

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

S.N. Amutha Chithra

Ph.D Research Scholar (Reg. No.19213151012026)

Department of Commerce and Research Centre, S.T. Hindu College, Nagercoil,
Affiliated to Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli, Tamil Nadu, India.

Dr. K. Meena

Associate Professor of Commerce (Guide)

Sree Ayyappa College for Women, Chunkankadai.

Affiliated to Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli, Tamil Nadu, India.

Abstract

Search Engine Marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages primarily through paid advertising. SEM is also called essential word marketing or PPC advertising, which allows advertisers to place bids on specific keywords or phrases and have their advertisement show up alongside the organic search engine. It is also observed that almost twenty percent of advertisers are moving their advertising budgets to SEM from traditional print and other kinds of mass media. The best search engines like Google, Bing and yahoo are concentrating on maximizing traffic to a web page. In this study 400 respondents is taken for the study by convenient sampling method from the block of Kanniyakumari district. In the present study, an attempt has been made to analyze the impact of gender on the attitude towards Search Engine Marketing with the help of multiple regression analysis. The result show the regression coefficient of attitude towards Search Engine Marketing among male and female respondents. The significantly negatively influencing attitude among male respondents are entertainment factor, in formativeness and credibility, where as among female respondents are entertainment irritating and credibility. 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 Tag(MT).

Introduction

In every field of human activity information is the key component. Whether it is research and development, business and industry, for general public, the information has to be acquired, processed, stored, retrieved and disseminated. Information generation, dissemination, transfer and communication take place between people through channels and in a variety of contexts and environments. In an information – driven society and economy, information reigns supreme. There is a massive change in the method of communication in modern days. Social Media have become a convenient way to communicate among all age clusters. The internet and particularly social media have modified the shoppers and marketers communicating medium. The internet has characteristics such as the power to inexpensively

store huge amounts of data at different locations – the powerful search engines. With the help of internet and the presence of various social media sites it is now possible for business people to meet worldwide customers at single click of the button. The web platform is a new method for developing business.

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.

Search Engine Marketing is a structure that denotes to the procedure of drive traffic and to increase perceptibility from search engines through paid and free ads, organic listings (SEO). The paid SEM efforts usually obtain shape of pay-per-click that is PPC and cost-per-click (CPC) ads. Search engines are the program that search the precise keywords and yield a list of documents where the keywords were found. Most of the website holder's belief on search engines to send traffic flow to their website and whole industry has develop around the idea of optimizing web content to increase the assignment in search engine result. Now days on the internet, 'n' number of distinct search engines obtainable, each of with the own methods and specialties. SEM is a method to expand reflectivity of a website in search engine.

SEM is also called essential word marketing or PPC advertising, which allows advertisers to place bids on specific keywords or phrases and have their advertisement show up alongside the organic search engine. It is also observed that almost twenty percent of advertisers are moving their advertising budgets to SEM from traditional print and other kinds of mass media. The best search engines like Google, Bing and yahoo are concentrating on maximizing traffic to a web page. It can be perfumed by SEO, PPC advertising and paid inclusion. The effectiveness of these techniques is measured by click – through rates from the search engine to the websites, generating customer leads, leading to sales and competitive bench marking. The click – through Ratio (CTR) is influenced by ad positioning (rank on the page), length of the keyword, brand – specific and retailer – specific content on the page.

Objective

To study the co-efficient regression between the gender and attitude towards Search Engine Marketing.

Statement of problem

Technology is growing immensely. Online users can access the information of products or services through internet. Online users are well aware of the products or service available to them in the market. There is an explosion of information which the online users can access at the click of a button. The marketers need to understand about the online user's behaviour and marketing know-how along with the social media optimization & search engine optimization techniques to succeed & stay longer in the market.

Scope of the study

Search engine marketing (SEM) is a digital marketing strategy used to increase the visibility of a website in search engine results pages website (SERPs). Search engine marketing is also alternately referred to as paid search or pay per click (PPC). With an increasing number of consumers researching and shopping for products online, search engine marketing has become a crucial online, marketing strategy for increasing a company's reach.

Therefore, this study makes an attempt to find the Regression co-efficient between gender and attitude of the consumers with special reference to Kanniyakumari district.

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. Convenient 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.

Methodology

The formulation of research design is an essential step in the process of research. It helps the researcher to chalk out a plan of action for collection and analysis of data as efficient as possible, in a manner that aims to combine relevance to research with economy in procedure.

Literature Review

Araewall (2011) the target audience and the marketer extensively rely on search engines to get right and relevant information from the market at right time and with proper frequency. Continuation information from a specific Source would be very effective. To satisfy the Customers need search engine work in a particular way and should focus on filtering the most relevant information which actually matches with users query and at the same time it should able to display that Information to the customer and effectively that will facilitates the buying process. On the other hand search engine should also focus on the quality of the information that they are trying to showcase to the audience. As the Continuation of information is important at the same time the quality and relevance would be judged by the customers.

Borman (2015) especially for the new market place while Marketers are trying to penetrate any place then generally such techniques will be implemented. At the Same time marketers need to ensure the monitoring of the technique and platforms was to get the best possible output at the market. Many times it is observed that Search Engine optimization use in website promotion techniques for the web page development that does not follow any type of Search engine rules or policies. These type of techniques are called as Black hat search techniques.

Operational Definition

Search Engines: A Search Engine is a program that searches documents on the Internet for specified keywords or characters and returns a list of the websites of the documents, where the keywords were found

Meta-tag: In HTML tag, placed between the <head> and <head> tags, that supplies information about the content of a web page. A meta-tag however, does not effect how a web page is displayed on a browser.

Limitations

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

The Regression Co-efficient between Gender and Attitude towards Search Engine Marketing

The attitude towards search engine marketing among men and women respondents is studied. In the present study, an attempt has been made to analyse the impact of gender on the attitude towards Search Engine Marketing with the help of multiple regression analysis. The regression model is

$$y = a + b_1x_1 + b_2x_2 + b_3x_3 + C$$

y = score on attitude among the respondents.

x₁ = Score on entertainment factor among the respondents.

x₂ = Score on information factor among the respondents.

x₃ = Score on irritation factor among the respondents.

x₄ = Score on credibility factor among the respondents.

b₁ b₄ – regression coefficient

a - intercept

e – error

Table 1: Regression Co-efficient (Kanniyakumari district).

Sl. No.	Attitude	Regression Co-efficient among the respondents.	
		Male	Female
1	Entertainment	-0.1724	-0.1216
2	Informative	-0.1625	0.1556
3	Irritating	0.0126	-0.0651
4	Credibility	-0.1746	-0.1404*
5	Constant	-0.5656	-0.1672*
6	R ²	0.7969	-0.5852
7	F-Statistics	8.1462*	7.3886*

Source: Primary Data

*Significant at five percent level

The above table 1 shows the regression coefficient of attitude towards Search Engine Marketing among male and female respondents. The significantly negatively influencing attitude among male respondents are entertainment factor, informativeness and credibility, where as among female respondents are entertainment irritating and credibility.

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.

References

1. Ghose and Jang S (2007), An Empirical Analysis of Search Engine Advertising: Sponsored.
2. Lecinski J (2012), Zero Moment of Truth, Free Press.
3. Curren K (2004), Tips for Achieving High Position in the Results Pages of the Major Search Engines, Information Technology Journal, vol. 3, no. 2, pp. 205-206.