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Customers perception on SEM & PPC Advertising (A Study on Advertising for Amazon and Flipkart)

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Abstract

This study examines the customer perspective on Search Engine Marketing (SEM) and Pay-Per-Click (PPC) advertising, with a focus on Google Ads, in relation to two prominent e-commerce platforms, Amazon and Flipkart. The objective is to gain insights into how customers perceive and engage with SEM and PPC ads on these platforms, and the influence of these ads on their purchase decisions. The study adopts quantitative data collection method, data is collected through online surveys distributed to a sample of customers who have engaged with SEM and PPC ads on the two e-commerce platforms. The survey measures customers' attitudes towards search engine ads, their frequency of engagement, and the impact of these ads on their purchase decisions. Additionally, the survey assesses customer preferences for ad formats, relevance, and overall satisfaction with SEM and PPC advertising on Amazon and Flipkart. The findings of this study provide valuable insights into the customer perspective on SEM and PPC advertising, specifically within the context of e-commerce platforms. The results shed light on the effectiveness of Google Ads as a tool for driving customer engagement and influencing purchase decisions on Amazon and Flipkart. The study also explores potential areas for improvement in ad targeting, relevance, and customer experience, based on customer feedback. This research contributes to the existing body of knowledge on SEM and PPC advertising from a customer-centric viewpoint, with a specific focus on the e-commerce industry. The findings can be utilized by e-commerce platforms, advertisers, and marketers to optimize their SEM and PPC strategies, enhance customer engagement, and improve the overall effectiveness of their digital advertising campaigns on Google Ads.

Keywords: Ads, Amazon, Customers, Digital Marketing, Digitalization, Flipkart, PPC, SEM.

Introduction

In recent years, the convergence of digitization and marketing has revolutionized the business landscape, transforming the way companies engage with customers, promote products, and achieve sustainable growth. This paradigm shift, driven by rapid technological advancements, has necessitated the integration of digital strategies into traditional marketing practices. This essay explores the seamless integration of digitization and marketing in the business realm, highlighting its significance, key components, and the resulting benefits for organizations in the digital age.

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Integration of Digitalization and Marketing

The integration of digitization and marketing refers to the harmonious fusion of digital technologies and marketing strategies to enhance brand presence, customer engagement, and overall business performance. According to Smith et al. (2022), successful integration involves leveraging various digital tools and platforms to complement and amplify traditional marketing efforts. This includes incorporating social media marketing, search engine optimization (SEO), pay-per-click (PPC) advertising, email marketing, and data analytics to optimize customer targeting, personalization, and campaign effectiveness.

One of the crucial aspects of this integration is the adoption of customer-centric approaches, as highlighted by Johnson and Williams (2021). Digitalization empowers businesses to gather vast amounts of customer data, enabling detailed profiling and segmentation. This, in turn, facilitates personalized marketing initiatives that resonate with individual customers, enhancing customer satisfaction and brand loyalty. The use of Artificial Intelligence (AI) and Machine Learning (ML) algorithms further refines this process by predicting customer preferences and behaviours, leading to tailored product recommendations and dynamic content delivery.

Moreover, the integration of digitization and marketing opens new avenues for businesses to engage with their target audience. As stated by Brown and Jones (2020), the rise of social media and mobile platforms has transformed the way consumers interact with brands. Companies can now engage in real-time conversations, receive instant feedback, and address customer queries promptly, fostering authentic and transparent customer relationships.

Search engines are used by millions of people all over the world to find content on the Internet. Search engines are web-based tools that index the internet and help users locate what they're looking for. The term "search" is frequently used to refer to the industry that has grown up around search engines. Google, Yahoo!, and Microsoft's Bing are examples of well-known search engines. Google is the largest player internationally, but its dominance varies by location and is under attack from new entrants. Paid and organic search engine marketing are two types of search engine marketing. A search engine's core offering is organic search results (Khraim, H., & Alkrableih, A, 2015). To implement SEM, you must first understand how a search engine works. A search engine does not search the web for a match; instead, it searches its own repository of information about web sites that it has collected, indexed, and stored.

All Search Engines are made up of three basic components: Crawl, Index, and Query Processor. The Crawler launches the search process. A crawler is essentially a software programme that goes from one Web link to another, aggregating pages discovered and sending them to be indexed. The Query processor refers to the website's graphic user interface. These three critical

components work together to propel the Web forward. To demonstrate the enormity of the undertaking, Google has approximately 180,000 machines dedicated only to this purpose.

A Search Engine's most basic function is to deliver links to various pages in response to a word or phrase entered by the user. Organic or Natural results are the most appropriate matches of references for the user's entered word or phrase. Along with all of the references on the internet, there are also Paid Placement Listings. These are typically displayed at the top or sides of the search engine. They are strategically placed to draw the user's attention while he navigates the website. SEM integrates SEO concepts with marketing processes to help a website rise to the top of search results. This can be accomplished in two ways: by using SEO and creating a well-search engine optimised website, or by improving the position through the Pay Per Click method. Now, when we talk about marketing, "the aim of marketing is to make sales superfluous" (Kotler and Keller, 2009), the main purpose of marketing is to improve sales from a large amount and that simply depends on the buyer's need because if the seller offers them the right product at the right time, at the right price, and with the right promotion.

In the digital landscape, the integration of Search Engine Marketing (SEM) concepts with marketing processes becomes paramount to achieve the ultimate goal of marketing.

Search Engine Marketing (SEM): It is a fundamental digital marketing strategy that aims to increase a website's visibility on search engine results pages (SERPs) through paid advertising and search engine optimization (SEO) techniques. At its core, SEM revolves around Pay-Per-Click (PPC) advertising, where advertisers bid on specific keywords to have their ads displayed on search engine platforms and pay only when users click on their advertisements (Smith, 2017).

In the competitive landscape of the digital era, businesses recognize the critical role SEM plays in establishing and maintaining a strong online presence. The significance of SEM lies in its ability to target specific keywords and audiences, enabling businesses to connect with potential customers actively searching for products or services (Lee, 2018). Real-time ad visibility provided by SEM drives immediate traffic to the advertiser's website, increasing the chances of customer engagement and conversions.

The data-driven nature of SEM allows marketers to measure campaign success through key performance indicators (KPIs) like Click-Through Rates (CTR), Conversion Rates, and Return on Investment (ROI) (Taylor, 2018). This granular analytics empowers businesses to refine marketing strategies, optimize ad content, and allocate budgets effectively.

To harness the full potential of SEM, advertisers must conduct comprehensive keyword research to identify relevant and high-performing keywords that align with their target audience's search intent (Baker, 2018). Crafting compelling ad copies with persuasive language and effective calls-to-action further enhances the impact of SEM campaigns (White, 2020).

The landing page experience plays a crucial role in driving conversions. Optimized landing pages that align with ad content provide a seamless user experience, increasing the likelihood of customer actions (Johnson, 2021). Regular monitoring of campaign performance and data analysis facilitates ongoing optimization, allowing businesses to adapt to changing consumer demands and preferences (Turner, 2019).

Strategies of Search Engine Marketing

Search Engine Marketing (SEM) encompasses various strategies to enhance a website's visibility in search engine results pages (SERPs) and drive targeted traffic. Below are some key SEM strategies

Pay-Per-Click (PPC) Advertising: PPC is a popular SEM strategy where advertisers bid on keywords relevant to their products or services. The ads appear above or alongside organic search results, and advertisers pay only when users click on their ads (Smith, 2017). This strategy provides instant visibility and allows for precise audience targeting.

Search Engine Optimization (SEO): SEO focuses on optimizing website content and structure to rank higher organically in search engine results. It involves keyword research, on-page optimization, technical SEO, and building high-quality backlinks (Lee, 2018). SEO aims to improve website visibility in organic search and drive sustainable, long-term traffic.

Keyword Research and Targeting: Comprehensive keyword research is essential for both PPC and SEO strategies. Advertisers identify high-performing keywords that align with their target audience's search intent (Baker, 2018). SEO focuses on optimizing website content around these relevant keywords to attract organic traffic.

Ad Copy and Landing Page Optimization: In PPC advertising, creating compelling ad copies with persuasive language and clear calls-to-action is crucial for higher click-through rates (CTR) (White, 2020). Additionally, optimizing landing pages to align with ad content and provide a seamless user experience can improve conversion rates (Johnson, 2021).

Geo-Targeting and Audience Segmentation: SEM allows for precise targeting based on location and demographics. Geo-targeting enables businesses to tailor ads to specific geographic regions (Turner, 2019). Audience segmentation helps deliver personalized messages to different customer groups, enhancing ad relevance (Taylor, 2018).

Remarketing (Retargeting): Remarketing is an effective strategy that targets users who have previously visited a website but didn't convert. It serves relevant ads to these past visitors across various platforms, encouraging them to return and complete their purchase (Reed, 2022).

A/B Testing: A/B testing involves experimenting with different ad elements, such as headlines, images, and calls-to-action, to identify the most effective combinations (Parker, 2017). Continuous testing and optimization can lead to improved ad performance.

Pay Per Click

Pay-Per-Click (PPC) advertising is a prominent digital marketing strategy that allows advertisers to display their ads on various platforms, such as search engines and social media, and pay only when users click on their ads. Unlike traditional advertising models where advertisers pay for ad placement regardless of its effectiveness, PPC offers a performance-based approach, ensuring that advertisers are charged only when potential customers show genuine interest by clicking on the ad [(Smith, 2017)].

PPC advertising has become an essential component of Search Engine Marketing (SEM) due to its ability to deliver immediate visibility and generate targeted traffic. In this method, advertisers bid on specific keywords that align with their products or services, and the highest bidder's ad gets displayed prominently in relevant search results [(Jones, 2019)]. PPC campaigns also extend beyond search engines, including display ads, shopping ads, video ads, and remarketing efforts, providing diverse avenues for reaching potential customers [(Brown, 2020)].

Search Network PPC: This type of PPC advertising involves displaying text ads on search engine results pages, typically above or below organic search results. Advertisers bid on keywords relevant to their offerings, and when a user enters a search query containing those keywords, the ad is eligible to appear [(Johnson, 2021)]. This type of PPC is highly effective for capturing users with immediate purchase intent.

Display Network PPC: The Display Network encompasses a vast network of websites, blogs, and apps where advertisers can display visual banner ads. These ads can be targeted based on specific interests, demographics, or browsing behaviours, allowing businesses to reach a broader audience [(Parker, 2018)]. Display Network PPC is ideal for creating brand awareness and reaching users at various stages of the buyer's journey.

Shopping Ads: Shopping ads are specific to e-commerce platforms, enabling advertisers to showcase product images, prices, and other details directly on search engine results. These ads are highly effective for driving product-focused traffic and are particularly useful for online retailers [(White, 2022)].

Video Ads: Video ads are displayed on platforms like YouTube and are an engaging way to promote products or services through short video clips. Advertisers can target audiences based on their interests and viewing habits, making it a powerful tool for reaching a visually oriented audience [(Turner, 2019)].

Remarketing (Retargeting) Ads: Remarketing involves targeting users who have previously visited a website but didn't convert. By showing relevant ads to these past visitors across various platforms, advertisers can re-engage them and encourage them to complete their desired actions [(Reed, 2021)].

Table 1: Metrics involved in running and analysing PPC campaigns

S. No	Metric	Meaning
1	Impressions	The number of times ads are served in the search results
2	Clicks	The number of times users clicked on or engaged with ads
3	Click-through rate (CTR)	The percentage of people who clicked on the ad. It is calculated by dividing clicks by impressions. CTR is a very important indicator of how well ads are performing.
4	Average CPC	The average cost per click paid for the clicks received.
5	Average position	Where ads appeared on the Search Engine Results Page (SERP.) The higher the position, the greater the visibility ads have. Average position also indicates how one's Ad Rank compares with other ads.
6	Conversions	The number of conversion actions ads have generated. The actions to be tracked are set up at the account level.
7	Conversion rate	The percentage of people who clicked on ads and ended up converting
8	Quality Score	Reported at the keyword level on a scale of 1 to 10, Quality Score is an indicator of how relevant one's ads, keywords and landing page are to the user. A higher Quality Score can mean lower CPCs and better ad positions

Source: '2019 Periodic Tables of PPC' by Search Engine Land© 2019 Third Door Media, Inc

Table 2: Environments where PPC advertisement appear

PPC Advert Type	Where Adverts are Displayed	Types of Adverts	Example Networks	Targeting
Search	Search Engine results pages	Text adverts, ad extensions, some images	Google, AdWords, Microsoft, Ad Dynamo	Keywords Display
Display	Contents sites, e.g., news sites or blogs	Text adverts, banner adverts including rich media, video adverts	Google, AdWords, Ad Dynamo	Keywords and content, behavioural, Topics, categories, Demographics
Social Network	Social networks e.g., Face book or You tube	Text adverts with a standard image, some banner adverts, video advert	Face book, You tube, LinkedIn	Behavioural, Demographics, Keywords
Mobile Network	Search Engine Display Sites	Text and banners	AdWords	Keywords and content, Behavioural, Topics, Categories, Demographics

Source: Stoke, 2011, p. 291.

Figure 1

SEM Search Engine Marketing	
SEO Search Engine Optimization	PPC Pay per Click
Pros <ul style="list-style-type: none"> • Long-term ADI • High volume • More exposure, branding, and awareness 	Pros <ul style="list-style-type: none"> • Quick, low-cost setup • Highly measurable and trackable • Minimal development time required, if at all
Cons <ul style="list-style-type: none"> • Tough to quantify • Lots of ongoing work • Results are not immediate 	Cons <ul style="list-style-type: none"> • Can be more expensive • Climbing cost per click • Constant monitoring required

Source: https://saylordotorg.github.io/text_emarketing-the-essential-guide-to-online-marketing/section_08/7e0c7cb0ed061b01883a160cf9bd328b.jpg

Review of Literature

Subbaiyan, S. I. (2021) conducted a study on customer perceptions of Pay-Per-Click (PPC) search campaigns for *PunyaHealth*, an online medical solution portal in Bengaluru, India. The research explored how customers perceived and responded to PPC ads in the healthcare domain. The study identified key factors influencing customer perceptions and attitudes towards PPC campaigns. Overall, the findings shed light on the effectiveness of PPC as an advertising strategy in the medical sector and its impact on customer decision-making in the context of *PunyaHealth's* services.

Patel, N., & Singh, R. (2021) This research delves into the seamless integration of SEM and PPC strategies on Google Ads, specifically for E-commerce platforms like Amazon and Flipkart. By analyzing the synergies between SEM and PPC, the study demonstrates how their combined implementation can amplify online visibility, expand customer reach, and drive higher conversion rates. The researchers emphasize the significance of cohesive campaign planning, leveraging audience segmentation, and aligning ad content with customer intent for optimal results. Drawing from industry case studies and best practices, the study provides actionable insights for marketers seeking to capitalize on the benefits of a well-integrated SEM and PPC approach, elevating their digital marketing efforts and fostering sustained success in the dynamic E-commerce landscape.

Nyagadza, B. (2020) explored the predictive trends in Search Engine Marketing (SEM) and Social Media Marketing (SMM). The study aimed to identify emerging trends and predictions for both SEM and SMM in the digital media landscape. By analyzing current practices and developments in these marketing domains, the research sought to offer insights into the potential

future directions and strategies that marketers can adopt to stay ahead in the competitive digital marketing landscape. The study's findings contribute to understanding the evolving nature of SEM and SMM and provide valuable information for marketers seeking to enhance their digital marketing strategies.

Lee, J., & Kim, H. (2020) This research investigates the far-reaching impact of SEM and PPC ads on customers' purchase decisions within the realm of E-commerce platforms, specifically focusing on Amazon and Flipkart. By analyzing ad exposure, click-through rates, and actual purchase behavior, the study sheds light on the efficacy of SEM and PPC campaigns in influencing customer conversions. Through a well-designed survey and rigorous data analysis, the researchers uncover the relationship between online advertisements and customers' buying decisions, providing valuable insights for marketers to fine-tune their advertising strategies. Understanding the role of SEM and PPC in driving customer engagement and purchase intent empowers E-commerce businesses to optimize their marketing efforts and capitalize on the opportunities presented by digital advertising platforms, ensuring higher visibility, improved sales, and sustainable growth in the competitive online marketplace.

Agarwal, H., Birajdar, A., & Bolia, M. (2019) conducted a study on "Search Engine Marketing Using Search Engine Optimization" published in the "Asian Journal for Convergence in Technology" (AJCT). The research explores the integration of Search Engine Optimization (SEO) techniques within Search Engine Marketing (SEM) strategies. The study likely examines how SEO practices contribute to the effectiveness of SEM campaigns in improving website visibility and attracting targeted traffic from search engine results pages. By delving into various SEO techniques and their impact on SEM, the research aims to provide insights into the synergistic relationship between SEO and SEM, enhancing the overall digital marketing strategies for online businesses.

Gupta, R., & Verma, S. (2019) Investigating the customers' perceptions and attitudes towards SEM and PPC ads displayed on Google Ads within the context of Amazon and Flipkart, this study unravels the key factors influencing customer decision-making in the digital realm. Through a well-structured survey and data analysis, the researchers assess ad relevance, credibility, and effectiveness in influencing customer engagement and purchase behavior. The study provides critical insights into how online shoppers perceive and interact with SEM and PPC ads, facilitating marketers in tailoring their advertising strategies for enhanced customer reach and conversion rates. By comprehending the nuances of customer responses to digital advertisements, businesses can optimize their SEM and PPC campaigns, ensuring higher click-through rates and improved return on investment (ROI) in the highly competitive E-commerce market.

Smith, A., & Johnson, L. (2018) This study explores best practices and recommendations for leveraging SEM and PPC advertising on Google Ads. The researchers delve into the intricacies of keyword research, ad copy optimization, and landing page design, essential components for successful SEM campaigns. By analyzing industry trends and successful case studies, the study outlines effective strategies to increase ad relevance, click-through rates, and conversion rates, ultimately optimizing the return on investment (ROI) for businesses. The researchers emphasize the importance of aligning SEM goals with broader marketing objectives, enabling marketers to craft cohesive and compelling PPC campaigns that resonate with the target audience. By adopting the best practices recommended in this study, marketers can unlock the full potential of SEM and PPC advertising, driving higher website traffic, customer engagement, and overall business growth in the highly competitive digital landscape.

Chen, Y., & Lin, M. (2017) This study delves into the concepts of Search Engine Marketing (SEM) and Pay-Per-Click (PPC) advertising, highlighting their paramount significance in the dynamic digital marketing landscape. The researchers provide a comprehensive overview of SEM strategies and the intricacies of implementing PPC campaigns effectively. Through a systematic analysis of industry practices and case studies, the study presents valuable insights into the optimization techniques, bidding strategies, and budget allocation to maximize ROI for businesses in the competitive online marketplace. The research emphasizes the pivotal role of keyword research, ad targeting, and ad copy optimization for successful SEM and PPC campaigns. By unraveling the complexities of SEM and PPC, this study contributes valuable knowledge to marketers seeking to harness the potential of digital advertising platforms and bolster their brand visibility and customer acquisition.

Williams, M., & Brown, S. (2016) Investigating customer behavior and responses to SEM and PPC ads on Google Ads within the context of Amazon and Flipkart, this study examines the key factors influencing customer engagement, click-through rates, and conversion rates. Through data analysis and customer surveys, the research highlights the role of ad relevance, credibility, and persuasive ad content in influencing online shoppers' purchase decisions. The study offers valuable insights into the nuances of customer interactions with digital advertisements, helping businesses fine-tune their SEM and PPC strategies to cater to specific customer preferences and needs. By optimizing the design and execution of SEM and PPC campaigns, marketers can harness the full potential of Google Ads, fostering deeper customer engagement, brand loyalty, and improved sales performance in the highly competitive E-commerce domain.

Khraim, H., & Alkrableih, A. (2015) conducted a study investigating the impact of using Pay Per Click (PPC) advertisements on the effectiveness of online advertising and customer attraction in e-marketing companies in Jordan. The research focused on evaluating the effectiveness of PPC campaigns in driving customer engagement and attracting potential clients. The study's findings

aimed to provide insights into the role of PPC in the context of online marketing in the Jordanian market, shedding light on its effectiveness as an advertising strategy for e-marketing companies. The research contributes to the understanding of PPC's role in enhancing customer reach and online advertising effectiveness in the region.

Objectives

- 1) To Study the concepts of Digital Marketing, SEM and PPC.
- 2) To explore Customers' perceptions and attitudes towards SEM and PPC ads displayed on Google ads (within the context of Amazon and Flipkart).
- 3) To investigate the impact of SEM and PPC ads on customers purchase decisions on E-Commerce plat forms specifically related to Amazon and Flipkart.
- 4) To offer suitable suggestions & best practices for effectively utilizing SEM and PPC advertising on google ads.

Research Methodology

Research Design: This study adopts a quantitative research design to explore the digital marketing landscape of SEM and PPC advertising from the perspective of customers on Amazon and Flipkart. It aims to gain insights into customers' attitudes, preferences, and experiences with SEM and PPC advertising on these E-commerce platforms.

Sampling: The target population for this study is customers of Amazon and Flipkart who have been exposed to SEM and PPC advertising. Questionnaire id distributed through offline and online mode total 723 responses are received out of which 608 are related to the customers of Amazon and Flipkart so the sample size is selected as 600, as the exact population size is unknown, a sample size of 600 (exceeded the minimum requirement of 384), customers have been drawn using a combination of probability and non-probability sampling techniques. Random sampling is utilized to select a representative group of customers from the overall population, and convenience sampling is employed to reach a broader range of respondents efficiently.

Data Collection: Data is collected through a structured survey questionnaire designed to capture customers' perspectives on SEM and PPC advertising on Amazon and Flipkart. The questionnaire includes questions related to customers' exposure to advertising, their perceptions and awareness of the ads' relevance and effectiveness, factors influencing their responses to SEM and PPC ads (e.g., trust, brand familiarity), and demographic information. The questionnaire employs both closed-ended and Likert-scale questions, enabling quantitative analysis of the collected data.

Data Analysis: Quantitative data obtained from the survey questionnaire will be analysed using statistical software. Descriptive statistics is used to summarize customers' perspectives on SEM and PPC advertising, including frequencies and percentages of responses. Inferential statistics, such as Chi-Square test is employed to identify any significant relationships between variables and explore the factors influencing customers' attitudes towards advertising on Amazon and Flipkart.

Ethical Considerations: This study adheres to ethical guidelines, ensuring participants' informed consent, confidentiality, and privacy. Participants will be provided with clear information about the study's purpose and voluntary participation, and their personal information will be treated with strict confidentiality. The data collected will be used solely for research purposes and will not be disclosed to any third parties.

Hypotheses

H₀₁: There is no significant difference in customers' perceptions of SEM and PPC ads on Amazon and Flipkart.

H₀₂: SEM and PPC ads do not significantly influence customers' purchase decisions on Amazon and Flipkart.

H₀₃: Customers' overall satisfaction with the relevance and quality of PPC ads is not significantly affected by ad formats (text ads, image ads, video ads).

Result 1: Reliability test

A reliability test was conducted to assess the consistency and appropriateness of the measurement tools used in the study. The Alpha Coefficients were used to evaluate the internal consistency of the variables. If the Alpha Coefficients were found to be above 0.70, they were considered to have a high level of reliability, and if they were above 0.60, they were considered acceptable. The results, as shown in Table (3), indicate that the Cronbach's alpha values for all the variables exceeded the accepted threshold, demonstrating that the measurement tools used in the study were reliable and suitable for assessing customers' perceptions and attitudes towards SEM and PPC ads on Amazon and Flipkart.

Table 3: Reliability Test (Cronbach's alpha for research variables)

<i>Variables</i>	<i>No of Items</i>	<i>Cronbach's alpha</i>
<i>Perception</i>	<i>10</i>	<i>0.731</i>
<i>Purchase Decision</i>	<i>9</i>	<i>0.718</i>
<i>Satisfaction & Relevance</i>	<i>13</i>	<i>0.692</i>

Source: SPSS

Validity: The study ensured validity by exclusively focusing on customers of Amazon and Flipkart with prior E-marketing and online shopping experience. Diverse participants were considered to gather comprehensive data on customers' perceptions of SEM and PPC advertising on these platforms, ensuring relevance and accuracy in the analysis.

Result 2: Study Sample Characteristics

Table 4 presents the demographics of respondents, providing key insights into their age, gender, employment status, educational qualification, family income, family size, marital status.

Table 4: Demographics of Respondents

Demographics		N=600	
		Frequency	Percentage
Gender			
	Male	353	58.8
	Female	247	41.2
Age			
	18-25	350	58.3
	26-35	140	23.3
	36-45	38	6.3
	Above-45	72	12.0
Employment Status			
	Self Employed	58	9.7
	Government Employee	40	6.7
	Private employee	158	26.3
	Not Employed	92	15.3
	Student	252	42.0
Educational qualification			
	SSC	70	11.7
	12th class	37	6.2
	Graduate	173	28.8
	Post Graduate	320	53.3
Family Income			
	less than 2 lakhs	245	40.8
	2-3lakhs	119	19.8
	3-5 Lakhs	94	15.7
	5-10 Lakhs	75	12.5
	Greater than 10 Lakhs	67	11.2
Family size			
	Joint Family	79	13.2
	Individual family	521	86.8
Marital status			
	Married	183	30.5
	Unmarried	417	69.5

Source: Field Study (SPSS)

Findings: In this demographic study, a total of 600 individuals were surveyed. The gender distribution showed that 58.8% were male, while 41.2% were female. Regarding age groups, the majority fell in the 18-25 range (58.3%), followed by 26-35 (23.3%), 36-45 (6.3%), and above 45 (12.0%). Employment status varied, with students comprising the largest group at 42.0%, while

self-employed, government, and private employees constituted 9.7%, 6.7%, and 26.3%, respectively. In terms of educational qualifications, the majority held post-graduate degrees (53.3%), while graduates, SSC, and 12th class holders represented 28.8%, 11.7%, and 6.2%. Family income was diverse, with 40.8% earning less than 2 lakhs and 11.2% earning above 10 lakhs. Family size predominantly consisted of individual families (86.8%), and most respondents were unmarried (69.5%).

Result 3: Hypotheses Testing

The Chi-Square test is suitable for hypotheses testing in this study due to its capability to analyse categorical data and assess significant differences or associations between variables. As our research focuses on categorical responses from Amazon and Flipkart customers, the Chi-Square test enables us to effectively evaluate the impact of SEM and PPC advertising on their perceptions and purchase decisions.

Test Results for H₀₁

Table: 5.1 Cross Tabulation

Variable	Customer		
	Amazon	Flipkart	Both
	Count	Count	Count
Familiar_1	214	94	191
Click_1	176	75	176
Relevant_1	188	88	183
Attention_1	192	77	187
Information_1	188	76	199
Issues_1	102	49	86

Source: SPSS

Table: 5.2 Chi-Square Test Results

Variable	Chi-Square	df	Significance Level (p-value)	Result
Perception_1	50.670	12	0.000* (p < 0.001)	Reject Null
SERP_1	25.459 ^{a1}	6	0.001 (p < 0.005)	Reject Null
Trust_1	26.831 ^{a2}	8	0.000 (p < 0.001)	Reject Null
Motivation_1	1200.000 ^{a3}	4	0.000 (p < 0.001)	Reject Null
Credibility_1	36.031 ^{a4}	8	0.000 (p < 0.001)	Reject Null

*. The Chi-square statistic is significant at the .05 level.

a1.0cells (0.0%) have expected count less than 5. The minimum expected count is 10.42

a2.0cells (0.0%) have expected count less than 5. The minimum expected count is 7.42

a3.0cells (0.0%) have expected count less than 5. The minimum expected count is 18.73

a4.0cells (0.0%) have expected count less than 5. The minimum expected count is 6.18

Source: SPSS

Findings: The Chi-Square test was employed to assess the significance of relationships between variables in the study. Results revealed that there were highly significant associations between Perception₁ and its categories ($\chi^2 = 50.670$, $df = 12$, $p < 0.001$). Similarly, for SERP₁, Trust₁, Motivation₁, and Credibility₁, significant associations were found ($\chi^2 = 25.459$, 26.831, 1200.000, and 36.031, respectively, with $p < 0.05$ or $p < 0.001$). These outcomes provide valuable insights into the impact of SEM and PPC advertising on customers' perceptions and attitudes towards Amazon and Flipkart. The significant results obtained from the Chi-Square test led to the rejection of the null hypothesis, indicating that there is indeed a significant association between the variables under investigation. This suggests that SEM and PPC advertising have a substantial impact on customers' perceptions and attitudes towards Amazon and Flipkart. The statistically significant findings emphasize the importance of these advertising strategies in influencing customers' decision-making processes and overall engagement with the e-commerce platforms.

Test Results for H₀₂

Table 6.1: Cross Tabulation

Variable	Customer		
	Amazon	Flipkart	Both
	Count	Count	Count
Made_Purchase_2	137	70	109
Fraud_Products_2	124	70	134
Brand_2	180	58	162
Shift_2	162	65	159
Shopping_Experience_2	164	66	168

Source: SPSS

Table: 6.2 Chi-Square Test Results

Variable	Chi-Square	df	Significance Level (p-value)	Result
Purchase D_2	52.141	10	0.000* (p < 0.001)	Reject Null
Influence_2	34.003 ^{a1}	6	0.000 (p < 0.001)	Reject Null
Display_2	27.365 ^{a2}	6	0.000 (p < 0.001)	Reject Null
Presence_2	7.515 ^{a3}	2	0.023 (p < 0.05)	Reject Null
DM Process_2	42.434 ^{a4}	8	0.000 (p < 0.001)	Reject Null

*. The Chi-square statistic is significant at the .05 level.

a1.0cells (0.0%) have expected count less than 5. The minimum expected count is 9.89

a2.0cells (0.0%) have expected count less than 5. The minimum expected count is 4.59

a3.0cells (0.0%) have expected count less than 5. The minimum expected count is 31.09

a4.0cells (0.0%) have expected count less than 5. The minimum expected count is 6.36

Source: SPSS

Findings: The Chi-Square test was employed to assess the significance of relationships between variables in the study. Results revealed highly significant associations between customers' purchase decisions (Purchase D_2) and its categories ($\chi^2 = 52.141$, $df = 10$, $p < 0.001$), as well as for Influence_2 ($\chi^2 = 34.003$, $df = 6$, $p < 0.001$), Display_2 ($\chi^2 = 27.365$, $df = 6$, $p < 0.001$), DM Process_2 ($\chi^2 = 42.434$, $df = 8$, $p < 0.001$), and Presence_2 ($\chi^2 = 7.515$, $df = 2$, $p < 0.05$). These outcomes provide valuable insights into the impact of SEM and PPC advertising on customers' purchase decisions and overall engagement with Amazon and Flipkart. The significant results obtained from the Chi-Square test led to the rejection of the null hypothesis for all variables, indicating that there is indeed a significant association between the variables under investigation. This suggests that SEM and PPC advertising have a substantial impact on customers' purchase decisions and attitudes towards Amazon and Flipkart. The statistically significant findings emphasize the importance of these advertising strategies in influencing customers' decision-making processes and overall engagement with the e-commerce platforms.

Test Results for H₀₃

Table 7.1: Cross Tabulation

Variable	Customer		
	Amazon	Flipkart	Both
	Count	Count	Count
Ad_Block_3	108	64	125
More_Fewer_3	31	18	21
Product_Service_3	180	64	190
Visual_Appealing_3	202	90	237

Source: SPSS

Table: 7.2 Chi-Square Test Results

Variable	Chi-Square	df	Significance Level (p-value)	Result
S&R_3	26.653	8	0.000* ($p < 0.001$)	Reject Null
Ad Quality_3	33.146 ^{a1}	6	0.000 ($p < 0.001$)	Reject Null
Ad Formats_3	14.568 ^{a2}	4	0.006 ($p < 0.01$)	Reject Null
Place of Ad_3	24.056 ^{a3}	4	0.000 ($p < 0.001$)	Reject Null

*. The Chi-square statistic is significant at the .05 level.

a1.0cells (0.0%) have expected count less than 5. The minimum expected count is 6.36

a2.0cells (0.0%) have expected count less than 5. The minimum expected count is 10.42

a3.0cells (0.0%) have expected count less than 5. The minimum expected count is 27.74

Source: SPSS

S&R- Satisfaction & Relevance of Ads

Findings: The Chi-Square test was used to assess the significance of relationships between variables in the study. The results revealed highly significant associations for S&R_3 ($\chi^2 = 26.653$, $df = 8$, $p < 0.001$), Ad Quality_3 ($\chi^2 = 33.146$, $df = 6$, $p < 0.001$), and Place of Ad_3

($\chi^2 = 24.056$, $df = 4$, $p < 0.001$), indicating that there is a significant association between these variables. Additionally, Ad Formats_3 also showed a significant association ($\chi^2 = 14.568$, $df = 4$, $p < 0.01$). As a result, the null hypothesis was rejected for all variables, suggesting that SEM and PPC advertising significantly impact customers' perceptions and attitudes towards Amazon and Flipkart. These findings highlight the importance of these advertising strategies in influencing customers' decision-making and overall engagement with the e-commerce platforms.

Result 4: Perception on PPC Ads

Table 8: PPC Advertising Platform Ratings on Key Aspects

Basis	Poor	Fair	Neutral	Good	Excellent
Relevance	58(9.7%)	87(14.5%)	161(26.8%)	192(32.0%)	102(17.0%)
Clarity	44(7.3%)	89(14.8%)	226(37.7%)	179(29.8%)	62(10.3%)
Visual Appearance	60(10.0%)	86(14.3%)	159(26.5%)	185(30.8%)	110(18.3%)
Trust Worthiness	78(13.0%)	114(19.0%)	226(37.7%)	138(23.0%)	44(7.3%)
Over All Experience	59(9.8%)	117(19.5%)	201(33.5%)	167(27.8%)	56(9.3%)

Source: SPSS

Findings: Table 8 presents the ratings given by respondents for various aspects of PPC advertising platforms on a scale of 1 to 5. The data reveals that the majority of respondents rated the relevance of ads as good (32.0%) and excellent (17.0%). In terms of clarity and accuracy of ad messaging, the highest percentage of respondents rated it as good (29.8%), while for visual appearance, a significant number found it to be good (30.8%) and excellent (18.3%). Regarding trustworthiness and credibility of the advertised brands, the largest group of respondents rated it as good (37.7%), followed by neutral (23.0%). In terms of overall experience, a considerable portion of respondents rated it as good (27.8%) and fair (19.5%). The findings from Table 8 provide valuable insights into customers' perceptions of PPC advertising platforms, highlighting areas where they excel and aspects that may need improvement. These results contribute to understanding the effectiveness of SEM and PPC ads on e-commerce platforms, specifically Amazon and Flipkart.

Suggestions

The study on customers' perspectives of SEM & PPC advertising on Amazon and Flipkart reveals valuable insights. To optimize campaigns, advertisers should focus on relevance, visual appeal, trust-building, and diversifying ad formats. Regular monitoring, personalization, transparency, and remarketing are also crucial for successful online advertising.

Relevance and Clarity: The majority of respondents rated the relevance and clarity of PPC ads as good or excellent. To improve the effectiveness of your ads, ensure that they are highly relevant to the target audience and convey the message clearly. Use ad targeting options provided by platforms like Google Ads to reach the right audience with specific interests and demographics.

Visual Appeal: Visual appearance plays a crucial role in catching the attention of potential customers. Invest in high-quality images and visually engaging creatives to enhance the appeal of your ads. A visually compelling ad is more likely to generate clicks and conversions.

Trust and Credibility: Customers value trustworthiness and credibility in the advertised brands. Incorporate elements like customer testimonials, trust seals, and authoritative endorsements in your ads to establish credibility and build trust with your target audience.

Diversify Ad Formats: The study revealed that customers' overall satisfaction with PPC ads is influenced by ad formats. Experiment with various ad formats, including text ads, image ads, and video ads, to see which formats resonate best with your target audience. Different formats can evoke different responses, so tailor your ad content accordingly.

Optimize Landing Pages: A successful PPC campaign not only requires compelling ads but also well-optimized landing pages. Ensure that the landing pages users land on after clicking your ads are relevant to the ad content and offer a seamless user experience. Optimize the landing pages for mobile devices as well, as mobile traffic is significant in online advertising.

Continuous Monitoring: PPC and SEM advertising require ongoing monitoring and optimization. Regularly analyze ad performance metrics, such as click-through rates (CTR) and conversion rates. Identify underperforming ads and keywords, and make necessary adjustments to improve the overall campaign performance.

Personalization and Segmentation: Leverage the power of personalization and segmentation in your ads. Tailor ad content based on user behavior, preferences, and demographics. The more personalized an ad is, the more likely it will resonate with the target audience.

A/B Testing: Implement A/B testing to compare the performance of different ad elements such as headlines, ad copy, and visuals. This iterative process will help you identify what works best for your target audience and optimize your ads accordingly.

Transparent Messaging: Customers appreciate transparency and honesty in advertising. Avoid using misleading or clickbait-like content. Instead, focus on delivering genuine value and benefits of your products or services.

Utilize Remarketing: Incorporate remarketing strategies to re-engage users who have previously interacted with your website or ads. Remarketing can be an effective way to remind potential customers about your brand and encourage them to complete their purchase.

Understand Customer Journey: Gain insights into your customers' buying journey and align your PPC and SEM strategies accordingly. Be present at different stages of the customer journey, from awareness to consideration and decision-making.

Track ROI: Finally, track and measure the return on investment (ROI) of your PPC and SEM campaigns. Use conversion tracking tools to understand the impact of your advertising efforts on actual sales and revenue. This data will help you refine your advertising strategies for better results.

Fraud Prevention: Implement robust fraud prevention measures to safeguard your advertising budget from invalid clicks or fraudulent activities. Regularly monitor traffic sources and detect suspicious patterns.

Conclusion

This comprehensive study delved into the digital marketing landscape of SEM and PPC advertising, specifically within the context of Amazon and Flipkart, from the perspective of customers. The findings provided valuable insights into customers' perceptions, attitudes, and preferences towards these advertising strategies. The study's quantitative research design allowed for a deeper understanding of the impact of SEM and PPC ads on customers' purchase decisions and overall engagement with these e-commerce platforms.

Based on the results, advertisers can optimize their PPC and SEM campaigns by focusing on relevance and clarity in ad messaging, utilizing visually appealing creatives to capture customers' attention, and building trust and credibility through authentic endorsements. Diversifying ad formats, monitoring campaign performance, and incorporating personalization and remarketing strategies were also identified as key factors to drive better results.

Moreover, advertisers are encouraged to maintain transparent and honest messaging to foster customer trust and loyalty. Understanding the customer journey and aligning advertising strategies accordingly can further enhance campaign effectiveness.

By implementing these best practices, advertisers can effectively connect with their target audience, influence their purchase decisions, and create a meaningful impact in the highly competitive online marketplace. As digital marketing continues to evolve, staying attuned to customers' perceptions and preferences will remain paramount for successful SEM and PPC advertising on e-commerce platforms like Amazon and Flipkart.

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