Pay Per Click Marketing Strategies: A Review of Empirical Evidence

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Abstract

Purpose - Today's world revolves around search engines which are the driving force behind any marketer. The thirst for marketing has led to the evolution of online 'Pay per click' over last few years and is the most widely used instrument.

Research design, data, and methodology - Exploratory research design highlights many marketing variables getting affected by pay per click marketing. To analyze the said phenomenon, the data was gathered through questionnaire from the sample of 338 respondents which were selected by simple random sampling method mostly from the National Capital Region (NCR) of Delhi in India. The data collected from the respondents was loaded on SAS base for exploratory factor analysis and multiple regression analysis.

Results - Pay per click as a marketing tool has significant impact on the consumers. The most prominent factors of pay per click marketing identified in the research are Ad quality, Competition, Targeting, Trend and Budget.

Conclusions - Organic as well as inorganic ads, keeping in mind the end goal to gage the exchange of these two postings in the marked look territory. Additionally, here we dissected supported pursuit promotions in all. It would be beneficial to break down the impact of promotion position on the pay per click marketing.

Keywords: Pay-Per-Click, Search Engine Marketing, Search Engine Optimization, Website.

JEL Classifcations: C61, D12.

1. Introduction

It is critical for all organizations to have a Web presence. With $125 billion spent by more than one billion clients on online deals in 2016, it bodes well to recognize this patter. The way to being found by the online individuals at the ideal time, as per similar creators, lies with web crawlers. There are two ways a client will discover a business site by means of an internet searcher: through a natural outcome posting (in light of site improvement— Website optimization) or a Pay per click (PPC) posting. At the point when web indexes add PPC to natural outcomes, they give a moment rundown of positioned comes about on an indistinguishable page from the organic ads. This creates more rivalry among sites, particularly business sites. Not exclusively do the conventional organic ads have to compete for the best top positions among each other, however now another participant has been added to pursue for a first position— PPC (Yoo, 2012).

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A few of the benefits of the Pay per click marketing, when contrasted with the more prohibitive PPC and PPM models, are recorded beneath.

1.1. Trust prerequisite

In the PPC display, as in customary magazine commercials, the sponsor needs to put stock in the distributer to tally the quantity of impressions of the advertisement. The circumstance is better for the PPC display; however specialized difficulties deliver errors between the snap measurements on the distributer side and the promoter side (Jansen & Schuster., 2011).

1.2. Expressiveness

The PPC display is a more expressive offering dialect than the PPC demonstrate. On the off chance that a promoter does not change its offer as well much of the time (which is regularly the case, either in light of the fact that the weight of every now and again refreshing offers is too high or in view of breaking points forced by the distributer), this expressiveness can bring about higher utility for the

sponsor (Curran, 2004).

1.3. Reducing hazard

Notwithstanding expanding promoters' utility, the PPC model can diminish the hazard to (a few) sponsors, as the case in the Informative supplement shows.

1.4. Click extortion

Click misrepresentation is a marvel that torments the compensation per click display for offering on-line promotions. By definition, a false click is one where there is no aim of purchasing an item. A self-evident cure (for transformation looking for publicists) is to ask promoters to report clicks that prompt a transformation and charge them just based on those snaps. On the off chance that furnished with information about which clicks prompt a change, distributers like Google and Yahoo! would not exclusively be capable to dispense with click extortion for the included publicists, however could likewise recognize accomplice Web-destinations that are visit focuses of snap misrepresentation (maybe since the misrepresentation is conferred by their proprietors), and rebate their incentive for different promoters (Cho, 2003)

PPC was outlined as a technique for making income for web indexes. Over the past few years, users have turned out to be acclimated to web crawlers offering free administrations for which they are not set up to pay. Search engines experience various strides to survey, file, and create postings. In spite of the fact that there are various approaches to finish these means, every one of them is expensive. PPC or Pay for Placement is utilized to depict an assortment of covering rehearses that fundamentally allude to connecting singular sites to particular catchphrases for installment. Therefore, potential customers are quickly taken to a site by choosing catchphrases that their particular target market will use in a hunt (Dou, Lim, Su, Zhou, & Cui, 2010). It is moreover vital for a website admin to explore the conceivable catchphrases that might be utilized as a part of a pursuit for their particular item or administration. PPC could turn out to be exorbitant as publicists are secured a progressing rivalry for well-known catchphrases. As PPC recommends, promoters additionally need to pay for each snap they get by means of that supported connection (Green, 2000). As noted beforehand, web crawler supports require some kind of pay to cover costs. On the off chance that the client is unwilling to pay for fundamental list items, they need to look somewhere else for money. Subsequently, web search tools exploit promoters' should be unmistakable and went by. Having the benefit of making the biggest measure of Web movement and of creating positioning outcomes, they offer administrations that interest to the publicist. In particular, they address these publicists' excitement for greater deceivability, eagerness for being put

on the primary page of returned query items, and eagerness for holding up to be investigated and listed. Most web indexes offer PPC benefits so as to create income (Abels, White, & Hahn, 1997).

2. Objectives of the Study

This research explores the extent to which a Pay per click marketing approach is perceived as important in the digital marketing community and to identify the extent to which the marketers can effectively use to reach, inform and influence the online user.

1. To identify the extent to which there is a segmented approach in marketing activity especially for Pay per click marketing.
2. To establish how Pay per click marketing strategies is being used to reach, inform and influence online users.

3. Review of Literature

With expanding utilization of the Web as a showcasing device, entrepreneurs are attempting to understand new methodologies to pick up piece of the overall industry inside the online condition (Zhang & Cabage, 2016). A significant number of entrepreneurs are not knowledgeable with Web advertising strategies. In view of this, it is hard to pick the best system for their business development. Website optimization is from time to time some portion of the search engine marketing strategy. Despite accepting that the execution of SEO costs the same as putting resources into PPC, and the advantages incorporate the confirmation of continually being a piece of a user's thought set, SEO is as yet not the ideal search engine marketing system for site advertisers. At the point when the likelihood of being recorded in the principle consequences of an internet searcher is high, any interest in SEO is excess—high positioning will in all likelihood be accomplished without it (Thelwall, 2015). Then again, there could be a low likelihood of positioning great in the organic outcomes. For this situation, clients could visit the supported connections for this site. Putting resources into PPC could accordingly bode well. on the off chance that it is expected that SEO costs more than PPC. At that point PPC turns out to be significantly more appealing than SEO. In this way, it ought not to be amazing that SEO is not a piece of an organization's SEM technique. This result is upheld by the appropriation of search engine marketing resources, which is one-sided toward PPC speculations (Sen, 2005).

Website design enhancement as a feature of their SEM methodology is one of the significant purposes behind the brisk selection of the PPC procedure is that it is exceptionally like a customary paid commercial technique

and entrepreneurs can oversee such battles without anyone else. Website design enhancement then again requires an essential arrangement of abilities to guarantee a site puts inside the best rankings on web crawler comes about through different on location improvements and off-site natural SEO systems (Roy, Datta, & Basu, 2016). Another reason why organizations may lean toward PPC is that they have better control over the whole program and they know precisely how and where their speculation is spent. Results can without much of a stretch be seen through PPC battle reports. They additionally don't need to change their strategies each time the web indexes change their calculations, which can end up being an issue, particularly for the individuals who are just inspired by snappy, here and now comes about. Organic SEO may appear like an excess of exertion, with no ensured outcomes for here and now objective searchers. Organic SEO, as a Web showcasing methodology, requires tolerance. Be that as it may, the prizes are there. Organic enhancement is not the main decision for some, however it has intrinsic advantages that are unparalleled by supported or, on the other hand paid publicizing strategies. The advantages and results keep going for longer periods than for PPC (Smith, 2010). In Pay per click marketing efforts on the real web crawlers, sponsors commonly offer on key expressions they accept identify with some item or administration they are giving. These key expressions interface promotions from the sponsor to inquiries put together by potential clients, who are the searchers on the web crawlers. Reports show that around 15 percent of internet searcher clicks are on these keyword notices (Harter & Hert, 1997). At the point when a searcher enters an inquiry that matches a key expression, an arrangement of promotions is shown on the search engines. The sum that a sponsor must offer to get an advertisement to show relies upon the general interest for that key expression. The sum that a publicist will offer relies upon the apparent estimation of the guest as dictated by potential income and the cost of the obtaining (Dover, 2011).

Advertisements on the search engines are ordinarily appeared over the organic outcomes (i.e., comes about decided algorithmically by the web index). The rank of the promotion relies upon the offer cost and a quality score (i.e., it is controlled by a few components, including navigate history and point of arrival relationship to the promotion) (Lovatt & Legge, 2014). These notices regularly comprise of a short feature, two short lines of content portraying the item or benefit, and a hyperlink that focuses to the publicist's greeting page (i.e., a promoter assigned Web page). In the PPC course of action, a sponsor just pays the web index if a searcher really taps on the showed advertisement hyperlink. There are a few key supported inquiry terms normally utilized as a part of the business, what's more, an essential learning of these is vital with a specific end goal to take after the exploration exhibited in this paper (Kammerer & Gerjets, 2012). A notice showed on

a search engine accordingly to a question that matches a given key expression is called an impression. Clicking on a promotion's hyperlink indicating a publicist's presentation page is a tick. The internet searcher charges the publicist for this snap, a sum known as the pay per click (PPC), which is topped at the publicist's offered on the key expression. Once at the greeting page, if the buyer makes some quantifiable move, as characterized by the publicist, this demonstration is known as a change. Commonly a transformation is a buy (otherwise known as a request), in spite of the fact that it can be whatever other shopper activity (Luh, Yang, & Huang, 2016). A request can be made out of at least one thing. The business income produced from this change characterizes the estimation of that client. The viability of the catchphrase promoting effort is measured by income produced short the adverting cost (Oppenheim, Morris, McKnight, & Lowley, 2000). The advertisement rank influences snaps and transformations, following a curvilinear capacity of the promotion's rank. Current circumstances for ideal promotion valuing for the web search tool, researchers report that the active clicking factor on supported connections is around 15 percent. Searchers rehash visits to web indexes and tap on comparable advertisements amid these visits, in spite of the fact researchers express that more experienced searchers progress toward becoming desensitized to advertisement boosts (Xu, Chen, & Whinston, 2012). There have been few distributed experimental investigations of keyword promoting battles utilizing genuine informational collections. Tending to this absence of research could affect understanding the adequacy of supported hunt administrations and battles for the shoppers. One may utilize pay per click networking for individual brand working as a forthright system. Promoting through online networking can in some cases make devastation in the event that it turns out badly. A move down technique ought to dependably be prepared for arrangement. During the time spent figuring and executing system, a procedure must be set up to fuse input from existing and potential users(Yang & Ghose, 2010). Observational proof demonstrates that most Search Engine Marketing (SEM) spending (around 85%) has gone toward Pay per click battles, with just 12% spent on Search engine optimization and another 6% on other Search engine marketing system. Researches demonstrated that regardless of the possibility that the aggregate cost of actualizing a SEO and a PPC battle were the same, the battle would at present win as the Search engine marketing procedure of decision for most online advertisers. Other research on SEM has detailed that 60%–86% of search engine users tap on the display ads in the fundamental segment (characteristic outcomes) when directing online inquiries, while just 14%–40% select the as extensions and furthermore asserted that disregarding either PPC or SEO as a component of a Search engine marketing technique will make an organization lose a substantial number of potential customers

(Burghardt, Heckner, & Wolff, 2012). Web optimization and PPC each has their own points of interest and weaknesses. PPC can guarantee a site being recorded quickly and, moreover, can guarantee high rankings, accepting a high offer cost and quality score. One weakness is that PPC can be expensive, particularly with the developing rivalry for prevalent watchwords. Web optimization, then again, can't guarantee top rankings, however could be less expensive to execute. Besides, it can set aside opportunity to encounter positioning increments because of SEO execution on a site (Berman & Katona, 2013). The principle obstacle to executing a successful Website design enhancement program is the way that each internet searcher has its own particular necessities, which implies that a site upgraded for one web search tool is not really enhanced for the others (Malaga, 2008). A further many-sided quality is that web indexes likewise persistently change their positioning calculations with a specific end goal to counteract web indexing. Because of this factor, sites should be continually refreshing their SEO procedure, which can turn out to be expensive. Website optimization additionally has preferences, the greatest being that SEO postings involve the principle territory of an search engine's outcome page, and in this manner users can't search without much of a stretch overlook them. There is a scarcity of exact proof containing rules for online advertisers endeavoring to boost activity to their site by utilizing both PPC and SEO battles at the same time. In the meantime, the researches expressed little lucidity about how site proprietors by and large split their financial plan amongst characteristic and paid outcomes. The target of this examination is to analyze the individuals who have put resources into PPC, and decide if they likewise put resources into expanding rankings in normal outcomes (Levene, 2010).

4. Research Design

'Web search tool' is a developing marvel, so an exploratory research was conducted for comprehension of different viewpoints. The researcher inspected the diverse publicizing elements of the Search engines that affect the gathering of the users towards the substance of the page on the different web search tools. Causal research configuration actualized to comprehend the effect of web crawler on the segments of publicizing recognized under writing survey. The framework had been incited to detail a subjective system for overhauled understanding for this complex and dynamic phenomenon. To break down this subject, the underlying stride was the examination of the noteworthy composition to build up an understanding about various parameters of Search engine for the pay per click marketing strategy. A sorted out poll was readied which was ordered into two segments, Section one enquires about the demographic statistic and web crawler profiles of the

respondents and section two measures the respondents on the premise of parameters distinguished through literature audit. A five point Likert scale was intended to quantify the recognized parameters extending from explicitly agree [=5] to explicitly disagree [=1] for the distinguished factors. The information was accumulated through survey from 338 respondents which were chosen by basic arbitrary examining strategy for the most part from the National Capital Region (NCR) of Delhi in India. The information gathered from the respondents was stacked on SAS university edition for advance statistical investigation.

4.1. Research Process

The investigation took after a successive procedure, moving through three noteworthy stages where each stage took after particular strategies which are recorded as take after:

1. Identification of all the conceivable factors which sets up Pay per click as a promoting instrument through literature audit.
2. Combining the factors into important number of elements by means of Exploratory Factor Analysis
3. Study the connection between the factors for theoretical testing by means of Multiple Regression.

5. Data Analysis and Interpretation

Descriptive statistics conducted on the demographic and search engine profile of the respondents, the result presented in the <Table 1> and <Table 2>.

<Table 1> Demographic profile of the respondents

[N=338]

Age	Frequency	Gender	Frequency	Education	Frequency
15-20	74	Male	196	Undergraduate	83
20-25	146	Female	142	Graduate	164
25-30	47			Post graduate	85
30-35	42			Doctorate	6
35-40	29				

<Table 2> Search engine profile of the respondents

[N=338]

Search engine used	Frequency	Time on Social media	Frequency	Activities on Social media	Frequency
Google	210	0-30mins	121	Updates	162
Bing	83	30-60mins	37	Purchase	87
Yahoo	29	60-90mins	40	Comparison	23
AOL	10	90-120mins	95	Information	66
Ask	6	<120mins	45		

<Table 3> explains the univariate analysis of the identified variables which were employed for exploratory factor analysis. The variables with high mean values i.e., Socio-cultural factors (Mean=3.39), Language (Mean=3.21) and Monopolistic competition (Mean=2.91) Brand commitment Mean=2.90) are considered to be most impactful variables for the emergence of Search Engine Optimization as a marketing tool.

<Table 4> describes Kaiser's Measure of Sampling Adequacy: Overall MSA is 0.824 which is considered to be an acceptable value; this indicates that the data collected would be suitable for factor analysis. Principal component analysis was employed to measure the degree of variability in the variables. The degree of variability calculated from the initial value [=1], variables with extraction value more than 0.5 would be considered acceptable for factor analysis.

<Table 3> Descriptive statistics of identified variables

Variables	Mean	Std Dev	Max.	Min.	Skewness	Kurtosis
Budget	2.7685460	1.5621515	5	1	0.5163976	-1.4059114
Pure competition	2.8902077	1.5725867	5	1	0.4319878	-1.5341848
Monopolistic competition	2.9080119	1.6239909	5	1	0.3004480	-1.6286583
Mass marketing	2.1008902	1.3212658	5	1	1.2773849	0.3740315
Segment marketing	2.3086053	1.5137318	5	1	1.0041360	-0.5808235
Niche marketing	2.1513353	1.3510158	5	1	1.2668193	0.2915188
Oligopoly	2.3560831	1.4197481	5	1	1.0098814	-0.4315693
Quality score	2.8872404	1.0346887	5	1	1.0545506	-0.0544143
Language	3.2077151	0.5811010	5	1	2.5980581	5.0645592
Monopoly	2.6023739	1.5340560	5	1	0.6638017	-1.1742650
Keywords	2.1869436	1.3857508	5	1	1.2139107	0.0906895
Landing page experience	1.9080119	1.1854128	5	1	1.6455954	1.8276837
Socio-cultural factors	3.3857567	1.2414609	5	1	-0.0416839	-1.6707497
Ad relevance	2.6617211	1.5014241	5	1	0.5641120	-1.2559521
Demographic factors	2.8189911	1.2978444	5	1	0.9974832	-0.9416926

<Table 4> Kaiser's Measure of Sampling Adequacy: Overall MSA = 0.82392075
       Final Communality Estimates: Total = 10.739775

Budget	Pure competition	Monopolistic competition	Mass marketing	Segment marketing	Niche marketing	Oligopoly	Quality score
0.7023*	0.7704*	0.6492*	0.7959*	0.7098*	0.6268*	0.6587*	0.7383*

Language	Monopoly	Keywords	Landing page experience	Socio-cultural factors	Ad relevance	Demographic factors	
0.7054*	0.5853*	0.6854*	0.8279*	0.8407*	0.6571*	0.7859*	

Initial value =1
*= Extraction value   Extraction method= Principal Component analysis

<Table 5> Correlation matrix

	X1*	X2*	X3*	X4*	X5*	X6*	X7*	X8*	X9*	X10*	X11*	X12*	X13*	X14*	X15*
X1*	1.00	0.31	0.27	0.19	0.18	0.11	0.27	0.34	0.25	0.19	0.33	0.12	0.15	0.05	-0.2
X2*	0.31	1.00	0.59	0.13	0.33	0.36	0.45	0.25	0.29	0.29	0.25	0.17	0.08	0.22	0.07
X3*	0.27	0.59	1.00	0.34	0.39	0.27	0.50	0.25	0.33	0.30	0.35	0.25	0.14	0.28	0.21
X4*	0.19	0.13	0.34	1.00	0.48	0.41	0.38	0.15	0.33	0.24	0.42	0.36	0.16	0.22	0.22
X5*	0.18	0.33	0.39	0.48	1.00	0.59	0.51	0.33	0.58	0.52	0.45	0.46	0.32	0.42	0.49
X6*	0.11	0.36	0.27	0.41	0.59	1.00	0.48	0.21	0.45	0.35	0.26	0.44	0.21	0.31	0.33
X7*	0.27	0.45	0.50	0.38	0.51	0.48	1.00	0.30	0.51	0.55	0.47	0.43	0.16	0.41	0.39
X8*	0.34	0.25	0.25	0.15	0.33	0.21	0.30	1.00	0.61	0.33	0.50	0.55	0.36	0.33	0.37
X9*	0.25	0.29	0.33	0.33	0.58	0.45	0.51	0.61	1.00	0.42	0.58	0.69	0.35	0.42	0.51
X10*	0.19	0.29	0.30	0.24	0.52	0.35	0.55	0.33	0.42	1.00	0.43	0.43	0.23	0.35	0.55
X11*	0.33	0.25	0.35	0.42	0.45	0.26	0.47	0.50	0.58	0.43	1.00	0.64	0.41	0.44	0.49
X12*	0.12	0.17	0.25	0.36	0.46	0.44	0.43	0.55	0.69	0.43	0.64	1.00	0.21	0.53	0.41
X13*	0.15	0.08	0.14	0.16	0.32	0.21	0.16	0.36	0.35	0.23	0.41	0.21	1.00	0.13	0.41
X14*	0.05	0.22	0.28	0.22	0.42	0.31	0.41	0.33	0.42	0.35	0.44	0.53	0.13	1.00	0.52
X15*	-0.2	0.07	0.21	0.22	0.49	0.33	0.39	0.37	0.51	0.55	0.49	0.41	0.41	0.52	1.00

X1*=Budget
X2*= Pure competition
X3*= Monopolistic competition
X4*= Mass marketing
X5*= Segment marketing
X6*= Niche marketing
X7*= Oligopoly
X8*= Quality score
X9*= Language
X10*= Monopoly
X11*= Keywords
X12*= Landing page experience

X13*= Socio-cultural factors
X14*= Ad relevance
X15*= Demographic factors

<Table 6> Eigenvalues of the Correlation Matrix: Total = 15   Average = 1

	Eigenvalue	Difference	Proportion	Cumulative
1	6.04524829	4.48979919	0.4030	0.4030
2	1.55544911	0.30163026	0.1037	0.5067
3	1.25381885	0.28621895	0.0836	0.5903
4	0.96759989	0.04994096	0.0645	0.6548
5	0.91765894	0.16421682	0.0612	0.7160
6	0.75344212	0.04658965	0.0502	0.7662
7	0.70685247	0.15997395	0.0471	0.8133
8	0.54687851	0.08664921	0.0365	0.8498
9	0.46022931	0.05922654	0.0307	0.8805
10	0.40100277	0.03591832	0.0267	0.9072
11	0.36508445	0.04482879	0.0243	0.9316
12	0.32025566	0.01310862	0.0214	0.9529
13	0.30714704	0.05684904	0.0205	0.9734
14	0.25029800	0.10126341	0.0167	0.9901
15	0.14903459		0.0099	1.0000

<Table 7> Rotated Factor Pattern

Variables	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
Landing page experience	0.84940				
Quality score	0.70352				
Language	0.70094				
Ad relevance	0.68786				
Keywords	0.65815				
Pure competition		0.85183			
Monopolistic competition		0.74462			
Oligopoly		0.63020			
Monopoly		0.46532			
Mass marketing			0.85794		
Niche marketing			0.65922		
Segment marketing			0.59063		
Mass marketing					
Socio-cultural factors				0.87852	
Demographic factors				0.59117	
Budget					0.76254

<Table 8> Profiling of factors

Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
Landing page experience	Pure competition	Mass marketing	Socio-cultural factors	Budget
Quality score	Monopolistic competition	Niche marketing	Demographic factors	
Language	Oligopoly	Segment marketing		
Ad relevance	Monopoly			
Keywords				
Ad quality	Competition	Targeting	Trend	Budget

<Table 5> illustrates correlation between the each identified variables, the coefficient of correlation ranges between -1 to 1, and coefficient of correlation greater than 0.5 is considered as an acceptable correlation between the variables.

<Table 6> illustrates Eigenvalue and cumulative proportion of the identified variables, these parameters assisted researcher to identify the number of factors. Eigenvalue close to 1 with Cumulative proportion more than 70% would be considered as an acceptable, all these parameters satisfied incase number of factors equal to 5. Therefore researcher accepted 5 factors.

<Table 7> illustrates the factor loadings of each identified variables, extraction method employed was principal component matrix. Rotation method employed for factor analysis is varimax with KMO normalization.

<Table 8> illustrates the profiling of the variables on the basis of Rotated factor loadings. Each factor had been profiled on the basis of the characteristics of the variables in the respective factor. Further to analyze the impact of Search engine optimization as a marketing tool on the factors was tested.
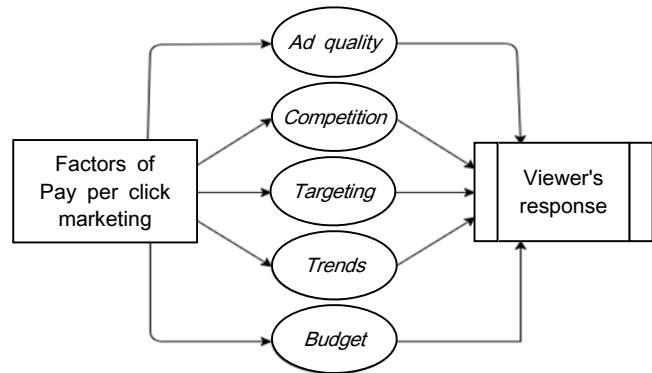
6. Hypothesis

The motivation behind this exploration is to research the advantageous impact of the Pay per click marketing strategy on the viewer's response. With knowledge of the past writings and results of factor analysis the factors associated to pay per click marketing had been arranged into 5 fundamental measurements:

<H1> Greater the level of Ad quality, the better impact of pay per click marketing strategy on the user.

<H2> Greater the level of healthy competition, the better impact of pay per click marketing strategy on the user.

<H3> Greater the level of effective targeting, the better impact of pay per click marketing strategy on the user.

<H4> Greater the level of targeting strategy, the better impact of pay per click marketing strategy on the user.

<H5> Greater the level of positive trend, the better impact of pay per click marketing strategy on the user.

<Figure 1> Proposed model of the study

6.1. Hypothesis Testing

The hypothesized relationships were tested using multiple regression analysis. First of all a correlations matrix was produced to comprehend the relationships between reviewed variables. Considering the correlation matrix, Landing page experience and Language (0.691020), pure competition and Monopolistic competition (0.593567) and Ad relevance and Demographic factors (0.527474) indicated high degree of correlation. A five point Likert scale was designed (where 1= Strongly disagree to the statement and 5 = Strongly agree to the statement) to record responses of the respondents for mentioned key variables then the whole gathered information was coded to SAS base version for multiple regression analysis to check the legitimacy of the mentioned hypothesizes. The responses collected from the respondents were normally distributed. The identified variables entered into the equation using 'Enter method'. The hypothesized model for Pay per click marketing is represented in <Table 11>. The p values in the table is less than 0.0001, F value 85.07 and adjusted R. sq. 0.5558 which is acceptable, therefore all the estimated coefficients are statistically significant. The responses collected from the respondents were normally distributed. The results of multiple regression shows that Pay per click marketing services of various

search engines offers advantageous benefits to the marketer as well as to the consumer. Therefore the researcher accepts <H1>, <H2>, <H3>, <H4> and <H5> as Pay per click marketing services have significant impact as a marketing tool in terms of identified factors i.e., Ad quality, Competition, Targeting, Trend and Budget.

<Table 9> Results of Multiple Regression

Variable	DF	Parameter Estimate	Standard Error	t Value	Pr > |t|
Intercept	1	1.29737	0.20183	6.43	0.3567
Ad quality	1	0.35360	0.08689	4.07	0.6598
Competition	1	0.16105	0.06268	2.57	0.2154
Targeting	1	0.26027	0.06402	4.07	0.1987
Trend	1	0.58850	0.06385	9.22	0.0644
Budget	1	0.03765	0.03795	-0.99	0.3219

Analysis of Variance

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	5	434.78171	86.95634	85.07	<.0001
Error	332	338.32808	1.02214	Depd. Mean 2.36000	R-Square 0.5624
Corrected Total	337	773.10979	Root MSE 1.01101	Coeff Var 43.29225	Adj. R-Sq 0.5558

$$Y = C + m_1x_1 + m_2x_2 + m_3x_3 + m_4x_4 + m_5x_5$$

Predicted(Impact of PPC) = -1.29737 + (0.35360 * Ad quality) + (0.16105* Competition) + (0.26027 * Targeting) + (0.58850 Trend) + (-0.03765 * Budget)

7. Findings

The data gathered was normally distributed, as the data was checked for multi-co linearity and heteroscedasticity. The 15 variables were identified and were used for exploratory factor analysis which was reduced to 5 factors by using the Principal Component analysis and Varimax rotation method. The identified factors are as follows:

Factor 1 Ad quality consists of variables Landing page experience, Quality score, Language, Ad relevance and Keywords. Factor 2 Competition consists of variables i.e., pure competition, Monopolistic competition, Oligopoly and Monopoly. Factor 3 Targeting consists of variables i.e., Mass marketing, Niche marketing and Segment marketing. Factor 4 Trend consist of variables i.e., Socio-cultural factors and Demographic factors and Factor 5 Budget.

The results of data analysis are segmented into two sections. Section 1 consist of descriptive statistics of demographic and search engine profile of the respondents

and the majority of the respondents between the age of 20-25 years with graduate level of education use Google as there prominent search engine for mostly 15-60 minutes in order to obtain updates and information. Section 2 on other hand consists of Statistical and Hypothetical analysis of the identified variables. Pay per click as a marketing tool (F value 85.07 and p value <.0001) has significant impact on the consumers. The most prominent factors of pay per click marketing identified in the research are Ad quality, Competition, Targeting, Trend and Budget.

8. Discussion

Most search engine platforms regularly release statistics about their users, and usually keep information apparent, e.g., distinguishing users per country or other demographic criteria. With such user statistics one can compare them across platforms or over time: some user numbers refer to registered user accounts, others to 'active' users – and the latter can also have various definitions, e.g., everyone who has visited the platform at least once during the last month. As the official numbers provided by the providers are rarely sufficient, some survey companies on Internet usage also ask about people's participation in certain search engine channels. The majority of Search engines, in any case, always explain about how and why makes utilization of certain search engine tools – or even how they approach singular functionalities of these stages. This is the place search engine research ventures in. Researchers from diverse foundations have endeavored to reveal insight into search engines usage as an assortment of keywords. The steady advancement of both the Search engines and functionalities of online networking stages and users conduct pose critical difficulties to researchers planning to comprehend the inspiration for utilizing particular stages or even individual highlights associated to search engines. Despite the fact that users inspirations have been examined from different points of view in the previous years, most research approaches give depictions rather than extreme outcomes.

The Search engines promote adaptive way of creating awareness, since the user is motivated to find information that associate with a assistance of the consumer's product. When products are promoted on search engines, marketer can design its campaign either as organic marketing (Free ads) or inorganic marketing (Sponsored ads). The most common strategy used in organic marketing is Pay per click marketing, where the marketer is being charged only when some user click on the respective advertisement. Further, Pay per click advertising can influence awareness and brand recognition. Also, the presence of products incorporated into e-commerce sites has been shown to increase brand recall. Finally, the interactive Pay per click advertising search itself

is flexible enough that, given a large enough advertiser and user base, which can profitably be reformatted to utilize questions grouped by product category as opposed to random selection. This choice of organic and inorganic advertisement category depends upon marketer and the user level of interactivity while revealing information about product's category choices and what types of questions lead to product interest. This has ramifications for marketer web site formatting and advertisement development given the opportunity for more complex database management offered through such in depth profiling.

9. Conclusion

An organization that utilizes sponsored search has a lot of data at its transfer for assessing promoting execution. By utilizing information gather amid online collaborations, organizations can track everything from what terms clients hunt down, to what advertisements they tapped on, to which visits brought about a deal. Breaking down these measures can help organizations in spending their on the web publicizing more adequately. The consequences of the exploration detailed here additionally demonstrate that the mix of brand-centered key expressions and ads create the most deals what's more, are moderately less expensive than non-branded phrases. In this way, it is for the most part helpful for online promoters to dedicate publicizing assets to focusing on mark centered key expressions and coordinating them with mark centered promotions.

For future work, examinations on mark view of online promotions could lead, maybe, to better commercial creation. This could increment the responsiveness of the promotions and thus improve the general adequacy of a crusade and enhance supported pursuit stages. Another intriguing exploration range would be investigation of the whole both organic and sponsored comes about, keeping in mind the end goal to gage the exchange of these two postings in the marked look territory. Additionally, here we dissected supported pursuit promotions in all. It would be beneficial to break down the impact of promotion position on the pay per click marketing.

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