A study based on Hong Kong clients examined the suitability of using different aspects of users' emotional and cognitive trust in advertising.

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Abstract
Although search engine advertising (SEA) has been around since 1998, the practice is still relatively new. It quickly gained popularity as a helpful tool for online property marketers promoting their properties online, and today the major search engines rely on it to generate billions of dollars in revenue annually. Numerous studies intended for scholarly audiences have examined SEA since it was widely implemented. However, a readily accessible summary of this vast body of knowledge is still lacking. They have made the decision to undertake a thorough review of all published SEA research as a result of this shortcoming. These articles dealt with SEA. Currently, the World The majority of people obtain their news and other vital information from the World Wide Web. Using a search engine, people frequently access the World Wide Web when looking for any kind of data, information, or news. The user selects each link individually from a list that a search engine returns that is pertinent to what they are looking for. A search engine may return both sets of results if there are links that are relevant to the search item and others that are not. Today, general-purpose engines and meta-search engines are the two primary categories of search engines in use. This study's main goal is to identify the search engine that yields the most relevant search results and the quantity of those links. are. "Search engine optimization," or "SEO," is the process of making a website or web page more visible in organic search results. This tactic worked incredibly well for tracking the skills of SEO experts and yields reliable information for maintaining SEO and creating SEM objectives.

Keywords: Search Engine Advertising, Sponsored Search, Paid Search, Systematic Literature Review.

INTRODUCTION
This thesis examines the efficacy of advertising and examines how businesses can increase their customer base by making their websites more search engine friendly. The former subject was the specific focus of the investigation. In this thesis, digital marketing was explained through an emphasis on search engine optimization (SEO) and the views of small and medium-sized businesses (SMEs) in Hong Kong regarding its application. There will always be multiple viewpoints on any given subject. As a result, some businesses view search engine optimization

(SEO) as a waste of time and money, but it has been crucial to the rapid development of other businesses' perspectives on SEO. Search engine marketing (SEM), which is the term used to describe the procedure, has It has been demonstrated to be a successful strategy to grow a business's clientele by strategically placing advertisements on search engines (Elhai, 2016). These days, the first thing people should do if they want to buy something or sell something is go to their preferred search engine, type in a few keywords related to the product, and start learning as much as they can about it. The revenue generated by the use of these simple expressions is incalculable and amounts to billions of dollars. This also implies that they provide a forum for people to voice their thoughts on any subject they choose. When combined, these specifics provide enough data to back up the claim made by Quinn (2016) that attention to search engines and internet marketing is crucial.

Marketers can engage with consumers through search engines, giving them a more effective means of promoting their goods and services. The goal of this interaction is to increase consumer awareness of the marketer's products or brand. Search engine marketing, or SEM for short, is a type of online advertising where the application of search engines and the related advertising are the main points of emphasis. This is relevant to marketers because it could help them establish a connection with prospective clients based on the search terms those clients used. This could be accomplished because Prospective clients frequently use the same terms in their internet searches (also called "queries"). Upon conducting a search, users are presented with two distinct types of results: sponsored advertisements and content that has been curated based on its relevancy to the query (known as "organic results").

REVIEW OF LITERATURE:

Studies on this subject have shown that consumers employ a variety of techniques to help them remember what they have seen in advertisements. Semantic memory and episodic memory are two different categories of memory that are distinguished by the ways in which they store and retrieve information. Information retrieval: The messages conveyed in advertisements have the power to impact the opinions of the customers as well as their interest in the products that are highlighted. One important factor in how people form their opinions is how much they believe the claims made in advertisements. An advertisement's degree of authenticity, confirmation, and trustworthiness all directly correlate with its credibility (Armstrong, 2014). To what extent do consumers feel confident that the brands they purchase are genuine and that the claims made by businesses in their advertising actually reflect the goods and services those businesses provide?

Many factors can influence people's perception of commercials' credibility, such as the type of advertising employed (e.g., experience-oriented vs. brand-oriented). Following exposure to

numerous forms of advertising, the What kind of information processing is the next step for consumers to participate in?

The Handling of Data Received from Advertising

The contemporary consumer is inundated with advertisements that are displayed across a wide variety of media. A study conducted by Media Dynamics, Inc. estimates that an adult is exposed to approximately 360 advertisements per day, but no one is able to effectively process this volume of data. Only about 20% of advertisements are remembered, and even fewer have such a strong effect that consumers can't help but think of them when making a purchase. When consumers are making a purchase decision, their ability to focus on and comprehend brand information presented in an advertisement is an an illustration of how to process brand information (Morhart, 2015).

Recalling Events and Their Significance

Only a portion of the information that is eventually retained and translated into behavior is ingested by the visual and auditory systems, which are both selective in the information that they take in. Both the visual and auditory systems are affected by this. To store information in memory and then retrieve it later, people employ a range of cognitive processes. These two different kinds of encoding are referred to as "semantic memory" and "episodic memory," respectively. People use semantic memory, which enables them to draw on their general perception or opinion of a thing, in order to comprehend information. There are no superior quality data in it. that is appropriate for the user's situation. Most of the knowledge they possess is stored in their semantic memory. Information processing that utilizes episodic memory is contingent upon the pre-existing knowledge and understanding that a person has acquired via repeated use of the product. One type of directly experienced event that could be retained in episodic memory is the consumption experience.

Influence on Radio and Television Ads

The information contained in these kinds of materials may have an impact on consumers' perceptions of and interest in the companies and goods that are advertised. All it takes to shift one's perception of a brand is to pay attention to the claims made in advertisements and give them, a few people considered. Credibility plays a key role in influencing consumers' perceptions of the advertisement and the business promoting it, which in turn affects how well consumers take in and comprehend the information being given to them. Customers' reactions to advertisements after they've had time to process the information they've been exposed to are a great indicator of how credible the message is. Customers' perception of an advertisement's credibility and veracity is based on how well it portrays the benefits of the brand and how convincingly it persuades them.

This concept relates to how much one believes the claims made in advertisements as well as the legitimacy of the company making the advertisements. It concerns the connection between an individual's audience perception and their credibility as an addressee. People's responses to advertising claims are largely determined by how much they trust the claims made (McQuarrie, 2014).

Experience-based marketing

When they purchase anything, they are not only paying for the necessary item but also for the happiness that comes with owning it. An experience is defined as an exchange that takes place between a customer and a good, service, or setting. One tool that can be used to educate the public in this way is advertising. Consumer experience advertising aims to replicate what it would be like to actually use the good or service being advertised. Experience-based marketing not only addresses the requirements and expectations of consumers, but it also emphasizes the customers' emotional response to the good or service being sold. It focuses on the customer's experience and the reasons behind their purchase, illuminating a scenario in which the product is utilized. The ideal form of advertising would be one that did not interfere in any manner with the user's experience with the product. The goal of experiential marketing is to affect consumers' attitudes and behaviors in order to elicit the kind of response that companies are looking for. A customer's perception of a product or service is more likely to be favorable when they have a positive experience, and vice versa when they have a negative experience. Even in cases where the buyer is ready to buy and has seen advertisements that highlight the customer experience,

There is still work to be done in the customer interaction. Customers start comparing their purchases with the marketing as soon as they make them and looking for discrepancies (Blut et al., 2015).

Various Customer Dimensions

This section deconstructs the relationship between advertising credibility and consumers' attitudes and purchase intentions along three different dimensions. The conceptual model shows how a number of factors affect consumers' perception of an advertisement's credibility, their attitude toward it afterwards, and their likelihood of making a purchase from the advertiser. The reasoning behind the previously mentioned conceptual framework is explained in the following. It is believed that an advertisement's credibility influences the emotions and behaviors of prospective customers. The openness of consumers to advertisements has a direct effect on their inclination to buy when paired with how credible they find the advertisement to be. They use affirmation, authenticity, and trust to assess the credibility of advertisements. Due to their ease of integration into advertisements, these three factors may also have an instantaneous effect on people's purchasing

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decisions and moods. First of all, if a brand has credibility, people will take its marketing efforts more seriously. This is because it might help to build consumers' trust in the brand (Chang, 2013).

Advertising Effectiveness:
A lot of research has been done to find out how advertisements affect things like market share and product sales. Their data indicates that advertising does appear to increase sales, but not as much as previously, which is a good and significant result. The levels of success attained by distinct advertising initiatives vary widely from one another. Their meta-analysis revealed that just more than half of the elasticities had statistically significant deviations from zero. Because of this, it is imperative that marketers conduct research into the specific aspects of advertising that actually yield results. Real-world experiments have demonstrated that increasing advertising expenditures does not always result in better outcomes; however, even minor changes to the content of commercials can have a significant impact on revenue. Verify these findings, which offer additional proof of why it is essential to take content into account when evaluating the efficacy of advertising (Brusch, 2019).

Effect of content on Advertising Effectiveness: Studies examining the influence of particular content cues on measures of mindset frequently employ laboratory experiments. However, there are some restrictions with this methodology (Kansra, 2016). Furthermore, little research has been done to determine how advertising content affects actual sales. In particular, they opine that aesthetic and affective signals appear to be more potent than informative ones for well-established product categories. They generally agree that the effects of advertising expenditure on sales are mitigated by the content of the ads. Their investigation's primary focus is on the various forms of advertising that aim to either pique the interest of or draw the intended audience's attention in another way. While these content signals are valuable for marketers, and appeals are given top priority, they are not the only factors that determine advertising effectiveness. Specifically, brand managers must understand how to portray their company in an advertisement. To the best of their knowledge, no research has been done on the impact that branding elements of advertisement content have on sales thus far. This is an intriguing study that was carried out. They examined how different branding signals affected people's capacity to ignore commercials using eye tracking (Díaz, 2013).

Advertising's brand communication:
Brand recognition It's It is feasible to raise brand salience and awareness by emphasizing the product and utilizing a range of brand elements, such as a logo or brand name. This makes it easier to make sure that customers are aware of the market that the brand belongs to. Customers become

more aware of a brand when they are exposed to it repeatedly. However, it is unclear from the research that is currently available whether or not greater salience boosts advertising effectiveness. Marketers, on the one hand, are forced to exert every effort to increase brand awareness in order to increase the chance that consumers will see their ads among the deluge of other ones.

If the advertisement is overly noticeable, though, it might irritate customers, who might then try to find ways to ignore or refute it. This could result in a decline in business. Furthermore, since consumers already know everything there is to know about well-known brands, a focus on salience may not be necessary. This has led them to investigate whether or not results are actually improved by higher ad salience, and if so, they are examining which branding signals are in charge of the improvement (McLean, 2016).

The Function of the Trust Ratio

The most thorough definition of trust acknowledges the significance of both the emotional and mental aspects. Constantly engaging in reflective, critical thinking (cognitively based), and an introspective evaluation of corresponding emotions, instincts, and gut reactions are required for the growth of trust (affect-based). People show a cognitive basis for trust when they carefully consider who and when they may place their faith in, based on information they have come to believe is reliable. A person's cognitive process cannot advance unless they are able to analyze and assess the information that is presented to them. Users should weigh all relevant information along with their personal familiarity with the person before determining whether or not to trust them (Jung, 2017). According to social psychology, trust is associated with "predictability." A relationship's predictability is affected by both the The length of time a person has spent with their partner in the past and the extent to which they have exhibited consistent and stable behavior throughout the relationship. Once more, the term "reliability" MIP is credited to social psychologists for its creation. Being dependable is a prerequisite for building trust and needs to exist in some capacity. The development of the trustworthy quality known as dependability requires exposure to risk and an awareness of one's own vulnerability. Confidence grounded in rational decision-making, guided by trustworthy data regarding the abilities or motives of others; this type of confidence is occasionally called "calculus-based trust." Based on the literature review conducted on organizational theory, one Cognition-based trust is a type of interpersonal trust that exists between managers and professionals. According to social psychology, a relationship is considered cognitively trustworthy if both parties to the connection share a sizable amount of intellectual content. The term "cognitive trust" (COGT) in this investigation refers to a customer's belief in the dependability, expertise, and competence of an online business. This opinion is predicated on how the client feels about the business's previous achievements. What they mean when they use the word "trust" is the belief a consumer has in an online business's dependability

based on the company's past performance as well as the customer's personal industry knowledge and experience. It is conceivable that Strongly positive emotions for the person or thing being trusted, rather than superior reasoning skills or even a combination of the two, are what fuel trust. The affective component of trust is defined as the emotional foundation of trust. These affective foundations of trust strengthen its intellectual foundations (Loureiro et al., 2018).

CONCLUSION:

The main research limitation is the cross-sectional design of the study. Alongside other customer outcomes, it is possible that customers' trust in vendors and their loyalty to those vendors could develop concurrently. Furthermore, consistent but gradual development of confidence and loyalty is fostered by regular interaction. Because of this, it would be very advantageous to carry out studies in which the same participants are followed for an extended period of time. of time. If one wants to find out how consumers respond to a new product or brand in the absence of a lot of background information or other external quality signals (like good word of mouth from current customers), data collection must be done consistently. Because cross-sectional data were used in the study's methodology, only a correlational conclusion could be drawn, and even that is more challenging. Even though the researchers found a relationship between ethical behavior on the part of sellers and customers' satisfaction and trust in the business, more research using experimental designs is necessary to validate these mechanisms and strengthen the connection between them and customers' loyalty. Despite the fact that scientists found a correlation between moral behavior on the part of sellers and clients' happiness and faith in the business, The goal of this study is to help the authors better understand the relationship between consumers' opinions of a retailer's moral standards and their degrees of loyalty, preference, and trust in a particular line of athletic wear. Clients who bought their products from suppliers who adhered to moral principles were more likely to stick with that specific business. Two metrics can be used to quantify the indirect impact of an ethical behavior on customer loyalty: trust and consumer satisfaction. One of the most crucial elements in any relationship's success is building and maintaining mutual trust. As stated According to the study's findings, customers respond favorably to salespeople who behave ethically toward them in terms of satisfaction, trust, and loyalty. Consistent with the results of earlier research, the positive correlation between ethical behavior and satisfied customers offers more proof that ethical behavior precedes satisfied customers. They provided evidence that there is a favorable relationship between ethically sound sales techniques and winning over prospective clients. Because of this, the authors recommend that salespeople emphasize transparency and honesty in their work to reinforce the factors that eventually lead to customers trusting a company. Gaining a customer's trust through patience, politeness, and pertinent questioning is the best way to meet the needs of a client. While dishonest sales tactics might result in short-term success,

building a customer's trust is the most effective way to meet their needs. It is advised that retailers give their customers the best product advice they can muster because knowledgeable advice is linked to higher levels of confidence. The results of the previous study indicated a positive correlation between loyal customers and their level of happiness. Consumers who have turned to sales professionals for assistance in selecting products are frequently happier with their final purchases as well as the overall shopping experience. There is an association between an increase in the vendor's credibility as well as a rise in customer satisfaction. This facilitates the formation of the satisfaction-trust nomological network. There is a strong corpus of prior research that lends credence to the notion that brand loyalty and customer satisfaction are positively correlated. It makes sense for those in charge of running sportswear companies to take all necessary steps to ensure that their customers are consistently happy with their purchases, as research has demonstrated that contented customers are also devoted customers. But the single most important factor in guaranteeing the company's survival was the trust that customers had in it. This suggests that a portion of the focus on customer happiness that academics and practitioners have should be better directed toward in an effort to win and keep customers' trust in businesses. According to previous research, there is a positive correlation between a client base's loyalty and trust. Therefore, we advise business owners to be especially careful with the language they use when presenting their products to clients in order to maximize sales, in order to earn their trust and maintain their customers' loyalty. Indirect pathways revealed the interdependence of satisfaction and trust as mediators of the relationship between moral sales conduct and client loyalty. Of these three concepts, trust was found to be the most direct predictor of loyalty. These results show a positive relationship between moral business conduct and on the part of vendors and the obtaining of contented and loyal clients.

In order to improve results, they stress the importance of using keywords wisely and building connections with other writers. Seventy-one percent of respondents tried to corroborate their findings by compiling data from as many sources as possible. Using a total of 751 (402) data points, they conducted a meta-analysis to come to the conclusion that the average short-term (long-term) elasticity is 12 (24). Famous FMCG companies had even lower long-term advertising elasticities of 0.36 and 0.13, respectively, according to both studies' findings. First of all, they don't consider competition or any of the other constraints connected to the market; consequently, it is questionable whether the findings hold true in actual market situations. Secondly, multiple distinct content cues cannot be investigated in the context of a single study. Thirdly, while these studies urge participants to actively engage with the advertisements, in real-world market environments, consumers would rather take in the advertising material in a passive manner. They came to the conclusion that news reporting lacks the credibility that advertising does. They came to the conclusion that it would be advantageous to begin using a product while it is still brand-new. Based

on the results of their investigation, they have concluded that it is vital to simulate not just clicks and conversions but also the choices made by the search engine and the advertiser. First, it's called "wisdom of purchase," and second, it's called "concern over the deal." Consequently, it is possible to conclude that cognitive dissonance includes both the necessity and fairness of a product purchase. To sum up, it is important to emphasize that search engine optimization (SEO) is a constantly evolving field where innovation is the norm.

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