

The effectiveness of se advertising in influencing different dimensions of users' cognitive trust and emotional trust in hong kong customers

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Abstract

This research paper aims to investigate the effectiveness of search engine (SE) advertising in influencing different dimensions of users' cognitive trust and emotional trust among customers in Hong Kong. With the increasing reliance on SEs for information retrieval and decision-making, understanding the impact of SE advertising on trust dimensions is crucial for marketers and advertisers. The study will employ a mixed-methods approach, combining quantitative survey data and qualitative interviews to gather comprehensive insights. The quantitative survey will be administered to a sample of Hong Kong customers, measuring their cognitive trust and emotional trust in SE advertising. The qualitative interviews will provide in-depth understanding of participants' perceptions, experiences, and attitudes towards SE advertising. The collected data will be analyzed using statistical techniques, such as regression analysis and thematic analysis, to identify the relationship between SE advertising and different dimensions of trust. The findings of this study will contribute to the existing literature on SE advertising and trust, providing valuable insights for advertisers and marketers in Hong Kong and beyond.

Keywords: search engine advertising, cognitive trust, emotional trust, Hong Kong customers, effectiveness, dimensions of trust.

1. Introduction

This thesis is researching the effectiveness of advertising and analyze 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 wasdescribed 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. If they want to buy anything or sell something in this day and age, the first thing they should do is go on over to the search engine of their choice, type in some keywords that are associated with the product, and then begin gathering information about it. The use of these straightforward expressions has led to the accumulation of an incalculable number of billions of dollars in revenue. Additionally, this suggests that they offer a channel for individuals to express their opinions on a topic of their choosing. 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.

Search engines provide a platform for marketers to interact with customers in order to better advertise their products and services. The purpose of this engagement is to raise awareness about the marketer's wares or brand. Search engine marketing (also known as SEM) is a kind of internet marketing in which the primary emphasis is placed on the use of search engines and the advertising that is associated with them (SEM). The relevance of this for marketers is that they may be able to connect with potential customers based on the terms that were used by those customers in their searches. This would be possible since prospective customers often use the same phrases while doing online searches (also known as "queries"). When they do a search, they areseeing two different kinds of results: sponsored adverts and unpaid material that has been sorted according to how relevant it is to the search (the latter are referred to as "organic results").

On the other hand, Google and other search engines only charge the advertiser when the user clicks on the advertisement, which is an indication that the user may be interested in the product that is being offered to them. One of the most major benefits of search engine marketing is that it allows companies to have an impact on prospective consumers prior to those potential customers making a purchase. This is one of the most significant advantages of search engine marketing. The method of pricing is known as pay-per-click (abbreviated as PPC), and the amount of money paid for each click is referred to as the cost-per-click. Because it takes elements from game theory, auctions, and basic economics, this mechanism is very complicated owing to the fact that it combines these elements. In this instant chain of events, the user, the search engine, and the advertisers who are seeking to persuade the user to click on their ad are the three primary actors. The most crucial of all of these parties is the end user.

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. 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 thesis 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. Based on a meta-analysis of 751 (402) data points, a mean short-term (long-term) elasticity of Even lower long-term advertising elasticities were found for well-known fast-moving consumer goods (FMCG) businesses by Srinivasan, with values of 0.36 and 0.13, respectively. These researchers used data from the UK and the Netherlands. The levels of success that may be garnered from different kinds of advertising activities are quite variable and can cover a wide spectrum. Only over half of the elasticities had substantial deviations from zero, according to the findings of the meta-analysis that was conducted.

Therefore, it is very essential for marketers to do research into what aspects of advertising actually are beneficial in order to better serve their customers. In the field experiment, they demonstrated that increasing the amount of money spent on advertising does not necessarily result in an increase in the effectiveness of that advertising. On the other hand, making changes to the content of the advertisement has a significant impact on the number of sales that it generates. When analyzing the effectiveness of advertising, place a strong emphasis on the significance of the material being advertised. These findings are supported by their findings. Researcher conducted research to determine how successful different types of advertising were. Laboratory experiments are frequently used in the research that investigates the impact of specific content cues on a variety of mentality measures and Morales. However, despite the fact that there are a variety of problems associated

with these trials, they are widely employed. This makes it unclear whether or not the findings can be extrapolated. Second, owing to the amount of time and resources required, it is not possible to conduct an experiment in which a considerable number of content cues are evaluated all at once. Third, participants in these studies are required to consciously decide how they are reacting to the commercials, whereas in the real market, customers are more likely to take a passive role in evaluating the advertisements they see. This is because in these studies, participants are required to make conscious decisions about how they are reacting to the commercials. Due to the existence of this contradiction, it is challenging to extrapolate the results of these research to the real market. In addition, there is a dearth of research that explores the impact that the substance of advertising has on the observable outcomes regarding sales figures. They are all of the view that the message that is sent in the advertising is more significant than the amount of money that is spent on it, and that in well-established product categories, signals that are more creative and emotional appear to be more successful than ones that are more educated.

2. Literature Review

Armstrong, (2014) 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. 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?

Morhart, (2015) 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. 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. The first reason has to do with the fact that people have a range of senses, all of which need to be used in order for them to completely absorb the information. The data must first be stored in the consumer's sensory registers before moving on to the next stage of the process, which is getting access to the consumer's thinking. They are discovering more items and information in this store than they could possibly learn about them all. Any data that has not been specifically marked for processing is easily forgotten about since it is simply replaced by new data and overwritten. Only a portion of the information that is stored in the sensory memory is moved to the active memory or working memory during the third and final step of the transformation that occurs when a message enters the human mind.

Draganska,(2014) 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 an 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.

Episodic memory is a form of memory that stores events that have been directly experienced. Liukonyte, (2015) The episodic memory of a customer is where all of the particulars of their past experiences with a product in a variety of settings are kept. A significant amount of detail is retained for each encounter.Both of these memory systems have capabilities that are comparable to one another when it comes to retrieval. The only information that can be retrieved at a later time is that which has already been filed away in episodic memory. There are no generalizations made in this article. This is a storage method for information with significant meaning. A person may retrieve knowledge from their semantic memory that they did not officially learn.In the episodic memory, both types of retrieval are frequently recorded as episodes. However, in the first case, the retrieved information may alter both the contents and the ease with which they can be retrieved, whereas in the second case, the information remains unchanged in the semantic memory. This is because the contents of the semantic memory are not affected by the retrieved information.

3. Methodology

This section presents the arguments in support of the research methodologies that were used. The stated objectives of the research program and its conceptual framework need to serve as a compass for the study's design and analysis. Because of search engine marketing, there are repercussions with far-reaching implications for the future of Implementation of cognitive trust in SE advertising, Consumers preference of cognitive trust, Methods of grab customers, knowledge and expertise, and other facets of society. It is necessary to provide a quantitative description of the character of these adjustments. The suggested layout is intended to work towards precisely achieving this objective. The goals of this chapter are intended to immediately follow on from this fact and are as follows:

1. When doing research using a variety of quantitative methods, it is important to consider both their advantages and disadvantages simultaneously.
2. Could you kindly offer a quick summary of the procedures that are followed in quantitative research?
3. It is necessary to provide some reason and clarity for the selection of a quantitative approach for this inquiry.

4. Study design

This comprehensive cross-sectional examination was carried out over the course of a period of five months, beginning in February of 2022 and ending in July of the same year. 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. Randomly approaching each member of staff at the aforementioned businesses was part of the research. In order to complete the research, surveys were given to employees while they were at work. 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.

Study area

A poll was conducted with participants consisting of individuals working in government, healthcare, engineering, business, and consultancy. 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.

RESULTS

This paper provides a summary of the outcomes of the investigation as well as an analysis of the data that were obtained. This study analyzes the connection between the factors of study utilizing data acquired from respondents in order to evaluate the twenty research questions and measure the effectiveness of the seven goals. In order to do so, this study investigates the connection between the variables of study. In particular, the goals of this research are to: After finishing the SPSS reliability testing and factor analysis on the instruments, a descriptive analysis was carried out to define the sample across a variety of demographic variables. This was done using the results of the factor analysis. The second phase of the correlation research consisted of analyzing the influence of several demographic factors, such as age, gender, job status, marital status, income, and degree of technical competence, on internet advertising delivered by means of search engines. Second, it demonstrates how the customers' intellectual and emotive confidence in SE marketing has evolved over time. Thirdly, it sheds light on how challenging it is to information and communication technology (ICT) and new media are redefining the advertising business and changing how marketing messages are conveyed to target consumers with customers increasingly attracted to emotive commercials that may change cognitive and affective dimensions.

Table 1:

Questionnaires sent	13990
Questionnaires received	13825
Response rate	$(13825/13990) * 100 = 98.82\%$ return back.

Respondents Profile

In this part of the survey, they provide the results of a statistical analysis that was performed on the demographic information that was gathered from respondents in the earlier part of the survey. A frequency-based method was used to do the analysis of the respondents' demographic information. The tables that follow provide demographic information such as age, gender, job status, marital status, income, and degree of technical and computer knowledge. This information is presented in tabular style. The following are some tables from which they could get this information.

Demographic details

Demographics are a kind of statistical information used to analyze human populations. A population's demographics are its defining features. Societies or populations at large may be analyzed by researchers using demographics. Age, sex, education, country, ethnicity, and religion are all examples of demographics. Examples of demographic segmentation show how researchers split the population into subsets based on characteristics such as age, gender, family income, race and ethnicity, education level, marital status, occupation, Technical skills etc.

(Sample size 13910)

Table 2: Gender

Gender	Male (6538)
	Female (7372)

Table 3: Gender percentage

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	6538	47.0	47.0	47.0
	Female	7372	53.0	53.0	100.0
	Total	13910	100.0	100.0	

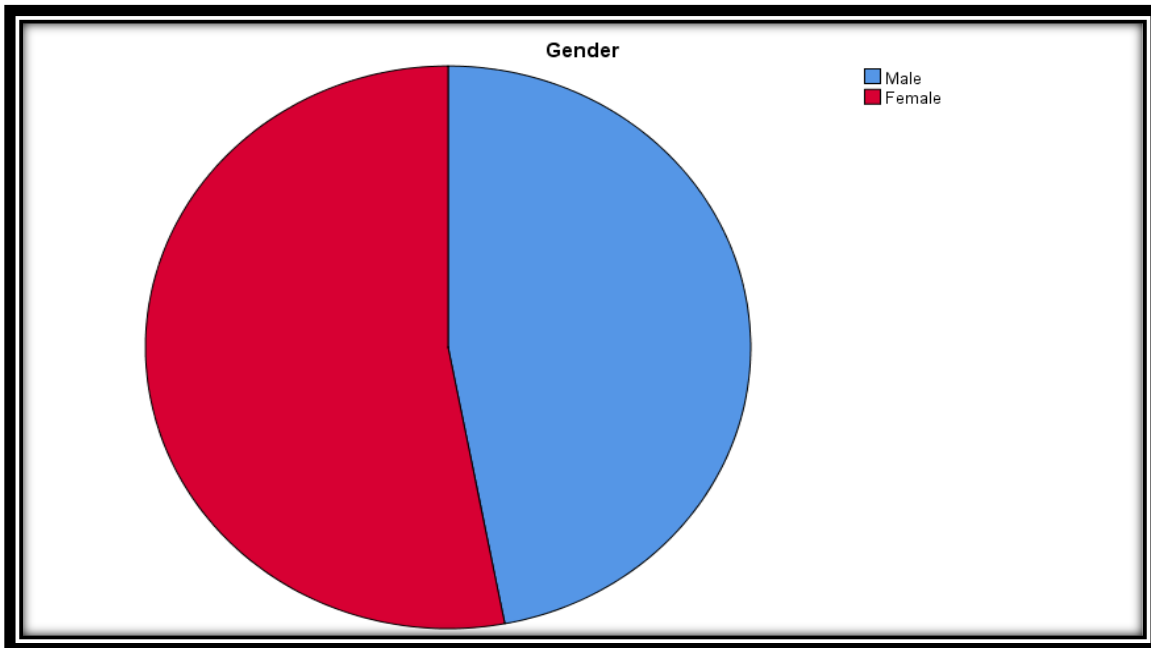


Figure 1: Gender Chart

7372 women and 6538 men responded, and respective responses are shown in the graph above in separate columns. 53 percent of our population is female, while the other 47 percent is male.

Table 5: Age

	18-25(F= 2537 M=2249)
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Age	26-40(F=1935 M=1834)
	41-60(F=1850 M=1627)
	Above 60 (F=1050 M=828)

In the study data comprised of age group 18-25 (N=4786, F=2537& M=2249), 26-40 (N=3769, F=1935& M=1834), 41-60 (N=3477, F=1850& M=1627), and above 60 (N=1878, F=1050& M=828).

Table 6: Age percentage

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	4729	34.0	34.0	34.0
	26-40	3756	27.0	27.0	61.0
	41-60	3478	25.0	25.0	86.0
	60 and above	1947	14.0	14.0	100.0
	Total	13910	100.0	100.0	

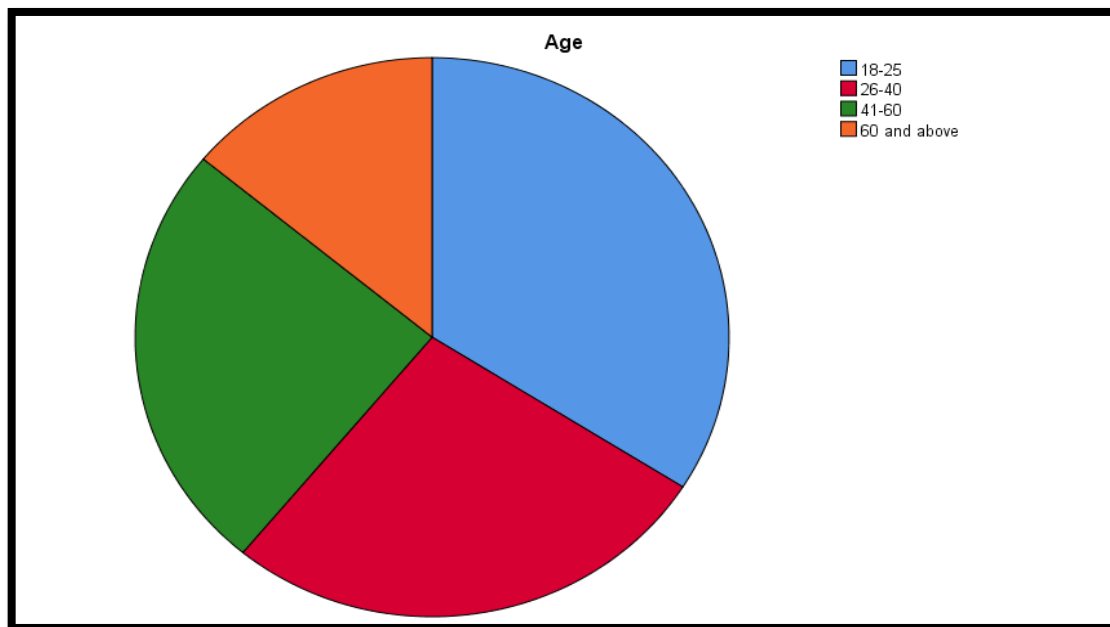


Figure2:

Age Chart

34 percent of the participants in our research are between the ages of 18 and 25. They have 27 percent of responders in the age range of 26 to 40. It has 25 percent of respondents between the ages of 41 and 60, and 14 percent of respondents between the ages of 60 and above.

5. Conclusion

The cross-sectional design of the study is the primary limitation of the investigation. It's possible that customers' faith in vendors and their loyalty to those vendors could simultaneously develop alongside other customer outcomes. In addition, regular interaction fosters confidence and loyalty in a manner that is gradual yet consistent. For this reason, it would be extremely beneficial to conduct studies that follow the same participants over an extended period of time. It is essential to collect data on a consistent basis if one wishes to investigate how consumers react to a new brand or product in the absence of a significant amount of background information or other external quality signals (e.g., positive word of mouth from existing customers). The only kind of conclusion that can be reached is a correlational one, which is made even more difficult to reach because the methodology of the study consisted of cross-sectional data. Although the researchers discovered a correlation between sellers' ethical behavior and customers' satisfaction and trust in the company, additional research employing experimental designs is warranted to confirm these mechanisms and further solidify the link between them and customers' loyalty.

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