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**GEN 'Y' customer's perception towards Search Engine Marketing in Chennai city**

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**Abstract:**

The research problem in this study is to analyze the search engine marketing strategies and its impact on CRM among Gen 'Y' customers in Chennai city. Methodology of study comprises of sampling, data collection and data analysis. The total sample size of the study is 572. The researcher conducted an online survey since online buyers were selected as target respondents through a non-probabilistic sampling method. The primary and secondary data used for the present study. The data collected for the study were analyzed by using SPSS version 21 software. The data were analyzed through Confirmatory factor analysis, Structural equation modeling, t test, ANOVA, Correlation and Regression.

Key words: CRM, Search Engine Marketing SEM, CFA, Structural Equation Modeling

**Introduction:**

Search Engine Marketing (SEM) involves implementing an online marketing strategy in terms of your website's brand identity, to ensure that your website is visible on the internet especially in terms of SEO, PPC and other forms of internet marketing such as banner ad campaigns. Search Engine Marketing also occupies managing online status and a congregation of other online marketing proposals. Fundamentally Search Engine Marketing identical to online visibility for the brand. Several studies regarding the effect of social media, mobile search and online multimedia on the overall umbrella of search marketing are yet to be determined, as transitions are still taking place in converting the general consumer to a user who fully trusts the technology. Search engines and its overall credibility with consumers as companies balance technological innovation to access behavioral patterns with their strategic needs to generate academic and practitioner' interests and research for the foreseeable future.

Generation Y, or millennial, may be defined as people born between the years of 1980 and 2000. As with each generation before this one, they are thought to differ in values, characteristics, and behavior from past generations. As this generation may be burden with significantly more student loan debt than previous generations, millennials are seen to be a powerful group with potentially greater levels of purchasing capabilities and greater high-tech sophistication. This generation may have higher status consumption in their need to enhance their social standings through consumer products via social networking. In general, more technically sophisticated users are

increasingly using search technologies within their homepages and in expanding their reach to other users assessable to their messages. Business is taking advantage of such use in customizing their advertising messages in customizing such search technologies available to their potential customers. As many transitions are still taking place in the effort to converting the general consumer to a user who fully trusts such technologies within their social media presence, the present study should be an important contribution to the field. An important goal of such research is to determine the overall credibility of search engine embedded in social networking from user perspectives.

#### **Literature Review:**

**Miklosik, A. (2019)**<sup>3</sup>Ensuring search engine is one of the critical tasks of marketers nowadays. Besides regular organic results, other forms of productive content results look on Google, including the Google Answer Box. In this chapter, the author examines the factors that determine the chance of a website being excerpted in the Google Answer Box. Moreover, he uses simulation to explore the most available weights of three factors on the final rankings within the search engine results page. The organized framework for constructing the assessment of elements can be used to develop similar models for different niches and keywords and operated by organizations from multiple sectors. Adopting these findings by organizations and involving them in their content and marketing approach will have a positive impact on search distinctness and thus translate to the efficiency of marketing campaigns.

**Vyas, C. (2019)**<sup>4</sup>they are applying Search Engine Optimization

(SEO) tools, namely Traffic Estimate and Twitter Search, Google Trends, and Alexa, SimilarWeb. The SEMRUSH, SEO Analyzer, and Moz-Open Site Explorer; this analysis approximately evaluates tourism websites of the government of India and five Indian states. The guidelines for selecting state websites are the whole of Foreign Tourists Arrival (FTA). Using the SEO tool, special rank is given first, and then the mode of grades is taken to provide the final ranking to six tourism websites. Though there is literature accessible on evaluating Indian government (central or state) run tourism websites, there is no investigation available on matching and ranking state government tourism websites in the Indian connection, utilizing Search Engine Optimization tools presented in this research. The decision explains that the government of India's website [www.tourism.gov.in](http://www.tourism.gov.in) ranks fourth. Tourism websites of three states, namely Delhi, Maharashtra, and Tamil Nadu, occupy the ranks of first, second, and third, respectively.

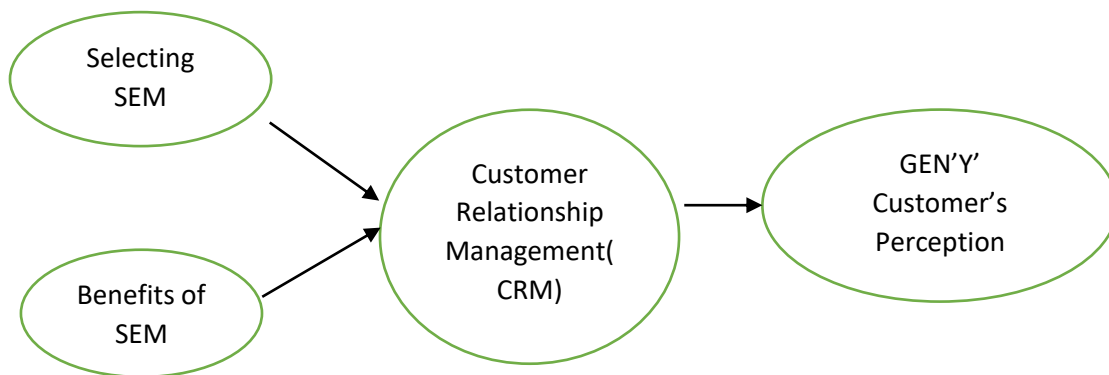
**Prasad, S., Garg, A., & Prasad, S. (2019)** Originated that impact of social media usage and EWOM on the purchase decision is mediated by conviction. Firm's reputation as a brand (perceived by the customer) moderates the relationship between EWOM and purchase intention in a manner that this relationship is significantly stronger if there is a more positive brand reputation.

**Marmaya, N. H., Zakaria, Z., & MohdDesa, M. N. (2019)** Applying partial least squares structural equation modeling, the results

showed that subjective norms and perceived behavioral control influenced behavioral intention among Gen Y consumers to purchase halal food, while attitude did not play a significant role in the purchase of halal food products among Gen Y consumers.

**Zainudin, R., Mahdzan, N. S., & Yeap, M. Y. (2019)** The results imply that credit card information and self-efficacy are negatively linked to credit card misuse amongst Gen Y in Malaysia. In contrast, actual relationships were found to exist between credit card positions, materialism, and social norm, and the dependent variable.

**Conceptual Framework:**



**Scope of the Study**

The study conducted in Chennai city. Chennai city is one of the significant metropolitan cities in India. The similar type of study can continue some other metropolitan city in India to assess the search engine marketing strategies and impact towards the CRM. The present research is undertaken to study the search engine marketing strategies and its impact on CRM among GEN 'Y' Customers in Chennai City. The same studies can extend to search

engine marketing strategies and its impact on the customer’s loyalty and commitment level. The study focuses that in changing Internet environment development and improvements of search engine marketing business will be continued according to the development of search engines portals. This research is only cast insight on basic business processes and related issues. Nevertheless, it is possible to go on more wide-ranging research activities about SEM not only on the technical field but also in the field of economics and businesses.

**Objectives of the study**

1. To study the need for creating the Search Engine Marketing
2. To study the Gen Y customers perception about Search Engine Marketing

**Null Hypothesis**

1. There is no positive perception about the search engine marketing among the Gen Y customers.
2. There is no association between the level of perception and demographic profile of the Gen Y customers.

**Reliability analysis**

**Reliability test result:**

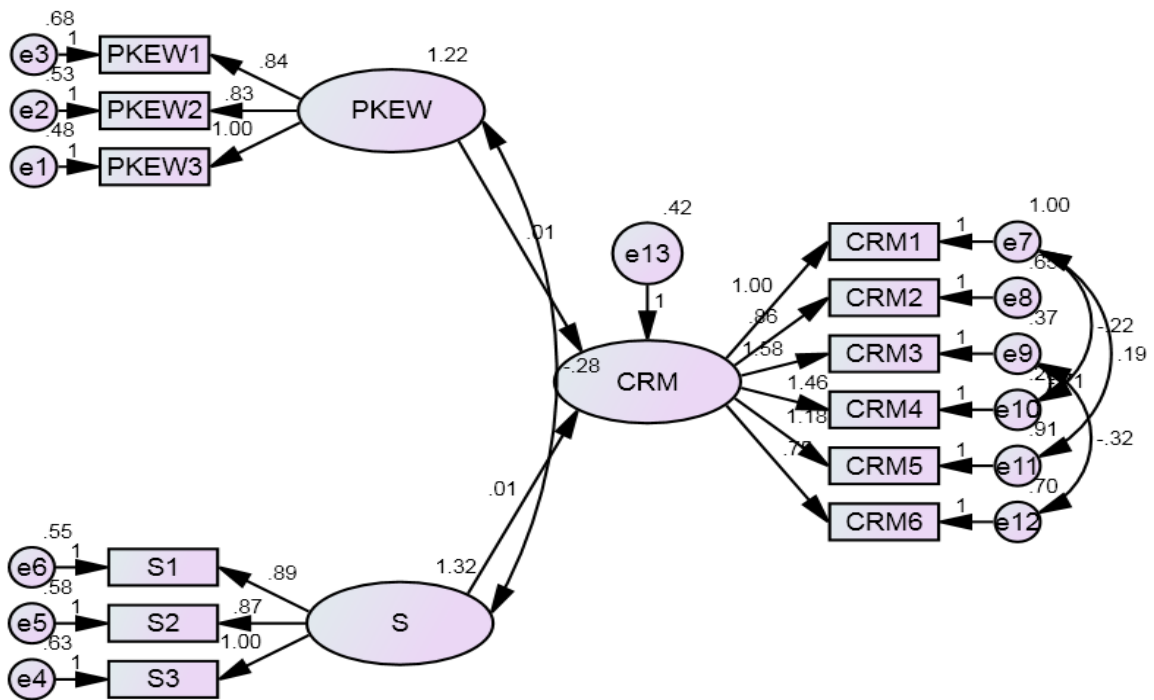
Variables	No. of Items	Cronbach’s Alpha value
Selecting SEM	10	0.817
Benefits of SEM	6	0.792
CRM	13	0.906
GEN ‘Y’ Customer’s Perception	11	0.911
Overall Value	40	0.970

The reliability of the survey instrument was tested with the help of Cronbach's Alpha method. The Cronbach's Alpha method allows us to measure the reliability of different categories. It consists of estimates of how much variation in scores of different variables is attributable to chance or random errors (Selltzm, *et al.*, 1976). The Cronbach's alpha is a measure of internal consistency, that is, how closely related a set of items are as a group. If number of items is increased, the Cronbach's alpha is also increased. Additionally, if the average inter-item correlation is low, alpha will be low. As the average inter-item correlation increases, Cronbach's alpha increases as well (holding the number of items constant). As a general rule, a coefficient greater than or equal to 0.5 is considered acceptable and a good indication of construct reliability (Nunnally, 1976). The overall Cronbach's Alpha for the four categories is 0.970. It shows that these categories for survey instruments are valid and reliable. The Cronbach's Alpha for the four categories, namely, Selecting SEM, Benefits of SEM, CRM, and GEN 'Y' Customer's Perception 0.817, 0.792, 0.906 and 0.901 respectively. To assess the scales' content validity, the researcher asked six experts, three academicians and three practitioners, to examine it. Accordingly, the researcher made changes on the first draft in terms of eliminating, adding or rewording some of the items included in that draft. This suggests that scales used in survey instruments are one-dimensional. Other statistical tools are also available for performing similar analytical functions such as Factor Analysis, to group subjects on the basis of various factors, to the relationships between a set of observed

variables and a set of continuous latent variables; Discriminate Analysis, to establish the extent of impact of various underlying factors among many others; Inferential analysis, to brings out inferences about the phenomenon under study with regard to the selected sample.

**Confirmatory factor analysis:**

**EFFECTIVENESS OF SEARCH ENGINE MARKETING TOWARDS THE CUSTOMER RELATIONSHIP MANAGMENT**



The model used total observed variables are 12,  
 the number of unobserved variables 16,  
 number of exogenous variables 15,  
 and the total number of endogenous variables are 13.



Variables			Unstand ardised co- efficient	S.E	Standa rdised co- efficien t	t value	P value
PKEW1	<---	PKEW	0.840	0.097	0.139	4.641	<0.001**
PKEW2	<---	PKEW	0.830	0.038	0.006	0.220	0.826
PKEW3	<---	PKEW	1.000	0.060	0.128	3.404	<0.001**
S1	<---	S	0.304	0.080	0.137	3.803	<0.001**
S2	<---	S	1.209	0.135	0.297	8.974	<0.001**
S3	<---	S	0.160	0.014	0.339	11.558	<0.001**
CRM1	<---	CRM	1.000	0.021	0.139	4.641	<0.001**
CRM2	<---	CRM	0.960	0.041	0.003	0.219	0.842
CRM3	<---	CRM	1.480	0.024	0.128	2.404	<0.001**
CRM4	<---	CRM	1.960	0.041	0.003	0.219	0.842
CRM5	<---	CRM	1.780	0.098	0.299	8.074	<0.001**
CRM6	<---	CRM	0.720	0.089	0.340	12.058	<0.001**

Note: significant at 1% Level

Here the coefficient of **perception** is 0.840 represents the partial effect of perception on Gen 'Y' customers, holding the other variables as constant. The estimated positive sign implies that such effect is positive that Perception would increase by 0.840 for every unit increase in perception and this coefficient value is significant at 1% level. The coefficient of **SEM** is 0.304 represents the partial effect of SEM, holding the other variables as constant. The estimated positive sign implies that such effect is positive that SEM would increase by 0.304 for every unit increase in SEM variables and this coefficient value is significant at 1% level. The coefficient of **CRM** is 0.960

represents the partial effect of CRM, holding the other variables as constant. The estimated positive sign implies that such effect is positive that CRM would increase by 0.960 for every unit increase in attitude and this coefficient value is not significant at 5% level.

**Model fit summary of Structural Equation Model**

Indices	Value	Suggested value
Chi-square value	98.048	-
P value	0.000	>0.05 ( Hair et al., 1998)
GFI	0.999	>0.90 (Hu and Bentler, 1999)
AGFI	0.993	>0.90 ( Hair et al. 2006)
CFI	1.000	> 0.90 (Daire et al., 2008)
RMR	0.003	< 0.08 ( Hair et al. 2006)
RMSEA	0.003	< 0.08 ( Hair et al. 2006)

From the above table it is found that the calculated P value is 0.000 which is greater than 0.05 which indicates perfectly fit. Here GFI (Goodness of Fit Index) value and AGFI (Adjusted Goodness of Fit Index) value is greater than 0.9 which represent it is a good fit. The calculated CFI (Comparative Fit Index) value is 1 which means that it is a perfectly fit and also it is found that RMR (Root Mean Square Residuals) and RMSEA (Root Mean Square Error of Approximation) value is 0.003 which is less than 0.10 which indicated it is perfectly fit.

**Findings:**

- The study concluded that the customers have a positive perception about the search engine marketing portals which is created by the

marketers is very useful to purchase the products through online in the study area

- The study also established that the entire statements of customer's perception about the search engine marketing portals mean values  $>3.5$ , it indicates that the mean value of the entire statements of search engine marketing is above the average level. The customers significantly influence the search engine marketing portals.
- The study confirms that there is no significant association between age group of GEN Y customers and level of customer perception about the search engine marketing portal services in the study area.
- The study found that there are some benefits of using the search engine marketing namely SEM Increases the brand awareness, SEM expand the brand equity of products, SEM grabs the attention of the audience at the appropriate time, SEM helps to determine the web site traffic, SEM helps to quickly identify the Target ads to users on the origin of languages and locations, and SEM is easy and fast to implement process among the GEN Y customers in the study area.

### **Conclusion:**

It is observed from the study; SEM plays a very vital role for online retailers in the study area. Social status also affects their innovativeness (i.e., the tendency to buy new products more often and more quickly than others). The Gen Y customers are extremely connected via social media, and it affects how they buy products and what products they choose to buy. The study found the online retailers need for creating the Search Engine Marketing portal at 1%

level. The study identified that the customers have a positive perception about the search engine marketing among the Gen Y customers at 5% level. Furthermore, the study reveals that there is a significant association between the level of perception and demographic profile of the Gen Y customers at 1% level. The study found that online customers frequently sought with an additional search engine by the online Gen Y customers. The study originated that there is the effectiveness of SEM towards customer Relationship Management in the study region. The study also exhibits that it will be easier for organizations to share and distribute their content, which allows for creative and innovative content among all of its users, for better or worse. As businesses continue to focus on the quality of one's content, concerns with the competition will lessen, as more partnerships will formulate. The future for search engines as marketing tools appears to be very exciting due to the transition of traditional forms of marketing to these new forms of integrated marketing, which will make things more comfortable and more rewarding to all consumers and producers.

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