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A Study on the Impacts of Search Engine Marketing with Reference to Angel Starch Erode

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ABSTRACT: This study investigates the impacts of search engine marketing in the digital marketing landscape. Specifically, it focuses on the effects of search engine marketing on businesses' online presence and brand awareness. The study will analyse the data from a variety of sources, including Google AdWords, Bing Ads, and other search engine marketing platforms.

I. INTRODUCTION

The study aims to examine the impacts of search engine marketing (SEM) on the business growth and marketing strategies of Angel Starch, a marketing company in Erode. SEM has become an increasingly popular digital marketing strategy for businesses looking to increase their online visibility and drive more traffic to their websites. By understanding the impacts of SEM on Angel Starch and the digital marketing industry in Erode, the study aims to provide valuable insights and recommendations for businesses looking to implement SEM as a part of their digital marketing strategy.

STATEMENT OF THE PROBLEM

The purpose of this study is to identify the impacts of search engine marketing (SEM) on businesses. Specifically, this study seeks to understand how SEM strategies and tactics can be used to increase website visibility, attract targeted customers, generate leads, and increase revenue. Additionally, this study aims to examine the most effective strategies and tactics used by businesses to maximize their return on investment (ROI) when it comes to SEM. Finally, the study seeks to provide insights into how businesses can utilize SEM to maximize their online presence and achieve their goals.

OBJECTIVE OF THE STUDY

- To examine the impact of SEM on website rankings in major search engines, such as Google and Bing.
- To investigate the effects of different SEM strategies on consumer behaviour and website engagement.
- To identify the best practices for SEM campaigns and their impact on website performance.
- To suggest ways to improve SEM strategies among customers.

SCOPE OF THE STUDY

- It connects with potential customers and develops a more comprehensive marketing strategy.
- It will increase website traffic to improve search engine rankings and generate higher quality leads.
- It will maximize return on investment and identify target customers and their needs.

LIMITATION OF THE STUDY

The study may have been conducted on a small sample size, which may not be representative of the entire population. A larger sample size could have provided more accurate and reliable results.

- The study may have focused on a specific industry or product, such as Angel Starch, and the results may not be applicable to other industries or products.
- The research conducting the study may have had their own biases and assumptions, which could have influenced the study design and interpretation of the results.



II. REVIEW OF LITERATURE

S. Bartlett Boughton (2018) Search engine marketing (SEM), which allows firms to target consumers by placing ads on search engines, has proven to be an effective audience acquisition strategy.

R. Sen (2015) Buyers using search engines to look for information tend to trust and follow links displayed in the editorial section of the search-results page. Most on-line sellers, however, do not invest in search engine optimization (SEO) to get higher search-results rankings for their listings, but instead prefer paid placements.

III. RESEARCH METHODOLOGY

Descriptive Research

The Descriptive Design is marked by the prior formulation of specific research problem. The investigator already knew a substantial amount of the research problem. The investigator should be able to define clearly what is that he/she wants to measure and to setup appropriate and specific means for measuring it.

Methods of Data Collection data Sources:

- Primary data
- Secondary data

SIZE OF THE SAMPLE

Size of the sample is 100

Tools for Analysis of Data:

- Simple Percentage Method.
- Chi-square Method.
- Ranking Method.

SIMPLE PERCENTAGE ANALYSIS

A percentage analysis is used to interpret data by the researcher for the analysis and interpretation through the use of percentage. The data are reduced in the standard from which base equal to 100 which fact facility relative comparison. Percentage = (Value/Total Value) × 100

CHI-SQUARE TEST:

It is one of the simplest and widely used non-parametric test in statistical work. The quantity chi-square describes the magnitude of the discrepancy between theory and observation.

This is defined as,

Chi-Square

$$X^2 = \sum (O_i - E_i)^2 / E_i$$

O_i = Observed frequency

E_i = Expected frequency

In general, the expected frequency for any can be calculated from the following equations

$$E =$$

$$RT \times CT / N$$

E - Expected frequency

CT = Column total

RT = Row total

N = Total number of observations

The calculated value of chi-square is compared with the table value of chi-square given degree of freedom of a certain specified level of satisfaction. If at the stated level the calculated value of X^2 is more than the table value of X^2 the difference between theory and observation is considered to be significant otherwise it is insignificant.

**RANKING METHOD:**

The ranking method is a research technique used to obtain subjective opinions and preferences of respondents by asking them to rank different options or items in order of preference or importance.

This method involves presenting a list of items or options to the respondents and asking them to rank them based on their preferences or importance, usually from 1 to N, where N is the total number of items. The ranking can be either done by assigning a numerical value to each item or by directly placing the items in order from the most preferred or important to the least preferred or important.

ANALYSIS AND INTERPRETATION OF THE STUDY

PROFILE OF RESPONDENTS		NO OF RESPONDENTS	PERCENTAGE
AGE	20-30 years	8	8.0
	31-40 years	75	83.0
	41-50 years	17	100
	51-60 years	18	95.0
	Total	100	100.0
Gender	male	3	97.0
	Female	97	100
	Total	100	100.0

TABLE: PROFILE OF RESPONDENTS**INTERPRETATION**

There were 112 respondents in total. The age ranges were divided into four categories: 20-30, 31-40, 41-50, and 51-60. The majority of respondents (98) fell in the 20-30 age category, which accounts for 87.5% of the total valid responses.

FINDINGS

The majority of respondents (98) fell in the 20-30 age category, which accounts for 87.5% of the total valid responses.

- 107 (95.5%) of the respondent identifying as male and 5 (4.5%) identifying as female.
- 103 (92%) of the respondent identifying as unmarried and 9 (8%) identifying as married.
- The majority of respondents (40) fell in the 20,001-25,000-income range, which accounts for 35.7% of the total valid responses.

SUGGESTIONS

Conduct extensive keyword research to identify the most relevant and high-traffic keywords related to your product or service. Use these keywords in your website content, meta tags, and ad campaigns to improve your search engine ranking.

- Launch targeted ad campaigns on search engines like Google, Bing, or Yahoo. These campaigns can be set up to show ads to specific demographics, locations, or interests.
- Create landing pages that are optimized for specific keywords and ad campaigns. These pages should be relevant and provide valuable information to the user. Make sure your landing pages have clear calls to action and are mobile-friendly.
- Use analytics tools like Google Analytics to track your website traffic and ad campaigns. This data can help you identify areas of improvement and optimize your campaigns for better performance.
- Integrate your SEM strategy with your social media marketing efforts. Use social media platforms to promote your website and ad campaigns and drive traffic to your landing pages.
- Develop high-quality and engaging content that is optimized for search engines. This will help improve your website's search engine ranking and attract more traffic to your website.



IV. CONCLUSION

Based on the data provided, the study found that a majority of the respondents were male, unmarried, and in the 20-30 age range with a graduate degree. Regarding the opinion on using SEM strategies, a significant number of respondents agreed or strongly agreed that SEM strategies can help improve website ranking, boost brand awareness, target specific audiences, and optimize for relevant search terms. However, a considerable number of respondents were neutral or disagreed with these statements. The study also found that a significant number of respondents agreed that developing high-quality content and leveraging remarketing and other advanced tactics are best practices for SEM campaigns.

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