

Suitability of se advertising by implementing different depictions of users' emotional and cognitive trust: a research foundation on Hongkong clients

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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.

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 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). 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 (Quinn, 2016).

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 are seeing 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") (Pittman, 2016).

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 (Armstrong, 2014). 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).

Recall of Occurrences and their Meaning

Both the visual and the auditory systems are selective in the data that they take in, with only a fraction of that input being eventually retained and converted into behavior. This is true for both the visual and the auditory systems. Individuals use a variety of cognitive processes in order to commit information to memory and then retrieve it at a later time. The terms "semantic memory" and "episodic memory" are used to refer to these two distinct types of encoding, respectively. In order to comprehend information, people use semantic memory, which allows them to draw on their overall opinion or impression of a thing. It does not include any high-quality data that is relevant to the user's circumstance. Their semantic memory is the location where the majority of their knowledge is kept. The processing of information that makes use of episodic memory depends on the prior knowledge and comprehension that an individual has gained through their numerous interactions with the product. Consumption experience is one example of the kind of directly experienced event that may be preserved in episodic memory.

Influence in Television and Radio Commercials

The information that is provided in these types of materials has the potential to affect both the consumers' views of and interest in the brands and products that are featured in advertising. Changing one's perspective on a brand just requires paying attention to the claims made in advertisements and giving them, some thought. The credibility of an advertisement is a crucial factor in determining how customers feel about the ad or company being advertised, which in turn influences how well customers absorb and process the information that is being provided to them. The responses that customers have to an advertisement after they have had some time to reflect on

the information it conveys are an excellent measure of how believable that message. The degree to which consumers are persuaded by an advertisement's portrayal of the advantages offered by a brand determines the degree to which they believe the advertisement to be truthful and credible. This idea pertains to the extent to which a person accepts the promises that are made in advertising as well as the credibility of the business that is behind the advertisements. It is about the relationship between a person's credibility as an addressee and how they are perceived by their audience. The degree to which individuals believe the claims made in advertising is a crucial factor in how they react to those claims (McQuarrie, 2014).

Experience oriented advertising

When they buy anything, they are not only paying for the item that they need, but they are also paying for the joy that comes along with having that thing. An interaction between a consumer and a product, service, or environment is what they mean when they talk about an experience. Advertising is one method that may be used to educate the general public in this fashion. The goal of advertising that simulates the experience of actually utilizing the product or service being sold is known as consumer experience advertising. Not only does experience-based marketing respond to the needs and expectations of consumers, but it also places an emphasis on the emotional reaction that customers have to the product or service being marketed. It illustrates a scenario in which the product is utilized and focuses on the customer's experience while buying the product as well as their reasons. The perfect kind of advertising would be one that would not disrupt the experience of using the product in any way. The purpose of experiential marketing is to influence the thoughts and feelings of consumers in order to elicit the kind of reaction that businesses want. When a customer has a positive experience, they are more likely to have a favorable perception of a product or service, and the opposite is true when they have a negative experience. Even when the consumer has been exposed to advertising that emphasizes the customer experience and is prepared to make a purchase, the interaction with the customer is not yet complete. As soon as customers make a purchase, they immediately begin contrasting it with the marketing and searching for inconsistencies (Blut et al., 2015).

Different dimensions of customers:

This section breaks out the impact of advertising credibility on customers' attitudes and intentions to make a purchase along three distinct dimensions. The conceptual model illustrates how several elements influence the connection between consumers' perception of an advertisement's credibility and their subsequent attitude toward that advertisement and their propensity to make a purchase from that advertiser. The following explains the thinking behind the aforementioned conceptual framework. The reliability of an advertisement is thought to have an effect on the way potential buyers feel and act. Consumers' receptivity to advertising has a direct impact on their propensity to make a purchase when combined with their perception of the advertisement's believability. They evaluate advertisements based on their trustworthiness using trust, authenticity, and affirmation. Because these three factors may be easily integrated into commercials, they may also have an immediate impact on people's moods and decisions to buy. In the first place, people are given

greater credence to a brand and its marketing efforts if they believe in them. This is due to the fact that consumers' confidence in the brand may be cultivated ([Chang, 2013](#)).

Advertising Effectiveness:

Numerous studies have been conducted to investigate the impact that ads have on aspects such as product sales and market share. According to their data, advertising does seem to enhance sales, but to a somewhat greater extent than before, which is a positive and important outcome. There is a vast range of variation in the degrees of success achieved by various advertising endeavors. According to the results of their meta-analysis, only over half of the elasticities were found to have statistically significant deviations from zero. As a result of this, it is very necessary for marketers to do research on which parts of advertising really produce results. Experiments conducted in the real world have shown that spending more money on advertising does not necessarily translate into better outcomes; yet even little adjustments to the content of advertisements may have a major effect on income. Confirm these results, which provide more evidence of why it is crucial to consider content when determining the effectiveness of advertising ([Brusch, 2019](#)).

Impact of content on Advertising effectiveness:

Laboratory experiments are often used in the research that investigates the effect of selected content cues on mindset measures. This methodology does have certain limitations, though ([Kansra, 2016](#)). In addition, there is a dearth of research that examines the impact that advertising content has on actual sales. Specifically, they suggest that for established product categories, aesthetic and emotional signals seem to be more effective than informational ones. In general, they acknowledge that advertising content moderates the effects of advertising spend on sales. The major emphasis of their investigation is on the many different types of advertising that are designed to either spark the interest of or capture the attention of the target audience in some other manner. Despite the fact that appeals are of the highest priority while these content signals do have value for marketers, they are not the only ones that determine the effectiveness of advertising. In particular, brand managers need to know how to represent their brand inside a commercial. To the best of their knowledge, there has been no study done to far that focuses on the effect that the branding aspects of ads' content have on sales. A fascinating piece of study is that which was conducted. Using eye tracking, they analyzed the effect of various branding signals on people's ability to ignore advertisements ([Díaz, 2013](#)).

Brand communication of advertising:

Recognition of the brand It is possible to increase brand salience and awareness by using a variety of brand characteristics (such as a logo or brand name) and putting an emphasis on the product. This helps to ensure that consumers are aware of the category in which the brand competes. When clients are presented with the brand on several times, their awareness of the brand grows. On the other hand, the research that they now have does not make it apparent whether or not increased salience also increases the effectiveness of advertising. On the one hand, marketers have no choice

but to do everything in their power to raise the profile of their brands in order to improve the likelihood that consumers would notice them amid the sea of other advertisements. However, if the advertisement is too visible, it may upset clients, which may prompt them to attempt to discover methods to debunk or ignore it. This might lead to a loss of business. In addition, a focus on salience may not be essential for well-known brands, given that buyers already know all there is to know about the brand in question. As a consequence of this, they are investigate whether or not higher ad salience really improves outcomes, and if it does, they are investigate which branding signals are responsible for the improvement ([McLean, 2016](#)).

The Role of Trust Quotient

The most comprehensive definition of trust recognizes the importance of both the mental and the emotional components. A constant practice of contemplative, analytical thinking (cognitively based), as well as an introspective appraisal of accompanying feelings, intuitions, and gut responses, are necessary for the development of trust (affect-based). When individuals carefully choose who and when they may put their faith in based on facts they have come to believe can be trusted, this demonstrates a cognitive foundation for trust. The cognitive process of a person is not progress unless that individual is able to assess and evaluate the information that are offered to them. When deciding whether or not to trust someone, users should consider all of the essential facts as well as personal familiarity with them ([Jung, 2017](#)). In the field of social psychology, trust is seen as including "predictability." The predictability of a relationship is impacted by both the amount of past experience one has with their partner as well as the degree to which they have had regular and stable behavior throughout their relationship. Once again, social psychologists are credited with the development of the word "reliability" MIP. Dependability is an essential component in the formation of trust, and it must take on some form. The experience of risk and the realization of one's own vulnerability are necessary for the growth of the trusting trait known as dependability. Trust that is based on logical decision making that is informed by reliable information about the capabilities or intentions of others; this kind of trust is sometimes referred to as "calculus-based trust." According to the research that has been done on organizational theory, one component of interpersonal trust that exists between professionals and managers is called cognition-based trust. In the field of social psychology, a relationship is said to be cognitively trustworthy if there is a significant amount of intellectual content shared by both persons participating in the connection. In this investigation, they refer to a customer's confidence in the dependability, knowledge, and capability of an online business as "cognitive trust" (COGT). This view is based on the customer's perception of the company's past performance. What they mean when they talk about "trust" is the confidence that a customer has in the dependability of an online business based on the history of that company as well as the client's own knowledge and experience in the industry. It's possible that what drives trust is not superior logical thinking or even a combination of the two, but rather powerfully favorable feelings for the person or thing being trusted. The emotional grounds of trust are referred to as the affective component of trust. These emotional underpinnings of trust enhance its cognitive underpinnings ([Loureiro et al., 2018](#)).

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. Even though researchers discovered a correlation between sellers' ethical behavior and customers' satisfaction and trust in the company, The authors of this study are interested in gaining a deeper comprehension of the ways in which customers' perceptions of the moral standards upheld by a particular retailer are related to their levels of trust in, preference for, and commitment to a specific brand of athletic apparel. Those customers who purchased their goods from vendors who upheld ethical standards were more likely to continue to support that particular company. The degree to which an ethical behavior can indirectly affect customer loyalty can be measured through two channels: consumer satisfaction and trust. Establishing and sustaining trust in one another is one of the most important factors contributing to the success of any relationship. According to the findings of this study, when salespeople act ethically toward their customers, the customers respond favorably in terms of satisfaction, trust, and loyalty. The positive correlation between ethical behavior and satisfied customers provides further evidence that ethical behavior is a precursor to satisfied customers, which is consistent with the findings of previous studies. They demonstrated the existence of a positive correlation between morally upstanding sales practices and the successful acquisition of the confidence of potential customers. As a consequence of this, the authors advocate for salespeople to prioritize openness and honesty in their work in order to strengthen the variables that ultimately result in customers trusting a business. Earning a customer's trust by polite behavior, patience, and the asking of essential questions is the greatest method to satisfy a customer's needs. Dishonest sales practices may bring temporary success, but the best approach to satisfy a customer's requirements is to gain their trust. It is recommended that merchants provide clients the finest possible product advice they can muster, given that competent guidance is associated with increased degrees of confidence. According to the findings of the study that had been done before, there was a positive association between happy consumers and their loyalty. Customers who have relied on sales experts for aid in making product choices are often better

pleased with both the purchasing experience as a whole as well as the products that they have ultimately purchased. There is a correlation between a rise in the trustworthiness of the vendor and an increase in the contentment of the customer. The formation of the satisfaction-trust nomological network is helped along by this. A substantial body of previous research supported the idea that a direct positive correlation exists between satisfied customers and brand loyalty. Given that it has been shown that satisfied customers are also dedicated patrons, it stands to reason that individuals in charge of managing sportswear businesses should do all it takes to guarantee that their customers are always pleased with their purchases. However, the confidence that consumers placed in the company was by far the single most essential component in ensuring continued business. This leads one to believe that a part of the academic and practitioner attention on customer happiness should be better put toward creating and retaining consumers' confidence in businesses. A positive association exists between the trust and loyalty of a client base, which is in line with studies from the past. Therefore, in order to gain their confidence and continue to preserve their customers' loyalty, we recommend to owners of businesses that they pay particular attention to the language they use while presenting their goods to clients in order to maximize sales. The interconnected nature of satisfaction and trust as mediators of the connection between ethical sales behavior and customer loyalty was brought to light by indirect pathways. Trust was found to be the most direct predictor of loyalty among these three concepts. According to these findings, there is a positive correlation between ethical business practices on the part of sellers and the acquisition of happy and devoted customers.

In conclusion, they emphasize the need of making good use of keywords as well as developing links with other authors in order to increase results. Seventy-one percent of people attempted to validate their conclusions by gathering information from as many different sources as they could. They were able to arrive at the conclusion that the average short-term (long-term) elasticity is 12 (24), thanks to a meta-analysis, and they employed a total of 751 (402) data points to do so. Both research come to the conclusion that well-known FMCG businesses had even lower long-term advertising elasticities of 0.36 and 0.13, respectively. To begin, they do not take into consideration competition or any of the other limits that are associated with the marketplace; as a consequence, it is doubtful if the conclusions apply to true market environments. Second, it is not possible to examine a number of different content cues within the confines of a single piece of study. Third, these studies encourage respondents to actively absorb the ads, but in an actual market setting, customers prefer to passively digest the advertising content that they are exposed. They arrived in the conclusion that advertising has a higher level of credibility than news reporting. They concluded that starting with a product when it is still in its fresh condition would be to one's benefit. Because of the findings of their analysis, they have arrived at the conclusion that it is essential to model the decisions made by both the advertiser and the search engine in addition to clicks and conversions. The first is known as "wisdom of purchase," while the second is known as "concern over the deal." As a result, one can reach the conclusion that cognitive dissonance encompasses both the necessity of a product being purchased as well as the fairness of the

purchase. In conclusion, it should be underlined that search engine optimization (SEO) is a dynamic sector that the standard is constant innovation.

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