



An Analysis On The Impact Of Online Marketing Based Search Engine Advertisement Platform With Reference To Google And Bing Among Chennai

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ABSTRACT

This study examines customer response to online marketing through search engine advertising platforms, specifically Google and Bing. As companies increasingly rely on these platforms to promote their products and services, understanding customer reactions and behaviours becomes crucial for optimizing advertising strategies. This study was carried out with 170 participants. The objective of this research is to analyse the impact of Google and Bing on customer response, including factors such as ad relevance, click-through rates, and customer satisfaction. A mixed-methods approach is employed, combining quantitative surveys and qualitative interviews. The results of this study will provide valuable insights into the effectiveness of online marketing through search engine advertising platforms and offer recommendations for improving customer engagement and optimizing advertising campaigns on Google and Bing.

Keywords: online marketing, search engine, advertising platforms, customer reactions and customer engagement

Practitioner Points

- Online marketing through search engine advertising involves creating and managing paid advertising campaigns on search engines.
- Creating compelling ad copy and visuals is essential. Ads should be relevant, engaging, and have a clear call to action (CTA).
- Platforms offer various targeting options, including geographic targeting, device targeting, and demographic targeting. This helps advertisers reach their desired audience.

What your paper adds

- The paper could provide an up-to-date and comprehensive set of best practices for online marketing through search engine advertising platforms, taking into account the latest algorithm changes and trends.
- Including case studies of successful advertising campaigns, which can illustrate how different strategies were implemented and their impact on businesses. These real-world examples can provide valuable insights for marketers.
- Analysing recent changes in search engine algorithms and how they impact ad campaigns. Understanding the algorithms' criteria for ad placement can be critical for advertisers.
- Exploring advanced data analysis techniques and tools that can be used to optimize advertising campaigns. This could include topics like machine learning for bid optimization or predictive analytics for ad performance.

Implications

- Quality Score and landing page experience directly affect ad rank and costs.
- Practitioners should focus on improving landing page quality and relevance to reduce costs and improve ad positions.
- Advertisers should consider using a mix of ad formats to engage different user preferences and demographics.

- Advertisers should adopt responsible ad targeting practices and consider sustainability in their campaigns for a positive brand image.

1. INTRODUCTION

Online marketing has revolutionized the way companies promote their products and services and search engine advertising platforms have emerged as powerful tools for reaching and engaging with customers. Among these platforms, Google and Bing are widely recognized as leaders in the search engine market. This study aims to analyse the impact of online marketing through search engine advertising platforms, specifically Google and Bing, on customer response. Search engine advertising platforms, such as Google and Bing, have become integral to online marketing strategies. These platforms offer companies a way to reach and engage with a vast customer base. Understanding how customers respond to online marketing through search engine advertising is crucial for marketers aiming to optimize their campaigns. This study investigates customer response to Google and Bing, shedding light on the effectiveness of these platforms in driving customer engagement and satisfaction. Quality Score and ad ranking, consider exploring works by Frederick Vallaes and Brad Geddes. They have contributed to the field with articles and publications on Google Ads. Authors such as Andrew Goodman and Larry Kim have written about bidding strategies and paid search advertising in various articles and publications. Avinash Kaushik and Bryan Eisenberg, who have written extensively about web analytics and conversion optimization. For discussions on ethical considerations in online advertising, look for works by Chris Olson and Tim Ash, who have addressed issues related to data privacy and ethical marketing practices. To explore literature on mobile advertising trends, check out research by Greg Sterling and Cindy Krum, who have written about mobile SEO and advertising. Authors like Ryan Deiss and Neil Patel have discussed the integration of search engine advertising with other digital marketing channels in their articles and publications. For insights into global online advertising practices, explore works by authors like P.J. Guerchon and Kim Goodman, who have examined international marketing and advertising.

2. REVIEW OF LITERATURE

Search engine marketing (SEM) has a significant impact on company's online visibility, website traffic and overall marketing performance. This study explores the effects of search engine marketing, focusing on its benefits for the companies, user behaviour and the digital advertising landscape. It emphasizes the importance of paid search advertising, also known as pay-per-click (PPC) advertising, in achieving these objectives. The ad targeting can enhance the quality and relevance of traffic, leading to higher conversion rates and a positive return on investment (ROI) **Joseph Muragu Ndungu, and John Mutinda (2022)**. The paper considers the regulatory landscape surrounding internet search engines. It highlights the implications of the market structure for internet search engines on users, advertisers, and the broader digital ecosystem. Understanding the market structure is essential for stakeholders to navigate the search engine landscape and leverage its potential for information retrieval, online advertising, and digital business **Hamed Jafarzadeh, Aybuke Aurum, John D'Ambra, Amir Hossein Ghapanchi, (2015)**. Search engine marketing it encompasses various techniques and approaches to drive targeted traffic to a website and maximize its online presence. The primary objective of search engine marketing is to enhance a website's visibility, attract qualified traffic and increase conversions. It involves the use of paid search advertising, where advertisers bid on specific keywords related to their products or services **Barry, C. & Charleton, D (2009)**.

Search Engine Marketing (SEM) is a digital marketing strategy that focuses on promoting websites and increasing their visibility in search engine results pages through paid advertising. This study highlighting the importance of SEM in the current digital landscape and its role in driving targeted traffic to websites. It emphasizes the need for clear goals and objectives in defining an SEM strategy and the significance of thorough keyword research to identify relevant search terms **Sen R (2005)**. Search Engine Optimization (SEO) plays a crucial role in the online advertising market by helping companies to improve their organic visibility and attract relevant traffic from search engines. SEO is a set of strategies and techniques aimed at optimizing a website's content, structure and user experience to achieve higher rankings in search engine results pages for relevant keywords. In the online advertising market, the companies will invest significant resources in paid advertising campaigns to promote their products or services. SEO plays a vital role in the online advertising market by enhancing a website's organic visibility, attracting targeted traffic, and providing long-term sustainable results **Bo Xing, Zhangxi Lin, (2004)**.

The market structure for internet search engines plays a crucial role in understanding the dynamics and competition within the search engine industry. This paper provides an overview of the market structure for internet search engines, focusing on key characteristics and the dominant players in the market. It highlights the significance of search engines as gateways to online information and the role they play in shaping user behaviour and online advertising. It also explores the role of innovation in driving competition and the impact of technological advancements on the market structure **Telang R, Rajan U and Mukhopadhyay T (2004)**. User evaluation of web search engines is a critical aspect of assessing the effectiveness and user satisfaction of search engine platforms. This paper examines the importance of user evaluation, discusses various evaluation methods and explores key factors that influence user satisfaction with web search engines. It emphasizes the need to evaluate search engines from a user-centric perspective to understand their strengths, weaknesses and

areas for improvement. The role of search engine algorithms and ranking mechanisms in influencing user satisfaction **L.T. Su (2003)**.

3. ONLINE MARKETING

Online Marketing is a broad term that refers to the promotion and advertising of products, services, or brands through various digital channels. It encompasses a range of strategies and tactics used to reach and engage with target audiences online. Some common online marketing channels and techniques include search engine optimization (SEO), search engine marketing (SEM), social media marketing, email marketing, content marketing, influencer marketing and display advertising.

Online marketing offers several advantages over traditional marketing methods. It allows the companies to reach a global audience, target specific demographics, track and analyse campaign performance and achieve a higher return on investment (ROI) due to its cost-effective nature. Furthermore, online marketing enables personalized and interactive communication with customers, fostering customer engagement and loyalty.

To effectively implement online marketing strategies, companies need to understand their target audience, set clear marketing objectives, and select appropriate digital channels based on their goals and budget. Continuous monitoring and optimization of campaigns are essential to ensure optimal results. The online marketing landscape is dynamic and ever-evolving, driven by advancements in technology and changes in consumer behaviour. Staying updated with industry trends and adapting strategies is crucial for companies to remain competitive in the digital marketplace.

3.1. SEARCH ENGINE ADVERTISING PLATFORMS

Search Engine Advertising Platforms are online platforms that allow the companies to create and display advertisements within search engine results pages. These platforms provide a way for the companies to reach potential customers who are actively searching for products, services, or information related to their offerings. The two most prominent search engine advertising platforms are Google Ads (formerly known as Google AdWords) and Microsoft Advertising (formerly known as Bing Ads).

3.1.1. Google Ads:

Google Ads is the largest and most widely used search engine advertising platform. It allows the companies to create text-based ads, display ads, video ads, and shopping ads that appear on Google search results pages, as well as on websites and mobile apps within the Google Display Network. The platform offers extensive targeting options, such as keyword targeting, location targeting and demographic targeting.

3.1.2. Microsoft Advertising:

Microsoft Advertising is the advertising platform used for placing ads on the Bing search engine, as well as on partner sites like Yahoo. Similar to Google Ads, Microsoft Advertising offers various ad formats, including text ads, display ads and shopping ads. It also operates on a PPC model. Although Microsoft Advertising has a smaller market share compared to Google Ads, it can still reach a significant audience and may provide an opportunity for the companies to target specific demographics or niches.

3.2. Benefits of Search Engine Advertising Platforms

❖ Targeted Reach:

Search engine advertising platforms allow the companies to target their ads based on specific keywords, geographic locations, demographics and user interests, ensuring their ads are shown to relevant audiences.

❖ Immediate Visibility:

Ads placed on search engine advertising platforms appear prominently on search results pages, giving the companies immediate visibility and the potential to attract highly motivated customers who are actively searching for products or services.

❖ Measurable Results:

These platforms provide detailed analytics and tracking tools that enable the companies to measure the performance of their ad campaigns. Advertisers can track clicks, impressions, conversions and other key metrics, allowing for data-driven optimization and ROI analysis.

❖ Cost Control:

Search engine advertising platforms offer flexibility in budgeting and bidding. Advertisers can set daily budgets, adjust bids, and control spending based on their specific goals and budget constraints.

3.3. CUSTOMER RESPONSE TO GOOGLE AND BING

Customer response to Google and Bing, as search engine advertising platforms, plays a crucial role in determining the effectiveness of online marketing campaigns. Understanding how customers interact with and respond to advertisements on these platforms can provide valuable insights for the companies aiming to optimize their marketing strategies. To assess customer response to Google and Bing advertisements, metrics

such as click-through rates, conversion rates, engagement metrics, and customer feedback can be analysed. Surveys, interviews, and behavioural tracking can provide valuable qualitative insights into customers' perceptions, preferences and attitudes towards the advertisements on these platforms Ad.

4. OBJECTIVES OF THE STUDY

- To address the importance of continuous optimization and monitoring the search engine marketing.
- To emphasize the need for the companies to refine their ad campaigns and test different variations.
- To highlight the significant effects of search engine marketing on companies.

5. HYPOTHESIS OF THE STUDY

- H1: There is an association between the importance of continuous optimization and monitoring the search engine marketing and customer response.
- H2: There is an association between ad campaigns, test different variations and increase profit.

6. LIMITATIONS OF THE STUDY

- ❖ This research was done based on Google and Bing.
- ❖ This study was concentrated on online marketing through SEA.

7. METHODOLOGY

Qualitative approach was used for this study. The data will be collected through surveys distributed to a sample of customers who have been exposed to online marketing campaigns on Google and Bing. The survey will include questions related to customer awareness of advertisements, perception of ad relevance, click-through rates, and overall satisfaction with the advertising experience. Cronbach's Alpha Value = 0.831 and the KMO value = 0.888

i. ANALYSIS AND RESULTS:-

a. COMMUNALITY TABLE

The communality table shows how much of variance in the online marketing through search engine advertising platforms variables are accounted by the extracted factors. These variables are taken for further analysis.

Table 1.1

Communalities		
	Initial	Extraction
Familiar with search engine advertising platforms such as Google Ads and Bing Ads	1.000	.602
Often notice the ads when using search engines like Google or Bing	1.000	.516
Search engine ads have influenced the purchasing decisions in the past	1.000	.622
Search engine ads, make you more inclined to consider purchasing the advertised product or service	1.000	.584
Try a new product based on search engine ad	1.000	.520
Trust a brand or product that appears in search engine ads	1.000	.459
Satisfied with the overall experience of interacting with search engine ads on platforms like Google and Bing	1.000	.310
Satisfied with the targeting accuracy of search engine ads, ensuring they reach the intended audience	1.000	.566
Satisfied with the variety and quality of ad formats available on search engine advertising platforms	1.000	.526
I will recommend the search engine advertising platforms like Google Ads and Bing Ads to others	1.000	.590
Extraction Method: PCA.		

Initially, the online marketing through search engine advertising platform variable in the communality table is expected to share 100% variance. Therefore, the initial value of each items is 1.00 which means 100% variance share by each item. The extraction value is ranging from 0.310 to 0.622 which shows that minimum variance share of item after extraction is 31% and maximum variance share of item is 62.20%.

b. TOTAL VARIANCE EXPLAINED

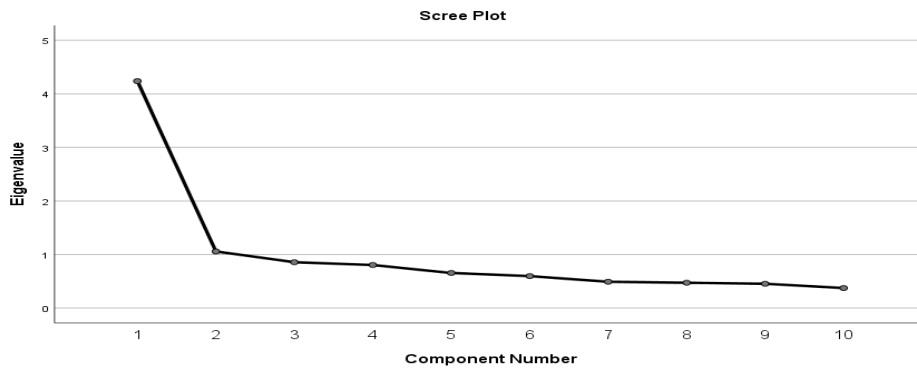
Table 1.2

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.238	42.377	42.377	4.238	42.377	42.377	2.829	28.290	28.290
2	1.057	10.574	52.951	1.057	10.574	52.951	2.466	24.661	52.951
3	.856	8.560	61.511						
4	.804	8.044	69.556						
5	.655	6.553	76.108						
6	.597	5.968	82.077						
7	.491	4.913	86.990						
8	.473	4.731	91.720						
9	.454	4.543	96.264						
10	.374	3.736	100.000						

Extraction Method: Principal Component Analysis.

Total variance contributed by the second component is 52.951. The Eigen value for the given factor measures the variance in all the variables of online marketing through search engine advertising platforms is accounted by that factor. It was cleared from this study that there are two distinct components having the Eigen values greater than 1 from the given set of variables. Eigen value for factor 1 is 4.238 and factor 2 is 1.057.

Chart 1.1
Scree Plot



c. ANOVA

Table 1.3

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Familiar with search engine advertising platforms such as Google Ads and Bing Ads	Between Groups	1.351	3	.450	1.200	.311
	Within Groups	62.273	166	.375		
	Total	63.624	169			
Often notice the ads when using search engines like Google or Bing	Between Groups	6.353	3	2.118	3.852	.011
	Within Groups	91.271	166	.550		
	Total	97.624	169			
Search engine ads have influenced the purchasing decisions in the past	Between Groups	3.802	3	1.267	2.114	.100
	Within Groups	99.521	166	.600		
	Total	103.324	169			
Search engine ads, make you more inclined to consider purchasing the advertised product or service	Between Groups	3.882	3	1.294	2.130	.098
	Within Groups	100.830	166	.607		
	Total	104.712	169			
Try a new product based on search engine ad	Between Groups	.855	3	.285	.480	.697
	Within Groups	98.557	166	.594		
	Total	99.412	169			
Trust a brand or product that appears in search engine ads	Between Groups	1.672	3	.557	.918	.433
	Within Groups	100.734	166	.607		
	Total	102.406	169			
	Between Groups	5.736	3	1.912	1.843	.141

Satisfied with the overall experience of interacting with search engine ads on platforms like Google and Bing	Within Groups	172.240	166	1.038		
	Total	177.976	169			
Satisfied with the targeting accuracy of search engine ads, ensuring they reach the intended audience	Between Groups	2.867	3	.956	1.705	.168
	Within Groups	93.021	166	.560		
	Total	95.888	169			
Satisfied with the variety and quality of ad formats available on search engine advertising platforms	Between Groups	4.932	3	1.644	2.317	.078
	Within Groups	117.780	166	.710		
	Total	122.712	169			
I will recommend the search engine advertising platforms like Google Ads and Bing Ads to others	Between Groups	1.474	3	.491	.453	.715
	Within Groups	179.914	166	1.084		
	Total	181.388	169			

Source: Primary Data

It was found from the above table, the p-value of variable often notice the ads when using search engines like Google or Bing is less than 0.05 at 5% level of significance. Thus, null hypothesis was rejected for the above variable. Hence, there is a significant relationship between often notices the ads when using search engines like Google or Bing and age of the respondents.

d. Post Hoc Tukey HSD Tests

Table 1.4

Multiple Comparisons							
Tukey HSD							
Dependent Variable	(I) Age	(J) Age	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Familiar with search engine advertising platforms such as Google Ads and Bing Ads	Below 30 years	30-40 years	-.022	.098	.996	-.28	.23
		41-50 years	-.312	.227	.518	-.90	.28
		above 50 years	.338	.282	.629	-.39	1.07
	30-40 years	Below 30 years	.022	.098	.996	-.23	.28
		41-50 years	-.289	.228	.582	-.88	.30
		above 50 years	.361	.283	.580	-.37	1.09
	41-50 years	Below 30 years	.312	.227	.518	-.28	.90
		30-40 years	.289	.228	.582	-.30	.88
		above 50 years	.650	.349	.249	-.26	1.56
	above 50 years	Below 30 years	-.338	.282	.629	-1.07	.39
		30-40 years	-.361	.283	.580	-1.09	.37
		41-50 years	-.650	.349	.249	-1.56	.26
Often notice the ads when using search engines like Google or Bing	Below 30 years	30-40 years	-.132	.118	.679	-.44	.17
		41-50 years	-.113	.275	.977	-.83	.60
		above 50 years	1.012*	.342	.018	.13	1.90
	30-40 years	Below 30 years	.132	.118	.679	-.17	.44
		41-50 years	.020	.276	1.000	-.70	.74
		above 50 years	1.145*	.342	.006	.26	2.03
	41-50 years	Below 30 years	.113	.275	.977	-.60	.83
		30-40 years	-.020	.276	1.000	-.74	.70

		above 50 years	1.125*	.423	.042	.03	2.22
	above 50 years	Below 30 years	-1.012*	.342	.018	-1.90	-.13
		30-40 years	-1.145*	.342	.006	-2.03	-.26
		41-50 years	-1.125*	.423	.042	-2.22	-.03
Search engine ads have influenced the purchasing decisions in the past	Below 30 years	30-40 years	.016	.124	.999	-.31	.34
		41-50 years	-.340	.287	.638	-1.08	.41
		above 50 years	.760	.357	.147	-.17	1.69
	30-40 years	Below 30 years	-.016	.124	.999	-.34	.31
		41-50 years	-.355	.288	.606	-1.10	.39
		above 50 years	.745	.357	.163	-.18	1.67
	41-50 years	Below 30 years	.340	.287	.638	-.41	1.08
		30-40 years	.355	.288	.606	-.39	1.10
		above 50 years	1.100	.441	.065	-.05	2.25
	above 50 years	Below 30 years	-.760	.357	.147	-1.69	.17
		30-40 years	-.745	.357	.163	-1.67	.18
		41-50 years	-1.100	.441	.065	-2.25	.05
Search engine ads, make you more inclined to consider purchasing the advertised product or service	Below 30 years	30-40 years	.040	.124	.988	-.28	.36
		41-50 years	-.315	.289	.696	-1.06	.43
		above 50 years	.785	.359	.131	-.15	1.72
	30-40 years	Below 30 years	-.040	.124	.988	-.36	.28
		41-50 years	-.355	.290	.611	-1.11	.40
		above 50 years	.745	.360	.167	-.19	1.68
	41-50 years	Below 30 years	.315	.289	.696	-.43	1.06
		30-40 years	.355	.290	.611	-.40	1.11
		above 50 years	1.100	.444	.067	-.05	2.25
	above 50 years	Below 30 years	-.785	.359	.131	-1.72	.15
		30-40 years	-.745	.360	.167	-1.68	.19
		41-50 years	-1.100	.444	.067	-2.25	.05
Try a new product based on search engine ad	Below 30 years	30-40 years	.072	.123	.937	-.25	.39
		41-50 years	.236	.286	.842	-.50	.98
		above 50 years	.311	.355	.817	-.61	1.23
	30-40 years	Below 30 years	-.072	.123	.937	-.39	.25
		41-50 years	.164	.286	.940	-.58	.91
		above 50 years	.239	.356	.907	-.68	1.16
	41-50 years	Below 30 years	-.236	.286	.842	-.98	.50
		30-40 years	-.164	.286	.940	-.91	.58

		above 50 years	.075	.439	.998	-1.07	1.22	
	above 50 years	Below 30 years	-.311	.355	.817	-1.23	.61	
		30-40 years	-.239	.356	.907	-1.16	.68	
		41-50 years	-.075	.439	.998	-1.22	1.07	
Trust a brand or product that appears in search engine ads	Below 30 years	30-40 years	-.007	.124	1.000	-.33	.32	
		41-50 years	-.389	.289	.534	-1.14	.36	
		above 50 years	.311	.359	.822	-.62	1.24	
	30-40 years	Below 30 years	.007	.124	1.000	-.32	.33	
		41-50 years	-.382	.290	.553	-1.13	.37	
		above 50 years	.318	.360	.812	-.61	1.25	
	41-50 years	Below 30 years	.389	.289	.534	-.36	1.14	
		30-40 years	.382	.290	.553	-.37	1.13	
		above 50 years	.700	.444	.395	-.45	1.85	
	above 50 years	Below 30 years	-.311	.359	.822	-1.24	.62	
		30-40 years	-.318	.360	.812	-1.25	.61	
		41-50 years	-.700	.444	.395	-1.85	.45	
	Satisfied with the overall experience of interacting with search engine ads on platforms like Google and Bing	Below 30 years	30-40 years	-.191	.163	.644	-.61	.23
			41-50 years	-.474	.378	.593	-1.45	.51
			above 50 years	.701	.469	.443	-.52	1.92
30-40 years		Below 30 years	.191	.163	.644	-.23	.61	
		41-50 years	-.283	.379	.878	-1.27	.70	
		above 50 years	.892	.470	.233	-.33	2.11	
41-50 years		Below 30 years	.474	.378	.593	-.51	1.45	
		30-40 years	.283	.379	.878	-.70	1.27	
		above 50 years	1.175	.581	.184	-.33	2.68	
above 50 years		Below 30 years	-.701	.469	.443	-1.92	.52	
		30-40 years	-.892	.470	.233	-2.11	.33	
		41-50 years	-1.175	.581	.184	-2.68	.33	
Satisfied with the targeting accuracy of search engine ads, ensuring they reach the intended audience		Below 30 years	30-40 years	.016	.120	.999	-.29	.33
			41-50 years	-.090	.277	.988	-.81	.63
			above 50 years	.760	.345	.126	-.13	1.66
	30-40 years	Below 30 years	-.016	.120	.999	-.33	.29	
		41-50 years	-.105	.278	.981	-.83	.62	
		above 50 years	.745	.346	.140	-.15	1.64	
	41-50 years	Below 30 years	.090	.277	.988	-.63	.81	
		30-40 years	.105	.278	.981	-.62	.83	

		above 50 years	.850	.427	.195	-.26	1.96
	above 50 years	Below 30 years	-.760	.345	.126	-1.66	.13
		30-40 years	-.745	.346	.140	-1.64	.15
		41-50 years	-.850	.427	.195	-1.96	.26
Satisfied with the variety and quality of ad formats available on search engine advertising platforms	Below 30 years	30-40 years	.064	.135	.964	-.28	.41
		41-50 years	.097	.312	.989	-.71	.91
		above 50 years	1.022*	.388	.045	.01	2.03
	30-40 years	Below 30 years	-.064	.135	.964	-.41	.28
		41-50 years	.033	.313	1.000	-.78	.85
		above 50 years	.958	.389	.070	-.05	1.97
	41-50 years	Below 30 years	-.097	.312	.989	-.91	.71
		30-40 years	-.033	.313	1.000	-.85	.78
		above 50 years	.925	.480	.221	-.32	2.17
	above 50 years	Below 30 years	-1.022*	.388	.045	-2.03	-.01
		30-40 years	-.958	.389	.070	-1.97	.05
		41-50 years	-.925	.480	.221	-2.17	.32
I will recommend the search engine advertising platforms like Google Ads and Bing Ads to others	Below 30 years	30-40 years	-.169	.166	.741	-.60	.26
		41-50 years	.015	.386	1.000	-.99	1.02
		above 50 years	.165	.480	.986	-1.08	1.41
	30-40 years	Below 30 years	.169	.166	.741	-.26	.60
		41-50 years	.184	.387	.964	-.82	1.19
		above 50 years	.334	.481	.899	-.91	1.58
	41-50 years	Below 30 years	-.015	.386	1.000	-1.02	.99
		30-40 years	-.184	.387	.964	-1.19	.82
		above 50 years	.150	.593	.994	-1.39	1.69
	above 50 years	Below 30 years	-.165	.480	.986	-1.41	1.08
		30-40 years	-.334	.481	.899	-1.58	.91
		41-50 years	-.150	.593	.994	-1.69	1.39

*. The mean difference is significant at the 0.05 level.

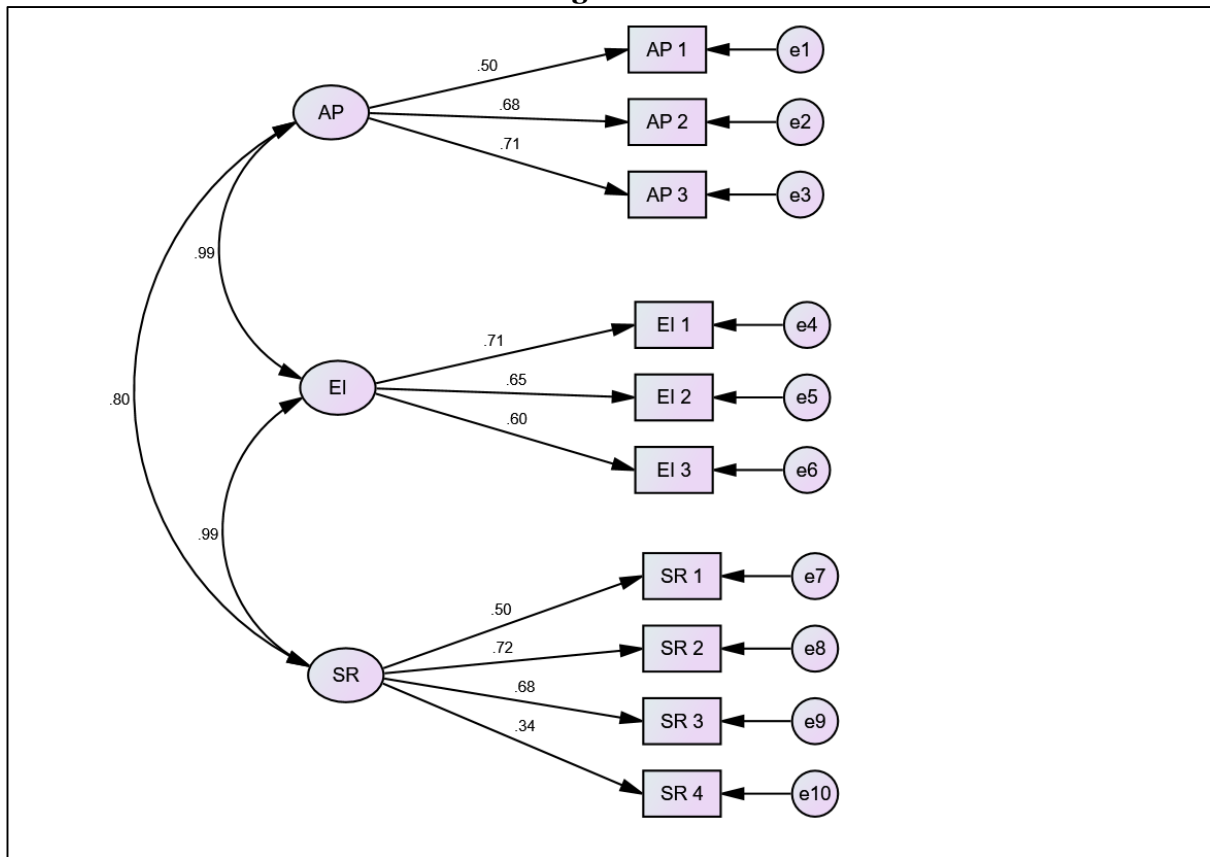
Source: Primary Data

The Post Hoc- Tukey HSD test is used to test the significant difference between groups based mean difference. It was ascertained from this study 41 – 50 age group respondents have more mean difference as compared with other age group respondents. It was found that 41 – 50 age group respondents strongly agreed the factors such as familiar with search engine advertising platforms such as google ads and bing ads, search engine ads have influenced the purchasing decisions in the past, search engine ads, make you more inclined to consider purchasing the advertised product or service, trust a brand or product that appears in search engine ads, satisfied with the overall experience of interacting with search engine ads on platforms like google and bing, and satisfied with the targeting accuracy of search engine ads, ensuring they reach the intended audience. 30 – 40 age group respondents have more mean difference as compared with other age group. They strongly agreed the factors such as often notice the ads when using search engines like google or bing and I will recommend the search engine advertising platforms like google ads and bing ads to others.

Below 30 age group respondents have more mean difference as compared with other age group. Below 30 age group respondents strongly agreed the factors such as try a new product based on search engine ad and Satisfied with the variety and quality of ad formats available on search engine advertising platforms.

e. CONFIRMATORY FACTOR ANALYSIS

Figure 1.1



GOODNESS OF FIT TEST FOR CFA

Table 1.5

S.NO	Measure	Recommended value	Observed Values	Interpretation
1	CMIN/DF	Between 1 and 3	1.172	Excellent
2	CFI	>0.95	0.988	Excellent
3	GFI	>0.90	0.959	Excellent
4	AGFI	>0.80	0.930	Excellent
5	NFI	>0.90	0.927	Excellent
6	IFI	>0.90	0.989	Excellent
7	TLI	>0.90	0.984	Excellent
8	RMSEA	<0.08	0.032	Excellent
9	SRMR	<0.05	0.027	Excellent

The model fitness CMIN/DF= 1.172, the discrepancy divided by degrees of freedom is 37.489 / 32 = 1.172, CFI = 0.988, GFI= 0.959, AGFI= 0.930, NFI= 0.927, IFI = 0.989, TLI= 0.984, RMSEA= 0.032, and SRMR = 0.027.

8. RESULTS

The key metrics such as click-through rates and customer satisfaction scores, allowing for a comparison between the two platforms. The search engine marketing is a dynamic field that evolves with search engine algorithms and user behaviour. Staying up to date with industry trends, algorithm changes and best practices is crucial for maintaining a successful SEM strategy. SEO offers a complementary approach that focuses on improving a website's organic (non-paid) visibility in search engine results. Companies can establish a comprehensive online advertising strategy that maximizes their reach and increases their chances of success.

9. CONCLUSION

By examining customer response to online marketing through search engine advertising platforms, this study will contribute to a better understanding of the effectiveness of Google and Bing in reaching and engaging with customers. The insights gained from this research will provide valuable guidance for businesses looking to optimize their online marketing strategies and enhance customer response to their advertisements on these platforms. By analysing customer awareness, ad relevance, click-through rates and satisfaction, valuable insights will be gained regarding the effectiveness of these platforms. This will help the companies and marketers refine their online marketing strategies, ensuring they effectively engage with customers and maximize the benefits of search engine advertising. Search engine advertising platforms like Google Ads and Microsoft Advertising are powerful tools for the companies to promote their products and services to a targeted audience. By leveraging these platforms, the companies can increase their online visibility, drive qualified traffic to their websites, and achieve their marketing objectives effectively. However, successful utilization of these platforms requires strategic planning, keyword research, compelling ad copy, and ongoing optimization to maximize results and return on investment.

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CONFLICT OF INTEREST

No conflict of interest

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