news outlet. The advertiser creates an ad, sets a target audience, and bids on specific keywords that relate to their product or service. When a user searches for a keyword that matches the advertiser's bid, their ad appears at the top of the search results, increasing the chances of the user clicking on it. The advertiser is then charged a predetermined amount, typically based on the maximum bid they set for that particular keyword. The goal of PPC

advertising is to drive targeted traffic to a website or landing page and convert that traffic into sales or leads.

Objective

To study the co-efficient correlation between the factor credibility and attitude towards search engine marketing

Statement of problem

Search engine marketing (SEM) is an important strategy used by businesses and organizations to increase online visibility and drive traffic to their websites. However, with the ever-changing landscape of search engine algorithms and the increasing competitiveness of online advertising, businesses face various challenges in implementing an effective SEM campaign. Hence attitude towards search engine marketing is studied

Hypothesis

The co-efficient correlation between credibility and attitude towards search engine marketing content

Data Collection

Collection of data in the preparation of this research was from three main sources. Literature review from the books, online materials and articles were used to collect information for the theoretical aspect of the research. Primary data was used to collect from the respondents who have knowledge in the field and would also provide relevant information. Simple random sampling method was selected by interview method by using structural questionnaire method. The questionnaire was prepared with care to make sure that answering was effortless and convenient as possible for the respondents. The selection of participants for this study was done by random sampling method but care was taken that the participants have relevance to the topic of study.

Limitations

1. Only one objective is studied
2. Only 400 respondents are studied.
3. The opinion of the respondents are from their memory.

The correlation between the factor credibility and attitude towards search engine marketing

Pearson's Correlation

To study correlation of attitude of consumers' towards search engine marketing with different variables, Pearson's coefficient of correlation is calculated.

The application of correlation is to measure the degree of association between

the sets of metric data. The hypothesized fact to the barriers and sustenance are tested using Pearson's Correlation Analysis. The correlation coefficient indicated the strength of the association between the variables.

Table 1
Pearson's Correlation (Kanniyakumari District)

		Attitude Score	Entertainment Score	Informativeness Score	Irritation Score	Credibility Score
Attitude Score	Pearson's Correlation	1	0.115	0.067	-0.013	0.315
	N	400	400	400	400	400
Entertainment Score	Pearson's Correlation		1	0.195	-0.159	0.082
	N		400	400	400	400
Informativeness Score	Pearson's Correlation			1	-0.044	0.34
	N			400	400	400
Irritation Score	Pearson's Correlation				1	-0.151
	N				400	400
Credibility Score	Pearson's Correlation					1
	N					400

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Source: Primary Data

* Correlation is significant at the 0.01 level (2-tailed)

* Correlation is significant at the 0.05 level (2-tailed)

Attitude and Entertainment Factor

The above table indicates that the coefficient of correlation between attitude and entertainment score is positive but not significant. Entertainment scores include factors like enjoyable entertaining, difficult to ignore and reducing the visit to showroom. Therefore it is observed that there is an association between the entertainment factor and attitude towards search engine marketing but it is not significant.

Attitude and information factor

The correlation metric table indicates that the coefficient of correlation between attitude and informativeness score is positive but not significant. Various factors in the content of the advertisement include informative, convenient and easy comparison. Therefore it is observed that there is an association between informativeness and

attitude towards Search Engine Marketing to a certain level but it is not that significant.

Attitude and irritation factor

The correlation table indicates that the coefficient of correlation between attitude and irritation factor is positive but not significant. Various factors like easy to reject, objectionable, time consuming, annoying, disruptive, information overload, too much exaggeration and distorts the attention of youth. Therefore it is observed that there is an association between the attitude and annoying factor to a certain level but it is not that significant.

Attitude and credibility factor

The above correlation table indicates that the coefficient of correlation between the attitude towards search engine marketing content and credibility includes Appropriate Reliable, Trustworthy, Acceptable and



Customaries. Therefore it is observed that there is an significant association between the factor credibility and attitude towards search engine marketing.

Result of Correlation Analysis

1. Coefficient of Correlation between attitude and entertainment score is positive but not significant.
2. Coefficient of correlation between attitude and informativeness score is positive but not significant.
3. Coefficient of correlation between attitude and annoying score is positive but not significant.
4. Coefficient of Correlation between attitude and credibility factor is positive and significant.

Conclusion

Search engine marketing is an effective way to reach potential customers and increase visibility for businesses. By using

a combination of paid and organic search strategies, companies can attract high-quality traffic to their websites and improve their online presence. It is important for businesses to continually monitor and optimize their search engine marketing efforts to stay ahead of the competition and ensure a strong return on investment. In today's highly competitive market, a robust search engine marketing strategy is critical for success.

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