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THE RELATIONSHIP BETWEEN ONLINE ADVERTISING STRATEGIES WITH ADVERTISEMENT EFFECTIVENESS

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ABSTRACT

Online advertising has become one of the tools that use the internet as a worldwide marketing medium to send promotional messages to individuals all over the world in today's world. Online advertising is used by businesses and organisations to promote their products and services. There are over four billion Internet users on the planet. This provides online advertisements a considerable boost. The idea that a rapid increase in online advertising revenues demonstrates the feasibility of global web advertising as an alternative to traditional media is growing due to the rise in Internet advertising. Online advertising is adaptable, making it easier for businesses to alter their products and services. This study's primary purpose is to identify the relationship between online advertisements method and their effectiveness. The survey collected responses from 300 respondents. The online questionnaires are disseminated in an entrepreneur Facebook group because the participants were primarily entrepreneurs. This data was analysed descriptively and inferential analysis. The study found that all online advertising strategies, such as SEO, PPC, and social media, are effective advertising tools. The study outcomes are critical in expanding the literature review methodologies for internet advertising and making them relevant to all business owners.

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1.0 INTRODUCTION

Online advertising is a series of resources that use the Internet as a global marketing medium to distribute promotional messages to people worldwide. Internet ads appeared as a virtual equivalent to conventional marketing strategies such as TV and radio advertising, newspaper advertising, and billboards as web technologies progressed in the 1990s. Businesses and organisations utilise internet ads to promote their products and services. There are more than four billion internet users worldwide. This significantly increases the effectiveness of advertising opportunities. Given the tremendous increase in online advertising sales, many people believe that digital marketing can be a viable alternative to traditional media.

Research has concluded that the major benefits of Pay Per Click (PPC) are the payment mechanism that is solely dependent on effects (Szymanski & Lininski, 2018). As part of the AdWords process, there is a safeguard against the unethical competition. A user's internet protocol, cookies, and click frequency are used to validate each click by the system. No charges are made to the advertiser's account for the actual display of the advertising regardless of its popularity, exposure duration, or the number of views. Launching an advertising campaign quickly is the second important advantage for Pay Per Click. An experienced user can create a simple ad campaign in less than an hour. Unlike website positioning, it takes longer to see the results than PPC, where the impact can be seen in a few weeks.

SEO impacts advertisement and sales, according to Singh, Sharma, and Singh (2011) and Khraim (2015). Most consumers use search engines such as Google, Yahoo, and others to look for items or services, and more than 90% of individuals choose a product from the first page. Although most of the economics and marketing literature on search engines has concentrated on sponsored clicks, most traffic merchants obtain from search engines comes from unpaid clicks on organic links (Jerath, Ma & Park, 2014). Brand equity of an online retailer is an important driver of organic clicks. It is easy for search marketers to overlook the benefits, including investments in its site's quality and brand awareness as part of SEO strategy (Baye, Santos & Wildenbeest, 2015). In addition, based on Drolia's study (2007) and Alkarablieh & Khraim (2015), visitors click on the ads out of genuine interest. Therefore, this form of advertising is said to generate a much better success rate than the traditional pay per impression methods such as banners, or pay-per-view based advertising.

Thoke and Satpute (2014) have done empirical research to understand the effectiveness of social media sites as a marketing tool. They found that effort has been made to analyse the extent to which social media sites help consumers in buying decision making. According to another study, social media may be directly helpful in understanding consumer requirements and enhancing client first impressions. These two advantages may entice customers to purchase (Idota et al., 2017).

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The present study identifies the results of the use of PPC, SEO and social media in promoting business. Because the internet is a blue ocean marketing platform, more and more businesses are attempting to sell their products and services over the internet, utilising various online advertising strategies to acquire a larger market share and profit. Online advertising is versatile and makes it easier for the organisation to update its products and services. The following research questions are developed to address the issue.

1. What is the relationship between Pay-Per-Click (PPC) online advertising strategy with online advertisement effectiveness?
2. What is the relationship between Search Engine Optimisation (SEO) online advertising strategy with online advertisement effectiveness?
3. What is the relationship between social media online advertising strategy with online advertisement effectiveness?

This research aim is to determine the relationship of online advertisement strategies with advertisement effectiveness. Hence, the following objectives are developed to answer the research questions:

1. To determine the relationship between Pay-Per-Click (PPC) online advertising strategy with online advertisement effectiveness.
2. To determine the relationship between Search Engine Optimisation (SEO) online advertising strategy with online advertisement effectiveness
3. To determine the relationship between social media online advertising strategy with online advertisement effectiveness

This research needs to know how effective entrepreneurs use various online advertising strategies to advertise and market their goods and services. Overall, this is comprehensive empirical research on the chosen method and its impact on online advertising results. This paper significantly contributes to limited literature and empirical study on the relationship of online advertising methods and their effectiveness. This work specifically investigates the nature, significance, and mechanism of work of the approach and how these methods are effective in advertising and marketing the goods and services of entrepreneurs. The empirical research is done on randomly picked entrepreneurs. The study's subject is regarded as a fresh subject, with certain internet advertising methods appearing new to them.

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2.0 LITERATURE REVIEW

2.1. SEARCH ENGINE OPTIMISATION (SEO)

Search engine optimisation strategies can lead to first places in organic search results, sometimes shortened to "SEO" (Zilican, 2015). In general, the optimisation process was intended to highlight offenders' search results in search engines such as Google, Yahoo, and Bing. As a result, the top ranks of the web pages of these websites are ranked. In short, SEO is a method of optimising the search engine that will produce the necessary search results available to users.

Search Engine Optimisation is an efficient way to help increase the public facilities' visibility and visitors through search engines (Wang, Li & Zhang, 2011). This is thought to be a form of natural search. This can be further subdivided into algorithmic and organic. The better the SEO rating it receives, the more people who look for that specific website or advertisement. Furthermore, the excellent ranking rates are maintained by a regular refresh of the content, particularly terms that increase traffic. According to the preceding explanation, search engine optimisation is a sort of operation that will improve the prominence and degree of user traffic for a certain business objective of the organisation's website. The search engine optimisation function is dependent on the search engine's algorithm.

Search engines have a significant influence on business performance. Rangaswamy, Lee and Seres (2009) investigated the direct impacts of search engines and proposed that search engines provide easy access to information and improve the business exposure more open and recognised via greater changes. The primary advantage of SEO is that improving a website through SEO immediately helps create new consumers. According to Hansell (2007) and Tomasi & Li (2015), search engines are accountable for most visitors to a company's website, particularly new consumers seeking products and services they need. Small businesses that may not utilise SEO to boost their websites will likely go undetected and have a restricted geographical reach (Rangaswamy, Lee & Seres, 2009).

As opposed to every other form of conventional marketing, the search engine's optimisation more functional and profitable. Compared to all other marketing types, the search engine's optimisation is successful increases immense earnings on investment returns. This would enhance sales and profitability for the business. For instance, the SEO rating would assist maintain the business's website for a very long time and is a much more affordable option than other techniques. The target consumers may be reached by optimising a search engine. This method would boost search effectiveness and traffic. It would be a cost-effective mechanism as SEO's benefit is that the results are free (Karthikeyan & Sangeetha, 2012).

From the above discussion, it can be understood that the search engine optimisation would provide corporations with benefits, such as managing the amount of traffic, improved sales and revenues, increase income, more efficient ads for a company's services and goods, cost-effective, high exposure range, global and local visibility, and reduced investment costs. This study investigated the relationships between search engine optimisation (SEO) and the efficiency of entrepreneurs' products/services marketing. For that reason, the study hypothesised that:

H1: There is a significant relationship between search engine optimisation (SEO) with online advertisement effectiveness.

2.2. PAYPER-CLICK (PPC)

PPC is commonly found on search engines and other display pages. PPC relies on a keyword bidding process that encourages visitors to click on the ads displayed on the site (Kritzinger & Weideman, 2017). Advertising using Pay-Per-Click (PPC) is non-intrusive and has become popular practice on the Internet. In this case, a firm pays the proprietors of several search engines every time a client clicks on one of their adverts.

PPC is the successful use of search engines to advertise products and services by presenting them on sites that result from keyword searches (also known as search engine marketing or SEO). Keyword advertising and PPC may be contrasted, and PPC is the most common kind of advertising in sponsored search (Kapoor et al., 2016).

PPC is a popular digital advertising approach that has been shown to be profitable (Cudmore et al., 2009). Paid-per-click (PPC) advertising is the most common strategy utilised in organic marketing. Pay-per-click advertising can also influence perception and brand awareness. Research findings indicated that goods incorporated in online shopping pages enhance brand memory (Bhandari, 2017).

Most search engines provide pay-per-click services to generate revenue from advertising. AdWords is not the only service supplied by Google, Yahoo!, and Bing. As a result of PPC engines, firms may bid on search terms. Using this search query, the search engine will display links to the company websites determined by the companies' position on the search results page. The ranking order is determined by the customer bid price multiplied by the (Google) quality score for that page. This is the amount of money that the search engine will accept from the corporation when a user clicks on a link leading to its website (Kritzinger & Weideman, 2013).

PPC is believed to allow better corporate products and services over the Internet, resulting to increased sales and returns on investment (ROI), according to a prior research (Khraim & Alkrableih, 2015). For that reason, the study hypothesised that:

H2: There is a significant relationship between pay-per-click with online advertisement effectiveness.

2.3. SOCIAL MEDIA

In simple terms, social media is an online platform that people use to create and maintain social networks or social relationships with other people who have similar personal or job interests, hobbies, backgrounds, or real-life connections (Akram & Kumar, 2017).

"Social networking", according to Weinberg (2009), has become an important advertising tool in the past several years. Due to its capacity for reaching its target audience, social media can help an organisation build meaningful relationships with its clients.

In general, the efficacy of such digital engagement initiatives is measured by social media monitoring systems that provide quantitative measures such as like numbers, shareholdings, comments, openings, opinions, follows, or clicks. Moreover, there is typically a growing presence among these engagement measurements stemming from innovative advertising (Voorveld et al., 2018).

For businesses, social media is no more only a way to remain in touch with friends, colleagues or loved ones for a few hours a day. In addition, consumers also might discover more about their favourite companies and products (Ghoshal, 2019).

Businesses utilise Facebook, Snapchat, Twitter, and other social media platforms for social media marketing. Platforms are chosen based on the target audience and marketing approach. Snapchat, for example, is being utilised for social media marketing with an emphasis on younger clients. Snapchat is considered mainly as the most intimate, casual, and dynamic platform for users to share information, socialise, and be entertained. Young clients appear to like Snapchat, with similar feelings about purchase intents and firms featured on the network (Dwivedi et al., 2021).

With the introduction of strong search engines, smartphones, different user-friendly apps, high-speed internet access at the same or very low prices, and social media networking, the marketers' capacity to contact customers through new touchpoints has expanded through new touchpoints (Shankar et al., 2011). For that reason, the study hypothesised that:

H3: There is a significant relationship between social media with online advertisement effectiveness.

2.4. ONLINE ADVERTISEMENT EFFECTIVENESS

According to Tellis (2009) and Alkarablieh & Khraim (2015), online advertisement efficacy is a broad term that usually relates to market reaction to a company's advertising. Search engine ads' key aim is to improve the popularity of search engine websites and draw more user traffic from search engines to those websites (Karjaluo & Leinonen, 2009; Alkarablieh & Khraim, 2015).

In other words, the search engine primarily must guide more online traffic to a website. After that, the website owner (i.e. the company/advertiser) translates this traffic to buying actions or other financial consequences. This research takes web traffic to measure ad effectiveness. It examines the efficacy of search engine advertisements to the degree that businesses believe their search engine ad campaigns have helped create greater traffic to their websites by improving their exposure in search engine results.

Over the last decade, several studies have been conducted to assess the efficacy of Internet advertising. The withdrawal of advertising, the recognition of advertising, brand awareness, clicks or the click-through rate, the attitude toward the ad and brand, and purchase consideration are all common metrics of the success of internet advertising (Danaher & Mullarkey, 2003; Dreze & Hussherr, 2003; Gong & Maddox, 2003; Palanisamy, 2004; Lim, Yap & Lau, 2011). This study focused on attitudes, clicks on ads, and the capacity to recall ads based on these basic metrics. The capacity of these three metrics to predict online purchase decisions determines their efficacy.

The efficacy of ads has been calculated by numerous methods, such as the number of clicks on the ad, the impressions of advertising by consumers, the behaviour of users towards the brand, the desire to buy, memory and awareness of advertising components (Keng & Lin, 2006; Alkarablieh & Khraim, 2015). Although the metrics for promotional efficacy were investigated by Wu, Wei, & Chen (2008) and Alkarablieh & Khraim (2015), they found that the most common variables are brand mood, impact recall, click through, and consumer purchasing intentions. The internet provides marketers with the most diverse tools and advertising options. According to the Interactive Advertising Bureau (2009) and Davidavičienė (2012), the most common types of online advertising are search and display-related advertising, which account for more than 70% of overall advertising income.

The conceptual study is developed based on the empirical finding from the previous research. The study consists of SEO method, PPC method and social media for the independent variables, while the online advertisement effectiveness is the dependent variable (refer figure 1).

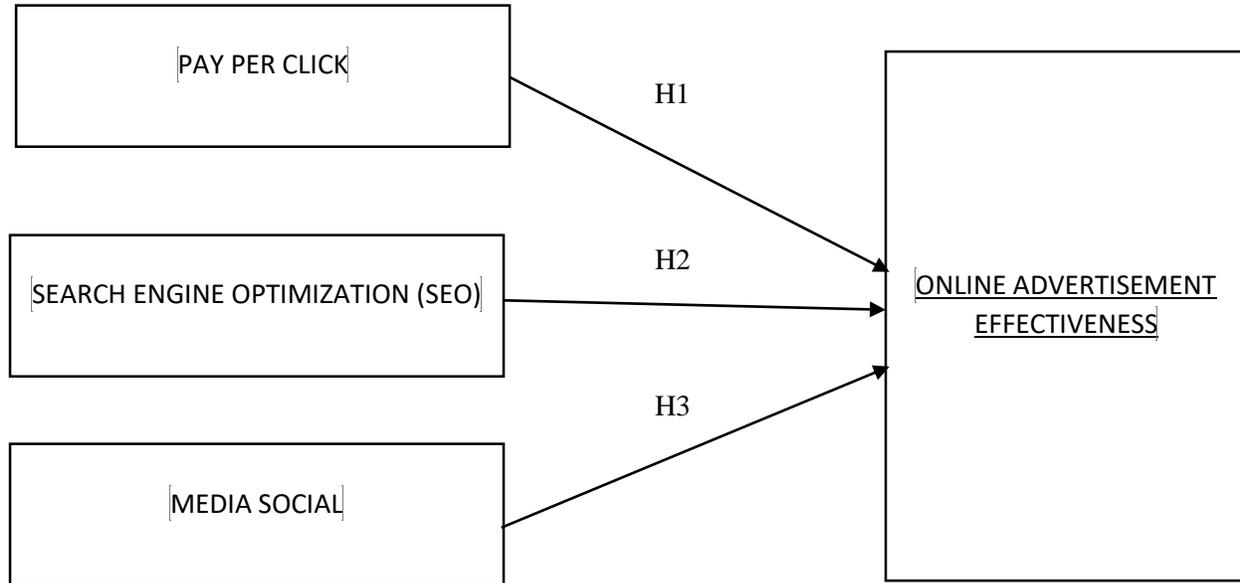


Figure 1: The Conceptual Framework

Based on the above conceptual framework, the study hypotheses are;

H1: There is a significant relationship between the SEO as online advertisement and its effectiveness.

H2: There is a significant relationship between the PPC as online advertisement and its effectiveness.

H3: There is a significant relationship between the social media as online advertisement and its effectiveness.

H4: There is a significant relationship between online advertisement methods and their effectiveness.

3.0 METHODOLOGY

The researchers have chosen the quantitative method for this analysis. Quantitative analysis uses qualitative approaches to collect data from current and prospective customers. It offers online polls, web surveys, or questionnaires, the results of which may be presented in numerical form (Bhat, 2020; Maran et al., 2020). This study employed an online survey to achieve the research goals. A Google Form was used to distribute the questionnaire to randomly selected entrepreneurs in a Facebook group. The study collected 100 responses for the preliminary study. However, for this study, the researchers collected 333 responses. The sample size was taken based on the Israel table depends on population size. The population of the chosen Facebook Group is 2000 (Zikmund, 1984). There are 48 questions in all, separated into five sections: demographics and four distinct factors. The method established by both of these research (Chauhan et al., 2019) and (Zamri et al., 2020) were used in this study. The research uses Likert 5-point scales to obtain respondents' responses. The scoring system is as follows: 1- strongly disagree, 2- disagree, 3- moderate, 4- agree, and 5- strongly agree.

According to a researcher, the study employed a random sample data collecting method since the method's implementation is easy, less costly, and convenient to use (Etikan & Bala, 2017). The responder is the unit of analysis (Cohen et al., 2000; Maran et al., 2020). The respondents are entrepreneurs who utilise the Facebook group to market their business.

The study used a content validity and reliability test to reduce the issue of validity and reliability. The study did a content validity check by sending the planned questions to a content expert to evaluate their appropriateness for evaluating the chosen variable.

Meanwhile, reliability means that the results of evaluation, calculation and specification can be reliant on accuracy (Lexico, 2020; Nasir et al., 2020). The study was done to assess the reliability of the research instrument using the Cronbach Alpha value as indicated by Hulin et al. (2001) and Nasir et al. (2020) that the value must be more than 0.7 to be deemed reliable.

The research instrument is regarded as trustworthy since, based on the reliability test, the value of 0.7 was determined to be an acceptable degree of reliability. Values greater than 0.95, on the other hand, aren't always positive because they might indicate redundancy, and the proposition's recommendation was fulfilled (Hulin et al., 2001; Nasir et al., 2020). The researchers performed the normality test to ensure the correlation test can be conducted because the data distribution is normal. The value for the skewness and kurtosis is between -2 to 2. The values for asymmetry and kurtosis between -2 and +2 are considered acceptable in order to prove normal univariate distribution (George & Mallery, 1998)

The data was analysed using the Social Sciences Statistical Package (SPSS). The data was analysed both descriptively and inferential. A descriptive analysis explains the respondent's background, while a correlation is used to test the research hypotheses.

4.0 FINDINGS AND DISCUSSION

The study performed a descriptive analysis to measure the frequency and inferential analysis to test the research hypothesis.

Respondents for this study own a business. However, they qualify for the study since they are members of the Facebook group where the survey is disseminated.

Table 1: Respondent Demographics Analysis

	Items	Percentage (%)
Gender	Female	64
	Male	36
Age	18-25	24.3
	26-35	47.1
	36-45	21.3
	46-55	6.6
	56 and above	0.6
Do you own a business?	Yes	90.4
	No	9.6
How long have been doing business?	Less than 1 year	49
	1-3 years	36
	4-6 years	12
	7-10 years	1.2
	More than 10 years	2.1
Do you familiar with online advertisement method? (eg: SEO, PPC, Social Media)	Yes	90
	No	10
Do you use online advertisement method to promote your products/services?	Yes	89
	No	11.4
Based on your experience, is there an increase in sales revenue and profit after you promote your product/services using online advertisement method?	Yes	89
	No	11.1
Based on your experience, the most effective methods to promote my product/services are	Search Engine Optimisation (SEO)	14.1
	Pay-Per-Click (PPC) (eg: facebook ads,instagram ads, google ads)	12
	Social Media (eg: facebook, instagram)	74

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Table 1 indicates the respondent’s demographic analysis. The study shows that majority of the respondents have been doing business for less than one year. The majority of respondents are familiar with the online advertisement setting and agree the most effective method to promote their products/services are by using social media. Thoke & Satpute (2014) have done empirical research to understand the effectiveness of social media sites as a marketing tool. An effort has been made to analyse the extent to social media sites helps consumers in buying decision making. According to another study, social media may be directly helpful in understanding consumer requirements and enhancing client first impressions. These two advantages may entice customers to purchase (Idota et al., 2017).

Table 2: Descriptive Analysis of Search Engine Optimisation (SEO)

Filtered Questions	1	2	3	4	5	Mean	Standard Deviation
I am aware that SEO's goal is to increase the advertisement's visibility in the search engine	6.9	6.0	26.4	32.7	27.9	3.69	1.145
I am aware that SEO increased accessibility leads to higher sales for my products and services.	6.3	5.1	26.4	40.5	21.6	3.66	1.068
I am aware that SEO available for the large number of online customers in a very convenient way.	5.7	6.6	26.1	40.2	21.1	3.65	1.064
I am aware that SEO can optimised advertisement better to attract more visitors and potential customers.	6.6	5.1	26.7	39.9	21.6	3.65	1.078
I am aware that SEO leads to the increased brand visibility of my advertisement.	6.3	5.7	26.4	40.8	27.7	3.64	1.068
I am aware that the organic ranking is improved by SEO if and only if the quality provided by an advertisement is sufficiently positively correlated with its valuation for consumers.	6.3	6.0	25.5	42.3	19.8	3.63	1.063
I am aware that the major advantages of SEO over paid advertising on the long run are return on investment.	6.3	3.6	32.7	39.6	17.7	3.59	1.025
I am aware that SEO's main value is to avoid the potentially hefty payments for sponsored clicks.	6.9	5.7	27.9	41.4	18.0	3.58	1.066
I am aware that SEO's primary advantage over any other type of internet marketing is my advertisement can be ranked top 10 without any fuss.	5.1	5.1	33.0	40.5	16.2	3.58	.990
I am aware that SEO is a cost-effective way of marketing compared with conventional marketing or other Search Engine Advertisement (SEA) and Pay Per Click (PPC).	6.6	6.3	31.2	38.7	17.1	3.53	1.057

Based on table 2, the descriptive analysis of Search Engine Optimisation indicates that most respondents agreed that SEO's goal is to increase the advertisement's visibility in the search engine. Search Engine Optimisation is an efficient way to help increase the public facilities’ visibility and

visitors through search engines (Wang et al., 2011). Surveys show that SEO increased accessibility leads to higher sales for their products and services. The respondents also agreed that SEO is available for many online customers in a very convenient way. According to Hansell (2007) and Tomasi & Li (2015), search engines are accountable for most visitors to a company's website, particularly new consumers seeking products and services they need. Small businesses that may not utilise SEO to boost their websites will likely go undetected and have a restricted geographical reach (Rangaswamy et al., 2009).

Table 3: Descriptive Analysis of Pay-Per-Click (PPC)

Filtered Questions	1	2	3	4	5	Mean	Standard Deviation
Using Pay Per Click Advertising (PPC) have the ability to target customers (such as geographic region, sex, age...etc.).	7.8	4.8	34.2	36.9	16.2	3.49	1.069
Using Pay Per Click Advertising (PPC) has increase the my profits when I use it.	4.5	8.4	37.8	35.1	14.1	3.46	.986
Using Pay Per Click Advertising (PPC) has contributed to raising the product and service brands' level.	4.8	9.6	35.7	36.6	13.2	3.44	.997
Using Pay Per Click Advertising (PPC) has contribute in introducing and promoting products and services offered.	7.2	7.8	33.0	38.4	13.5	3.43	1.052
Using Pay Per Click Advertising (PPC) has contributed to increasing my website's number keywords.	4.2	10.5	37.5	35.4	12.3	3.41	.997
Using Pay Per Click Advertising (PPC) has contributed in improve communication with my existing customers.	4.2	7.8	42.0	34.5	11.4	3.41	.939
Using Pay Per Click Advertising (PPC) has increasing levels of confidence to my website.	5.1	8.4	39.9	33.6	12.9	3.41	.989
Using Pay Per Click Advertising (PPC) has made it easy to use advertisement for me.	6.3	6.6	42.6	30.6	13.8	3.39	1.014
Using Pay Per Click Advertising (PPC) has contributed remarkably in achieving the sales' goals when I use it.	6.0	9.9	35.7	39.6	8.7	3.35	.982
Using Pay Per Click Advertising (PPC) has achieve quick results for me.	6.6	10.2	38.1	33.6	11.4	3.33	1.026

Based on table 3, the descriptive analysis of Pay-Per-Click (PPC) indicates that most respondents agreed that using Pay-Per-Click Advertising (PPC) can target customers (such as geographic region, sex, age...etc.). Surveys show that using Pay-Per-Click Advertising (PPC) has increased their profits when they use it. According to Cudmore et al. (2009), PPC is a popular digital advertising approach that is profitable. PPC is believed to allow better corporate products and services over the Internet, resulting to increased sales and returns on investment (ROI), according to a prior research (Alkarablieh & Khraim, 2015). The respondents also agreed that using Pay-Per-

Click Advertising (PPC) has contributed to raising the product and service brands' level. That is because Pay-Per-Click advertising can also influence perception and brand awareness. According to research, goods incorporated in online shopping pages enhance brand memory (Bhandari, 2017).

Table 4: Descriptive Analysis of Social Media

Filtered Questions	1	2	3	4	5	Mean	Standard Deviation
I believe that social media helps in promoting the business all over the world.	6.0	4.8	15.9	35.7	37.5	3.94	1.126
I believe that social media helps with sharing about my business faster and easier.	6.9	4.8	15.6	32.7	39.9	3.94	1.170
I believe that advertising using social media is better to understand customer requirements.	5.1	6.6	12.9	41.7	33.6	3.92	1.089
I believe that social media helps make new customers by providing various kind of advertisement.	6.0	6.3	15.0	36.0	36.5	3.91	1.142
I believe that social media helps in promoting my business to the largest audience due to the whole world is open for me.	6.0	5.7	18.3	33.9	36.0	3.88	1.141
I believe that advertising using social media can help me gain key information about my competitors by monitoring.	6.6	6.6	15.6	35.1	36.0	3.87	1.168
I believe that social media helps to increase market insight and expand out beyond my rivals with online advertisement.	5.4	6.3	19.5	35.1	33.6	3.85	1.119
I believe that advertising using social media can build deals and client maintenance through standard connection and auspicious client benefit.	6.0	6.3	17.4	37.5	32.7	3.85	1.129
I believe that advertising using social media helps to increase awareness among customers for better understanding of products.	5.4	6.3	17.1	41.4	29.7	3.84	1.088
I believe that advertising using social media provides a rich customer experience.	6.0	6.9	20.7	36.6	29.7	3.77	1.128

Based on table 4, the descriptive analysis of social media indicates that most respondents agreed that social media helps promote business worldwide. Surveys show that using social media helps share respondents' business faster and easier. With the introduction of strong search engines, smartphones, different user-friendly apps, high-speed internet access at the same or very low prices, and social media networking, the marketers' capacity to contact customers through new touchpoints has expanded through new touchpoints (Shankar et al., 2011). Social media has the potential to assist an organisation in creating meaningful relationships with its clients due to its ability to reach its target demographic. In general, the effectiveness of such digital engagement activities is assessed using social media monitoring tools that give

quantifiable data such as like numbers, shareholdings, comments, openings, opinions, followers, or clicks. There is typically a growing presence among these engagement measurements stemming from innovative advertising (Voorveld et al., 2018).

The respondents also agreed that using social media advertising is better for understanding customer requirements. Businesses use Facebook, Snapchat, Twitter, and other social media platforms for social media marketing. Platforms are selected based on the intended audience and marketing strategy. Snapchat, for example, is being used for social media marketing with a focus on younger customers. Snapchat is widely regarded as the most personal, informal, and dynamic platform for users to exchange information, socialise, and be amused. Young clients appear to like Snapchat, with similar feelings about purchase intents and firms featured on the network (Dwivedi et al., 2021).

Table 5: Descriptive Analysis of Online Advertisement Effectiveness

Filtered Questions	1	2	3	4	5	Mean	Standard Deviation
Based on my experience, online advertising is flexible and makes it easier for me to update their products' information.	6.3	5.1	16.2	35.7	36.6	3.91	1.139
Based on my experience, online advertising can capture the opportunity to reach your consumers via various online platforms to create an awareness for my products to lead my sales in the future.	6.9	4.8	15.6	37.8	34.8	3.89	1.145
Based on my experience, it is clear that Internet advertising is gaining much attention and should be an essential part of a marketer's advertising media mix.	6.6	5.4	16.5	36.0	35.4	3.88	1.149
Based on my experience, online advertising can promote promotion to deliver marketing messages to attract customers.	6.3	6.0	15.0	38.7	33.9	3.88	1.134
Based on my experience, online advertising is a powerful marketing tool in the context of online environment.	6.3	6.0	16.2	36.9	34.5	3.87	1.142
Based on my experience, the effectiveness of online advertising is because of Malaysian consumers are quite receptive to online advertising with a positive attitude towards online advertising.	6.0	5.1	17.4	41.1	30.3	3.85	1.097
Based on my experience, the Internet has become a popular advertising platform because I found that the Internet possess greater flexibility and control over the advertising materials.	6.9	5.1	19.5	33.6	34.8	3.84	1.161
Based on my experience, online advertisement is a good thing, moderately essential, and it reduced the cost of overhead.	6.6	5.1	16.2	41.7	30.3	3.84	1.115

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Based on my experience, the Internet has emerged as an advertising medium.	6.3	5.7	18.3	40.2	29.4	3.81	1.114
Based on my experience, internet advertising is synonymous with online advertising and web advertising.	5.1	6.3	22.5	36.9	29.1	3.79	1.089

Based on table 5, the descriptive analysis of social media indicates that most respondents agreed that online advertising is flexible and makes it easier to update their products’ information. Surveys show that online advertising can capture the opportunity to reach respondents’ consumers via various online platforms to create awareness for their products to lead sales in the future. Online advertising has numerous advantages, including increased efficiency, lower prices, greater flexibility, and use as a worldwide media. The internet allows buyers and sellers to communicate and manage business transactions 24 hours a day, seven days a week (Chaubey et al., 2013). The respondents also agreed that online advertising is gaining much attention and should be an essential part of a marketer’s advertising media mix.

4.1. Hypothesis Finding

This study performed a correlation analysis to test the relationship between search engine optimisation (SEO), pay-per-click (PPC), social media (SM) and online advertisement effectiveness (OAE). The relationship between the variables was determined using the Guildford Rule of Thumbs (refer table 6).

Table 6: Guildford Rule of Thumbs

Value, <i>r</i>	Strength
< 0.2	Negligible Relationship
0.2 to 0.4	Low Relationship
0.4 to 0.7	Moderate Relationship
0.7 to 0.9	High Relationship
>0.9	Very High Relationship

Table 7: Result of correlation test for search engine optimisation (SEO) and online advertisement effectiveness (OAE)

	<i>p</i> value	<i>r</i>
SEO>OAE	.000	.739

The finding for the correlation between search engine optimisation (SEO) and online advertisement effectiveness (OAE) is indicated in table 6. The finding shows that there is a significant relationship between search engine optimisation (SEO) and online advertisement effectiveness (OAE) ($r = .739$; $p < .05$). According to Guildford's Rule of Thumbs, the correlation shows high relationship. Therefore, the search engine optimisation is important for online advertisement effectiveness. The possible explanation for this relationship is that search engines greatly impact business performance. Rangaswamy, Lee, and Seres (2009) studied the direct effects of search engines and argued that search engines give simple access to information and increase company exposure by making it more open and recognised via larger modifications. The major benefit of SEO is that enhancing a website through SEO quickly aids in the creation of new customers.

Table 8: Result of correlation test for pay-per-click (PPC) and online advertisement effectiveness (OAE)

	<i>p</i> value	<i>r</i>
PPC>OAE	.000	.531

The finding for the correlation between pay-per-click (PPC) and online advertisement effectiveness (OAE) is indicated in table 7. The finding shows that there is a significant relationship between pay-per-click (PPC) and online advertisement effectiveness (OAE) ($r(103) = .531$; $p < .05$). According to Guildford Rule of Thumbs, the correlation shows a moderate relationship. The possible explanation for this relationship is that PPC advertisements can improve brand awareness and bring in new visitors, but not to the same extent as SEO. Therefore, people would trust natural results progressively and click on them at a higher rate than PPC advertising. (Hicks, 2018).

Table 9: Result of correlation test for social media (SM) and online advertisement effectiveness (OAE)

	<i>p</i> value	<i>r</i>
SM>OAE	.000	.896

The finding for the correlation between social media (SM) and online advertisement effectiveness (OAE) is indicated in table 8. The finding shows that there is a significant relationship between social media (SM) and online advertisement effectiveness (OAE) ($r(103)=.896$; $p<.05$). According to Guildford Rule of Thumbs, the correlation shows a very high relationship. Therefore, social media is one of the most important ways to influence an online advertisement's effectiveness. The possible explanation for this relationship is that social media has the high potential to help entrepreneurs to advertise their business. According to Weinberg (2009), it has become a significant advertising tool in several years.

5.0 CONCLUSION

Given a discussion of the key findings, the research closes with the following remarks. First, the study finds evidence of a link between internet advertising strategies and their efficacy. This study's objectives were met with success. It has yielded results comparable to answering the study's research questions. All inquiries are given to online entrepreneurs and narrowed down to business owners; statistically, the owner has the right to be a decision maker and is extremely useful in requiring less time to collect results. Furthermore, respondents familiar with online advertising arrangements reported an increase in sales revenue and profits after implementing the settings, indicating that it was both effective and legitimate. This makes it is a useful purpose to conduct this research.

The findings show that the relationship direction is positive because the online advertisement method and its effectiveness correlated with each other. Each variable has a significant relationship with the online advertisement method. Based on Guilford Rule of Thumb, each variables has high relationship with online advertisement effectiveness (SEO $r= 0.739$, PPC $r= 0.531$, Social Media $r= 0.896$). The descriptive analysis results proved that social media help entrepreneurs promote business worldwide, increase market insight and expand their rivals with online advertisement. It also shows that SEO helps advertisements be ranked top 10 in search engines and more cost-effective than the conventional marketing or other online strategies like search engine advertisements (SEA) and pay-per-click (PPC). Not only that, we can find that Pay Per Click Advertising (PPC) can target customers based on geographic region, sex, age, etc.

Lastly, the researchers have identified the following managerial limitation for this study. First, there is a bias in selecting respondents for choosing entrepreneurs through the Facebook platform. Because of that, most respondents agreed that social media is the best and most effective method for their business. Most of them probably did not know or were familiar with other methods. Although the respondents were chosen from the Facebook Group Digital Marketing Learning, a

group that focuses on entrepreneurs who do online marketing using affiliate marketing, SEO, and PPC, they likely use Facebook groups to gather and answer surveys, indicating that they use social media more than other methods. In the next study, the researcher should select responders from other platforms, such as bloggers or entrepreneurs from paid advertising companies, in complement to Facebook, then evaluate which method is more effective and what are their views on all online advertisement methods.

This study will help entrepreneurs better understand using marketing strategy through online advertising methods such as SEO, PPC and social media and the advantages of each method. Furthermore, the research finding would enhance the entrepreneurs' opportunity to generate profit when applying this strategy.

The findings of this study might be useful for future studies looking to boost their sales and profits through online advertising. Furthermore, despite the numerous alternative platforms that entrepreneurs might use in their businesses, the independent variables in this study are confined to three. On positive notes, SEO can make entrepreneurs' online advertising more visible in the organic search results and is cost-effective. Entrepreneurs get traffic coming to their advertisement, and they didn't have to pay for every visit like they would with Pay-Per-Click.

Although PPC is not as cost-effective as SEO, it cannot be denied that PPC lead to sales growth and is more successful in reaching the target demographic. The descriptive analysis presented in the finding attests to this. Other than that, social media plays a significant function in assisting entrepreneurs in increasing their sales and profits. Since practically everyone in the world uses social media in their daily lives, it has gotten easier and faster to conduct online advertising.

In conclusion, the three (3) hypotheses indicated before are supported. This is based on the argument that the correlation test results for each variable are significant and demonstrate a strong relationship. |

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