

# How does search advertisement position influence reader's awareness, consideration and willingness to pay?

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## Abstract

Search engine marketing, and particularly search advertisement placement, has been gradually becoming a mainstream electronic marketing strategy for local, national and international companies to promote their brands and offerings. Since studies on search engine marketing are limited albeit the indisputable significance of this strategy, the objective of this study is to investigate the influence of search advertisement position on readers' awareness, consideration and willingness to pay. A survey was conducted with 126 participants, and search advertisement position was altered in different conditions as the manipulated variable in two scenarios, with a tangible and an intangible good. Although repetition of search engine advertisements did not prove conclusively to have a significant effect on the above mentioned factors, some highly significant results concerning the impact of positioning on consumers' likeliness to choose the tangible good and awareness of the intangible good were gained from the research indicating that the bottom search engine advertisement position is more effective than the top one. Additionally, despite being weakly significant, some of the findings on the impact of positioning on awareness and consideration of the intangible good could also be considered relevant as they also seem to confirm the conclusion that the recency effect is higher than the primacy effect. The study findings are expected to benefit marketers by demonstrating the variant efficacy of search advertisement in influencing consumer consideration as well as behavior according to its position. Furthermore, the result may provide search engines such as Google, Yahoo or AOL with hints for devising an appropriate pricing scheme for placing search advertisements at different positions on their portals.