NATIONAL UNIVERSITY OF SINGAPORE

School of Computing

Graduate Research Paper Presentation

**Title:** **Does social media advertising influence the effectiveness of search engine advertising?**

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Date/Time:   27 November 2015, Friday, 03:00 PM to 04:30 PM

Venue:        Executive Classroom, COM2-04-02

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ABSTRACT:

As advertisers are willing to spend millions of dollars to reach their potential consumers via different media formats. To gain a better understanding of the effectiveness of advertising in different channels, studies are not limited to examining within channel effects of advertising but also start to investigate multimedia-advertising campaigns to understand how advertising in one medium may impact the effectiveness of another advertising medium via influencing consumers? online purchase behavior. However, as the leading formats of online advertising, little is known about the cross-media effect between search engine and social media advertising although existing literature and consumer online behavior have hinted a growing importance of taking an integrated view of both channels. In this study, we address the research gap by asking: Does social media advertising trigger online search behavior and eventually influence the effectiveness of search engine advertising? If so, how does it work? Based on the framework of intermediate effects of advertising, we propose a conceptual framework by incorporating direct aggregation approach and advertising interaction mode to investigate the research questions. The answer to these questions can help us gain a better understanding of the search engine advertising and give implications to advertisers on budget allocation and advertising channel choice.