

# Persuasion in the Need of Information: Analyzing search engine results page advertisements for low and high involvement products

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## Abstract

### Objective of the study

The objective of the study was to better understand the advertisements in search engine results pages. Moreover, the research attempted to provide perspectives on what and how advertisements communicate to consumers during their purchase process and how this communication has evolved over time. Hence, the main research question was: "How do advertisements differ in the search engine results page for low involvement and high involvement purchase process products?"

### Methodology and Theoretical Framework

More than 340 advertisement texts of 2009 and 2012 were obtained from the Google search results and then analyzed. However, the research is qualitative, but especially explorative by nature. In order to study the differences of advertisement texts, genre analysis was utilized to group the corpus and understand different types and properties of advertisements. High involvement and low involvement product purchase processes were found meaningful factors to analyze the advertisements. The study develops and uses a holistic, multidisciplinary framework from branches of marketing as advertising, branding and purchase processes, communication and linguistics, information retrieval, and psychology of persuasion, within which the advertisements appearing in search engine results pages are being analyzed.

### Findings and Conclusion

Three search engine advertisement genres were identified in the data analysis: *Informative, Advising, and Activating* advertisements. To address the main research question, the study shows that the low involvement product related search queries are more likely to be associated with persuasive communication, whereas the high involvement product related queries are more likely to trigger call-to-action messages. The findings suggest that the search engine advertisements are not only informative or classified alike; instead they seem to adapt versatile way of communication, which the trend also emphasizes, despite being limited in the context of a search query. Furthermore, the results seem to indicate that information retrieval that occurs in the Internet search engines is an ideal moment to be exposed to persuasive advertising and that also other than Informative advertisements might be beneficial for the advertiser.

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**Keywords** search engine advertising, advertisement text, genre analysis, advertisement genres, information retrieval, purchase process, search engine marketing, search engine results

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# 1 INTRODUCTION

During the recent years, there has been a growing interest in advertising in Internet search engines, as the Internet penetration has expanded to cover a majority of consumers. This study stems from a desire to better understand the advertisements in search engines and how the advertisement texts have evolved in the past three years. Moreover, the research project attempts to provide new perspectives what and how advertising communicates to the consumers during their information retrieval phase of the purchase process.

## 1.1 Overview of the topic and the research gap

Search culture, the fast and easy availability of information for everyone online, is one of the most important influences on innovations in informational and creative approaches to advertising (Spurgeon, 2008, p. 20). Search engines play a major role for advertisers, but also as part of consumers' life. The majority, 82 percent of Finnish Internet users, start their everyday Internet usage with the Google search as a first step on it, which contributes that 21 million searchers are conducted every day in Finland alone (Google Finland, 2012). There is a lot of evidence to support the belief that search advertising has a significant role in advertising in general. For example, advertising in search engines has increased in Finland during 2009 (IAB, 2012), whereas advertising in total has decreased (MTL, 2010) at the same time. Furthermore, in Europe the online advertising market in total was worth of € 20,9 billion, indicating 14,5 % growth in 2011 (IAB Europe, 2012), in which the paid search accounts a major share. This shows that search engine advertising deserves attention for further investigation.

The well-known phenomenon of emerging search engine usage and advertising has for years been a favorite topic of in-depth analysis for technical and mathematical studies of search algorithms (e.g., Page et al., 1999) followed by information retrieval research (e.g., Jansen, 2007; Spink & Jansen, 2004; Hess, 2008; Knight & Spink,

2008; Broder, 2002; Kim & Allen, 2002). Information retrieval research provides several different models of human information retrieval behavior; however, many of them suggest that the information need constitutes the first element of the information retrieval process, and therefore they acquire the perspective of information searcher or provider, not studying the role or function of the third party, that is the advertiser.

In spite of the expanding use of information retrieval theories as a framework for Internet search engine research, there is hardly any research focusing on advertisements that appear on search engine results pages. Jansen & Molina (2006) studied the effectiveness of sponsored and non-sponsored links for e-commerce search queries by studying user behavior, concluding that search engine users base the majority of their personal relevancy ratings on the title of the search result. I would like to claim that this is too simple approach, as the impact of search engine advertising is measurable (Spurgeon, 2008, p. 45) and can be estimated by deeper quantitative and qualitative criteria. On the contrary, Ghose & Yang (2009) built an empirical model of the relationship between different sponsored search metrics, such as click through rates, conversion rates, cost-per-click, and ranking of advertisements, whereas Ravi (2005) analyzed optimal search engine marketing strategy, but mainly from the keyword perspective. Paid search keyword bidding has been also in favor some game theory based research (Maillé et al., 2012; Ling & Lawler, 2001) and technical automation studies (Dumas et al., 2005). Despite in-depth analysis of typical search advertising success metrics or consumer behavior and search engine and keyword bidding functionalities, previous studies suffer from some serious limitations, as advertisement texts are not being analyzed to great extent.

Probably the closest major contribution to research of search advertisement texts was done by Jansen et al. (2011) by analyzing combinations of different keywords and advertisement texts of a major U.S. retailer and concluding that combination of branded search phrase and a branded advertisement are most likely to generate more sales revenue compared to other combinations. Despite some previous research has taken a glance of the advertisement texts in search engine results pages, for example the communicative purposes, and simply, how the advertisement texts are, still remain unknown. This study fills the gap by analyzing the advertisement texts appearing in the online search engine.

In order to process the topic further, it is essential to understand the basics of the consumers' purchase decision making process. Consumer decision making trace the psychological state of individual purchasers (Foxall & Goldsmith, 1994, p. 24), however the decision and evaluation process is different according to the involvement and the risk perceived with the purchase. Routine purchases do not appear to entail high level of involvement, whereas extensive problem solving typically occurs when attitude strength towards available brands is low, when the product class is poorly defined, and when consumers are unable to discriminate among the available brands (Foxall & Goldsmith, 1994).

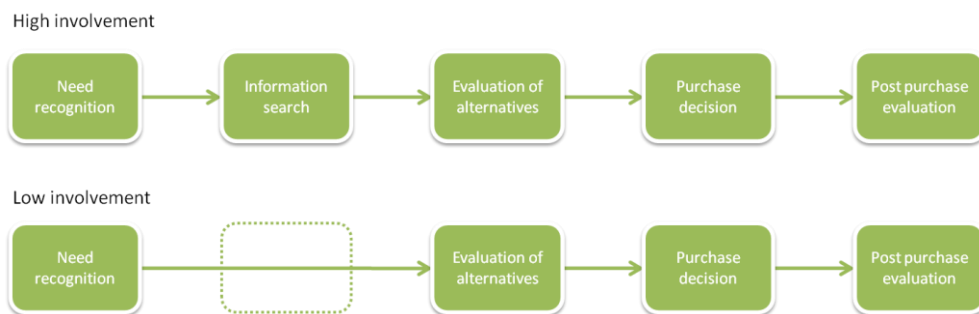


Figure 1. The low and high involvement purchase decision-making process (modified Wells et al., 2006, p. 146)

As can be seen from the Figure 1 above, the main difference between low and high involvement products' purchase process is that the information search does not occur in the low involvement products' purchase process. Drawing from the figure above, it can be expected that the communication, i.e. advertisements for low and high involvement purchase process products, is different.

This study is conducted in the International Business Communications discipline, which works at the interface between corporate communication, language, and management. Kalla (2006) summarizes that corporate communication consists of all the various internal and external organizational communication functions. This study concentrates on external organizational communication, where search engine advertising should be seen as a tool or as a form of communication, rather than a sole action of the marketing function. As introduced above, the study analyses

advertisement texts, providing the language perspective of the discipline. Furthermore, the ground for the international or multinational perspective of the discipline will be properly established in the chapter four, Findings and discussion. Although the data represents search engine advertisement seen in Finland, the language of advertisement texts diverse and appears to represent several languages.

## **1.2 Research questions**

Set against the background provided above, the aim of this study is to explore how external business communications, i.e. advertising occurs in the search engines during the information retrieval phase of the purchase process. Consequently, the main research question that this study aims to answer is formulated as follows:

How do advertisements differ in the search engine results page for low involvement and high involvement purchase process products?

The overall research question is divided in four more specific sub-questions. These four sub-questions are formulated as follows:

1. Do advertisements appear for the keywords of the low involvement purchase process products?
2. Is the language of the advertisement same as the language of the keyword?
3. Which are the communicative purposes of search engine advertisements?
4. What is the content of the search engine advertisements?
5. How advertisement texts evolved from 2009 to 2012?

The first sub-question attempts to solve whether advertisements exists when searching keywords that describe low involvement purchase process products. Consequently, the first sub-question creates the ground for further investigation of the topic. The second sub-question addresses the international perspective of the study, whether the advertisements appearing in Finland contains texts written in other language than in Finnish. The third and fourth sub-questions dig deeper into the differences between the advertisement texts by analyzing the communicative purpose and the content of

the advertisements. Finally, the fifth sub-question aims to provide time perspective, by analyzing the differences of the advertisements fetched in 2009 and 2012.

Due to the complexity and availability of valid data of searches done in the most popular search engines, this study does not investigate whether information search exists for low involvement products in search engines. Generally industry practitioners' experience supports that in Internet search engines keywords related to low involvement purchase process products are being retrieved at least to some extent. However, as search engines have become gatekeepers of the online information (Hess, 2008, p. 49) and consumers increasingly use the Internet to search for information and evaluate product alternatives before purchasing (Henry, 2005, p. 345), the fact whether information is being searched for a particular low or high involvement product is not central, as the study concentrates on advertisements in the search results page, not on the search behavior. However, data collection of the empirical part of the study will show whether the advertisements for low involvement product related queries exist.

The research attempts to provide comparative analysis of advertisement texts targeted to the information retrieval phase of specified products in the setting of search engine. In order to generate a deeper understanding *how* the advertisements communicate, the methodology of this paper is qualitative by nature. The study does not aim to provide quantitative approach to understand the entirety of the search advertising. If anything, it analyses extremely small sample of advertisements, but provides a new understanding of the advertisement texts in search engines.

### **1.3 Structure of the study**

This paper is divided to five chapters. This introductory chapter 1 has established the scope and purpose of the study. Chapter 2 presents an overview and commentary to the previous research with a focus on advertising and information retrieval. Chapter 3 outlines the methodology of this research and describes the empirical study. Chapter 4 presents and discusses the findings, leaving finally chapter 5 to conclude the research and state the business implications.

The limitations of this study are summarized in the chapter 5, however they are being discussed in every chapter in a related context, in order to make the limitations easier to process.

This paper possesses few unique characteristics. First, the research takes the full advantage of relatively long thesis writing process: as the planning of the study began as early as 2007 and the first part of the corpus was fetched in April 2009, the Internet advertising and search advertising has developed in fast pace until the paper was published in 2013. Therefore the second part of the corpus was fetched in December 2012 to provide unique perspective how search engine advertisement text evolved during those years. Second, the author draws insights from his firsthand experience in search engine advertising. During the planning phase of the study, in 2007, he was working in a digital advertising team of a media agency, copywriting the search engine advertisements himself. During the first data fetching part, that is in 2009, he was working as a search advertising team leader, possessing already extensive knowledge of search engines, consumer search behavior and search engine advertising. During the later years of the thesis writing process the author has been working in marketing strategy planning and marketing analytics, as well as in marketing agency business development, setting the search advertising into the larger framework of communication, marketing and management. Therefore, this paper has a unique character to provide both academic and industry practitioner's perspective at the same time.

#### **1.4 Summary**

In recent years, there has been a growing interest in search engines and the wide availability of information for consumers. The well-known phenomenon has led to growth of search engine advertising that nowadays has a major role in the entirety of advertising. In spite of the growing academic interest in search engine, there is hardly any research which addresses advertisement texts appearing in the search engine results page.

The purpose of this thesis is to study advertisements that appear on the search results pages. Furthermore, the study analyses how the advertisements differ along the low and high involvement purchase process, and how the advertisements have evolved throughout the years.

## **2 LITERATURE REVIEW**

Literature and concepts of search engine advertisements are only few in number and generic in depth. Hence, this chapter concentrates on reviewing the existing multidisciplinary literature, in order to position the research question on context of communications and advertising. Discussion of the literature takes place along the chapter. The first section, Genre and genre analysis, discusses about the methods that will be used for the analysis of the corpus, whereas the following sections 2.2 – 2.5 set the context within where the corpus will be analyzed. Following the literature review, a theoretical framework to analyze the empirical data is presented.

The empirical study of this paper focuses on the analysis of text appearing in search engine advertisements. As the research question addresses to find out how the advertisements differ, genre theory is considered as a suitable framework for the present study, thus the literature review introduces the concept of genre. However, in order to fully understand and analyze advertisement texts, it is essential to understand the context where the text appears and the motives of the advertisers. Therefore the sections 2.2 - 2.5 on advertising, brands, purchase process and information retrieval of the literature review draw from multidisciplinary research topics. As the research of search advertisement texts is not an established niche in any academic discipline, it is particularly important to build background for this study in multidisciplinary perspectives from marketing as communication and advertising, and human behavior as psychology and search behavior perspectives.

Thus, the first section introduces the concept of genre and reviews briefly genre analysis in general. The section creates a foundation for the data analysis methodology which will be discussed in more detail in the chapter 3 Methodology. The second section discussing advertising begins with a definition of advertising in order to position the search advertisements in the larger marketing context, and further compiles the topic by detailing the search engine advertising and discussing about advertising psychology, persuasion, and language of advertising. The next section has been devoted to brand, as consumer buying decisions are guided by consumers' perceptions of brands (Foxall & Goldsmith, 1994), but also as advertising



contributes to a brand's equity (Du Plessis, 2005) and therefore brand has a central role in advertising in general. Furthermore, understanding of consumer brand behavior is essential as the search engine advertisements can be triggered by using brand names as the search keywords, which also the corpus of this study includes. The section for the purchase process outlines low and high involvement purchase processes and synthesizes the relationship of advertising and brand discussed in previous sections with the purchase process. Understanding the purchase process is essential not only to be able to analyze the advertisement texts, but also to understand the data retrieval procedures. Finally, section 2.5 reviews the topic of information retrieval research, as it shares a major role in search behavior, but a minor connotation for this paper by widening the knowledge of the context in which consumer would see the advertisement texts. Apart from the sections 2.1 Genre and genre analysis and 2.5 Information retrieval, the sections 2.2 - 2.4 of advertising, brand, and purchase process should be seen as one ensemble of marketing and communications, although they have been divided in separate sections in the literature review for the clarity.

When reading the literature review, certain assumptions and limitations must be kept in mind. First, as the literature regarding search engine advertising and especially search engine advertisements is not comprehensive, this study explicitly draws on relevant literature from several disciplines and commercial research sources. Furthermore, the literature review provides comparative approach between search engine advertising and offline advertising, such as television commercials and print advertisements, as the same basic communication rules that have been successfully employed in traditional offline media also hold true in the online space (Henry, 2005, p. 346) and existing research related to offline advertising is plentiful. Second, as terminology related to such new phenomena as search engines and search engine advertisements is still relatively vague, this study few times refers to Wikipedia, as Chesney (2006) suggests that its reliability today is high. Furthermore, Wikipedia is often referred also in the occasions, where academic or commercial research or other sources are not sufficient or available, but the referred information is generic knowledge of industry practitioners. Hence, especially the Wikipedia referrals of this paper do not only represent the publicly curated source, but the accepted views by industry practitioners as well.

## 2.1 Genre and genre analysis

Study of *genres*, the fusion of content, purpose and form (Kwasnik & Crowston, 2005, p.76) or *genre analysis* can be used to classify the search engine advertisements. Kankaanranta (2005) summarizes several authors stating that genre approaches have been applied successfully to the study of goal-oriented communication as social action in business setting. As the purpose of the study is to demonstrate how advertisements differ, genre analysis is seen as an appropriate tool and thereby introduced next in the literature review.

Swales (1990, p. 58) defines the *genre* as following:

A genre comprises a class of communicative events, the members of which share some set of communicative purposes. These purposes are recognized by the expert members of the parent discourse community, and thereby constitute the rationale for the genre. This rationale shapes the schematic structure of the discourse and influences and constrains choice of content and style. Communicative purpose is both a privileged criterion and one that operates to keep the scope of a genre as here conceived narrowly focused on comparable rhetorical action. In addition to *purpose*, exemplars of a genre exhibit various patterns of similarity in terms of *structure*, *style*, *content* and *intended audience*. If all high probability expectations are realized, the exemplar will be viewed as prototypical by the parent discourse community. The genre names inherited and produced by discourse communities and imported by others constitute valuable ethnographic communication, but typically need further validation.

Genre analysis as a methodology allows for a detailed linguistic analysis of genre exemplars, while it simultaneously accounts for the social purposes in the corporate environment in which the messages are embedded by drawing on the users' own views and also the overall context affecting genre use (Kankaanranta, 2005). Genres are classes of communicative events and they typically possess features of stability, name recognition and so on (Swales, 1990, p. 9). In order to answer the research question of how advertisements vary, the genre analysis of this paper aims to divide

the advertisements in different genres according to how they appear in the search engine results page and what they communicate to the consumer.

## **2.2 Advertising**

Advertising has a central role in this study, simply because search engine advertising represents a form of advertising that again could be seen as a part of external communications of a business. In order to analyze the advertisements, it is important to first understand how consumers relate to advertising in general. After all, advertisements do not exist only for the sake of being, but they share a purpose of existence, as will be shown later in this study. Thereby, this section provides an overview of advertising psychology and discusses about persuasion in more detail. Furthermore, literature about advertising language is reviewed, as it obviously is one of the cornerstones when analyzing the advertisement texts.

The goal of advertising is to influence to the behaviour of people, thus psychology of advertising can be seen as the psychology of influence or persuasion (Petty & Cacioppo, 1983, p. 3). Furthermore, the advertisement has to make itself remembered so that it can in some way influence the purchase decision (Du Plessis, 2005, p. 8). However, before influencing, persuasion, or leaving a memory trace, the advertisement has to be seen. However, in advertising, as in communication in general, according to Wells et al. (2006, p. 99) noise hinders the consumer's reception of the message.

Depending on the author and the decade of the publication, the goal of advertising has been stated in different ways. For example, Dyer (1982) argues that advertising has a role to support the free market economy by introducing a wide range of consumer goods to the public. During the 1960's advertising transformed into the modern approach in which creativity was allowed to shine, producing unexpected messages (Wikipedia, 2009), that Dyer (1982) describes manipulation of social values and attitudes, making advertising less concerned with the communication of essential information about goods and services. Furthermore, Dyer (1982, p. 6) formulates that the central function of advertising is to create desires that previously did not exist, as

more abundant goods become and the more removed they are from basic physical and social needs, the more open consumers are to appeals which are psychologically grounded arguments. Although the purpose of advertising has been defined several different ways, many of them support the basic argument of Dyer (1982, p. 5) that “advertising is designed to create demands for goods and services”.

Advertising has different effects on the audience. For example, an advertisement of “coffee machines on sale” might lead to a direct action, where the prospect customers physically enter the shop in order to find out more or maybe purchase the coffee machine. However, not all the advertisements are focusing on straightforward sales action. Many advertisements do not work immediately. Du Plessis (2005, p.168) argues that in most cases the consumer does not make the purchase decision immediately, and later it is the memory of the advertisement that is drawn on when the purchase decision is made.

### *2.2.1 Search engine advertising - definition*

Search engine advertising, also known as sponsored links, refers to advertising in search engines where a short advertisement text and a link appears on the search engine results page, when the keyword being searched matches with the keyword chosen by the advertiser. Typically advertisers pay only when their advertisement is being clicked (Wikipedia, 2009c), which refers to the often used synonym Pay per click (PPC) advertising of search engine advertising.

There exist several other terms related to the activities of advertisers that might involve search engines, some of the terms being overlapping definitions. Now the most important terms will be introduced.

Search engine optimization (SEO) seeks to improve the content and technical structure of a Web page in order to make it more understandable for the search engine’s crawlers and thus improve the non-paid listing, also known as organic listing in the search engine results page. To simplify, the purpose of the SEO is same as of the search engine advertising; to get the link of the advertiser in the top search results, but within the non-paid search result listings.

The term Search engine marketing (SEM) refers to marketing activities in the Internet search engines, such as Google and Yahoo. Search engine marketing seeks to promote websites by increasing their visibility in search engine results pages.

According to Wikipedia (2009b) several industry leaders include search engine optimization within search engine marketing, whereas for example, the New York Times (Stuart, 2006) defined SEM as the best practice of buying paid search listings. In other words, some stakeholders consider “SEM = PPC + SEO”, whereas others consider SEM and PPC some kind of synonyms.

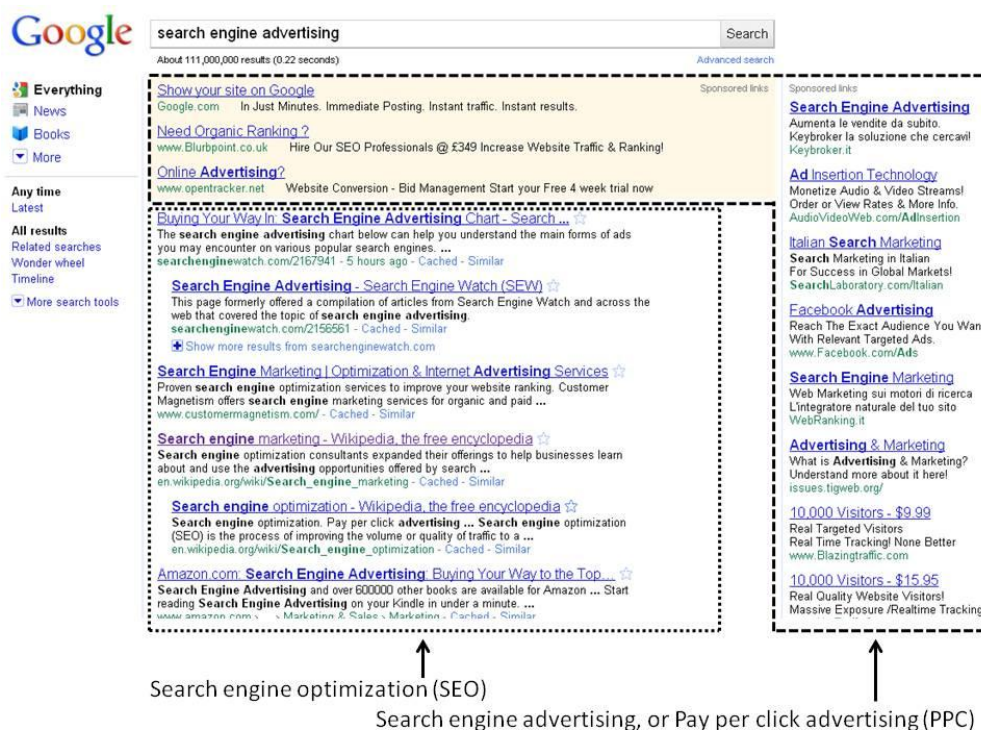


Figure 2. Example of sponsored links and organic listing on the search results page of Google (screenshot picture of Google.com with highlighted notes, captured June 23, 2010)

The figure 2 above shows where organic links and sponsored links typically appear on the search engine results page. As seen from the figure, the search engine optimization attempts to improve the appearance of advertiser in organic listing, where as search engine advertising refer to paid links.

*Keyword (KW)*, *search term*, and *search phrase* refer to the one or multiple words that are used to retrieve information from the online search engine.

To clarify, this study is about search engine advertisements (or PPC), and it does not cover search engine optimization (SEO). Furthermore, it avoids using the term Search engine marketing (SEM) as the definition is vague.

### *2.2.2 Search engine advertising - functionality and usage*

In search engine advertising, small text advertisements are shown in the search engine results page. Typically a text advertisement consists of the title, short body text and the URL<sup>1</sup> of the advertiser. Advertisers specify the words that should trigger their advertisements, and when a user searches, advertisements for specified words are shown as sponsored links on the right side of the screen, and sometimes above the non-paid search results (Wikipedia, 2009b). Furthermore, advertisers specify the maximum amount they are willing to pay per click, as the keyword advertising programs of search engines are often based on the auction system of advertising inventory. According to Spurgeon (2008, p. 31), the auction system allows advertisers to optimize access to highly desirable, self-selecting market segments by dynamically contextualizing the placement of advertising messages in relevant search results.

Search engine users favour links higher in the search engine results listing than those lower in the results listing (Jansen, 2007; Brooks, 2004; Jansen & Spink, 2004). This supports the assumptions and findings of some eye movement heat maps of search results page drawn by industry practitioners. There is no academic or commercial research as an evidence that links with higher listing would be more relevant from a consumer's view point than the lower resulting listings, although evidently, the main purpose of search engines is to provide first and foremost the most relevant search results when compiling the search result pages.

Jansen (2007) showed that searchers are biased against sponsored links, but sponsored links are as relevant as non-sponsored links, and in case of e-commerce queries, top-

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<sup>1</sup> Uniform Resource Locator, i.e. the exact "address" of the Internet page, sometimes referred in misleading way as "domain".

sponsored links are even more relevant than non-sponsored links. This supports the statement above about the relevancy of links for a consumer, but also suggests that the fact of clicking paid or non-paid listing matters more for a consumer than the actual content of the listing.

Search engine advertising has introduced new possibilities for advertisers, but also introduced a new way of describing the audience. According to Spurgeon (2008, p. 25) search advertisers target search terms rather than consumers. Dyer (1982, p. 72) argues that consumers are consciously skeptical of advertising. Indeed, as a typical television commercial or magazine advertisement requires the attention of the consumer, the search engine advertisement is being targeted for a consumer who indicates her interest by using a certain search term or keyword.

In the 1980's, nationwide advertisers and global brands began to move away from upfront spending in advertising through mass media to invest in niche media and branded content (Spurgeon, 2008, p. 39). Furthermore, as stated in the introduction of this study, in recent years search engine advertising has become one of the important forms of advertising. Bergemann & Bonatti (2010) and Goldfarb & Tucker (2007) found in their studies that search engine advertising competes in a broader advertising market that includes offline marketing communications channels. Both evaluate that in search engine advertising keyword prices do not compete in the search engine's auction system only, but are in fact under influence of external variables, such as price of offline advertising, local legislation, and marketing competition in general. This is interesting evidence suggesting that search engine advertising should be investigated as a part of the marketing mix in general. Therefore, the next sub-section 2.2.3 Search engine advertising - a part of advertising entirety, is devoted for this topic.

A typical modern advertisement is highly visual (Well et al., 2006, p. 357) and its use of language and image of social values and cultural archetypes goes far beyond the boundaries of the product itself (Davidson, 1992, p. 6), but in its simplicity, according to Spurgeon (2008, p. 25) search based advertising confirms the importance of the informational value of advertising. Unlike commercial interruptions in mass media (Spurgeon, 2008, p. 45), search marketing relies on actions initiated by consumers (Wells et al., 2006, p. 274). However, as the standard definitions of "search" suggest

that people are looking for something that is missing or lost, searchers are actually trying to find things that they know exist but for which they haven't had the need for previously (Reich & Solomon, 2008, p. 12). This creates interesting link to Dyer's (1982, p. 6) statement that was also referred to above, of "advertising's central function creating desires that previously did not exist", as search advertising emphasized its role as informative advertising.

Reich & Solomon (2008, p. 6) state that most people don't spend their time looking for advertisements. According to Henry (2005, p. 345-347), for most purchase decisions, consumers are already overloaded with information, but at the same time consumers are still increasingly using the Internet to search for information and evaluate product alternatives before purchasing. Furthermore, Omanson et al. (2005, p. 300) argue that attitudes formed from viewing products on the web may influence purchases made later in the store. These studies support Spurgeon (2008, p. 24) stating that informational advertising is economically and socially beneficial, since it appeals to reason and usually addresses the fulfilment of human needs. Therefore, it could be summarized that keywords reflect consumer needs and interests, whereas advertisements aim not only to satisfy the need of a consumer, but also to overcome the rival advertisements.

### *2.2.3 Search engine advertising - a part of advertising entirety*

In order not to give an impression that the search engine advertising is a standalone and separate function from the advertising entirety or other forms of advertising, this subsection provides a perspective and an example on how search engine advertising could be assessed to be part of the entirety of advertising.

First, consumer experiences of the mass media reflect the search behaviour. According to research by media agency Dagmar (2008), 59 percent of Internet users in Finland search more information after seeing an interesting advertisement in the television or newspaper. Similar results have been reported also in the UK and the US (iProspect, 2007).



Second, where an advertisement creates awareness and interest, but does not create a recall for the brand, the search confirms its nature as a return channel to the topic. Du Plessis (2005, p. 174) argues that more than half of the time, when a respondent recalls the advertisement, he or she cannot recall which brand was being advertised. The argument finds further support from search behaviour modelling (Dagmar, 2007), introduced in the Figure 3, which describes the relationship between the media investment (media investment for broadband advertising in Finland, shown as bars) and the search volume in Google for the keyword “laajakaista” (broadband in Finnish, shown as a line) in Google. First, the graph tells that when the broadband is advertised more, consumers are searching more broadband from Google search engine. Interestingly, the chart also enlightens search behaviour for products to some extent. When consumer sees an advertisement by the broadband provider A, the consumer will most likely search generic terms such as “broadband” instead of the advertised brand or competitor, e.g. “broadband A” or “broadband B”.

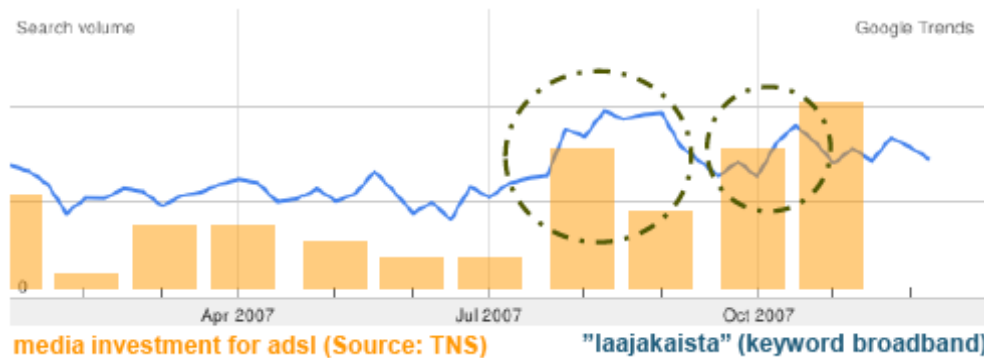


Figure 3. Relationship between media investment and search volume (Dagmar, 2007)

As Figure 3 above shows, advertising in offline channels creates the interest towards a product or a service, not necessarily only towards a certain brand. The findings suggest that search engine advertising should be seen as a part of communications or advertising entirety, and furthermore that search engine advertising should be planned and implemented alongside other advertising activities. The statement above makes the more generic topics of advertising and brand also relevant for the present study.

#### *2.2.4 Advertising psychology*

Current technologies enable easy and fast data fetching concerning impact and successfulness of Internet advertising campaigns, for which data, for example, Ghose & Yang (2009) used to quantify the relationship between various keyword characteristics, position of the advertisement and the landing page quality score on consumer search and purchase behavior as well as on advertiser's cost-per-click and the search engine's ranking decision. Such metrics and data often provide thorough scenarios on what has happened, but leave still a question – why a consumer behaved certain way – unanswered. Advertising psychology aims to answer this question by studying, for example, what are the psychological processes responsible for the effectiveness of advertising (Fennis & Stroebe, 2010). Psychology of advertising has been studied for long. Despite, that research of psychology has evolved during past decades in great deal (Elliot et al., 1999), one of the seminal works in advertising psychology (Scott, 1907) as well as following contributions still remain usable for many parts to understand the fundamentals and to build the perspective.

According to Reich & Solomon (2008, p. 5) each consumer's interaction with media and technology is unique. Therefore, also marketing strategies shift towards marketing to individuals rather than segments and it becomes increasingly important to understand the effects that these individual level efforts have on consumers' decision processes (Godek & Yates, 2005, p. 242). Practically in search engines this could imply that each consumer has unique search pattern and combination of keywords. Despite the actual search advertisement texts and landing pages still being a form of mass communication, the fact that a consumer indicates her interest with the unique search behavior creates an interesting opportunity for the advertisers to move towards marketing to individuals.

From the Internet marketing perspective the marketing performance indicators, or web analytics software, might report on amount of clicks or users coming from different sources, such as search engine, how long the visitor stayed on the site, how many pages the visitor was reading, what was the path on site, and ultimately whether the visitor converted, i.e. made a purchase or other action on the site. To bring the open question of marketing metrics in this example, the data available does not

answer, for example why the consumer visited a certain page for less than one minute but another page for more than five minutes, or why the consumer did not click the advertisement in the first place.

The message and information processing that takes place in the brains is highly complicated and involves several screens and filters. People naturally tend to notice messages that are pleasant or sympathetic with their personal views and avoid those that are painful or threatening. Brain might also alter the message, especially when person are exposed to a message that conflicts with what she believes. This way people naturally modify incoming information to fit into their own personal patterns of interest. Furthermore, the information might seem to stay unnoticed, but actually the brain saves it for the future usage. In fact, a large part of what the brain processes is lost after only an instant. Advertising can aid this process by repetition, vivid images, easily remembered brand or product names, jingles, high-profile spokesperson, music, and so on. (Wells et al., 2006)

According to Kahle (1986), the strategy of communicating with potential customers depends upon the nature of assumed relationships between attitudes and behaviours. Also, different means of marketing have different influences on consumers. Whereas advertising generally attempts to influence behaviour indirectly by altering attitudes, for example sampling, i.e. distributing product samples, and couponing, i.e. distributing discount coupons, aim efforts at direct manipulations of behaviour, assuming that attitudes will follow. However, Kahle (1986) agrees that attempts to influence attitudes will quite likely also influence behaviours or habits.

Dyer (1982, p. 72) clarifies that although consumers might not believe the claims made for a product by an advertiser, they might find it difficult to resist the more general social image or message presented along the overt sales pitch. However, according to Foxall & Goldsmith (1994, p. 50) perception of goods and services depends also in part on the stimuli to which consumers are exposed and in part on the way these stimuli are given meaning by consumers.

Since 1930s, a distinction has been drawn between good and bad advertising, according to Matterland (2002, p. 204) between informative advertising and the advertising of persuasion and manipulation. Wells et al. (2006, p. 113) suggest that advertising attempts to develop and change attitudes and behaviors through rational

arguments or by touching emotions in such a way that they create belief and a compulsion to act. However noise hinders the consumer's reception of the message (Wells et al., 2006, p. 99) and advertisers are reaching the boundaries in order to make an impression. Davidson (1992, p. 6) argues that often advertising's use of language and image, of social values and cultural archetypes go far beyond the boundaries of the product itself.

Despite wide usage in practice, recent literature seems to judge persuasive advertising. Spurgeon (2008, p. 24) states that creative and persuasive techniques have received less favourable consideration because they seek to influence purchasing decisions by indulging human emotions and wants, and rely on fabricating difference where it might not otherwise be found. Myers (1986, p. 140) sees that rather than ability to play on people's desires and fantasies, the real 'crime' of creative and persuasive advertising is the subtle substitution of an object for dissatisfaction. Hereby it seems that creating needs that would not exist otherwise is seen as the problem of persuasive advertising. However Spurgeon (2008, p. 25) agrees that consumers actively participate in negotiating the symbolic and use values of goods and services. Therefore it would be essential to estimate also message receivers' responsibility, as after all, according to Dyer (1982, p. 158) persuasive oratory is effective and artful use of speech and writing, although rhetorical language often carries the implication of extravagance and artifice, not to mention a lack of information.

Whether discussing about advertisements attempting to change behavior through rational arguments or by touching emotions, Wells et al. (2006, p. 98) state that great advertising is advertising that has an impact. In order to get closer to the question "why consumer behaved as the data showed", the next subsection reviews the topic of persuasion further, as according to Petty & Cacioppo (1983, p. 3) we may view psychology of advertising as the psychology of influence or persuasion.

### 2.2.5 *Persuasive advertising*

Foxall & Goldsmith (1994, p. 106) define persuasion as the use of communication to change attitudes in order to change behavior. Definition of persuasion by Wells et al. (2006, p. 113), being the conscious intent on the part of the source to influence or motivate the receiver of a message to believe or do something, adapts the one mentioned above.

In comparison, informative advertising is used when consumers are expected to be active information processors (Edell & Burke, 1986, p. 103) and the informative advertisements, such as classifieds, are often brief and small (Dyer, 1982, p. 88). Whether informative advertisements should be referred to classifieds, however, will remain open for a debate later in this paper. However, Spurgeon (2008, p. 24) argues that informational advertising is economically and socially beneficial, since it appeals to reason and usually addresses the fulfilment of existing human needs.

Advertisement can use several techniques for persuasion. Wells et al. (2006), which presents typical university graduates' textbook for advertising practice, states that persuasion can be produced by both rational arguments and compelling emotions. Petty & Cacioppo (1983, p. 9) showed that forewarning of persuasive intent motivates counterarguing during the presentation of an involving counterattitudinal message and results in greater rejection of the advocacy than if no forewarning is provided. The latter links to Dyer (1982, p. 72), who argued that consumers obviously might not believe the claims made by an advertiser. Consumers, who recognize advertisements, might have strong attitudes in advance. However, the general persuasion principle is supported by several studies (Petty & Cacioppo, 1984; Gardner et al., 1978; Chaiken, 1980) indicating that surrounding elements, such as attractiveness of source, may have stronger effect on persuasion than the message content itself. This suggests that persuasion could occur without comprehension of the message.

To simplify, according to Dyer (1982) effective and artful use of language is the basis of persuasion. Several factors affect the success of the persuasion process. It is possible to identify at least four following generic reasons. First, the complexity of the message matters. Edell & Burke (1986, p. 101) found that a person's motivation and ability to process a message influence the persuasion process. The message and

language of advertising will be discussed in the next subsection. Second, as stated also earlier, in the marketing communications a forewarning of persuasive intent motivates counter arguing and results in greater rejection of the advocacy than if no forewarning is provided (Petty & Cacioppo, 1983, p. 9). Third, the name or brand of the sender has an effect on the persuasion process. This will be also discussed later, in the section 2.3 Brand. Fourth, a self-relevant content attracts more. According to Shavitt and Brock (1986, p. 154) self-relevant thoughts may have more impact and individuals have a tendency to value extensions of themselves. Generally, a better response occurs when the content of the advertisement is relevant and the communication takes place in a context related to the consumer. This idea is also supported by the mechanism of search advertising: providing relevant advertisements for the keywords being searched is seen as a positive way to attract consumers.

Du Plessis (2005, p. 145) found that advertising likeability is a strong predictive measure of advertising effectiveness. Adapting in search engine advertising, it could be reasoned that clicking the advertisement would sign about likability. However, search behaviour is more complex, as shown in the section 2.5 discussing about information retrieval. Ghose & Yang (2009) suggest that consumer click-through behaviour and conversion, i.e. consumer taking a marketer's intended action, behaviour both should be evaluated as part of the entirety. Furthermore, a random variables should be also taken into account, as Chandon and Chtourou (2005, p. 162) suggest that consumer might click advertisement due to curiosity. Hereby it seems that search engine advertisement's likability cannot be estimated by these means.

Emotions (Du Plessis, 2005, p. 142) and experiences (Schmitt, 2006, p. 80) have major influence on advertising effectiveness and consumer behaviour. According to Dyer (1982, p. 116) advertisements create structures of meaning which sell commodities not for themselves as useful objects, but in terms of ourselves as social beings in our different social relationships. Emotions in advertisements create movements, which contribute to consumers' social equity. After all, Du Plessis (2005, p. 122) states that emotions in advertising are more effective than the premium paid for size, color and the like. Dyer suggests (1982, p. 116) that advertisements should transform objects into something that is given a meaning. According to Schmitt (2006, p. 80) the experience of advertisement, and marketing in general, involves entire human being. For this background Dyer's suggestions that products are being

given exchange-value connects persuasion and advertisement likability to a larger concept.

Given, that advertisement might not make an impression on a consumer, consumers can also be attracted to persuade themselves. According to Sinha & Foscht (2007, p. 45), pull marketing allows customers to discover the product and come to it from their own volition. Usage of other methods of marketing, but without seeming to aggressively sell, shows off the brand in a special light and attracts they buyer on its own.

The pull marketing ideology could refer to statement by Spurgeon (2008, p. 25) that search culture has a direct impact on creative and persuasive advertising approaches and techniques. Indeed, when a consumer is searching for product information from a search engine, such as Google, her intention might be to learn more for example about the product details, prices or other consumer comments. However, the search engine results page does not provide the actual information, moreover, it should be seen as a medium where the consumer maps the information and proceeds to another Internet page. In a way the search is a go-through process. If we refer search advertisements as an informative advertising, we should also view the landing page, the Internet page where a consumer lands after clicking an advertisement in the search engine results page, as a part of the advertising process. The pull marketing game does not push the product on a hapless customer (Sinha & Foscht, 2007, p. 45), but human decision makers tend to use only that information that explicitly displayed in a stimulus environment and process this information only in the form in which it is presented (Murray & Häubl, 2005, p. 276). As the same basic communication rules that have been successfully employed in traditional offline media also hold true in the online space (Henry, 2005, p. 346), the landing page might function as the persuasive element, foregone by the search advertisement that was informative by nature. Therefore what we used to call informative advertising might actually be persuasive advertising.

Persuasion is affecting human needs and wants. Whether advertising persuades receivers, is due to different variables, such as forewarning of a persuasive intent and the self-relevancy of the message. Seeking the new ways to persuade – to penetrate consumers' mind has lead advertisers into a eternal rat race, as Schmitt (2006, p. 81)

writes about the current state of the advertising industry: as experiential practitioners, we need to do advertising differently.

### *2.2.6 Language of advertising*

Concerning advertising in general, this chapter has so far reviewed literature about advertising psychology and persuasion. This subsection will go through essentials of the language of advertising, as it is self-evidently sequel and practice for the persuasion. Furthermore, language of advertising could be seen as an essential part to cover when analysing search engine advertisements, as they consists of text only.

What advertisements communicate is obviously dependent on what is apparently observable. Analyzing the content of advertisement involves both verbal and visual aspects of advertisements. In the case of search engine advertisement visual aspects could represent for example, visual tricks, such as capitalization layout of characters, used in order to gain attention. According to Dyer (1982, p. 86), a picture is used to lead the eye to the written copy in magazine ads and in commercials; language is often used merely to reinforce a photograph or filmed sequence. Wells et al. (2006, p. 357) states that advertising is typically highly visual, but defines further four types of advertisements in which words are crucial. First, if the message is complicated, words can be more specific than visuals and can be read over and over until the meaning is clear. Second, if the advertisement is for a high-involvement product, the more information the better, meaning more text. Third, information that needs definition and explanation, like how a new wireless phone works, is better delivered through words. Fourth, if a message tries to convey abstract qualities, such as justice and quality, words tend to communicate these concepts more easily than pictures.

Search engine advertisements consist only text, therefore pictorial analysis is not required in this study. Furthermore search engine advertisements might have different textual role than defined above, as 100 characters long messages cannot be reasoned to be complicated, and advertisement in any case the limited space for characters limits also the message. Therefore a strict framework to analyze the language of search engine advertisements cannot be drawn from the general advertising principles



and studies, as above. This is also supported by Dyer's (1982, p. 139) statement that language of advertisement is sometimes more important than the visual aspect, although dating back to pre-search engines era.

Language might use different tactics to deliver the message. According to Dyer (1982, p. 139) there are advantages in making bizarre and controversial statements in usual ways, as well as communicating people with using simple, straightforward language. However, Weinstein et al. (1986, p. 10) found that operationally defined subliminal messages can be influential in enhancing some advertisements as reflected in brain activation, participant rating, and purchase stimulation. Wells et al. (2006, p. 108) introduces association fourth tactic to utilize language in advertising. It is the process of making symbolic connections between a brand and characteristics, qualities, or lifestyles that represent the brand's image and personality. Dyer (1982, p. 139) states that three primary functions of advertising language are catching then attention, imagination, and aiding memory. The headline and URL of search engine advertisements are significant elements that searchers use to judge the relevance of search engine links in a positive manner (Jansen, 2007, p. 21). The subsection will concentrate next on headlines of advertisements.

According to Wells et al. (2006, p. 363) advertisement headlines can be grouped as direct- and indirect-action headlines. Direct-action headlines might state claims, and promises, include a command, or a news announcement. As comparison, indirect-headlines might use puzzles to provoke the curiosity of consumer to read the all advertisement, or to use associations of image and lifestyle to get attention and build interest. Dyer (1982, p. 152) states that advertising language is standard and unobtrusive, but more often it attracts attention to itself by being highly colorful and imaginative. Furthermore, Dyer (1982, p 140) argues that words not only describe things, but they bring ideas to our minds, and therefore choosing a word is more than naming an object, person, or situation. When applied to search engine advertising, it should be kept in mind that the relationship between the retrieved keyword and the advertisement text might constitute different surrounding than other means of advertising. In other words, the advertisement is already connected to the context the consumer is interested in, however persuasion via the advertisement text might be required in order to create interest to click the advertisement.

Dyer (1982, p. 149) found that advertisements are often sprinkling of adverbs and adjectives, that are used as trigger words since they can stimulate envy, dreams and desires. Creative usage of adverbs and adjectives does not apply only to titles, but might be used all over the advertisement text. Wells et al. (2006, p. 363) specify four characters of good headlines. First, a good headline will attract only those who are prospects; there is no sense in attracting people who are not in the market. Use the headline to tightly target the right audience. In search engine advertising, the advertisement text is already targeted to the keyword retrieved by the consumer. However, a headline of search engine advertisement could define the product or service being advertised especially if the product or service has characteristics that might be interest some niche groups and thereby narrow down also the costs associated with the unwanted clicks. Second, the headline must work in combination with the visual to stop and grab the reader's attention. As said before, search engine advertisements do not include visual elements. However, the advertisement needs to pull the searcher's attention, as one search engine results page might include several advertisements and non-sponsored listings. Third, the headline must identify the product and brand, furthermore the selling premise should be evident in the headline. As earlier stated by Chandon and Chtourou (2005), consumers might click advertisement better if the brand or product is not stated in the advertisement, and therefore the third proposition might not hold true in online environments. Study by Ghose & Yang (2009) found that retailer-specific keywords are associated with an increase in click-through, whereas brand-specific keywords are associated with decrease in click-through and conversion rates. However, as the study investigated keywords, the findings cannot be directly applied to advertisement texts. Fourth, the headline should lead readers into body copy, meaning that consumers need to stop scanning and start concentrating. In search engine advertising, instead of reading the copy further, the advertisement title could encourage the consumer to click the advertisement and to read more from the Internet page of the advertiser.

Analyzing the prior, it seems that unified practices or guidelines how to formulate advertisement texts and headlines don't exist. Several methods for analyses and guidelines for practical work exist, but as the purpose of advertising is to influence, and as consumers tend not to receive everything, Schmitt (2006) suggest that "we

need to do advertising differently”. This will be kept in mind, as the corpus of the study will be analyzed.

To conclude this section of advertising, it could be argued that modern advertising is typically highly visual, where search engine advertising represents totally opposite, containing only text and a hyperlink. Search based advertising is argued to confirm the informational value of advertising, whereas it has not been referred aiming to change consumer behaviour through persuasion. Finally, language might use different tactics to deliver the message and ultimately to reach the objective of the advertisement.

### **2.3 Brand**

The brand as a concept has a central role in this study since brands often contribute to the decision processes of consumers. As the present study aims to analyze difference of the advertisement texts, it is essential to understand the fundamentals, of how brands effect on consumers and their decision processes.

Brand has a central role in purchase, and advertising plays one of the key roles creating brands. Wells et al. (2006, p. 342) argue that the transformative power of branding, where the brand takes on character and meaning, is one of advertising’s most important functions. Search engine advertising is often seen as informative advertising (Spurgeon, 2008), however whether informative advertising and search engine advertising, or lack of them, might have an effect on brand has not been shown. Therefore this study reviews relevant literature concerning the brand.

According to Wells et al. (2006, p. 243) image advertising is used to create representations of brands in a consumer’s mind. However the neurologic studies of marketing efficiency by Lindstrom (2009) suggests that the brand should not be related only to the logo or other visual element, as the more general themes might remind the consumer of the brand. For example, seeing a red Formula One racecar makes often consumers associate the car to Marlboro, even if the brand name is not mentioned in the car. Therefore a brand should be seen in a wider focus. The section first discusses the brand and consumer behavior and second how the consumers’ self-

image affects the choice of a brand in the purchase process. Studies of Lindstrom (2009) and other authors referred later in this paper support that mentioning or not-mentioning the brand name in the advertisement text might have an effect how the advertisement is being processed. Hence, consumer brand behavior is essential to be included in the research in order to fully understand the search advertisement texts.

### *2.3.1 Brand and the Consumer Behavior*

Often consumers are not able to recall the advertiser of advertisement. Foxall et al. (1994, p. 60) argues that brand images are important because consumers use these mental representations to distinguish one brand from another and as the basis for their purchasing behaviours.

Generally, contemporary advertising has been divided between informative and persuasive advertising (Matterland, 2002, p. 204), or tactical and brand advertising. Besides for example product experiences, feelings and attitudes (Foxall, et al., 1994), advertising contributes directly to the equity of a brand (Du Plessis, 2005). Arguably this could apply both informative and persuasive, or tactical and brand advertising. Furthermore, Mitchell (1986, p. 179) argues that attitudes are affected as well: consumers' affective reactions to advertisements, as measured by attitude toward the advertisement, have an effect on brand attitudes.

From the marketers' perspective, to some extent, brand is something vague and vulnerable. For all of its historical and symbolical weight, the mystique of a brand is a rather delicate and ethereal commodity (Sinha & Foscht, 2007, p. 27). As a surrounding phenomenon, brand has its effect also on sales. Consumers' perceptions of products derive from marketing effort such as brand images and brand differentiation in addition to the physical characteristics of the product alone (Foxall and Goldsmith 1994: 60). Evaluation processes are central to the accomplishment of strategic brand image functions to the extent that product evaluations are necessary prior to purchase and that brand image is evoked in product evaluations (Boush & Jones, 2006, p. 9). However consumers must have a considerable amount of knowledge about the brand before increasing the accessibility of the brand or the

perceptual fluency of the brand name affect choice (Mitchell & Valenzuela, 2005, p. 136).

Sinha & Foscht (2007, p. 27) argue that brand mystique is that subtle and essential quality that makes one brand more winning than another. On the other hand what determinates whether a shopper will buy a brand is largely memory, and memories derived from advertising are among the memories that are liable to come to mind (Du Plessis, 2005, p. 8).

Levy (1986, p. 218) states that images are created that enable customers to make choices among brands, whether or not the brands are physically different. Furthermore these images are influenced by the association and evaluations induced by the elements of the marketing mix; and advertising plays its special role in affecting apperceptions. According to Sentis & Markus (1986, p. 132) how a brand is represented in memory has a major impact on how communication about the brand is processed. This suggests also that the appearance of the brand name in search engine advertisement might affect the information retrieval or click-through process. However brand and its advertising is two-way communication. An advertisement does not only affect consumers' perception of the brand; their existing perception of the brand also affects consumers' perception of its advertising (Du Plessis, 2005, p. 152).

### *2.3.2 The Brand and the Self Image*

Wells et al. (2006, p. 126) state that consumer behaviour describes how individuals or groups select, purchase, use, or dispose of products – as well as describing the needs that motivate these behaviours. Levy (1986, p. 214) argues that when consumers encounter advertising, their reaction to it depends on its meaning to them, and its meaning depends on the characteristics of both the advertising and the people. Furthermore Sentis & Markus (1986, p. 146) suggest that consumers take very different ideas from advertising and other brand communication depending on the organization and content of their self-concept. As the web is increasingly becoming the gateway to a brand, products and services of a company (Jansen & Molina, 2006, p. 1076), the brand and the self-image are being discussed next.

Foxall & Goldsmith (1994, p. 56) states that advertising that appeal positively to consumers' self-images are more effective than that which does not. This is evident and related to the fact that advertisements consumers feel personally relevant tends to have higher response. Besides letting emotionally charged or meaningful advertisements to effect on them, the consumers have tendency to select brands that are broadly in accordance with their self-perceptions and with their subjective images of brands (Foxall & Goldsmith, 1994, p. 53). Therefore the self should logically be viewed as a key component in any analysis of consumer persuasion (Shavitt & Brock 1986, p. 149).

Linking the values and brands is unconscious. Kahle (1986, p. 129) states that the values and self-esteem provide important links between product and consumer that advertisers must not overlook. Furthermore, a product and image or emotion become linked in our minds, but the process of this linking is unconscious (Dyer, 1982, p. 126). Practically advertisements are not necessarily judged consciously, but based on emotions, as stated in the previous section in this literature review.

To understand the conscious and non-conscious processes of linking the product, the advertisement and the brand, this subsection takes next a look of the theory how the process of selection and awareness function. According to Foxall & Goldsmith (1994, p. 50), first, people become aware of their environment through the five senses and therefore sensation is the process with which perception begins. Equally important is the process of interpretation, which depends on the socio-psychological meanings the individual attaches to the object perceived. These socio-psychological meanings are greatly influenced by the motives that direct behaviour. Hence, the perceptual process is very selective, so that the consumers pay attention to and interpret stimuli that reinforce and enhance their views of their world, of themselves, and of the goods and services that they buy.

After consumers become aware of brands, their buying decisions are guided by their perceptions or impressions of brands formed from the information they get about brand characteristics (Foxall & Goldsmith, 1994, p. 49). Self-image has a great affect for this information flow and level of concentration. To understand this, Mitchell (1986, p. 174) discusses brand and non-brand information processing: With a brand processing strategy, an individual processes the information in the advertisement with

a goal of evaluating the advertised brand, and eventually attitude formation or change occurs during exposure to the message. However with a non-brand processing strategy, the individual processed the information from the advertisement to achieve some other goal such as to identify where the commercial was filmed or to identify the music uses in the advertisement – or possibly with no goal. At some later point in time, when external events prompt the individual to form an evaluation, he or she will retrieve whatever information about the brand is available in memory to form or change the evaluation. As, search engine advertisement evidently do not include material to great extent to support consumer's non-branded information processing, they however might be include a goal orientation related to the actual information retrieval.

Foxall & Goldsmith (1994, p. 53) states that two self-concepts have been employed extensively in consumer research. First, the actual self-image refers to the entire way in which the individual sees himself, his evaluations and description of himself. Second, ideal self-image, which is the individual's perception of what he should aspire to become.

These two self-concepts can be employed also for the general search behaviour. Internet searches, such as in the Google a consumer can seek for product information or entertainment if wished. To discuss the two models above to the search behaviour, first, a consumer might search for products and brands that would be ideal self-image. For example prestigious car brands, such as Porsche and Ferrari might be often searched, but generally it could be assumed that only small portion of consumers searching them are actually target group buying them. So the Internet search empowers dreams and ideal self-image, making non-reachable product information easily available for everyone online. Second, the generic purchases made online describe the actual self-image of a consumer. Whether consumer would buy for example a garden tool, a DVD movie or a plane ticket, the purchased item describes the actual self-image at the time.

Besides two self-image models described above, the individual's social self-concept, the image he or she would like others to have of him or herself, is essential when applying self-concepts on marketing products or services (Foxall & Goldsmith, 1994, p. 53). However, employing the social self-image concept in the framework of search

engine behaviour is not as straightforward as with the previous models. When evaluating the search behaviour, it could be difficult to estimate to which extent search terms, keywords or topics are being retrieved in order to satisfy the need for information retrieval related to the ideal self-image versus social self-image. Moreover, it could be rationalized that both of them contain unrealistic purchase wishes. However, estimating the prior to purchase searches related to the actual self-image would be vague on same basis: with existing information possible to retrieve from databases, it cannot be estimated to which extent purchases occur to satisfy the actual self-image and to which extent to change the actual self-image towards the social self-image. This, together with the simplified example above of searches occurring for prestigious cars, suggests that the keyword might not reflect the actual purchase behaviour.

Despite the discipline of evaluating self-image related to the online search behaviour and purchase process being rather vague, the concept of self-image provides comprehensive point of view to analyse products supplied, their advertising, and search engine marketing. Besides offering a tool for advertisement analysis, the self-concept and brand perception correlates to the persuasion. To emphasize the meaning of self-image related to brands and advertising, Shavitt and Brock (1986: 159) summarizes that although product thoughts are important, self-thoughts appear to be better predictors of purchase intention than other thoughts are, at least for newer products.

To conclude the section, it should be kept in mind when analyzing advertisements that consumers pay attention to stimuli that reinforce their views of the world. To this extent not only the advertising contributes to the equity of a brand, but the brand itself contributes to how people notice and interpret the advertisement. However, consumers must have a considerable amount of knowledge about the brand before increasing the accessibility of the brand or affecting the choice.



## 2.4 Purchase process

Besides drawing from the advertising and brands and their processes to persuade, it is evidently important to understand the purchase processes itself. Also the main research question addresses directly purchase processes by inviting to study how advertisement texts differ for low involvement or high involvement purchase process products.

It has been argued that advertisements that appeal positively on consumer's self-image will be paid more attention. Advertisements should be targeted to the audience respectively. Foxall & Goldsmith (1994, p. 58) suggest that greater attention will be paid to stimuli for which the consumer already has a need or is interested in. By searching the consumer indicates the interest towards certain topics, but also towards certain material needs. Furthermore, this section will discuss what happens after the awareness: the high and low involvement products in the purchase process.

According to Foxall & Goldsmith (2004, p. 27), consumer decision making trace the psychological state of individual purchasers from the point at which they become aware of the possibility of satisfying a material need by purchasing and consuming a product to their final evaluation of the consequences of having done so. However, the decision and evaluation process is different according to the involvement and the risk perceived with the purchase. Following charts represent the general low and high involvement processes.

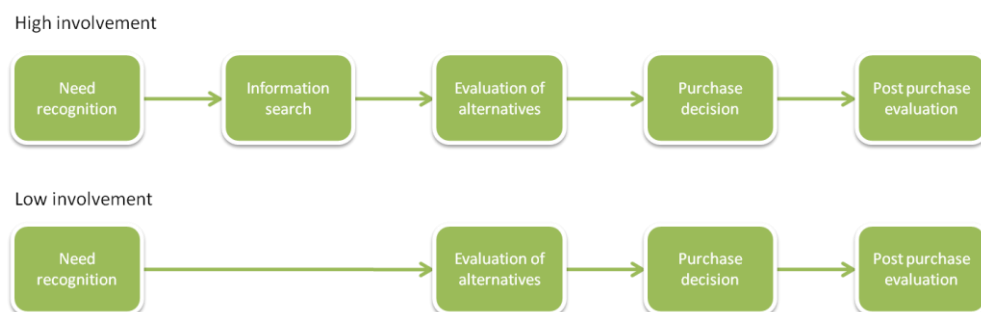


Figure 4. The Low and High Involvement Decision Processes (Wells et al., 2006, p. 146)

As seen in the Figure 4 above, the major difference between the general low and high involvement decision process is lack of information search in low involvement purchases. Other similar, often more detailed models of purchase process exist. However, the simplified model above is chosen to emphasize the differences in process with and without information search.

A simplified example of low involvement product could be “a bottle of soda”. In the case, need recognition would refer as thirst or lack of soda at the home or office. Evaluation of alternatives might consist of brand preferences, availability, price and such, whereas post purchase evaluation could be simple as being satisfied for taste and disappearing feeling of being thirsty. An example of high involvement product could be a choice of a new car. In case even the need recognition might take long time and discussion with support groups, such as family. The information search phase could include visits to retailers and Internet pages, recommendations from family and friends and even consulting professionals. Also post purchase evaluation is more complex and might include utilizing Internet pages for product support and joining Internet forums and communities in order to strengthen the feeling of good choice.

The descriptions of low and high purchase processes should be considered as examples, as actual purchase processes varies by product and by individual characteristics of a consumer. However, it should be noticed that there could exist also cases where low involvement model would apply also for expensive products, and vice versa, as Henry (2005, p. 352) suggests that consumers seek to satisfy rather than to optimise. For example, when a consumer with a strong affiliation to a certain brand, such as the Apple, recognizes a need to buy a tablet computer, instead of the information search and evaluation of alternatives phases, she might be already in the stage of purchase decision of an iPad. This means that if a choice appears sufficient to satisfy a felt need, we invest no further in search and evaluation.

Henry (2005, p. 345) also argues that consumers increasingly use Internet to search for information and evaluate product alternatives before purchasing. Hence, next both purchase processes will be discussed more thoroughly, as it forms the basis for understanding the Internet search behaviour and motives behind.

#### *2.4.1 Low involvement*

As stated above and according to Foxall & Goldsmith (1994, p. 30), much of the routine purchases, such as for a chocolate bar, a breakfast cereal or a washing-up liquid does not appear to entail high level of involvement and commitment.

Mass media advertising does not usually create strong pre-purchase attitudes towards brands, but it generates small, possible undetectable changes in perception (Foxall & Goldsmith, 1994, p. 30). Under conditions of low involvement or commitment, consumers often are influenced in product and brand choice mainly by situational factors and in-store information sources, and if attitudes are formed at all during the process, it is after purchase and consumption have taken place (Foxall & Goldsmith, 1994, p. 30). Moreover, consumers often exhibit multibrand purchasing and use brand trial in order to obtain information about and evaluate brands. However, for advertising to have an effect at all, it must have an effect on memory (Du Plessis, 2005, p. 12). Besides having a great impact on other means of marketing, consumer packed goods (CPG) are still differentiating from each other by the brands. Lindstrom (2009) argues that brands and the images associated with them might be significant lubricants to speed the purchase process.

According to the search advertising database information of media agency Dagmar (2007), Internet users in Finland do not search for large extent low involvement goods as such. However, many widely searched topics closely relate to such goods, for example dairy products. For example, during autumn 2007 more than 250.000 monthly Google searches were made for the keyword “reseptit” (recipes, in Finnish), making total search volume for grocery related keyword more than 5 million during a month. At the same time “maito” (milk, in Finnish) was not retrieved from Google to significant amount. However, dairy producers and retailers seemed to found out that instead of advertising the obvious milk, it would be better to respond the consumers’ need and offer free recipes on the Internet page.

Foxall & Goldsmith (1994, p. 32) state that where commitment to brands is low, it is customers’ experience with the brand that counts. Brand experience and contact might

take places also in the Internet page of a brand. The main aspect of product presentation that affects product attitudes is repetition, and the more pages people see within a section that looked the same, the better people likes the product (Omanson et al., 2005, p. 300).

#### *2.4.2 High Involvement*

The price of purchase is not necessarily issue that makes the involvement high or low. The importance when purchasing products or services varies among people, also simply the interest towards product might have effect on the involvement, meaning that a typical high involvement product might occur as a low involvement purchase process for a person, if she doesn't have personal interest towards the product.

Foxall and Goldsmith (1994: 28) rationalize that consumers seek and use information as part of their rational problem solving and decision-making processes. Information seeking might take place, however how, depends upon the product. Henry (2005, p. 347) counter argues that as decision complexity increases, we tend actually to use less of the available information.

Depending on level of involvement, also further steps of information retrieval can be seen. Extensive problem solving occurs when attitude strength toward the available brand in a product class is low, when the product class under consideration is poorly defined, and when consumers are unable to discriminate among the available brands (Foxall & Goldsmith, 1994, p. 35). However Internet has changed information retrieval for the purchase decision. Henry (2005, p. 345) argues that consumers increasingly use Internet to search for information and evaluate the product alternatives before purchasing. As searching for the product and service related information and other consumers' comments on those is fast and relatively easily accessible for consumers, hereby extensive problem solving could occur also widely in other cases than described by Foxall & Goldsmith above.

Generally, commercial online purchase behaviour studies support the argument that extensive information retrieval and problem solving occurs with wide variety of high involvement purchases, despite for example the attitude strength towards the brand.

The yearly survey by Taloustutkimus (2007) confirms that many products are purchased from traditional stores, despite the information search from the Internet. Furthermore, according to research by media agency Dagmar (2008) 76 % of Internet users search information from search engines prior to large purchase in Finland. Almost similar amount of people, 75 % considers the retrieved information useful for the purchase decision. Generally could be assumed that high Internet penetration and the Internet usage becoming ordinary activity empowers prior to purchase search behaviour.

Murray & Häubl (2005, p. 267) discuss about two consumer choice approaches that have led the way against the standard economy theory. First approach, the perceptual framework states that the choices people makes are not based so much on the objective merits of the choice alternatives under investigation as on the subjective context in which the problem is set. Foxall & Goldsmith (1994, p. 35) states that at the introductory stage of the product or brand life cycle, consumers actively seek information in order to reduce their high brand ambiguity and engage in extensive deliberations before purchasing. At the stage consumers are heavily depended upon advertising (Foxall & Goldsmit, 1994, p. 35), and most likely advertising would have a great effect on choice not based on objective merit. From the consumers' perspective, whether the choices are made on objective merits or subjective image, the online search could be seen as a platform that adapts to the frameworks of the consumers, as consumers would use different keywords to retrieve the information.

The second approach, the effort/accuracy framework takes a cost-benefit perspective and views the decision-making process as a trade-off between the accuracy of the decision and the effort required to make the decision (Murray & Häubl, 2005, p. 267). Having tried some brands within that product class, consumers develop a moderately strong attitude toward brands, and the choice criteria is shaping up as well as consequent search for information is decreasing (Foxall & Goldsmith, 1994, p. 35). However, when consumers have developed strong attitudes towards brand and the brand ambiguity is low, there is little or no external search for information and problem solving is routine (Foxall & Goldsmith, 1994, p. 35).

The progress on information search and decision process can be seen also when analysing the Internet search behaviour. Research by comScore (2007) showed when

consumers are searching for travel related keywords, at the beginning of the purchase process general category keywords (e.g. travel and holiday destination related) are used and only 20 % of brand keywords (e.g. travel agency names). Later, when the decision and information retrieval process goes on, searches for the general category keywords decrease, whereas the brand keywords increase. The results show how consumers are searching less general information, after acquiring more knowledge.

Consumers seek more information in the early life cycle or introductory stage of the product or brand, whereas less information search occurs and the problem solving becomes routine.

### *2.4.3 Need for new information*

According to Henry (2005, p. 346) there is ample evidence that more and more consumers are using the Internet as an additional search option across a range of need areas. It could be claimed that consumers' information search is not straight forward anymore due to the easy access of information. Decision-making models introduced above create a basis to understand consumer behaviour on certain situations. However, to which extent the models would be valid when consumer has a possibility to search online, is vague. To this extent and what can be seen generally from the search engine advertising campaign results, without further research the perceptual and effort/accuracy frameworks introduced in the previous subsection, seem rational. Also comScore (2007) measurement supports the decreasing need for information, as product or brand life cycle goes further.

Generally could be assumed that a consumer's rational or subjective approach for decision is related to the amount of information needed. In other words, different product or brand life cycle stages involve either the perceptual or the effort/accuracy pattern. For example, even if a consumer would consider purchase in perceptual framework, the brand could be in different life cycle stage, despite the retrieved information or web experiment would have subjective influence. Hereby, those two different variables should be analysed together, despite having different relationships to behaviour modelling.

The information to be searched to support the purchase decision is multilateral. For example 66 % of Internet users are searching discussion forums and peer commentaries on products and services prior to the purchase in Finland (Dagmar, 2008). Moreover, 12 % finds that the best information to support the purchase decision can be found from the discussion forums. This development suggests that there exists major need for peer evaluation, a sort of information that the consumer feels neutral, despite the information actually being neutral or not.

Having said that less information search occurs at the stages when the product or the brand has well established image in the consumer's mind, it should be worth of notice that due to the easy online product comparison, the information retrieval might take place also when traditionally pre-purchase information would not be needed to significant extent. Online discussions might also lead to situations, where consumer uses search engines to retrieve product support information and discussions, which again could affect the post-purchase evaluation.

To summarize the section, the purchase process of low involvement and high involvement products differs mainly by the information search that takes place in the process high involvement products. Consumers pay more attention to the stimuli for which the need already exists. This suggests the importance of search engine advertising, as consumers indicate their interests towards different topics with their search queries. Consumers use extensively Internet to evaluate products; however it has been suggested that consumers seek to satisfy the need rather than optimize.

## **2.5 Information retrieval**

This chapter has earlier discussed about advertising in general, psychology, persuasion and language of advertising, brand, and the purchase process. Each area being a large entirety and in a need to devote attention on those subjects solely, together they draw the basics of understanding the fundamentals of search advertising. This section aims to explain further the need for information and search behavior of consumers, for which the ground was laid earlier in this chapter by discussing about advertising, psychology, and purchase process. Furthermore, this

section will cover some of the major developments of information retrieval and information behavior studies, as the study is multidisciplinary to some extent and bypasses also the discipline of information retrieval.

Information retrieval plays great part in the context of online search engines. According to Marchionini (1995) the information seeking is a natural and necessary mechanism of human existence. Being a step closer down to earth, this section attempts to understand the consumer need for information, as first information might have an influential role in the purchase process, and second as the Web searching could be seen as the query formulation of the information seeking behavior. Although this study analyses advertisement texts, the query formulation, or keywords should not be passed, as the advertisement texts appear always in the context of a search query.

Knight & Spink (2008, p. 209) argue that information retrieval research in the context of the Internet involves a number of complex processes. However, a close examination of the literature reveals that even the information retrieval process itself entails the integration of a number of complex processes within the context of three major factors of entities. Broder (2002) suggests that an information need constitutes the first element. This suggests that without a need for certain information the information retrieval would not take place. The contribution of Kuhlthau (1991) provides the second entity, which is represented by an information searcher. Finally, the third element is represented by the information environment (Johnson & Meischke, 1993) describing the context and form and so on, where the information exist. Each of these entities possesses unique characteristics depending on the situation, and influences each other.

One of the first models attempting to capture the information seeking process was provided by Wilson (1981). Central to his model is the information need that was said to influence the information seeking behavior of a user. Strictly from search engine advertising perspective, seeing the information need as a central part of the information retrieval process might provide wrong conclusions, as prior to search there actually might not exist a need. This suggestion is supported by information from Google Finland (2012) that 82 percent of the Internet usage in Finland starts with a search. This emphasizes the navigational role of search, but also does not



narrow down the possibility for random search behavior, where a user does not have an existing need, but moreover is using the Internet as an entertainment and the search as a gateway to it.

The second approach by Kuhlthau (1991) models people's information seeking behavior in the context of assumed rather than observed cognitive processes. According to this study, there is a logical sequence to all information seeking behavior. Again, the model seems not to fit in a case, where the search action might appear to have different motives than information retrieval in general, although Kuhlthau (1991) suggests that information search process is a constructive activity in which the user attempts to find meaning from information.

Johnson & Meischke (1991) recognized the influence of context. Individual's information seeking behavior varied depending on emotional issues. Moreover, they notice that the individual's choice of information source varied depending on the type of information required. The model could be interpreted in the contexts of Web search in a way that the set of keywords represents the required information and the choice of the search results represents chosen information source. However, also Johnson & Meischke (1991) show that information need provided the motive for information seeking actions, which were shaped by information carrier factors.

The three major factors of traditional information retrieval processes introduced above seem to either emphasize or take the information need into the account. However, it seems to remain unsolved from the information retrieval perspective, whether the Internet search process involves always a need for information. This chapter introduced earlier the low and high involvement purchase processes, suggesting that the information retrieval does not take place in the low involvement purchase process. These two notions create ample evidence that the online information retrieval process should be examined further by taking the purchase process into the account.

### *2.5.1. Interactive information retrieval*

Different from the information retrieval studies referred in the beginning of this section, the interactive information retrieval models emphasize the dynamic interaction between the information need, searcher, and information environment. According to Bates (1989) the results of each query provoke a cognitive response on the part of the searcher, which can either reinforce a search query, lead to expansion or variation of a query, cause a complete overhaul, or even abandonment of a query. This type of evolving search can only really take place if the information searcher is also the information user, as the progression of the information sought and used is subject to the user making continual judgments regarding its relevancy and interoperability.

The Web search engines have made available to any Internet user practically immeasurable amount of information. Hence, the relevance of the information emphasizes. Spink (1997) argues that a variety of feedback mechanisms were the major influencing factors in the interactive information retrieval process. Feedback mechanisms involve such things as user's evaluation of the information retrieval system output, user's judgment, and query modification in order to improve the relevance of the information.

Spink (1997) identified five types of feedback in the information retrieval process. First, the content relevance feedback that is consisted in a query is followed by one or more relevance judgments, resulting in a modified or reformulated query. Second, term relevance feedback user utilizes a term within the retrieved objects to modify any search strategies. Spink noted that this type of interaction occurred in 60 percent of the observed online searches. Third, magnitude feedback is consisted of user using the number of results to either broaden or refine the search for information. This type of interaction occurred in 45% of the observed online searches. Fourth, tactical review feedback consists users choosing to use strategy related commands, such as display set commands, to make judgment relating to the system's output such as viewing a search history. It only occurred in 7 percent of the online searches. Fifth, terminology review feedback is like the tactical one, in that this strategy-related interaction

involved the user requesting the display of terms in the inverted file. It occurred in 1 percent of the observed searches.

Instead of being a linear process with the start and the end, the feedback mechanism describes the information retrieval as a loop, where the search is refined until the user is satisfied with the results. Despite the feedback mechanisms above does not take the navigational searches into the account, it seems to be so far most realistic description of the Web information retrieval practice.

Choo et al. (2000) developed a model to explain how users navigate the hypertext links of a Web page in order to meet their information need. From the Web search perspective, unless the user already knows the URL of where they expect to find their target information, they are usually forced into a search style strategy as their initial system interaction, regardless of their own cognitive preference. For this reason, user perception of self, system and expected interactions between their self and the system are also seen as having an influence on initial strategies.

To summarize the section, the information retrieval theory seems often to emphasize the need for the information as the main component of the information retrieval process. Furthermore taking the recent change of the navigational search in the Web search behavior into the account, it is evident that information retrieval theory does not suit without altering to be utilized as a framework for the search engine advertisement analysis. However, the information retrieval studies well explain the theoretical background and accumulate to understanding the Web search behavior in its context.

## **2.6 Theoretical framework**

It is argued in this paper that a traditional view of advertising, brand, or information retrieval research perspectives alone does not enable us to understand search engine advertisements. Therefore, a more holistic approach of search engine advertisement analysis is proposed as a more viable alternative. The concept of search engine

advertising framework is now presented, which explains the studied relationships between the key research phenomena.

While the literature review examined some of the links that exist between search engine advertisements and psychology, persuasion, language, brand, and information retrieval, the findings are limited. However, the subjects discussed in the literature review form the basis for this research, and consequently, the Figure 5 attempts to capture the relationship between the subjects relevant for the analysis of search engine advertising.

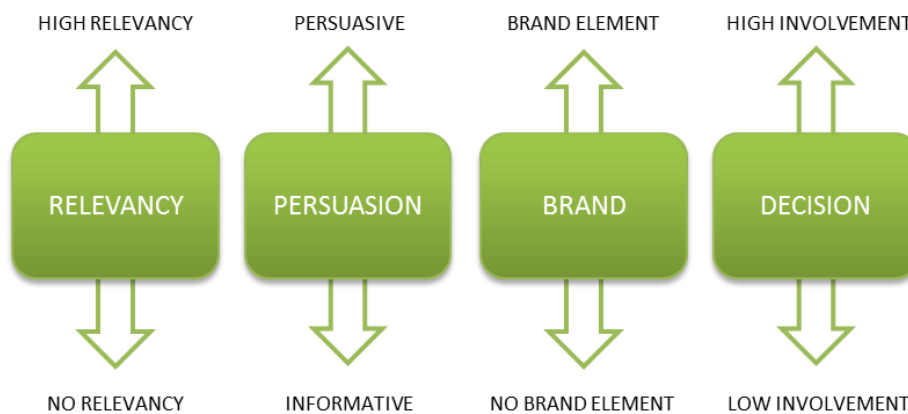


Figure 5. Theoretical framework

The theoretical framework, as shown in the Figure 5 above, is presented as a collection of axes, where each axis represents different topics reviewed previously in this chapter. Moreover, as the Figure 5 demonstrates, an axis itself reflects opposing forces and the collection of multiple axes aim to demonstrate the complex nature and multiple perspectives within which the search advertisements will be analyzed. Therefore, together these axes provide unique, but comprehensive perspective to analyze the advertisement texts utilizing genre analysis as a methodology.

The first axis, high relevancy versus no relevancy, refers to the information retrieval theory. Instead of concentrating whether the need has to exist prior to search, the relevancy of information can be arguably seen of having the main impact on contemporary, daily information retrieval.

Second, the axis of persuasive and informative advertising sets another fundamental for the study and addresses directly to the research question. Besides classifying the advertisement between persuasive and informative types of advertisements, the axis combines several other key components of advertising analysis. Consequently the psychology and the language of advertisements are included in this axis.

The third axis, brand element versus no brand element, represents the existence of the brand in the search engine advertisement. As the search engine advertisements are textual and do not contain graphical presentations, such as logos, the name of the brand name stated might have an effect how consumer interprets and acts for the advertisement.

Fourth, the horizontal axis of low and high involvement refers to the purchase process, but also assesses directly to the research question foreseeing whether advertisements differ for low and high involvement purchase process products. The decision and evaluation process is different according to the product being in the purchase process. According to the model introduced in the previous chapter, the main difference between the purchase process of low and high involvement products is the information retrieval that is lacking from the low involvement process. However, it has been argued that Internet empowers consumers to search and evaluate product alternatives, and hence it is arguable whether information retrieval might exist also for the low involvement products. This assess also for the first sub-research question, whether advertisements appear for the low involvement products' keywords. From the research execution perspective the axis provides comparative analysis for the keywords used to retrieve the corpus of advertisement texts.

Together four axis introduced above contribute to broaden the understanding of search engine advertisements, as they form four essential perspectives within which the communicative purposes of the advertisement texts are being analyzed. The topics highly follow what has been reviewed earlier in this chapter, but also arguably form the basis of holistic approach to search engine advertisement texts from the perspective that has been set in the research question.

### **3 METHODOLOGY**

The present study is qualitative analysis of search engine advertisement texts. Some simple qualitative analysis is conducted alongside the study in order to describe the corpus in full detail. The research presented in this paper uses unique, real advertisement texts appearing the search results. Furthermore, as the advertisement texts have not been studied to great extent before and given the methodology introduced next, this study is explorative by its nature.

This chapter first outlines the data collection methods and discusses the validity of the data. The second section introduces the data analysis methodology, mainly focusing on the genre analysis, as the qualitative perspective to data analysis consists of basic mathematics for statistics.

#### **3.1 Data collection**

The data of this research consist of advertisement texts. In order to answer the research questions, the thesis analyses genuine advertisements that appear in the search engine results pages. Typically several advertisements appear in the search engine results page, when a keyword or term is searched. In most search engines, the advertisements are marked as “sponsored links”. Furthermore, typically they are text-only advertisements with a headline of maximum 25 characters, description text of maximum 70 characters, and the URL.

The data is quantitative by the nature, although the process within it has been acquired is qualitative. This could be seen as a part of the explorative nature of the research. The data is in Finnish, as this study has been conducted in Finland, and the data fetching from search engine is most reliable in the local language.

Next subsection describes the data fetching process, followed by a subsection discussing about trustworthiness of the data.

### 3.1.1 Data gathering process

In order to fetch the advertisement texts from the search engine results pages, the most essential part is to identify the keywords that trigger the advertisements. In this research identifying the keywords was divided in two parts, followed by the physical data fetching.

First, products from low and high involvement categories need to be identified in order to assess the main research question. Six different products, vaguely aligned in the axis between low and high involvement purchase process, were chosen randomly. According to the Foxall & Goldsmith (1994, p. 30) the low involvement product are often routine purchases, such as chocolate bars. However, clear distinction could not be drawn between low and high involvement purchase process products. Therefore keywords from six, following product topics were fetched: A. dental care, B. food, C. beauty care, D. clothing, E. domestic appliances, and F. cars, in order to align products to low involvement category, high involvement category, and somewhere in between. These keywords are shown on the left column of the Table 2. The chosen method to define product topics is believed to provide sufficient data.

The second part of the data fetching is to identify more keywords associated with chosen product topics. The chosen product topics that appear on the left column on the Table 2 will be used themselves as keywords to fetch data. However, using only six keywords could narrow down the corpus too much. The keywords should represent at least category, product and brand levels for each product. The “keyword levels” is not academic definition; moreover the industry practitioners use it to describe dimensions of the product related words.

Table 1. Example of different type of keywords

Category level keyword	“food”
Product level keyword	“rice”
Brand level keyword	“Uncle Bens”

The Table 1 above is an example of categorization of keywords into different levels or types. When discussing about keywords, it is essential to notice that for each

keyword, despite of the level, it is possible to find substitutes, whether synonyms or other describing words.

Product, brand, and category columns were introduced alongside the topic in the Table 2. The keywords were again chosen randomly, this time to represent the topic and to fit the product-brand-category columns.

Table 2. Keywords used to obtain the corpus

	<b>1.Topic</b>	<b>2. Product</b>	<b>3. Brand</b>	<b>4. Category</b>
A.	Hampaiden hoito	Hammastahna	Pepsodent	Hygieniatuotteet
B.	Ruoka	Perunakeitto	Saarioinen	Valmisruoka
C.	Kauneudenhoito	Ripsiväri	Lumene	Meikit
D.	Vaatteet	Farkut	Levi's	Housut
E.	Kodinkoneet	Jääkaappi	Electrolux	Keittiökoneet
F.	Autot	Perheauto	Volvo	Henkilöautot

The Table 2 above presents all 24 keywords that are used to fetch the advertisements from the search engine results pages (see also the Appendix 8 for the translation). These topics and keywords represent products from different price ranges, possibly also alongside the purchase process. For example, domestic appliances and cars might represent high involvement purchase process, but are arguably different price categories. Furthermore, dental care as a standalone topic might be difficult to allocate in certain involvement or price category, however when associated with a product, such as toothpaste, the category alignment is more evident.



More likely to be low involvement purchase process products

1. Topic	2. Product	3. Brand	4. Category
A. Hampaidenhoito	Hammastahna	Pepsodent	Hygieniatuotteet
B. Ruoka	Perunakeitto	Saarioinen	Valmisruoka
C. Kauneudenhoito	Ripsiväri	Lumene	Meikit
D. Vaatteet	Farkut	Levi's	Housut
E. Kodinkoneet	Jääkaappi	Electrolux	Keittiökoneet
F. Autot	Perheauto	Volvo	Henkilöautot

More likely to be high involvement purchase process products

Figure 6. Keywords and the expected alignment in low-high involvement purchase process scale.

The Figure 6 above presents a visual example, how the topics and products are expected to be aligned in the line between low and high involvement purchase processes. As mentioned earlier, it remains vague whether products actually belong to each of these purchase processes. Therefore, the Figure 6 should be considered only as an example or as a subjective tool to ease the parsing of the data, not as an academic hypothesis setting.

After identifying 24 different keywords, which are shown in the Table 2, the data was fetched manually from Google.fi search engine results pages by conducting searches in the search engine. All data was fetched during the same session, as Google might register the Internet browser history. The browser cookies were not deleted during the data fetching sessions, but the browser was not logged in any Google online service.

The data was fetched during the evening of April 10<sup>th</sup> 2009 and the evening of December 27, 2012. A spreadsheet was used to save the advertisement texts for further analysis. The spreadsheet is presented as the Appendix A and Appendix B.

### *3.1.2 Acknowledgements of the data fetching*

Fetching the advertisements is technically simple: go to the Google search engine, type in the keyword, get the search results and record them. However, several issues are necessary to be taken into account, especially when judging the trustworthiness of the study.

First, the advertisements appear on the search engine results page only, when a certain keyword is searched. Search engines tend to show relevant advertisement for the search. For example, if a keyword “car” is searched, most likely advertisements will be different than when a keyword “cat” is searched. Hereby when analyzing the advertisements, the keywords need to be recognized as part of the advertisement. Furthermore, for this study, only simple and generic keywords are used to fetch the data, in order to maintain the complexity low. In the real life situation one might search for the “good car” or “used car”, instead of a generic “car” keyword. As discussed above, the keywords were chosen randomly, but with the preset that they would fit in the definitions stated above. However, the conjugation of the chosen keywords was biased by the industry practitioner’s knowledge of search quantities and appearance of advertisements. The aim was to find conjugations that would be more likely to be used by consumers and thereby trigger more advertisements.

Second, the “broad match” of advertised keywords effects the advertisements seen on a search engine results page. If advertiser sets a keyword to broad match, the search engine advertising system automatically runs advertisements on relevant variations of the keyword, even if these terms are not in the advertiser’s keyword list. This means that when advertiser has a keyword “sock” in the keyword list, and a consumer is searching the term “bad smelling socks”, it is highly likely that the advertisement will appear. For an advertiser, alternative would set the keyword as a “exact match”, meaning that a such a search term described above would not trigger the advertisement. Furthermore, advertisers might also use “negative keywords” to narrow down the queries for which their advertisement shows. By current technical

equipment it is not possible to state whether the keyword has been a “broad match” in the advertiser’s keyword list when fetching them from the search results page. However, as the thesis is analyzing advertisements from the search engine results page’s perspective, the keyword matching option remains as a minor detail.

Third, when repeating the search query with the same keyword, an advertisement by same advertiser, but with different advertisement text might result. This is due to the fact that several advertising programs of the search engines, such as Google AdWords, allow advertisers to use multiple advertisement variations. That is, for the same keyword for example three different advertisement text variations rotate.

Fourth, different advertisers might appear for the same keyword, when repeating the search query. Due to the advertiser’s limited budgets, all advertisements are not appearing with every time the keyword is to be searched. Furthermore, when repeating the search query later, the campaign might have ended. Hereby, the advertisements used in this study should be seen as samples that represent the category.

Fifth, the advertisements appearing the search engine results pages depend always on the country and language targeting options decided by the advertiser. If a keyword “holiday” is searched in the United Kindom with a computer and Internet browser setting being ‘English’, different advertisements might appear than when searching the same keyword in Finland, despite the computer and Internet browser settings being also ‘English’.

Especially the third and fourth notions represent typical functionalities of search engine advertisements that reduce the repeatability of this study. Besides the five cases described above, also other typical search engine’s advertising rules and restrictions might have an effect on the data fetching accuracy. However the five notions introduced above are in the main role when estimating the trustworthiness of the study.

As such the data is argued to be reliable, considering the fact that the raw data of popular search engines is not available for any stakeholder, and that the study is explorative

## 3.2 Data analyzing methods

The study is qualitative by the nature, although some quantitative analysis is conducted. First, the prevailing data fetching process, keyword setting, could be considered qualitative, although actually fetching and saving the data was conducted in quantitative manner. The analysis of the data is twofold. First, a quantitative analysis aligns the data, returning the basic statistics and aiming to answer the first and second sub-research questions. Second, qualitative methods are used to address the third and fourth sub-research questions and ultimately the main research question.

Next this section describes the analysis methods of quantitative and qualitative approaches used in the research.

### 3.2.1 Quantitative methods - statistics

The quantitative analysis aims to answer two first sub-research questions: do advertisements appear for the keywords of the low involvement purchase process, and is the language of the advertisement same as the language of the keyword. The quantitative analysis is conducted by grouping the corpus in the following basis:

- Is the advertisement relevant for the keyword searched (yes/no)? Meaning, is the relevant brand, product or category mentioned in the advertisement? For example, if a “washing machine” is searched, and advertisement is about “laundry service”, the advertisement is *not* relevant.
- Does the advertiser sell the product searched (yes/no)? For example, when “refrigerator” is searched, an advertiser might offer an online service to compare refrigerator prices, but not actually sell the refrigerator.
- Is the brand name mentioned in the title or in the body text of the advertisement (yes/no)?
- What is the language of the advertisement?

By the categorization above, the corpus can be analyzed using simple quantitative methods. The qualitative analysis refers to the low and high involvement purchase

processes, relevancy, and the brand, when referring back to the axes of the theoretical framework introduced in the chapter 3.

### 3.2.2 *Qualitative methods - genre analysis*

Qualitative research is exploratory and descriptive in the sense that it aims at discovering what can be learned about the phenomenon of interest (Maykut & Morehouse, 1994, p. 43-44). As the topic of the research, search engine advertising, is somewhat unfamiliar and not researched in the academic setting, this study takes an exploratory approach to the subject (Babbie, 1989). Genre analysis, as introduced and discussed in the section 2.1 Genre analysis, was chosen to be a suitable methodology to address the main research question of how advertisements differ, as it can be used to classify advertisements that share the same communicative purpose.

The study draws on three different characteristics of genre relevant for this study from the key notions of Swales' (1990, p. 45-58) definition of genre, remarks by Kankaanranta (2005 p. 129-130), and study of digital genres by Askehave & Nielsen (2005). The following, chosen characteristics of genre are discussed below.

1. Communicative purpose as a privileged criterion for genre identification
2. Genres as typified social action in recurrent situations
3. Content of genres

The three key tenets of genre theory above were considered relevant for the present study. As the study set out to explore the search engine advertising, and aimed to investigate the differences between advertisements, the characteristics for genre identification were considered appropriate to meet the aim.

Genre characteristics such as the *form of genre* (Kankaanranta, 2005) are not discussed further in this study, as the form unifies the search engine advertisement as genre itself. However as all search engine advertisements share same physical form they don't show any variation when discussing the genres of search engine advertisements.

Swales (1990, p. 39) argues that the investigator's role in genre analysis is neither to follow slavishly the nomenclatures of groups, or is it to provide his or her own deductive and introspective categorical system. Rather, the procedure should be to develop sets of a *posteriori* categories, ones based on empirical investigation and observation, within which eliciting the community's category labels plays central role.

Following, the chapter 4 analyses advertisements (the data) as genres, within the framework introduced in the literature review.

## **4. FINDINGS AND DISCUSSION**

This chapter explores the findings of the data analysis and discusses how the genres of the search engine advertisement are supported. Furthermore, the chapter aims to answer the overarching main research question of “How do advertisements differ in the search engine results page for low involvement and high involvement purchase process products?”

In order to approach the topic in understandable manner, this chapter first analyzes and discusses the data retrieved in 2009. Later, a section is dedicated to analyze the 2012 data and to discuss the differences between two data sets. Hereby, all the data analyzed and discussed in this chapter refer to 2009, unless otherwise stated.

This chapter is divided in five parts. The first part introduces the general statistics of the data. The second section discussed search engine advertisements as a genre, followed by the third and fourth sections addressing the chosen characteristics of genre. The fifth part summarizes the supports for genre and discussed about the distribution of genres between low and high involvement queries. The sixth section brings the time perspective by analyzing the corpus of 2012 and discussing how advertising in search engines has evolved in few years, leaving the seventh section to introduce a suggested model of Persuasion in the Need of Information.

The theoretical framework introduced in the second chapter will be used throughout the chapter to guide the analysis.

### **4.1 Appearance of the advertisements**

The corpus, advertisements from the search engine results pages were grouped in the spreadsheet as introduced in the third chapter. Several generic statistics could be retrieved from the data. First, this section describes the corpus by the quantitative analysis, and second, discusses about the appearance of advertisements according to the keyword relevancy. Furthermore, this section attempts to answer the first sub-

research questions: do advertisements appear for the keywords of low involvement purchase process products. However, the section and the study in overall does not aim to provide statistical significance in the analysis as the data is limited and the objective of the study is qualitative: to understand the nature of search advertising.

#### 4.1.1 Statistics of the corpus

Generally, different amount of advertisements were appearing in the search engine results page depending on the keyword retrieved. It is evident that different types of keywords pull advertisements different way, for example keywords in the “brand” keywords didn’t trigger large amount of advertisements in general. However, significant and more interesting is the difference between topic, or product groups.

Table 3. The average number of advertisements appearing on different topics

Topic	Ads avg.	Ads avg. (excl brand kw’s)
A. Dental care	5.00	6.00
B. Food	4.25	5.33
C. Beauty care	8.75	10.33
D. Clothing	9.75	11.00
E. Domestic appliances	8.75	11.00
F. Cars	8.75	10.66

The Table 3 above shows the average numbers of advertisements that appeared on keywords of each topic. The right hand side column states also the average number of advertisements appearing when excluding the brand keywords. Generally less advertisements appear in the brand searches. This might occur due the “good manners” in targeting advertising, as advertisers might not target competitors’ brand keywords.



An interesting observation can be seen also in the Table 3. The topic A and B, which at the data retrieval were considered low involvement products, have significantly less advertisements appearing than the other topics. However, topics C and D which were considered to be in between low and high involvement seem not to make any significant difference compared to the topics E and F that represent typical high involvement products.

Table 4. Number of advertisements appearing with different topics

DISTRIBUTION OF ADS INTO DIFFERENT TOPICS (number of keywords retrieved for each topic was same)			
n total	n	%	topic
181	20	11%	A. Dental care
181	17	9%	B. Food
181	35	19%	C. Beauty care
181	39	22%	D. Clothing
181	35	19%	E. Domestic appliances
181	35	19%	F. Cars

The data was also listed according to which topics the retrieved advertisement represents, as shown in the Table 4. As mentioned in the chapter three, same amount of keywords was used to retrieve each topic. However, each keyword return different amount of advertisements, as seen on Table 3. The total amount of advertisements in data distributes rather equally between topics, however topics A. “dental care” and B. “food” gather less advertisements as others. The distribution of the data follows observation of the average amount of advertisement appearing on each topic.

This first observation suggests that the A and B topic advertisers are not as active as others, or the logic of ad appearing differs between the topics. The amount of advertisements appearing for the search result does not take a stand to which extent consumers are searching the topic. However, it suggests that the topic is being searched in general, if the advertisers show interest towards it.

#### 4.1.2 Appearance of the searched product in the advertisements

Advertisements were tagged on the spreadsheet by two variables that describe the relationship of the advertisement to the keyword that was used to fetch the advertisement from the search engine results page. These variables are as follows:

- Advertisement sells the product / service searched
- Brand or product mentioned in the title or text of the advertisement

The tagging was conducted for two reasons. First, advertisements on the search engine results page might not actually represent the product being retrieved.



[Reilu Keittiöremontti](#)  
Jopa 6000€ edullisempi. Taatusti.  
Vaadi laatua, älä maksa ylihintaa.  
[mainfuse.com/keittio+remontti](http://mainfuse.com/keittio+remontti)

Figure 6. Example of an indirect advertisement

The advertisement in the Figure 6 above was retrieved by using the keyword “kodinkoneet” (domestic appliances). As seen, the advertisement does not advertise domestic appliances. Instead it promotes kitchen renovation services. The advertisement could be argued to be indirect, as the topic is somewhat related (domestic appliances, kitchens) despite the advertisement lacking direct connection to the keyword being searched. Other reasons than the example above for advertisements appearing without direct connection to the keyword can be found as well. Another typical situation appears when advertisers are online product and price comparison services, such as Vertaa.fi.

Second, in several advertisements title or description text does not state the name of the advertiser, nor the product or brand being advertised.

Välineet keittiöön.  
Osta turvallisesti ja helposti!  
Paljon tuotteita, tule ja tutustu.  
[www.keittiovaline.fi](http://www.keittiovaline.fi)

Figure 7. Example of an advertisement without advertiser or brand mentioned

The advertisement in the Figure 7 was retrieved by using the keyword “kodinkoneet” (domestic appliances). As seen, the advertisement title or description text does not state the name or other identifier of the advertiser, nor the brand or product name being advertised. However, each Google AdWords advertisement includes the URL, the landing page address that sometimes includes of the advertiser.

Surprisingly, only 55 % of the advertisements were directly targeted to the product or service being searched. This suggests that search engine advertisements are not used only as type of directory listings, stating only direct matches for the search, but also as a platform to capture consumers’ attention with related searches. This suggestion will be analyzed more thoroughly in the genre analysis of the advertisements.

Table 5. Appearance of the searched product and brand in the advertisement

n total	n	%	
181	99	55%	The advertisement sells / promotes the product / service being searched
163	91	56%	The advertisement sells / promotes the product / service being searched (excl. brand keywords)
18	8	44%	The advertisement sells / promotes the product / service being searched (brand keywords only)
181	108	60%	The advertisement title or text mentions the brand, product or advertiser
163	91	56%	The advertisement title or text mentions the brand, product or advertiser (excl. brand keywords)
18	17	94%	The advertisement title or text mentions the brand, product or advertiser (brand keywords only)
181	67	37%	The ads that sells the product being searched AND ad mentions the product
163	58	36%	The ads that sells the product being searched AND ad mentions the product (excl. brand keywords)

The Table 5 above presents statistics for the two variables that were mentioned earlier in this chapter. Surprisingly often search engine advertisements do not mention the name of the advertiser or brand or product being advertised in the title or description text. Several observations can be made from this finding. First, as the space for an individual advertisement text is short, an advertiser might save characters by not stating the brand. Second, an advertiser might attempt to increase click through rate. Chandon and Chtourou (2005: 162) argued that by not mentioning the brand in the banner advertisement, the advertiser stimulates the curiosity of the Internet user and thereby improves the click through rates. In both scenarios it is notable that the URL might state the brand name.

Table 6. Distribution of the advertisements that sells the product related to the keyword, among the different topics

n total	n	%	topic
99	11	11%	A. Hampaiden hoito
99	3	3%	B. Ruoka
99	23	23%	C. Kauneudenhoito
99	29	29%	D. Vaatteet
99	17	17%	E. Kodinkoneet
99	16	16%	F. Autot

The Table 6 above compares the appearance of advertisements where the advertiser sells the product being searched, between different topics. When digging deeper into the distribution of the advertisements that are targeted to the product being searched, few notions can be made. To some extent the distribution follows the distribution of all data between the topics of keywords retrieved. Advertisements especially in topic B. “food” seem to advertise less the actual product being searched, whereas advertisements in the topics C. “beauty care” and D. “clothing” seem to be more related to the actual topics that was searched. This issue will be discussed further in the genre analysis.

Some remarks are suggested for further discussion and analysis for the genre analysis. First, more advertisements appear on other topics than A. “dental care” and B. “food”. Second, only in 55 % of data the advertisement is selling or promoting the same product or service being searched. Furthermore, not all the advertisements are appearing with the brand of name of the advertiser or product being advertised. However, it can be argued that the advertisements do appear for the keywords of the low involvement purchase process products. Hence, the first sub-research question has been answered.

As a summary of this section that has discussed about appearance of the advertisements, it could be stated that low involvement products seem to have less advertisements appearing than for the other topics. However, the advertisements appear, meaning that advertisers are interested to show their search engine advertisements on these topics. This could imply that also the search queries for the low involvement products exist. An interesting finding was also that only 55 % of the advertisements were directly targeted to the product being searched. This suggests that search advertisements are not used only as classified listings, moreover advertisers might use the search results pages as a platform to capture consumers' attention with indirect, or related searches.

#### **4.2 Language of advertisements**

This section analyses the language of the advertisements and consequently aims to answer the second sub-research question, whether the language of advertisements is same as the language of the keywords. The analysis uses the simple method of tagging the corpus with attributes, stating the language of each individual advertisement, in order to group the advertisements. Respectively, all keywords that were used to retrieve the advertisements were in Finnish or they were brand names.

This basic quantitative analysis takes place to confirm the language of advertisements, as all the keywords that were used to retrieve the advertisements were in Finnish and advertisements were retrieved from the local version of a global search engine. However, no prevailing assumptions were done whether the advertisements themselves would be in Finnish. Following summarizes the distribution of the languages the advertisements were written in.

Table 7. Distribution of the languages of the advertisements

Language	n	%
Finnish	172	95,0 %
English	6	3,3%
Multilanguage	3	1,7%
Total	181	100%

As all the keywords used to retrieve the advertisements were in Finnish, it is interesting that also English language advertisements also appear in the search engine results page, as can be seen in the Table 7 above. However, some multilingual advertisements were appearing as well. One of the multilingual advertisements was combination of Finnish and Swedish, were as the other (advertisement appeared with two different keywords, thus counted as two ads) were combinations of English and German. The latter advertisements combined generic ad text and presumably a slogan of the advertisers, whereas the Finnish-Swedish advertisement was informative by nature and stated same sentence in both languages.

Despite, the other than Finnish language advertisements appearing for the Finnish keywords are in minority of 5 % in corpus, the phenomenon itself is interesting and tightly related to the discipline of the International Business Communications. Therefore further discussion was conducted for this sub-research question.

A closer look to multilingual advertisements shows two different approaches to search engine advertising. First, the English-German suggests the mixed service of languages, where the English plays the role of a foreign, cool language. This assumption is made as the Internet page where the first advertisement that can be seen in the Figure 8 leads to is in German only.

[HoodBoyz](#)  
Rest a while, pimp your Style  
Es ist sparsaison!  
[www.HoodBoyz.de](http://www.HoodBoyz.de)

[Kosmetiikka](#)  
Verkkokaupamme palvelee 24 tuntia  
Vår internetbutik betjänar 24 timma  
[www.SeitsemanVeljesta.fi](http://www.SeitsemanVeljesta.fi)

Figure 8. Examples of multilingual advertisements retrieved using Finnish keywords

However, with the second advertisement seen in the Figure 8 above, the issue seems different. As can be seen in the Figure 8, the advertisement states the same informative sentence in two languages. The scenario is familiar for example from the bilingual cities in Finland, where street signs are both in Finnish and Swedish. Whereas the English-German advertisement leads to German only Internet page, the Finnish-Swedish advertisement leads to a page that supports both languages.

Two alternative conclusions can be drawn from the latter advertisement. First, the advertiser might be keen to emphasize the bilingual aspect of the landing page. Second, the advertiser has drawn an analogy between search engine advertisements and other forms of advertising. As in all the cases the searcher indicates her preferred language by searching a specified keyword, the advertiser could have targeted separate, Swedish language advertisements to Swedish language keywords. This would have left also double space for the ad copy. Hence, the finding indicates that the advertiser did not understand the search behavior of consumers in great detail.

The advertisements that appear in English language are somewhat different from the multilingual advertisements. The structure suggests that non-Finnish advertisers, most often online retailers have targeted their advertisements for Finnish keywords, but not localized the advertisement, nor the Internet page.



[Levi's® Jeans Shop](#)  
Authorised EU Levi's Jeans® Shop  
Mens, womens & kids clothing.  
[www.Jeans-Online.pl/Levis](http://www.Jeans-Online.pl/Levis)

Figure 9. Example of an English language advertisement retrieved using Finnish keyword

The Figure 9 above illustrates an example of advertisement in English, but retrieved using Finnish keyword. Search engine advertising can be targeted several countries (Google 2009A) technically easily. Advertisements of non-Finnish advertisers and advertisement text being in English appearing in the search results page support this assumption. However, a reason for advertiser showing advertisements in English instead of localization might not be only the cost-efficiency, but also English language Internet page: an advertisement in Finnish might suggest that the landing page is in Finnish as well.

To summarize the section, typically the language of the advertisements for the Finnish keywords is Finnish. However, in 5 % of advertisements the language is other than Finnish or the advertisement is multilingual. These advertisements present three different techniques of communication. It could be argued that the main reason for the existence of these non-Finnish advertisements is the advertisers' willingness to reach new markets without localization costs. Hence, this summary answers to the second sub-research question, is the language of the advertisement same as the language of the keyword.

### **4.3 Search engine advertisement as a genre**

Prior to further discussion of search engine advertisement genres, a short analysis of a search engine advertisement as a genre is conducted. This section aims to set the background for the genre analysis of the corpus, and thus prepares the forthcoming sections to answer the third and fourth sub-research questions.

There is evidence that search engine advertisements could be seen as a genre. When the shared features of search engine advertisements discussed below are viewed against the key characteristics of genres discussed above, bearing in mind that genres can be identified at different levels of abstraction (Kankaanranta, 2004, p. 199), it can be argued that the search engine advertisements collectively represent *one search engine advertisement genre* appearing in the search engine results pages.

The search engine advertisements share the communicative purpose. Advertisements in general are being sent to someone, hoping they will react in a certain way (Wells, et al., 2006, p. 5). Swales (1990, p. 46) state that genres are communicative vehicles for the achievement of goals. Advertising is one of the means to ensure and create demand (Dyer, 1982) and thereby also hold active goals to be achieved.

Genres are possessed and utilized by the members of a discourse community (Swales, 1990, p. 24-29). The discourse community around the search engine advertisement as a genre is divaricated. Consumers, or Internet users form first group, as they are receivers of the advertisements. The second group, and the origin of the message are the advertisers. As often advertising agencies, or agencies specialized in search marketing are the actual message composers, they should be also seen as a part of the group of the advertisers. The discourse community possesses the knowledge of communicative event, as the Internet user is searching by using keyword or keywords in the search engine. However, whether the user is able to distinguish between the search engine advertisements and organic listing is arguable. In any case, the user is searching and receiving search engine results page containing advertisements and therefore also a part of the discourse community.

The content, when defined by the meaning of the language and objective of search engine advertisements, vary depending the every advertisement. However all the advertisements follow same pattern. First, the format and amount of characters is restricted, and second, the search engines expect all advertisements to follow same editorial policies (Google, 2012b). Furthermore, the medium used to deliver the message is same, as well as the positioning of the advertisements inside the medium. The discourse community has also named the genre, as discussed in the introduction of this paper.

These findings support the existence of one search engine advertising genre. As this study attempts to determine how search engine advertisements differ between low and high involvement purchase process, the communicative purposes of the advertisements with related genre names applied are investigated next.

### **4.3 Communicative purposes of the search engine advertisements**

Due to the goal-oriented nature of the business communication (Kankaanranta 2005) and advertising (Dyer 1982) the communicative purpose is seen as a main objective to define the search engine advertisement genres. This section first discusses the identification of 181 search engine advertisements in accordance with their communicative purpose. The identification of prospective genres is followed by discussion of the topics introduced in the framework and the distribution of the advertisements into the genres.

#### *4.3.1 Advertisement types according to the communicative purpose*

The communicative purpose was used as a main criterion in the identification of the advertisement types. Four main perspectives, as follows, were distinguished.

First, the relevance of the advertisement towards the keyword being retrieved was analyzed. The search process is not straight forward, but consists of variety of feedback mechanisms that are major factors in the information retrieval process (Spink, 2007). Hereby the relevance of the advertisements affects the entirety.

Second, persuasive and informative elements of the data were analyzed. Topic was discussed in detail in the literature review, furthermore, according to Matterland (2002, p. 204) clear distinction has been drawn between informative and persuasive advertising.

Third, brand as an element was analyzed. Brand takes on character and meaning (Wells et al., 2006, 342-344) and often effect on the click through ratio of the advertisements (Chandon & Chtourou, 2005, p. 162).

Fourth, the interaction of low and high involvement purchase process products was analyzed. As the perspective refers straight back to the main research question, it was used as an underlying dissection, rather than main sorting instrument of advertisements. Furthermore, practice of the data analyze showed that low and high involvement theory as such can be used to sort the keywords, however without making clear separation between the advertisement texts.

Out of these four main perspectives, persuasive versus informative advertising came up as a main influencer for the basis of the classification. According to Dyer (1982) the informative advertisements are brief and contain few superfluous words, and furthermore people who consult the informative, or classified advertisements usually have in mind what they are looking for, thus leaving no need for a sales pattern. Arguably, several similarities can be seen between classified advertisements and search engine advertisements. Also Spurgeon (2008) discusses search engine advertisements as informational advertising. Besides drawing from Dyer's (1982) definition of informational advertising, the complex of keyword and advertisement and their interaction was considered as central part of the analysis.

The rationale for persuasive advertising is not as clear as for the informational advertising. Consumers are more open to psychologically grounded arguments, therefore advertising often attempts to make itself remembered and to change attitude by evoking emotions through promises of pleasure connected to the purchase or possession of a product (Dyer 1982; Wells et al., 2006; Du Plessis 2005). When analyzing the advertisements, classification "persuasion" could have not been enforced as it, due two different branches of persuasion were segregated. Thereby two sub-categories for persuasion were created, and the advertisements were identified to "advising" and "activating" classes. The classes advising and activating do not pursue straight from the literature, as contemporary literature of persuasive advertising does not recognize search engine advertising. However, when the data was sorted between informational and persuasive advertising, the streams of advising and activating

advertisements were recognizable. Finally, three different types of search engine advertisements were found: informative, advising, and activating.

Additionally for the persuasive versus informative comparison, a set of criteria had to be developed to classify and to test the advertisements to the three found types. The advertisements seemed to be different in three respects, as follows:

- The objective of the advertisement and the call-to-action, also the verbs being used in the advertisement.
- The interaction between the keyword and the advertisement, also to what extent the advertisement is related to the query and keyword.
- The value added the advertisement offers; i.e. whether the value added is linked to the physical attribute provided if the product is being used or image, furthermore also if the physical attribute involves the product or an accessory service.

Next three advertisement types are introduced separately with examples. Additionally, the communicative purposes are discussed following the framework introduced in the chapter two.

#### *4.3.2 Informative advertisements*

The advertisements of the Informative type could be compared with classifieds, or other straightforward advertisement without persuasive elements.

Typical informative advertisements have straight interaction between the keyword and the advertisement text, i.e. the advertisements typically suggest directly a product or producer providing the solution to the demand. Often, informative advertisements are not directly activating, although they might contain a vague call to action, suggesting for example to “look for further information”. The analysis suggests that informative advertisement text do not offer clear value added, if the product would be consumed or even the Internet page visited.

[Hampaiden hoito](#)

Kaikki hammashoidon osa-alueet  
erikois- ja yleishammaslääkäreiltä!  
[www.espa.fi](http://www.espa.fi)

Figure 10. Example of informative advertisement, retrieved with the keyword “hampaiden hoito” (dental care)

As can be seen from the Figure 10 above, the advertisement states the service provided without praise, or persuasive elements. The advertisement could be imagined to be among the listings of yellow pages.

The interaction between the advertisement and the retrieved keyword is straightforward, the advertisements answers directly to the query retrieved. This indicates high relevancy, if compared in a scale whether the advertisement answers to the query. The communicative purpose of a relevant, informative advertisement seems to be classified listing like: to state the service or product the advertiser offers when a query is made. From the business perspective the purpose of the advertisement is to create demand (Dyer 1982), but the informative advertisement rather seems to connect the demand and supply when demand (search query) already exists.

According to Foxall and Goldsmith (1994, p. 28) consumers seek and use information as part of their decision making process, moreover Henry (2005, p. 345) argues that consumers increasingly use Internet to search for information prior to purchase. The informative advertisements seem to match with this notion, especially by the communicative purpose.

60 % of the informative advertisements contained the brand element in the title or the description text of the advertisement. Informative advertisements are more likely to contain the brand than the advising advertisements, however informative advertisements were less likely to show the brand than activating advertisements. The communicative purpose whether showing or not showing the brand doesn't seem to make great difference in the corpus of informative advertisements. However, further

implications of the brands in search engine advertisements are discussed in the forthcoming chapter.

#### *4.3.3 Advising advertisements*

The advertisements of advising type combine persuasive elements and indirect approaches.

Typical advising advertisement is less likely to have direct relationship to the fetched keyword. Advising advertisements often suggest some physical action, other than directly related to the purchase of the product, for example suggesting to “eat healthy” or “let your eyes shine”. Advising advertisements are often also activating, but more indirect manner. The value added is often in a vital part in the ad. Moreover, the value added often seems to be part of the persuasive elements, as it might suggest intangible or psychologically argued utility for the consumer.

##### [Anna silmiesi sähköä](#)

Glossyn tuotearviolla & vinkeillä

tiedät miten teet vaikutukset

[www.glossy.fi](http://www.glossy.fi)

Figure 11. An example of an advising advertisement, retrieved with the keyword “ripsiväri” (mascara):

As can be seen from the Figure 11 above, the title of the advertisement does not contain the keyword tag, automatically generating the keyword into the headline. Furthermore, the description text contains strong value added promise: “by using this service, you would know how to make an impression on somebody”. According to Dyer (1982), advertising has a particular function in evoking emotions and feelings through promises of pleasure. In the example advertisement above, the value added is

not directly linked to the product; moreover it is suggestive and seems a psychologically grounded argument.

Closer examining the interaction between the keyword as an indicator of demand and the advertisement as an indicator for supply, the dynamics is significantly different than in the informative advertisements. Whereas the informative advertisement was considered to be relevant listing of supply for the demand, the advising advertisement above is suggesting demand related services. I.e. the advertiser does not sell the product (mascara) being searched, moreover it suggests using an online social media service related to make up products. Therefore advising advertisements seemed to be less directly related to the query made than the informative advertisements.

The communicative purpose of the advising advertisements is inconsistent to some extent. Whereas the informative advertisements link the demand and supply, the advising advertisements seem to be persuasive by nature. Several authors (Wells et al., 2006; Dyer, 1982; Petty & Cacioppo, 1983) argued that the goal or function of advertising is to influence peoples' behavior and attitudes. The ultimate purpose of advertising is arguably to generate more demand (Dyer, 1982), as for all the advertisements. However, advising advertisements tend to ground the arguments on psychological basis or to have indirect approach by providing indirect, product related services or other value added services and elements.

#### *4.3.4 Activating ads*

The advertisements of activating utilize some persuasive elements, but differ by having a strong call-to-action characteristic.

Typical activating advertisement share direct and indirect approaches of interaction between the keyword and the advertisement text. However, activating advertisements have straightforward call-to-action, and therefore also easily recognizable communicative purpose of increasing advertisers' sales, or demand in general. The call-to-action repeats often as usage of similar verbs in the corpus.



[Levi's](#)

Tilaa nyt suosikkimerkkisi suoraan  
nettikaupastamme. Tervetuloa!

[www.halens.fi](http://www.halens.fi)

Figure 12. Example of an advising advertisement, retrieved with the keyword “Levi’s”

As seen from the Figure 12 above, the title advertisement answers to the search query directly by offering the product being searched. Furthermore, the advertisement has recognizable call-to-action, the verb “tilaa” (to order). Other typical call-to-action verbs were “osta”, “vertaile”, “löydä”, “koeaja”, and “tutustu”; buy, compare, find, test drive, and get to know, respectively.

Whereas typically the purpose of advertising is to make itself remembered so that it can in some way influence the purchase decision (Du Plessis, 2005, p. 8), the activating advertisements seem to be one step further in the purchase process. Instead of utilizing strong persuasive elements such as advising advertisements, they often suggest to purchase the product directly. From this perspective they are similar to the informative advertisements, however activating advertisements tend to vary more by the means of communication and language. Compared to the other advertisements, activating ones are more likely to mention the brand name in the title or description text. This supports the idea of being further in the purchase process; according to Wells et al. (2006) brand names connect the image with the certain characteristics, and therefore are often linked to decision process. Hereby the communicative purpose is to drive sales directly.

As persuasion is the conscious intent to influence the receiver of the message, it can be produced by both rational arguments and compelling emotions (Wells et al., 2006, p. 113). The activating advertisements in the corpus often do not share a psychologically grounded arguments or value added elements. However, they often refer to low price, or other similar rational argument. This suggests that the activating advertisements could be placed between informative and persuasive advertisements, as they share elements from both, but are still apart from them.

#### 4.3.5 Non-applicable advertisements in the corpus

In addition to the three introduced advertisement types, advertisements that could not be grouped were identified. These advertisements are hereby called the N/A type. They play a minor role, having a share of 3% of the corpus. Two examples of the N/A type are discussed next.

##### Diesel

St 1 tarjoaa sen mitä tarvitset.  
Katso asemamme tai lue lisää!  
[www.st1.fi/polttoaineet](http://www.st1.fi/polttoaineet)

Figure 13. Example of an advertisement, retrieved using the keyword “farkut” (jeans)

The Figure 13 above demonstrates an advertisement of a gas station, which was retrieved with the keyword related to clothing. Several advertisement show on Google search results pages due to the automatic matching of keywords as noticed in the subsection 3.1.2, meaning that the search engine automatically matches appropriate keywords to trigger the advertisement. In the example above, most likely the word “Diesel”<sup>2</sup> was rationalized by Google to be related to the retrieved keyword “farkut” (jeans) and therefore the gas station advertisement was shown. As the advertisement was shown due to the automatic keyword matching and furthermore, in a context that is irrelevant for the keyword fetched, the advertisement was given type N/A.

The type N/A includes also three advertisements that could have been categorized as directory or phone book advertisements.

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<sup>2</sup> Besides a fuel, Diesel is a global brand and jeans manufacturer

[Saarioinen](#)

Saarioinen – Kaikki yhteystiedot  
yhdestä paikasta.

[www.02.fi/Saarioinen](http://www.02.fi/Saarioinen)

Figure 14. Example of an advertisement retrieved using the keyword “Saarioinen”

In the Figure 14 above, the advertiser is an online phone book and most likely the purpose of the advertisement is to forward traffic and users to the 02.fi service. Advertisement was fetched using food related brand keyword “Saarioinen”. However, the brand name appears to be also quite typical Finnish surname, hence triggering the advertisement of a phonebook. As the advertiser is significantly different from the others in the corpus, and as the shows different objective and offers different value added, it was categorized as the N/A type.

The N/A type was used in generally due to the fact that six advertisements out of the corpus of 181 advertisements were not suitable to be fitted in the three main types introduced above. However, the N/A type was not deleted from the corpus and they are included in the total n, as it still represents functioning search engine advertisements. Rather, they provide a decent list of exceptions or suggestions for further research, as the three introduced advertisement types might not be the only, when examining a larger set of data. However, as in the current corpus represent a minor share of 3 %, they were excluded from the further analysis.

#### *4.3.6 Distribution of advertisement types*

The distribution of advertisement types varied through the corpus. Total 181 advertisements were analyzed which led to the distribution to different advertisement types as follows.

Table 8. Distribution of the advertisement types in the corpus

n total	n	%	
181	<b>97</b>	<b>54%</b>	<b>Informative</b>
181	<b>44</b>	<b>24%</b>	<b>Advising</b>
181	<b>34</b>	<b>19%</b>	<b>Activating</b>
181	6	3%	N/A, incl. directories
	181	100%	

The Table 8 above shows that the informative advertisements dominate the corpus by the share of 54 %, followed by advising advertisements by 24 % and activating advertisements by 19 %. The number of advertisements of each type is not small and the percentage amounts play significant role. Furthermore, the share of advertisement types varies when variables, such as low and high involvement keywords, are taken into the account. These details are further analyzed and discussed in the forthcoming chapter.

The majority of the corpus consists of informative advertisements and activating advertisements that were argued to share elements of informative advertisements. The strong representation of informative advertisements supports Spurgeon's (2008, p. 25) argument search engines being the single most important development for information advertising since the time of the first paid newspaper advertisements or the telephone directory. However, whereas Spurgeon (2008, p. 24) suggests that informational advertising is economically beneficial as it addresses the fulfillment of human needs, still significant amount of persuasive advertisements were identified from the corpus. Persuasive advertisements in search engine results page could be argued to be a realization of the notion by Godek and Yates (2005, p. 242) that marketers shift strategies towards marketing to individuals rather than segments, as according to Wells, Moriarty and Burnett (2006, p. 109) affective responses, search queries in this context, mirror our feeling about something. Hereby, attention will be given to the persuasive advertising, or advertisements of advising type in the forthcoming sections and in the content analysis.

To summarize the section, the analysis found three different types of advertisements: informative, advising, and activating. The advertisement types were different from each other in three respects: communicative purpose or objective, interaction between the keyword and the advertisement, and finally the value added proposed in the advertisement. The communicative purposes of the informative, advising, and activating advertisement types were, respectively: to link existing demand to the supply, to persuade, and to cause a straight call-to-action. Hereby, this section and its summary fulfill the third sub-research question.

#### **4.4 Content of the search engine advertisements**

This section discusses about the content of the search engine advertisements, the building blocks of three different prospective advertisement genres. According to Swales (1990) a genre is organized in a series of discriminative structural elements or moves, which distinguish one genre from another. However, Swales (1990, p. 61-62) also remarks that genres vary significantly along quite a number of different parameters. As stated above, the physical form of search engine advertisements is strict and limits the ways express the message. Thereby the moves were not considered to be in the mainstream of this genre analysis. Instead, the content of the advertisements is analyzed and discussed from the broad perspective.

As stated earlier, 45 % of the advertisements in corpus were not selling or promoting the product that was being searched. Furthermore 40 % of the advertisements did not mention the brand or product. These notions along the other issues introduced in the framework are discussed in this section.

##### *4.4.1 Brand in the search engine advertisement*

Branding is one of the advertising's most important functions (Wells et al., 2006, p. 342). As stated in the literature review, consumers' perceptions of products derive from the brand image in addition to physical characteristics of the product alone

(Foxall & Goldsmith, 1994, p. 60). Furthermore, brand image is evoked in the product evaluations, which again are necessary stage prior to the purchase (Mitchell & Valenzuela, 2005, p. 136). Thereby the brand as a denominator of search engine advertisement types was analyzed.

Out of the advertisements in the corpus, 60 % of the informational advertisements included the brand, where as 39 % of advising advertisements and 71 % of activating advertisements showed the brand in the advertisement text or title. As the informational advertisements and also to some extent activating advertisements were argued to share similarities with classified advertisements, mentioning the brand in the advertisement could be argued to be consistent with several notions of informative advertising (Spurgeon, 2008; Dyer, 1982).

The reasoning behind the advising type of advertisements and the usage of brand in the advertisements is more unclear. However, two main streams can be identified. First, the advising advertisements might show less interest of pointing out the brand name in order to create curiosity towards the advertisement. Chandon & Chtourou (2005, p. 162) argued that banner advertisements not mentioning the brand stimulates the curiosity and invites the user to look for additional information by clicking the banner. Beyond dispute, banner advertisements are as a format and function significantly different from the search engine advertisements. However, clicking the advertisement can be viewed in two ways: as an immediate impulsive response to the advertisement, or an action to get extra information (Chandon & Chtourou, 2005, p. 162). As the advising advertisements were argued to be less informative by nature, the brand referral of an advertisement could be argued to seek effectiveness for the impulsive response.

The second main stream shares a practical perspective for the existence of a brand in the advising advertisements. As the advertising policies, set by the search engine (Google, 2009B) is relatively strict in the mean of length of advertisement text by excluding the brand name from the text. This is also supported by the fact that each advertisement shows the Internet address of the advertiser.

The current analysis is not capable to investigate how including or excluding the brand from the advertisement text affects the click through rate<sup>3</sup> of advertisement. Comprehensive survey why the brand is included or excluded from the advertisement text is not conducted for this paper, as it would not be in the line with the main research question and furthermore, not applicable with the chosen methodology. However, the analysis shows that there are significant differences how the brand appears between different types of advertisements. Especially, to categorize the advertisements, noteworthy finding is that the advising advertisements are less likely to show brand. This supports the existence of the advertisement types introduced earlier.

#### *4.4.2 Relative search results: discussion of the information retrieval*

This subsection discusses about information retrieval theories and their possible implications to the current study. The information retrieval theories introduced in the literature review are being discussed as part of the content of the search engine advertisements, as the main theme of the paper is not the information retrieval process itself, but rather the interaction and relevancy between the keyword used in the search query and the advertisement text of the search results page.

Information retrieval, IR, in the context of the Internet involves a number of complex processes (Knight & Spink, 2008, p. 209). However, two main observations related to this study can be drawn. First, according to several authors (Broder, 2002; Kim & Allen, 2002) suggests that the information need constitutes the first element of the information retrieval process. Second, interactive process of information retrieval consists of variety of feedback mechanisms (Spink, 2007). As almost half of the advertisements in corpus seemed not answer the search query directly, the phenomenon is discussed from these two perspectives.

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<sup>3</sup> The *click through rate* is the number of clicks occurring on an advertisement related to the total number of displays (Chandon and Chtourou 2005: 144).

Several advertisement contents were identified, where the relevance between the keyword and the advertisement is low or non-existence. A discussion of the corpus that draws upon an example follows.

[Perunakeitto](#)

Arlan keittiöstä löydät keitot ja  
500 muuta reseptiä. Tule ja nauti!  
[www.arlaingman.fi/reseptit/keitot](http://www.arlaingman.fi/reseptit/keitot)

Figure 15. An example of an advising advertisement, retrieved using keyword “perunakeitto” (potato soup)

The Figure 15 above describes an indirect advertisement, being vaguely related to the keyword used to fetch the advertisement: the advertiser does not sell the product being searched (potato soup), neither does the advertisement not promote the product searched or a similar product. From this perspective the advertisement was grouped “not to sell the product”. However, whether the advertisement is relevant for the information searcher, depends the information need. As the means of data and methodology this study is not able to distinguish the genuine information need of a searcher, several possible scenarios are discussed. First, if the information need has been commercial by nature and directly linked to the keyword, the advertisement could be argued not to answer for the query. For example, if a consumer would like to purchase potato soup, the advertisement could not be considered relevant. Second, if the keyword reflects the information need, but is not commercial by nature, the scenario will be different. If searcher was looking for a recipe to cook the potato soup, arguably the advertisement would be highly relevant as the online recipe service is being advertised. However, third, the searcher might have been also searching for other information related to the potato soup, for example nutrition facts, or discussions and blog postings of the flavor of the potato soup. In the first and third case the advertisement would not answer directly to the information need.

The discussion above draws from the information retrieval assumption that the information need constitutes the first element of the information need, and



furthermore that the keyword being used would reflect the information need. When analyzing the corpus and the keywords that were used to retrieve it from the perspective of feedback mechanism (Spink, 2007), the question what is the genuine information need can be passed by. When confronting irrelevant content, the searcher would modify or reformulate the query. Hereby, it could be argued that for certain search engine advertisements the relevancy is the secondary detail, if emphasizing the persuasive elements. Spurgeon (2008, p. 25) suggests that search advertisers target search terms rather than consumers. This is somewhat in consistency with the assumption that advertisers would capture attraction points through less relevant keywords and approach with persuasive messages. Whether the keyword has a central role is vague, however, it could be argued that the more informational the advertisement is, the tighter is the relationship between keyword and advertisement text.

The discussion above suggests that the content and especially the relevance between the keyword and the advertisement content have significant effect in search engine advertising. Furthermore, the relevance depends on the advertisement type being analyzed. This supports the existence of three different advertisement types, introduced above.

To conclude the section, content of the search engine advertisements is restricted to some extent by the rules set by the search engines. The advertisers' brand name appears less in the advising type of advertisements. By this, advertisers might seek to create curiosity towards the advertisement. Furthermore, advising advertisements were less informative by the nature, moreover, they were seeking effectiveness through an impulsive response and persuasion. Another describing feature of the advertisement content is the relevance between the keyword and the advertisement text. The study suggests that for certain search engine advertisements the relevancy is a secondary detail, if the advertisement aims to persuade or to capture attention.

## 4.5 Three advertisement types: supports for genres

So far this chapter has outlined, analyzed and discussed different characteristics of the search engine advertisement types. First, the advertisement types were primarily identified by their communicative purpose. The main approach has been informative versus persuasive classification, although attributes such as the objective of the advertisement, the interaction between the keyword and the advertisement, and the value added promise of the advertisement text has been discussed. Furthermore, the content of the corpus has been analyzed, especially concentrating on appearance of the brand name in the advertisements. Also the interaction between keyword and advertisement was discussed from the information retrieval perspective. The findings discussed above are strong support for the three genres of search engine advertisements: informative, advising and activating.

According to Swales (1990) the genre names are inherited and produced by discourse communities. As described in the section 4.3, the discourse community for search engine advertisements is twofold and can be divided between the searchers and the marketing practitioners. Often the non-established members, searchers in this study, of the discourse communities rarely consciously recognize the genres (Swales, 1990). However, the established members of the discourse community might confront difficulties naming the genres (Kankaanranta, 2005). Thereby it is suggested that the thorough analysis provided in this study supports the existence of the genres.

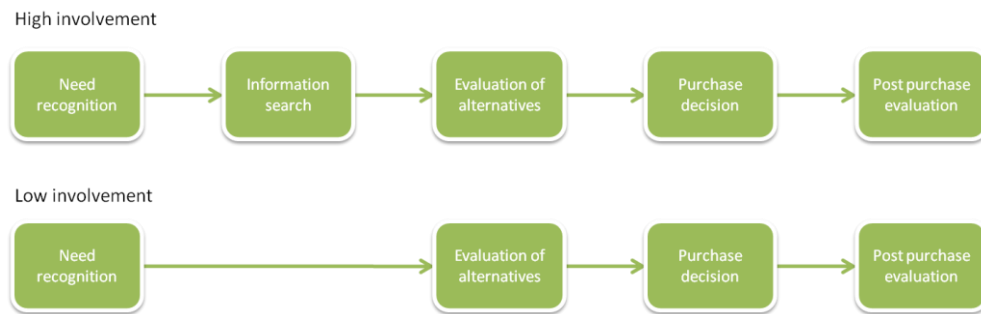
### *4.5.1 Distribution of genres between low and high involvement queries*

Hitherto the chapter has discussed general statistics of the data, the language of the advertisements, and ultimately has distinguished three genres of search engine advertisements. To address the main research question, how do the advertisements differ in the search engine results pages for low and high involvement product, the purchase process and involvement will be discussed next.

Since the goal of advertising is to influence people's behavior (Wells et al., 2006; Dyer, 1982; Petty & Cacioppo, 1983) and purchase decision (Du Plessis, 2005, p. 8) it

becomes increasingly important to understand the effects that the marketing efforts have on consumers' decision processes (Godek & Yates, 2005, p. 242). The decision and evaluation process is different according to the involvement and the risk perceived with the purchase.

Figure 16. The low and high decision processes (Wells et al., 2006, p. 146)



The Figure 16 above illustrates a chart, as introduced already earlier in the literature review, representing the low and high involvement processes. Low involvement decision process occurs often with a routine purchase, such as for a chocolate bar, a breakfast cereal or a washing-up liquid, as they do not appear to entail high level of involvement and commitment (Foxall & Goldsmith, 1994, p. 30). The keywords that used to retrieve the data were grouped in order to represent products with low and high involvement decision process. Of the topics retrieved, A. Teeth and B. Food are arguably closest to the low involvement purchase process products, whereas E. Domestic appliances and F. Cars closest to the high involvement products. The topics C. Beauty and D. Clothes could be argued to place somewhere in between, or closer to the low involvement depending on the discourse.

In order to analyze how the advertisements differ among the advertisement topics, the genres were sorted and computed into a diagram, as follows.

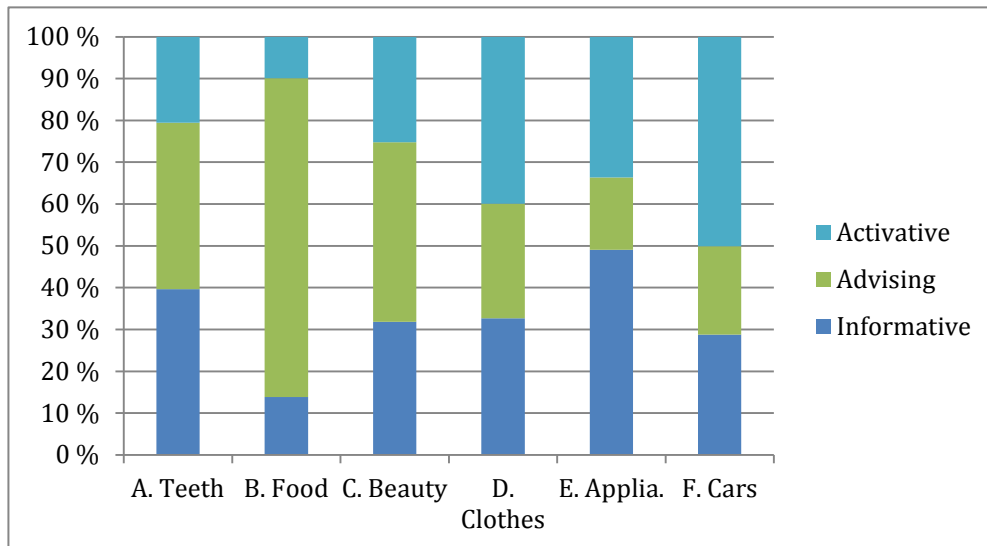


Figure 17. Distribution of genres and the advertisement topics

As can be seen from the Figure 17, the distribution of genres varies among different topics of keywords and advertisements. Furthermore, the genres seem to follow some consistency among the assumed low and high involvement topics.

Each topic, excluding B. Food, seems to comprise somewhat even amount of informative advertisements. The share of informative advertisements for these topics varies between 30 % and 50 %, whereas the topic B. Food comprise only approximately 15 % of informative advertisements. This finding supports Spurgeon's (2008, p. 25) notion that search-based advertising confirms the importance of the informational value of advertising, as the informational advertisements can be seen appearing consistently throughout different genres. Furthermore, search media optimize informational advertising by enhancing its discoverability and relevance (Spurgeon, 2008, p. 45), ditto the analysis of corpus also suggests.

The variation of distribution between the advising advertisements in the corpus is greater than the one of informational ones. For the topics A. Teeth, C. Beauty, and D. Clothing the genre of advising advertisements play 30 % - 45 % share, whereas for the topic B. Food as much as 75 % share. The major difference is in topics E. Domestic Appliances and F. Cars, where the genre of advising advertisements has only share of 15 % - 25 %. Hereby, it seems, the closer the product is to the low

involvement purchase process, more likely the advertisements belong to the genre of advising advertisements.

Interpreted from the Figure 17 above, the share of advertisements belonging into the genre of activating advertisements seems to increase, the more closer the retrieved keyword is to a high involvement purchase process product. This is consistent with other observations of the activating advertisements and their strong call-to-action element.

#### **4.6 Time perspective: how search advertisements evolved**

Next, the study provides a unique perspective how advertisement texts in search engine has evolved from April 2009 to December 2012. Initially, the analysis and discussions above in this chapter were conducted with the original 2009 data set and the three different types of search advertisement texts were distinguished. As the original data set was analyzed in 2009 and the latter 2012, the fact also contributes to the reliability of the study: the genre analysis was successfully replicated also using the new data set.

This section first analyzes and discusses the differences in appearance of the advertisements between 2009 and 2012. Second, results of the genre analysis will be introduced and differences between 2009 and 2012 discussed. Finally, the section aims to answer the fifth sub-research question: “How advertisement texts evolved from 2009 to 2012?”

##### *4.6.1 Appearance of the advertisements in 2009 and 2012*

It was expected that within approximately 3,5 years that passed between the first and second data collection, search advertising had evolved, supported by the estimate of an industry practitioner that both advertising technology and digital marketing skills had evolved as well. Generally, differences between appearance of advertisements

between 2009 and 2012 can be seen, as next will be introduced. However, some results were also surprising.

The total number of advertisements collected in 2009 was 181, whereas in 2012 only 155 advertisements appeared for the same keywords. Having approximately 14 % fewer advertisements for the same set of keywords cannot be explained by the diminishing advertising budgets, as actually search advertising investments in Finland has been constantly growing (IAB, 2012) between 2009 and 2012.

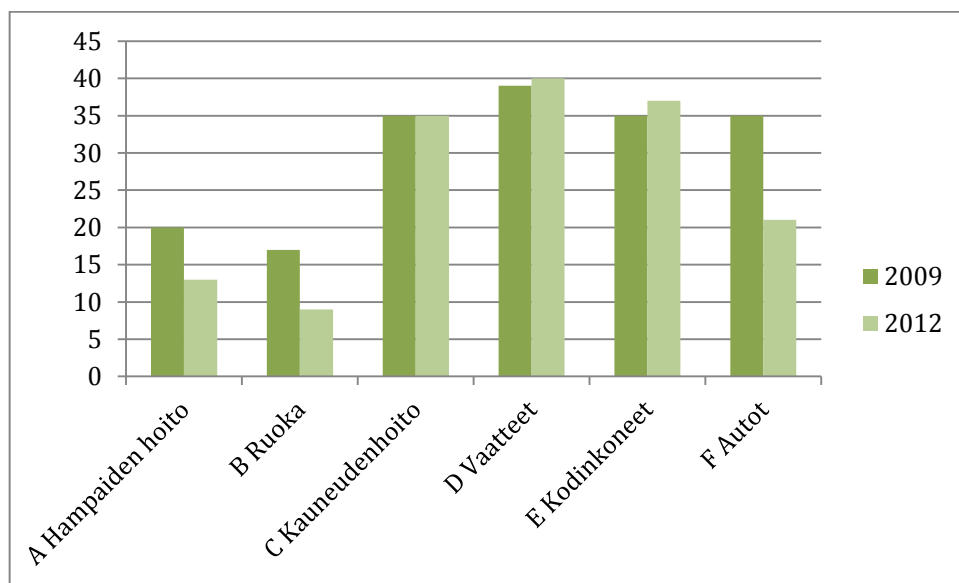


Figure 18. Number of advertisements appearing in the search results 2009-2012

As it can be seen from the Figure 18 above, the major differences in number of advertisements appearing are within the topics F Cars, B Food and A Dental care. As the search results page of Google had some changes between 2009 and 2012, for example the advertisements some time appear also below the non-paid results, some additional data of each advertisement was recorded in 2012 data fetching. The analysis of the location where advertisement appear in the search results page (top of the non-paid results, right hand side of the non-paid results, below the non-paid results) seem to have correlation with the quantity of advertisements appearing in general. In fact, for the three topics C. Beauty care, D. Clothing, and E. Domestic

appliances the number of advertisements did not vary much between 2009 and 2012, but at the same time those topics are the ones where the typical advertisement location is top or right, whereas for the other topics advertisements appear in top and in the new location below the non-paid search results (see Appendix 3 and Appendix 4). From industry practitioners perspective the advertisement location below the non-paid search results carries fewer advertisements, approximately 0 to 3, compared to the location of right hand side of the search results carries approximately from 0 to 10 advertisements. Hence, the number of advertisements appearing in 2012 was dependent on location and changes in the Google search results page. However, it remains as an interesting topic for a further research how the fewer number of advertisements contributes to the revenue generation of Google and search engines alike, as data in the Appendix 3 suggests that the advertisements on side versus below the non-paid results appear on a rational basis.

Another interesting difference between the corpus of 2009 and 2012 can be found from the advertisements appearing with the “brand” keyword searches. There is a major change in most of the keyword topics and with two keywords (“Pepsodent”, “Saarinoinen”) no advertisement was appearing. Latter might occur also due the copyright protection of Google (Google, 2012) or improved manners of advertisers, not using their competitors’ brand names as keywords to target their advertisements.

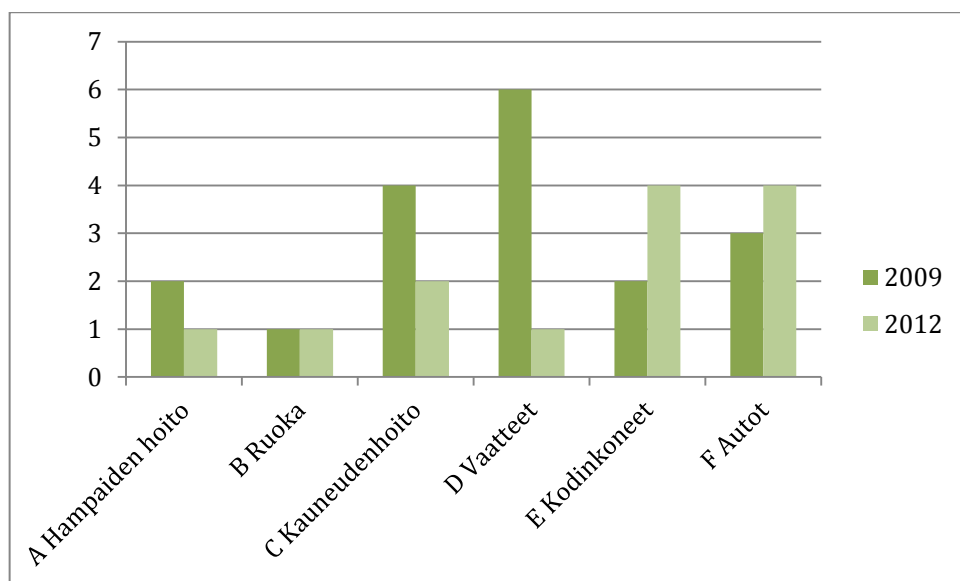


Figure 19. Number of advertisements appearing with the brand keywords

However, as can be seen from the Figure 19 above, there are actually more advertisements appearing in 2012 with the brand keywords in the categories of E. Domestic appliances and F. Cars. Closer examination of the advertisements reveal that in 2012 there were more retailers targeting their advertising with the brand keywords, whereas 2009 advertisements that appeared with the brand keywords were more likely to be not retailers or competing brands, but other online services.

#### *4.6.2 Appearance of the searched product and brand in 2009 and 2012*

In the same way as in 2009, the new corpus was tagged or grouped with additional variables whether the advertisement sells the product or service that was searched and whether the advertisement mentions the brand or product in the title or text of the advertisement. Earlier, this was done to understand the content, for example whether advertisements adopted direct or in-direct approaches. However, the tagging of such information appeared to be beneficial also when analysing the advertisements in the timeframe.

Surprisingly, as much as 88 % of the 2012 advertisements appeared to sell the product or service that was being searched, compared to 57 % of the 2009 corpus. However, only slightly higher share of advertisements mentioned the brand or product name in the advertisement title or text. (See the Appendix 5) This finding could have indicated that search engine advertisements evolved towards “directory listing” or “classified” alike communicational vehicle.

However, two notions can be drawn from the closer examination of the advertisement texts. First, industry practitioner’s estimate is that the advertising technology and the algorithm of the search engine to retrieve non-paid and paid search results has developed further since 2009, leading to more relevant search results appearing on the search results page. Second, the corpus of 2012 has more ecommerce related advertisements, regardless to which genre they would belong to. Generally, higher intensity of ecommerce related advertisements indicate higher probability that the advertisement sells what is being searched. These notions together suggest that



external factors have effected that advertisement texts are more relevant to the search queries than earlier, rather than the advertisement texts would have evolved from this perspective themselves. Later, also the genre analysis of the corpus of 2012 supports the fact that search engine advertising has not evolved towards “classifieds”.

#### 4.6.3 Language of the advertisements in 2009 and 2012

The analysis of the corpus of 2009 suggested that advertisements appeared mainly in Finnish, despite having few English and Multilanguage advertisements. The corpus of 2012 shows even larger share of advertisements in Finnish, 98 % instead of the earlier 95 %. This could be due to change attributed to evolved advertisement targeting methods.

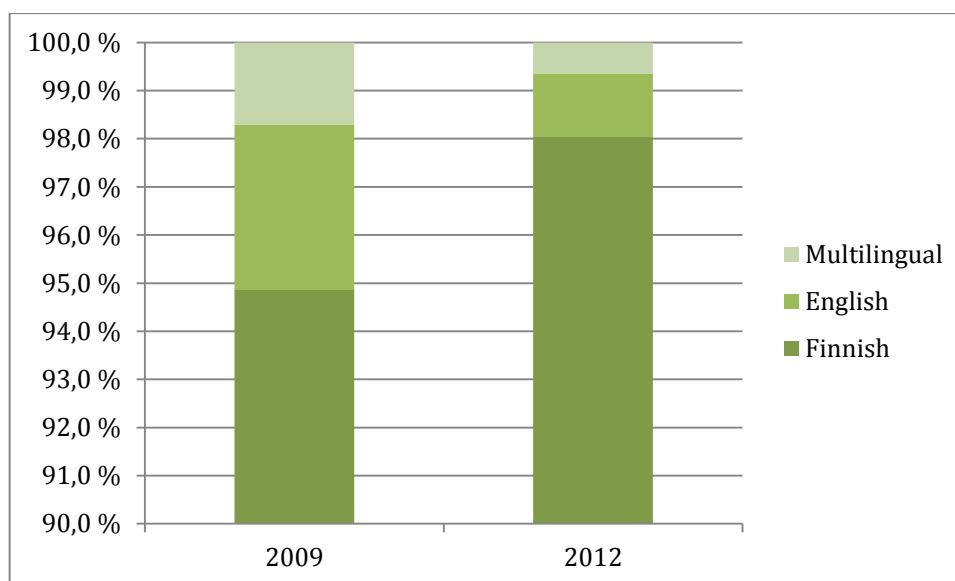


Figure 20. Distribution of advertisements between different languages (notice the scale of from 90 % to 100 %)

The Figure 20 above illustrates generally smaller quantity of non-Finnish language advertisements in the corpus. Even if any single reasoning for the difference in advertising language could not be found, there are still two interesting detail regarding

the multilingual advertisements. First, informative multilingual advertisements, as introduced earlier in the section 4.2 Figure 8, which state the same advertising text in Finnish and Swedish did not appear at all in 2012.

*Example 1, 2009*

[Hood Boyz](#)

Rest a while, pimp your Style

Es ist sparsaison

[www.HoodBoyz.de](http://www.HoodBoyz.de)

*Example 2, 2012*

[Naiset vaatteet](#)

at Hoodboyz

Yksinkertaisesti tilata verkosta

[fi.hoodboyz.de/-Naiset\\_Vaatteet](http://fi.hoodboyz.de/-Naiset_Vaatteet)

Figure 21. Examples of multilingual advertisements of 2009 and 2012

Second, interestingly enough, as demonstrated in the Figure 21 above, the same advertiser whose advertisement appeared as English-German multilingual combination in 2009, had an advertisement appearing as Finnish-English combination in 2012. The example 1 appeared with the keywords “farkut” and “housut”, jeans and trousers / pants respectively and the example 2 appeared with the keyword “vaatteet”, clothing. Generally, some same advertisers appeared in 2009 and 2012 corpuses, however not appearing with the same advertisement, as expected. From the industry practitioner’s perspective, having the same advertiser appearing in 2009 and 2012 with the same keyword is not an issue, and can be easily explained by hypothesis that targeting advertising for that specific keyword appears to be profitable or otherwise contribute in achieving favorable results in advertising.

Instead, the example in the Figure 21 above is interesting how it might suggest the development of non-local advertisers’ code of conduct towards language in advertisements. Whereas the example 1 suggests that same advertisement text might have been used in wide variety of different keywords, the example 2 shows some hints of keyword or topic customized advertisement text. First, the title of the example 2 seems not to be automatic keyword inserted by Google AdWords, instead the advertiser might have manually or by automation of another third party tool inserted more customized title. Second, the advertisement text language, or more likely the non-conjugated language, might refer that the advertisement text is translated by non-

Finnish speaking person, but rather by software like Google Translate or similar. Third, the visible URL has also been customized to suite better the searched keyword. In fact, the URL of the example 2 as such returns an error page, suggesting that the actual landing page would have been something different<sup>4</sup>. Together these three notions suggest that one, search advertisement texts has evolved rather than remained same, and two, technology has evolved and / or it is being used within the context of advertising different way as earlier.

It is important to bear in mind that the example illustrated in the Figure 21 above and discussed does not represent average advertisement of the corpus for several reasons, but also simply as it belongs to the niche of multilingual sample. However, this single advertiser provides interesting and detailed perspective to the timeframe analysis of how almost the same advertisement has evolved in few years.

#### *4.6.4 Search advertisement genres in 2009 and 2012*

Previously this section has made some remarks of how the advertisement has changed search engines from 2009 to 2012. However, as this research aims to better understand how advertisements in search engine context are, the comparative genre analysis reveals the most interesting notions how advertisement texts have evolved.

The corpus of 2009 indicated strong support for three genres of search engine advertisement: Informative, Advising, and Activating. Same methodology was used to analyse the corpus of 2012.

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<sup>4</sup> Google allows the visible URL of advertisement to be different from the actual landing page where clicking the advertisement leads, as far as the domain (hoodboyz.de, in this case) remains same. Google (2012B)

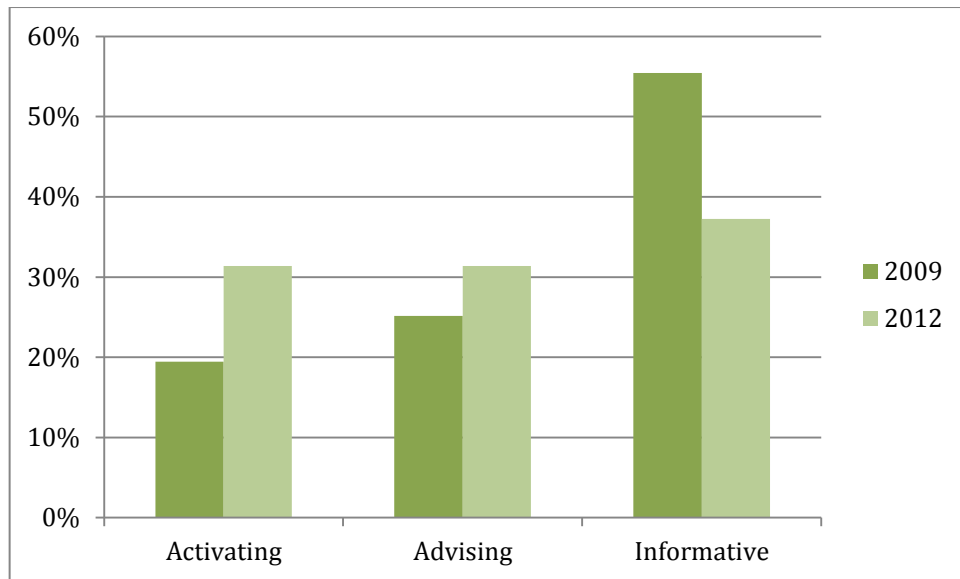


Figure 22. Distribution of the advertisements into genres in 2009 and 2012

As the Figure 22 above visualized and Appendix 6 supports with more detailed information, the share of the Informative advertisements decreased from 2009, making all the three genres to have more equal shares. The phenomenon is even more interesting when studying it in greater detail: the distribution of advertisement genres between different keywords or topics (see Appendix 7) reveals that apart from the trend of having in overall less informative advertisements, major differences occurred in two (out of six) specific topics, which will be discussed next.

First, within the topic D Clothing the Informative advertisements decreased by 53 % units and Activating advertisement increased by 44 % units. The trend is similar to the trend generic trend of 2009 and 2012 corpuses. However, the change is much stronger, compared to any other topic that was included in the study.

To further explain this strong trend, the analysis of advertisement texts reveal, that in 2009 only 32 % of the advertisement texts referred directly to ecommerce or online shopping, compared to 2012 when as many as 90 % advertisements of the D Clothing topic referred to online shopping. It could be assumed that online retailers are more aware which advertisement texts are most beneficial for their sales, compared to non-online retails, simply because in the online environment the advertising effectiveness is technically easier to measure. Hence, the shift in distribution of genres within the

topic in the given timeframe and shift in advertisement content to online shopping, it could be suggested that other or also other than Informative advertisements are beneficial for advertisers.

Second, another major shift in distribution of genres between different topics can be found in the topic F Cars. Interestingly enough, the topic is only among the corpus of 2012, in which the share of Informative advertisements was actually increasing, whereas all rest of the corpus indicate the opposite. Instead, within the topic F Cars the share of the Activating advertisements decreased by 27 % units, whereas the share of Advising advertisements increased by 21 % units and the share of Informative advertisements increased by 6 % units.

Further analysis of the topic F Cars indicated that the backgrounds of the advertisers are different in 2012 compared to 2009. Earlier, in 2009 only 46 % of the advertisers were car manufacturers or retailers of new or old cars, compared to 2012 when as many as 90 % of advertisers were car manufacturers or retailers. In 2009, other advertisers were for example online services or portals to list used cars<sup>5</sup>, commercial media or newspapers, and online price comparison services for car insurances. Despite having different advertiser base in 2009 and 2012, it remains unclear in this research why the genres appeared in such different way within the topic F Cars, compared to other topics.

To summarize the section of how search advertisements have evolved from 2009 to 2012, and to answer the fifth sub-research question, it could be argued that search engine advertisement have evolved even more apart from the “classified” style Informative advertisements. This trend supports the model of Persuasion in the Need of Information, which will be introduced in the next section.

#### **4.7 Towards the new model: Persuasion in the Need of Information**

There is ample evidence that more and more consumers are using the Internet as an additional search option across a range of need areas (Henry, 2005, p. 346). As shown

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<sup>5</sup> But still apart from the car retailers

in the advertisements of the corpus, advertisements targeted to the keyword queries seem to exist regardless whether the keyword represents the low or high involvement purchase process models.

As an accumulation of the relevant literature and findings and discussion of this study, a new model, Persuasion in the Need of Information, comprising the essential elements of the matter will be introduced. Also a discussion to support the model follows.

The purchase process model for low and high involvement products (Wells et al., 2006, p. 146) assumes that everything begins with the “need recognition”. This is supported by Dyer (1982) arguing that the goal of advertising is to create desires, or needs, that previously did not exist by, according to Petty & Cacioppo (1983) influencing the behavior of people. In the context of search engine advertising it is evident that a consumer does have certain kind of need, that is portrayed in the form of the keyword or search term the consumer was retrieving. From this basis Spurgeon (2008) claims that informational advertising is economically beneficial as it addresses the fulfillment of human needs. However, the findings of the present study, especially the strong existence of Activating and Advising advertisement text genres, suggest that the advertising might serve also other purposes than “Information search” as defined by Wells et al. (2006, p. 146) to which the search engine advertising genre of Informative advertisements naturally contributes. Therefore, a new model to contribute for better understanding of persuasion with the context of search engine advertising will be introduced.

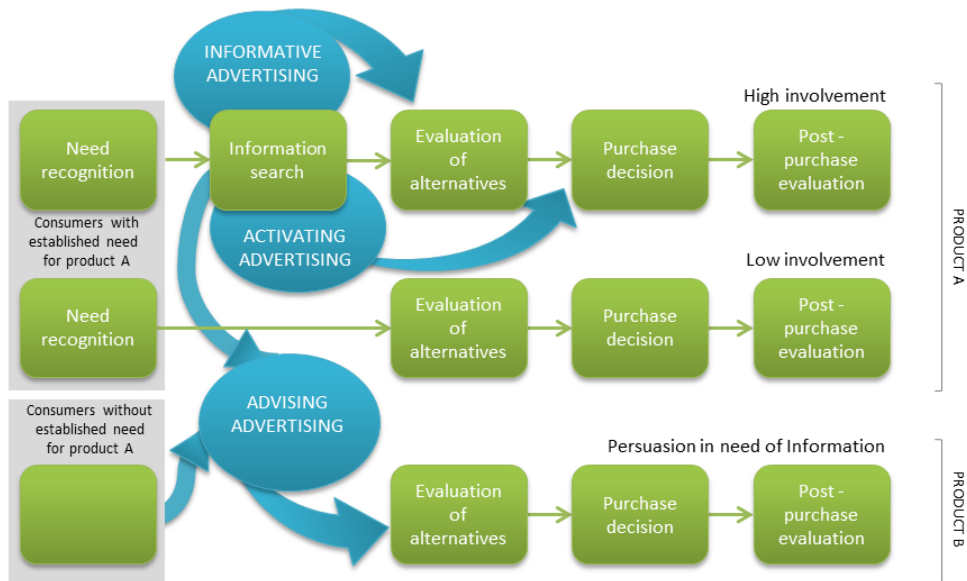


Figure 23. Persuasion in the Need of Information

The Persuasion in the Need of Information model aims to further explain the communicative purposes, which again are one basis of the genres, of the search engine advertisements, as the Figure 23 above illustrates. The model suggests that the Informative advertising serves in the existing or known information need and evaluation of alternative products. Also the Activating advertisement serve this step of the purchase process, although the more straight-forward and even aggressive way of communicating “to buy immediately” in advertisements suggests the advertisements aiming to bring a consumer immediately to the purchase decision phase.

However, the Advising advertisements are persuasive by nature and in many cases they also advertise other product than the one that actually triggered the advertisement. The keywords associated with low involvement purchase process products are also more likely to trigger Advising advertisements, although the Advising advertisements appear throughout the corpus of 2009 and 2012. Therefore the Figure 23 suggest that the Advising advertisements might either persuade a consumer to get interested in other product or service she was initially searching for, or they can introduce products and services by the means of persuasion in situations when the consumer was using the search engine for other means than for the purchase

process. Hereby, the model emphasizes the persuasive role of the Advising advertisements.

The model is supported by several findings of this research and notions earlier pointed out in the chapter 2 Literature Review. First, the purchase process model of Wells et al. (2006, p. 146) suggest that the process begins with the “Need recognition”. Also studies (Broder, 2002; Kim & Allen, 2002) of Information Retrieval doctrine argue that the information retrieval begin with the information need. Indeed, in order for a consumer to see search engine advertisements, one has to have a “need” that in this setting is portrayed in a form of a keyword or a search term. However, it can be argued that the “need” (hence keyword) is non-commercial and does not appear as a part of the purchase process. When the consumer is conducting this “non-purchase process related information search”, she might be still persuaded by search engine advertisements, most likely the ones of the Advising type. Therefore, there is ample evidence that model without the pre-assumption of a “need” is required.

Second, Wells et al. (2006, p. 109) argue that affective responses, search queries in this context, mirror our feeling about something. Furthermore Foxall & Goldsmith (1994, p. 58) agrees that greater attention will be paid to stimuli for which the consumer already has a need or is interested in. These arguments create support the idea that the information retrieval in general is an ideal moment to be exposed to persuasive advertising, besides receiving informational advertisements and non-paid search listing.

Third, the existence of persuasive advertising in the context of search engines is supported by the analysis of the corpus. Furthermore, the timeframe analysis indicated that the share of Advising advertisements was increasing from 2009 to 2012.

The model of Persuasion in the Need of Information is not thorough, as it is based on analysis of advertisements and it is lacking the perspective of consumer search behavior. However, it indicates the roles of different genres of search engine advertising and contributes to the fact that search engine advertising does not only cater the existing and known needs, but can be utilized to make compelling and persuasive moves towards consumers.



## 4.8 Summary of Findings and Discussion

As a summary of this chapter 4 Findings and Discussion, the main findings of this study show that evidently there exists support for three different genres of search engine advertisements. Although all the genres of advertisements do appear throughout the corpuses of 2009 and 2012, the genre of Informative advertisements appears across different topics of keywords, whereas the genre of Advising advertisements tends to appear more with the low involvement queries. Respectively, Activating advertisements seem to appear more when searching high involvement products. The timeframe analysis suggests that search engine advertisement have evolved even more apart from the “classified” style Informative advertisements.

To finally address the main research question, how do advertisements differ between low and high involvement product queries, the study shows that low involvement queries are more likely to be associated with persuasive communications, whereas high involvement products are more likely to trigger call-to-action messages. Along this all, classified style Informative advertisements follow all, low and high involvement product queries.

Matterland (2002) argued that since 1930’s a distinction has been drawn between good and bad advertising: the between informative advertising and the advertising of persuasion and manipulation. However, Reich & Salomon (2008) point out, that as results of technological and societal change, media and communication are changing as well, therefore consumers don’t have to search, and they can focus on locating exactly what they need. Accordingly, Hess (2008) agrees that web search engines have become critical gatekeepers to the vast knowledge contained within digital databases across the globe. Interestingly, in contrast to the suggestions of Reich & Salomon (2008), the findings show that persuasive advertising occurs also in the context of search engines, hence searching information in the context of purchase process might lead to other outcomes than fulfilling the original needs.

## 5 CONCLUSIONS

This study has explored the advertisement texts that appear in the search engine results page, in the context of advertising, brand, purchase process, and information retrieval. It has focused on the analysis of low involvement and high involvement purchase process products, and how advertisements differ for search queries related to them.

The study was motivated by the growing interest of academics and advertisers towards the search engines, but also by the lack of research that addresses advertisement texts appearing in the search engines.

The overall aim of this study was to investigate the nature of advertisement texts, drawing from the hypothesis that not all the search engine advertisements share the same objective and way of communication, for example, being similar to classified advertisements. Thus, the research question that the current study set out to answer was: How do advertisements differ in the search engine results page for low involvement and high involvement purchase process products.

The method of the study was a genre analysis. By analyzing the advertisement texts from the genre perspective, this study attempted to show that search engine advertisements could be classified in different types, further suggesting and pointing the differences between the advertisement types. The genre approach allowed to investigate the advertisements not only as textual products but also as embedded in their context of production and appearance. The theoretical framework set the context for the analysis and comprised of four different subjects: involvement of the consumer in the purchase process, brand, advertisement relevancy in the context of search query, and persuasion. The aim of introducing this multidisciplinary framework was to broaden the understanding of search engine advertisements.

The four specific sub-research questions of the study are presented below together with the summarized findings. Furthermore, the research question and main finding of the study is presented, followed by a subsection summarizing the nature of advertisement genres.

1. Do advertisements appear for the keywords of the low involvement purchase process products?

The analysis of the corpus indicates that advertisements appear for low involvement product search queries. However, fewer advertisements appear for the search queries of low involvement products than others. This suggests that either the advertisers of such topics are not as active as other advertiser, or that the logic of advertising for such topics is different compared to other topics. As absolute differentiation between low and high involvement products cannot be made, the appearance of advertisements should be considered directional.

Brand statement and relationship between the advertisement and the search query were typical differentiating features of the advertisements throughout the corpus. Interestingly enough, only 55 % of the advertisements in corpus were advertising directly the product of the search query. This finding supports, along further content analysis, that search engine advertisements should not be recognized as classified advertisements. However, the trend from 2009 to 2013 indicates that advertisements became more likely to advertise directly the product being searched. The latter was partly explained also by the fact that ecommerce has become more common.

2. Is the language of the advertisement same as the language of the keyword?

Typical language of the advertisements retrieved with Finnish search queries is Finnish. However, in 5 % in 2009 and only % in 2010 of advertisements the language is other than Finnish or the advertisement is multilingual.

The analysis suggested that other language than Finnish, typically English, when the landing page language is not Finnish. However, also cost-efficiency might be a driver to create global advertising campaigns to drive traffic for one's Internet site, as dummy translation of keywords is relatively easy, leaving still the advertisement texts in the original language. Obviously the language of the advertisement defines the target group, as it can be rationalized that a person speaking only Finnish is less likely to click English language advertisement.

The corpus included also multilingual advertisements. Two different scenarios were found. First, an advertiser might use other language to position the brand, for example, using other language as a slogan. The corpus of 2012 also showed some

indication of automated translation tools being used for advertisement text in the context of bilingual advertisement. Second, an advertiser used same sentence in one advertisement in two languages in order to emphasize the bilingual service. Rationale couldn't be found to justify the conduct, as the language of the search query is strong indicator of a preferred language of a consumer.

3. Which are the communicative purposes of search engine advertisements?

When addressing the third sub-research question, support was found for three different types of search engine advertisements regarding the analysis of data of 2009, in which the communicative purpose was one of the main criteria differentiating advertisements. The advertisement types were: Informative, Advising, and Activating. Furthermore, the communicative purposes of the advertisement types were formulated, respectively: to link existing demand to the supply, to persuade, and to cause a straight call-to-action. Later, the analysis was repeated successfully with the data of 2012, supporting the findings.

4. What is the content of the search engine advertisements?

The content analysis was examining the advertisement texts in a broad context, however emphasizing few factors. First, the appearance of the brand in the advertisement, and second, the relationship between the advertisement and the product being searched. The brand of an advertiser appears less in the advertisements that were classified as "Advising". Furthermore, these advising advertisements seemed to be less informative by content, compared to other advertisements. The study found, that for certain from the information retrieval perspective the relevancy of search engine advertisements is a secondary detail, when the advertisement seems to aim to persuade or to capture attention.

Finally, as an analysis of 181 advertisement texts in 2009 and 153 advertisements in 2012, the main finding, addressing also the main research question of the study, shows that the low involvement purchase process product related search queries are more likely to be associated with persuasive communications, whereas high involvement product queries are more likely to trigger call-to-action messages. The results seem to indicate that information retrieval that occurs in the Internet search engine is an ideal moment to be exposed to persuasive advertising. This study shows

that search engine advertisement is a genre itself, but also that there exist three different genres of search engine advertisements. It is suggested that search engine advertisements are not only informative by nature, and should not be directly associated as classified listings. Instead, search engine advertisements seem to be versatile way of communication, despite being limited in the context of a search query. Furthermore, the timeframe analysis of the clothing related advertisements indicates that also other than Informative advertisements might be beneficial for advertiser.

The findings of this study are supported by Petty & Cacioppo (1983), who argue that the goal of advertising is to influence the behavior of people. Furthermore, Dyer (1982) stated that consumers are more open to psychologically grounded arguments. This study found strong indicators that many search engine advertisements share persuasive elements, contrary to Spurgeon (2008), who highlights mainly the informational value of search based advertising. This study found that the language of search engine advertisements use different tactics to deliver the message. This finding is in conformity with the findings of Dyer (1982), Weinstein et al. (1986), and Wells et al. (2006) who all categorized different tactics that the advertising language might use. Hereby, it can be argued that this study is in a line with existing research of communications, advertising, advertising psychology, and information retrieval.

## **5.1 Practical implications**

The results of study suggest that more attention should be paid to the role of search engine advertisements as part of communication. As search engine advertising is often suggested to be informative by nature, the industry practitioners seem to utilize them some extent also for persuasive intensions. Therefore the role of the search based advertising in the marketing mix should be reviewed by each advertiser.

To evaluate the implications of this study for business practitioners is a challenging task since the aim of the study was to demonstrate the diversity of search engine advertisements, rather than for example, to explore the search behavior of consumers. However, the findings suggest that products should not be categorized in low

involvement and high involvement purchase process slots, as the information retrieval might take place across variety of products. Furthermore, it is suggested that information retrieval does not necessarily require prior information need to take place. Therefore, the search behavior itself creates a pull for persuasive messages in the context of search based advertising. It can be suggested that more attention is given to the persuasive elements of search engine advertisements by advertisers.

## **5.2 Limitations and the suggestions for further research**

The topic of the present study was challenging for several reasons. First, the lack of research especially on search engine advertisement texts made it difficult to find specific models within which to approach the problem setting. Several studies concentrate on for example, information retrieval, advertising, or purchase processes of consumers. However, in order to fully understand the nature of search engine advertisements, this study draw influences on several topics and to that extent was multidisciplinary by its nature.

Second, one weakness in this study arises from the limited availability of data. When repeating the data fetching process, most likely different advertisements will appear. Also recording of the advertisements might be biased, as whether the methodology how the keywords to retrieve the advertisements were randomly chosen, was comprehensive remains unclear. Therefore, the suggestions made in this study should be considered as generic guidelines, rather than exact facts.

Third, data used in this study is also limited by its nature. The present study concentrated on advertisement texts and therefore, several advertisements of different advertisers were retrieved from the search engine results pages. As result, any data describing the successfulness of the advertising from the advertising perspective cannot be associated with the current corpus. Another approach to the topic would be concentrating on one advertiser and thus being able to fetch numeric data describing the results of advertising.

Fourth, care should be taken in generalizing the results, due to the qualitative nature of the research and the interpretive genre analysis. Therefore, the implications made should be considered as suggestive.

Fifth, and probably most interesting, limitation of this study is the lack of the actual recorded consumer information retrieval behavior in search engines. This paper has often referred to studies concerning information retrieval in order to better understand the consumer behavior. However, as the studies tend to rely on theoretical level of abstraction, authentic data of consumer search behavior exist, but is often limited by access.

The current study thus paves the way for further research into search engine advertising. Three suggestions for continuing this study are put forwards. First, more research attention should be given to multidisciplinary studies using search engine advertisements as data, in order to fully understand the nature of search based advertising. Second, further research is needed to widen the perspective by including data describing the results of advertising, in order to better understand the advertising from the creation of advertisement texts to the final step of the purchase made by a consumer. Third, regarding to the finding that less advertisements appeared in 2012 than in 2009, and given the fact that search engine advertising cost is based on clicks of the advertisements, it remains as an interesting question how the number of advertisements appearing in the search results translate in the advertising revenue of a search engine.

Ultimately, to conclude the paper, this study has shown that search based advertisements share also persuasive elements. Furthermore, support for three different search engine advertisement genres, informative, advising, and activating were found. Low involvement purchase process products are more likely to be associated with persuasive communications. The study also suggest that information retrieval might take place for both, low and high involvement purchase process products, and therefore also search engine advertisements should be seen as attempts to penetrate minds of consumers.

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## Appendix 1

### The Corpus of 2009

#### Advertisements from the search engine results page

ID	TOPIC	Keyword	Ad position	Ad title text	Ad description text	URL
1	A Hampaiden hoito	Hampaiden hoito	1	Hampaiden hoito	Hoida hampaitasi hyvin ja uskalla hymyillä! Ohjeita meiltä.	www.pepsodent.fi/neuvoja
2	A Hampaiden hoito	Hampaiden hoito	2	Hampaiden Hoito	Tutustu ksyliitolin suotuisiin vaikutuksiin ja liity VIP-Klubiin.	Jenkki.fi
3	A Hampaiden hoito	Hampaiden hoito	3	Hampaiden Hoito	Kaikki hammashoidon osa-alueet erikois- ja yleishammaslääkäreiltä!	www.espa.fi
4	A Hampaiden hoito	Hampaiden hoito	4	Hammassportti	Palvelemme Sinua Jumbon vieressä. Soita 09 759 7730!	www.hammassportti.fi
5	A Hampaiden hoito	Hampaiden hoito	5	Hampaiden hoito	kätevästi ja edullisesti Oriflamen sivuilta. Tervetuloa!	www.oriflame.fi
6	A Hampaiden hoito	Hampaiden hoito	6	Hampaiden Hoito	Tule tutustumaan palveluihimme! Hoidamme hampaasi kuntoon.	www.kukontorinhammaslaakarit.fi
7	A Hampaiden hoito	Hampaiden hoito	7	Hampaiden Hoito	Hoidamme hampaasi laserporalla helposti ilman tärinää ja vinkunaa.	keltaisetivut.eniro.fi
8	A Hampaiden hoito	Hampaiden hoito	8	Hampaiden Hoito	Hammaslääkärin päivystys 24h/vrk. Särkypotilaat ensi tilassa!	www.student.fi
9	A Hampaiden hoito	Hampaiden hoito	9	Xylifloss-hammaslankain	Helppoa hampaidenhoitoa Leastoresta Mikä on sinun Xylifloss-värisi?	www.leastore.fi
10	A Hampaiden hoito	Hammastahna	1	Hammastahna	Suomen suurin verkkoapteekki palvelee sinua 24h vuorokaudessa!	www.yliopistonverkkoapteekki.fi
11	A Hampaiden hoito	Hammastahna	2	Löydä oma Pepsodent	tahnasi! Tutustu hammastahnojen omaisuuksiin ja valitse sopivin.	www.pepsodent.fi/tahnat
12	A Hampaiden hoito	Hammastahna	3	Sensodyne	Asiantuntijana vihloville hampailla. Tutustu!	www.sensodyne.fi
13	A Hampaiden hoito	Hammastahna	4	Hammastahna	Kauneutta ja hyvinvointia jokaiseen päivään - Tervetuloa!	www.Oriflame.fi
14	A Hampaiden hoito	Hammastahna	5	Trekos Oy	Korkeatasoisten kosmetiikka- ja hygieniatuotteiden valmistus	www.trekos.fi
15	A Hampaiden hoito	Hammastahna	6	Hammastahna	Kaikki palveluntarjoajat, yhteystiedot ja ajo-ohjeet	www.020300200.com
16	A Hampaiden hoito	Pepsodent	1	Uudet Pepsodent tahnat	ja harjat auttavat hoitamaan hampaitasi oikein. Paljon vinkejä!	www.pepsodent.fi
17	A Hampaiden hoito	Pepsodent	2	Buy Pepsodent	37,000 Health and Beauty Items Low Prices. Worldwide Shipping	www.medshopexpress.com
18	A Hampaiden hoito	Hygieniatuotteet	1	Hygieniatuotteet	Verkkoapteekkimme palvelee ympäri vuorokauden. Käy sisään!	Verkkoapteekki.Mukkulanapteekki.fi
19	A Hampaiden hoito	Hygieniatuotteet	2	Hygieniatuotteet	Teräksiset saniteetti tuotteet yrityksiin & toimistoihin. Tutustu!	www.SaleMarketing.fi
20	A Hampaiden hoito	Hygieniatuotteet	3	PakkausÖhman	Kaikki pakkaamiseen tarvittava, suoraan varastosta. Tutustu nyt!	www.pakkausohman.com
21	B Ruoka	Ruoka	1	Ruokaa Lounaaksi	Syö ihan mitä haluat, mutta muista maksaa lounasaseteillä!	www.Lounasseteli.fi
22	B Ruoka	Ruoka	2	Kunnon Ruokaa	Löydä maukkaat ruokaideat arkeen ja juhlaan. Saarioisten tapaan.	www.saarioinen.fi
23	B Ruoka	Ruoka	3	Kimallus.fi	Uusi tapaamispaikka naisille joita kiinnostaa energinen elämä	www.kimallus.fi
24	B Ruoka	Ruoka	4	Ruokavalio	Syö terveellisesti. Se on yksinkertaista, me kerromme miten!	www.becel.fi
25	B Ruoka	Ruoka	5	Tee kevyttä ruokaa	nopeasti ja helposti. Täältä hyvät reseptit.	www.flora.fi/ruokaohjeet
26	B Ruoka	Ruoka	6	Ruokala	Todellisille ruoan ystäville! Tuhansia herkullisia reseptejä.	www.ruokala.net
27	B Ruoka	Ruoka	7	Pilttipiiri	Löydä lapsen ravitsemukseen liittyvää asiaa. Lue lisää!	www.piltti.fi
28	B Ruoka	Ruoka	8	Ruoka	Reseptejä, vinkkejä, keskustelua ja apua viinin valintaan. Tule mukaan!	www.iltalehti.fi
29	B Ruoka	Perunakeitto	1	Valio Keittokirja	Keitto ja muut herkut. Tutustu makujen maailmaan!	www.valio.fi
30	B Ruoka	Perunakeitto	2	Keitto	Helppoja ja nopeita reseptejä. Floralla onnistut terveellisesti!	www.flora.fi/ruokaohjeet
31	B Ruoka	Perunakeitto	3	Perunakeitto	Arla Keittiöstä löydät keitot ja yli 500 muuta reseptiä. Tule ja nauti!	www.arlaingman.fi/reseptit/keitot
32	B Ruoka	Saarioinen	1	Saarioinen	Saarioinen - Kaikki yhteystiedot yhdestä paikasta.	02.fi/Saarioinen
33	B Ruoka	Valmisruoka	1	Valmisruoka	Valitse suosikkisi Saarioisten laajasta valikoimasta.	www.saarioinen.fi
34	B Ruoka	Valmisruoka	2	Valmisruoka	Valmisruoka > Yrityksille leipomo-, valmisruoka- ja take away -tuotteet	www.finnair.fi/finncatering/valmisruoka
35	B Ruoka	Valmisruoka	3	Ruokareseptejä	Tutustu Floran helppoihin ja maukkaisiin resepteihin!	www.flora.fi/ruokaohjeet
36	B Ruoka	Valmisruoka	4	Retkiruoat	Nopea toimitus ja Suomen laajin valikoima valmisruokia retkille!	www.ScandinavianOutdoorStore.com
37	B Ruoka	Valmisruoka	5	Ruokala	Todellisille ruoan ystäville! Tuhansia herkullisia reseptejä.	www.ruokala.net
38	C Kauneudenhoito	Kauneudenhoito	1	Terveet hampaat terveessä	ruumiissa saavat voimaan hyvin! Tutustu uusiin tuotteisiimme	www.pepsodent.fi
39	C Kauneudenhoito	Kauneudenhoito	2	Luonnollista ihonhoitoa	Puhdasta ekokosmetiikkaa ilman lisäaineita.	www.ekokosmetiikka.fi
40	C Kauneudenhoito	Kauneudenhoito	3	Ammattina kauneus	Kauneudenhoitoalan perustutkinto Opiskele kosmetologiksi	www.hameenkosmetologikoulu.fi
41	C Kauneudenhoito	Kauneudenhoito	4	Kauneudenhoito	Laadukasta luonnokosmetiikkaa. Huippumerkit nopeasti ja helposti!	www.biodelly.com
42	C Kauneudenhoito	Kauneudenhoito	5	Kauneudenhoito	Celeste-Hyvän Olon Lähde. Tule ja tutustu palveluihimme!	www.celeste.fi
43	C Kauneudenhoito	Kauneudenhoito	6	Kauneudenhoito	Laserhoitoa huipputuloksiin! Katso lisää sivuiltamme	www.katinakauneuskulma.fi
44	C Kauneudenhoito	Kauneudenhoito	7	Kauneudenhoito	Kauneutta ja hyvinvointia jokaiseen päivään - Tervetuloa!	www.Oriflame.fi
45	C Kauneudenhoito	Kauneudenhoito	8	Vähennä Stressiä	Shoppaile iloniassa kosmetiikkaa, vitamiineja, joogatarvikkeita.	www.ilonia.com
46	C Kauneudenhoito	Kauneudenhoito	9	nettiterveyskauppa.com	Terveys- ja kosmetiikkatuotteet edullisesti ja nopeasti.	www.nettiterveyskauppa.com
47	C Kauneudenhoito	Kauneudenhoito	10	Kauneudenhoito	Avain kauneuteen ja hyvään oloon Tule ja tutustu palveluihimme!	www.maartilekoski.fi
48	C Kauneudenhoito	Kauneudenhoito	11	Kauneushoitola Espoo	Henkilökohtaista palvelua vain Sinulle. Varaa aikasi Airstolle.	www.airsto.net



49	C Kauneudenhoito	Rispiväri	1	Rispiväri	Huolehdi kauneudestasi. Tutustu talven meikkitarjouksiin!	www.Yves-Rocher.fi/Meikki
50	C Kauneudenhoito	Rispiväri	2	Rispiväri	Kauneutta ja hyvinvointia jokaiseen päivään - Tervetuloa!	www.Oriflame.fi
51	C Kauneudenhoito	Rispiväri	3	Rispiväri	Valitse upeat ripset! Tutustu NIVEAn laajaan ripsivärivalikoimaan	www.NIVEA.fi
52	C Kauneudenhoito	Rispiväri	4	HairStore	Erä L'Oreal Série Expert tuotteita nyt -30%. Tilaa heti	www.hairstore.fi
53	C Kauneudenhoito	Rispiväri	5	Meikkiä Blincistä	Osta alkuperäiset merkit-Nelly.com Ripsiväri, eyeliner, lash Curler	www.nelly.com
54	C Kauneudenhoito	Rispiväri	6	Ripsiväri	Kosteusvoiteet ja muut tuotteet. Vertaa hintoja ja tilaa kotiin!	www.vertaa.fi/kosmetiikka
55	C Kauneudenhoito	Rispiväri	7	L'Oreal Professionnel	Laadukkaat L'Oreal Professionnel kampaamotuotteet helposti netistä	www.kutrimix.fi/kauppa/loreal
56	C Kauneudenhoito	Rispiväri	8	Anna silmiesi sähköä	Glossyn tuoteartioilla & vinkeillä tiedät miten teet vaikutuksen.	www.glossy.fi
57	C Kauneudenhoito	Rispiväri	9	Halens.Fi - Meikit	Halensilta laadukasta kosmetiikkaa edullisesti. Tutustu jo tänään!	www.halens.fi
58	C Kauneudenhoito	Lumene	1	NIVEA	Ihohoitoa jo 90 vuotta - ja NIVEA keskittyy yhä ihosi hyvinvointiin!	www.NIVEA.fi
59	C Kauneudenhoito	Lumene	2	Lumene-tuotteet halvalla	Koko Lumene tuotevalikoima Halvat hinnat. Hyvä tuotesaataavuus	www.pixmania.com
60	C Kauneudenhoito	Lumene	3	MSCHIC Spring Cleaning	Tuotteita jopa 50-70% edulla. Shop now!	www.mschic.com
61	C Kauneudenhoito	Lumene	4	Lumene	Löydä tästä hakemasi: Lumene	02.fi/Lumene
62	C Kauneudenhoito	Meikit	1	Meikit	Huolehdi kauneudestasi. Tutustu talven meikkitarjouksiin!	www.Yves-Rocher.fi/Meikki
63	C Kauneudenhoito	Meikit	2	Kosmetiikka	Duunaa kasvot + keho kuosiin ja voita matka lätkän MM-kisoihin!	nivea.nelonon.fi
64	C Kauneudenhoito	Meikit	3	Meikit	NIVEAlta kosmetiikka- ja ihonhoito- tuotteet kaikille ihotyypeille.	www.NIVEA.fi
65	C Kauneudenhoito	Meikit	4	HairStore	Erä L'Oreal Série Expert tuotteita nyt -30%. Tilaa heti	www.hairstore.fi
66	C Kauneudenhoito	Meikit	5	Luonnollista ihonhoitoa	Puhdasta ekokosmetiikkaa ilman lisäaineita.	www.ekokosmetiikka.fi
67	C Kauneudenhoito	Meikit	6	Kosmetiikka	Verkkokauppamme palvelee 24 tuntia Vår internetbutik betjänar 24 timma	www.SeitsemänVeljesta.fi
68	C Kauneudenhoito	Meikit	7	Vähennä Stressiä	Shoppaile iloniassa kosmetiikkaa, vitamiineja, joogatarkkeita.	www.ilonia.com
69	C Kauneudenhoito	Meikit	8	Kosmetiikka	Ympäristöystävällistä kosmetiikkaa, itselle tai lahjaksi - Tilaa nyt!	www.Lush.fi
70	C Kauneudenhoito	Meikit	9	Stargazer meikit	Osta Stargazer luomivärit, kynsilakak ja meikit netistä !	www.dreamhair.fi
71	C Kauneudenhoito	Meikit	10	Meikki	Korkealaatuiset, luonnonmukaiset kosmetiikkatuotteet - Tervetuloa!	www.Oriflame.fi
72	C Kauneudenhoito	Meikit	11	Meikit	Päivä- ja juhlameikit sekä upeat häämeikit! Elegia Day Spa, Helsinki	www.ElegiaDaySpa.fi
73	D Vaatteet	Vaatteet	1	MUMS- eettistä designia	Lahjoja, jotka jäävät mieleen - sinulle tai hänelle!	www.kotiprojekti.fi
74	D Vaatteet	Vaatteet	2	Halens.Fi	Laaja valikoima muotia ja kodin sisustusta. Tervetuloa tutustumaan!	www.halens.fi
75	D Vaatteet	Vaatteet	3	Bianco Fashion	Näe kuumimmat trendit ja lue viimeisimmät muotivinkit!	www.bianco.com
76	D Vaatteet	Vaatteet	4	No.1 Sean John Store	We got the Phattest Brands 50-80% Discount on many Styles	www.phatlife.com
77	D Vaatteet	Vaatteet	5	Bronx Netstore	Suomen kattavin katuvaatevalikoima Kuumimmat streetbrandit nyt netissä	www.bronx.fi
78	D Vaatteet	Vaatteet	6	Muoti	Maaailmanluogan design iGoogleesi, mukana mm. IVANAHelsinki.	www.google.fi/artistthemes
79	D Vaatteet	Vaatteet	7	Lastenvaatteet	Tutut ja turvalliset Ainu-tuotteet sekä uutuudet löydät täältä!	www.Ainu.fi
80	D Vaatteet	Vaatteet	8	Cira Fashion Verkkokauppa	Upeita muotivaatteita ja asusteita! Shoppaile Ciran verkkokaupassa 24/7	www.cira.fi
81	D Vaatteet	Vaatteet	9	Hauskat tuotteet	Laajat valikoimat pilailutuotteita. Asusteet ja vempaimet meiltä!	www.mulletoi.com
82	D Vaatteet	Vaatteet	10	Lastenvaatteet netistä	Vanhat mallistot poistohinnoin! Loput talvivaatteet tasarahalla.	www.pro2kids.fi
83	D Vaatteet	Vaatteet	11	50-164cm ja S-XXL	Simpsons, Muumit, Disney, Mikko M., Milla, Peppi, Maxomorra, Myyrä ym	www.nettivaate.fi
84	D Vaatteet	Farkut	1	Tilaa Farkut Halensilta	Laaja valikoima trendikkäitä farkkuja. Tilaa helposti jo tänään!	www.halens.fi
85	D Vaatteet	Farkut	2	Muoti Vaatteet	Maaailmanluogan design iGoogleesi, mukana mm. IVANAHelsinki.	www.google.fi/artistthemes
86	D Vaatteet	Farkut	3	Underworld	Underground-asenteen verkkokauppa	www.underworld.fi
87	D Vaatteet	Farkut	4	Diesel	St1 tarjoaa sen mitä tarvitset. Katso asemamme tai lue lisää!	www.st1.fi/polttoaineet
88	D Vaatteet	Farkut	5	Levi's ® Jeans Shop	Authorised EU Levi's Jeans ® Shop Mens, womens & kids clothing.	www.Jeans-Online.pl/Levis
89	D Vaatteet	Farkut	6	Farkkutrendit	Pilli vai bootcut? Tsekkaa parhaat mallit!	www.tyylitaivas.fi
90	D Vaatteet	Farkut	7	Levi's	Osta tyylikkäämmät kengät netistä ilm. kulj. & 1 kk palautusoiok.	www.Brandos.fi/Levis
91	D Vaatteet	Farkut	8	Sentti.fi	Kaikki Tuotteet Alkaen Vain 0,01 € Osta Tuotteita Todella Halvalla!	www.sentti.fi
92	D Vaatteet	Farkut	9	Nuorisovaatteet	Tilaa Heti Edullisesti & Nopeasti ! Farkut, Hupparit, Takit ja Laukut.	www.ameerika.fi
93	D Vaatteet	Farkut	10	ESPRIT: Farkut	Maaailman laajin ESPRIT valikoima. Päivittäin uusia tuotteita!	www.esprit.fi/Farkut
94	D Vaatteet	Farkut	11	HoodBoyz	Rest a while, pimp your Style Es ist sparsaison!	www.HoodBoyz.de
95	D Vaatteet	Levi's	1	Levi's ® Authorised Store	European Online Levi's ® Store Mens, womens & kids clothing.	www.Jeans-Online.pl/Levi's
96	D Vaatteet	Levi's	2	Levi's	Osta tyylikkäämmät kengät netistä ilm. kulj. & 1 kk palautusoiok.	www.Brandos.fi/Levis
97	D Vaatteet	Levi's	3	Levi's	Osta Levi's meiltä. Tutustu valikoimaan ja tilaa heti!	www.ellos.fi/levi%27s
98	D Vaatteet	Levi's	4	Save Big on Levi's	Order Cheap Levi's Clothes Now. Save Up to 50% on Your Fave Jeans!	biglabels.de
99	D Vaatteet	Levi's	5	Muodissa nyt	Parhaat löydöt vintagesta verkkokauppoihin. Tsekkaa ja inspiroidu!	www.tyylitaivas.fi
100	D Vaatteet	Levi's	6	Levi's	Tilaa nyt suosikkimerkkisi suoraan nettikaupastamme. Tervetuloa!	www.halens.fi
101	D Vaatteet	Housut	1	Underworld	Underground-asenteen verkkokauppa	www.underworld.fi
102	D Vaatteet	Housut	2	Housut	Ekoystävälliset ja persoonalliset asusteet - Osta omasi täältä!	www.gudrunsjoden.com
103	D Vaatteet	Housut	3	Leather Heaven	Biker & Rock ' n Roll Warehouse Maaailman rankin erikoisvaateliike!	www.leatherheaven.com
104	D Vaatteet	Housut	4	HoodBoyz	Rest a while, pimp your Style Es ist sparsaison!	www.HoodBoyz.de

105	D Vaatteet	Housut	5	Osta Housut?	Housut nyt 29,90€ Halensilla Parasta muotia ja kodin sisustusta!	www.halens.fi/Housut
106	D Vaatteet	Housut	6	Bilevaatteet	Tilaa Heti ! Edullisesti & Nopeasti Farkut, Topit ja Paidat.	www.ameerika.fi
107	D Vaatteet	Housut	7	Levi's® Jeans Shop	Authorised EU Levi's® Shop Mens, womens & kids clothing.	www.Jeans-Online.pl/Levis
108	D Vaatteet	Housut	8	Bronx Netstore	Suomen kattavin katuvaatevalikoima Kuumimmat streetbrandit nyt netissä	www.bronx.fi
109	D Vaatteet	Housut	9	Paitoja ja paljon muuta	Valitse teksti tai kuvio ja tilaa. Lähetetään 48h:n sisällä!	www.spreadshirt.fi
110	D Vaatteet	Housut	10	ESPRIT: Housut	Maaailman laajin ESPRIT valikoima. Päivittäin uusia tuotteita!	www.esprit.fi/Housut
111	D Vaatteet	Housut	11	Gals.fi - Streetwear	Kysyimmät ja laadukkaimmat naisten street- ja lifestyle merkit	www.gals.fi
112	E Kodinkoneet	Kodinkoneet	1	Candy, Hoover ja Samsung	Laatumerkit! Kotiin asti kannettuna Myös osamaksulla	www.webmarket.fi
113	E Kodinkoneet	Kodinkoneet	2	Kodinkoneet	Vertaa hintoja ennen kuin ostat! Täältä löydät edullisimman myyjän.	www.vertaa.fi/Kodinkoneet
114	E Kodinkoneet	Kodinkoneet	3	Kodinkoneet alk. 19 €/kk	Pesutorni 39 €/kk jääkaappi 19 €/kk Side by side jääkaappi 64 €/kk	www.kauppanava.fi
115	E Kodinkoneet	Kodinkoneet	4	Netrauta	Osta jääkaappi nettohintaan! Suoraan maahantuojalta	www.netrauta.fi/jaakaappi
116	E Kodinkoneet	Kodinkoneet	5	Edulliset pölypusit	Löydä oikeat pölypusit Tilaa nyt - toimitamme samana päivä	www.dustClub.com
117	E Kodinkoneet	Kodinkoneet	6	Välineet keittiöön.	Osta turvallisesti ja helposti! Paljon tuotteita, tulle ja tutustu.	www.keittiovaline.fi
118	E Kodinkoneet	Kodinkoneet	7	Smeg	Se ihana retrojääkaappi, design-kodinkoneet ja huipputarjoukset.	www.smegshop.fi
119	E Kodinkoneet	Kodinkoneet	8	Ravintolakoneet halvalla	Laitteet kahvilaan ja ravintolaan. Marccasterin kahvilamallit meiltä.	www.nettokone.fi
120	E Kodinkoneet	Kodinkoneet	9	Kodinkoneet	Kodintekniikkaa joka kotiin Tutustu tarjontaan jo tänään!	www.mikko.fi
121	E Kodinkoneet	Kodinkoneet	10	Keittiöpiste	Keittiöt, Kylpyhuoneet Vantaa, Kymenlaakso	www.keittiopiste.com
122	E Kodinkoneet	Kodinkoneet	11	Kalusteasennus Remontti	Keittiö WC KPH Sauna Olo- ja Makuuh Laajin valikoima:Kalusteet, Työt	www.remonttimaailma.com
123	E Kodinkoneet	Jääkaappi	1	Jääkaappi	Yli 500€ netttilauksiin nopea, ilmainen kotiinkuljetus - Tutustu!	www.giganti.fi
124	E Kodinkoneet	Jääkaappi	2	Candy, Hoover ja Samsung	Laatumerkit! Kotiin asti kannettuna Myös osamaksulla	www.webmarket.fi
125	E Kodinkoneet	Jääkaappi	3	Netrauta	Osta jääkaappi nettohintaan! Suoraan maahantuojalta	www.netrauta.fi/jaakaappi
126	E Kodinkoneet	Jääkaappi	4	Kodinkoneet	Vertaa hintoja ennen kuin ostat! Täältä löydät edullisimman myyjän.	www.vertaa.fi/Kodinkoneet
127	E Kodinkoneet	Jääkaappi	5	Kodinkoneet alk. 19 €/kk	Pesutorni 39 €/kk jääkaappi 19 €/kk Side by side jääkaappi 64 €/kk	www.kauppanava.fi
128	E Kodinkoneet	Jääkaappi	6	Smeg Jääkaappi	Italialaiset design-kylmälaitteet - pyydä tarjous!	www.smegshop.fi
129	E Kodinkoneet	Jääkaappi	7	Jääkaappi helsinki	Norcool; Viinikaapit ja -kellarit, Jääpalakoneet ja kylmälaitteet.	www.kkhtaunokorhonen.fi/kylmalaitte
130	E Kodinkoneet	Jääkaappi	8	Jääkaappi	Kodintekniikkaa joka kotiin Tutustu tarjontaan jo tänään!	www.mikko.fi
131	E Kodinkoneet	Jääkaappi	9	Itek Kodinkoneet	Suuressa valikoimassa kodinkoneita! Edulliset hinnat	www.itek-kodinkoneet.fi
132	E Kodinkoneet	Jääkaappi	10	Jääkaappi	Tarvitko kalusteita juhlien tai tapahtumien ajaksi? Vuokraa meiltä!	www.kalustevuokraamo.fi
133	E Kodinkoneet	Jääkaappi	11	Välineet keittiöön.	Osta turvallisesti ja helposti! Paljon tuotteita, tulle ja tutustu.	www.keittiovaline.fi
134	E Kodinkoneet	Electrolux	1	Electrolux > Carrier	>>Johtava kylmä-/jäähdytystekniikan toimittaja ja teknologian kehittäjä	www.kylmatalo.com/electrolux
135	E Kodinkoneet	Electrolux	2	Electrolux	Vertaile pölynimureita, lue arvostelut ja löydä edullisin myyjä	www.vertaa.fi/lmurit
136	E Kodinkoneet	Keittiökoneet	1	Keittiö	Keittiöt, kylpyhuoneet ja muut kodin kiintokalusteet Helsingissä.	www.olive-keittiot.fi
137	E Kodinkoneet	Keittiökoneet	2	Keittiövalinta	Kotimaista laatua edullisesti: Keittiöt, komerot, liukupeiliövet	www.keittiovalinta.fi
138	E Kodinkoneet	Keittiökoneet	3	Keittiökoneet	Osta Gigantin verkkokaupasta, voitaa 1000€ vapaavalintaiset ostokset!	www.giganti.fi
139	E Kodinkoneet	Keittiökoneet	4	LaatuRemontti Keittiöön	Jopa 6000€ edullisempi remontti Lisäksi 20% kevat-alennus päälle	www.mainfuse.com/keittio+remontti
140	E Kodinkoneet	Keittiökoneet	5	Ruoka tuoreena pöytään	Meiltä koneet kotikeittiöön ja ammattilaiskäyttöön. Lue lisää!	www.energian.net
141	E Kodinkoneet	Keittiökoneet	6	Keittiö	Keittiö- ja muut kodin kalusteet edullisesti.	www.on24.fi
142	E Kodinkoneet	Keittiökoneet	7	Keittiö	Laadukkaat keittiöt ja kalusteet valmiina tai mittatilauksena. Kysy!	www.kontio-keittiot.fi/keitti%C3%B6
143	E Kodinkoneet	Keittiökoneet	8	Älykäs liesituuletin	Tutustu palkittuun ja tyylikkääseen Savo-SAFERA-liesituulettimeen	www.safera.fi
144	E Kodinkoneet	Keittiökoneet	9	Kalusteasennus Remontti	Keittiö WC KPH Sauna Olo- ja Makuuh Laajin valikoima:Kalusteet, Työt	www.remonttimaailma.com
145	E Kodinkoneet	Keittiökoneet	10	Itek Kodinkoneet	Suuressa valikoimassa kodinkoneita! Edulliset hinnat	www.itek-kodinkoneet.fi
146	E Kodinkoneet	Keittiökoneet	11	Keittiö	Älä tuhlaa aikaasi. Remontti loppoon 3 tunnissa!	Rustholli.fi/keitti%C3%B6
147	F Autot	Autot	1	Autotalli.com	Takuuvaihdokit samalle viivalle. Vertaile kätevästi jopa 4 yhtäikaa	www.autotalli.com
148	F Autot	Autot	2	Autot	Toyota malliston löydät täältä. Suunnittele Toyotasi täällä!	toyota.fi/mallisto
149	F Autot	Autot	3	Nissan auto	Löydä suosikkiautosi ja varaa koeajo netissä!	www.nissan.fi
150	F Autot	Autot	4	Tutustu Mazdaan	Tutustu Mazdan uusiin malleihin. Lue lisää ja tule koeajolle!	www.mazda.fi
151	F Autot	Autot	5	Käytetyt ja uudet autot	Suuri autovalikoima. Löydä omasi Oikotieltä!	www.oikotie.fi
152	F Autot	Autot	6	Koeaja uusi Škoda Fabia	Koeaja vähäpäästöinen Fabia diesel. Varaa koeajo tästä!	new.skoda-auto.com
153	F Autot	Autot	7	Käytetyt autot, ole hyvä.	Käytetyt autot oikeaan hintaan. Ole hyvä ja tutustu valikoimaamme.	www.autosalpa.fi
154	F Autot	Autot	8	Auton osto mielessä?	Tutustu Mitsubishiin mallistoon ja koeaja suosikkisi.	www.mitsubishi.fi
155	F Autot	Autot	9	Käytetyt Autot	Tarjoamme apua kaikissa autoiluun liittyvissä lakiasioissa!	www.autoliitto.fi
156	F Autot	Autot	10	Käytetyt Autot	Katso uusimmat koeajot, merkki-kohtaiset esittelyt ja autovideot!	www.iltasanomat.fi/autot
157	F Autot	Autot	11	käytetyt autot	Autoa ostamassa tai myymässä? Jätä ilmainen ilmoitus Mikossa.	www.mikko.fi
158	F Autot	Perheauto	1	Koe Mazda5	Paljon tilaa ja uusi ulkomuoto. Myös automaattilla. Varaa koeajo!	www.mazda.fi
159	F Autot	Perheauto	2	Perheauto	Näe koko Opel mallisto ja tutustu uusiin tarjouksiin!	www.opel.fi
160	F Autot	Perheauto	3	Perheauto	Koe Toyotan uudistuneet perheautot itse. Katso esitteet!	toyota.fi/mallisto

161	F Autot	Perheauto	4	Tila-auto haussa?	Tutustu Mitsubishiin mallistoon ja kokeile suosikkiasi koeajossa.	www.mitsubishi.fi
162	F Autot	Perheauto	5	Perheauto	Katso uusimmat koeajot, merkki-kohtaiset esittelyt ja autovideot!	www.iltasanomat.fi/autot
163	F Autot	Perheauto	6	Perheauto	Tutustu Citroënin tilaihmeisiin täällä!	www.citroen.fi
164	F Autot	Perheauto	7	Perheauto	Valitse Hyundai ja saat aina enemmän. Tutustu lisää täältä!	Hyundaikampanja.fi/130
165	F Autot	Perheauto	8	Autotalli.com	Yli 500:n luotettavan autokaupan takuuvaihdokit kätevästi kotona	www.autotalli.com
166	F Autot	Perheauto	9	Perheauto Oikotieltä	Autoliikkeiden ja yksityisten käytetyt ja uudet autot täältä.	www.Oikotie.fi
167	F Autot	Perheauto	10	Äiti ja Iskä	Omistamme joka päivä sivut juuri teille. Astukaa sisään olkaa hyvät!	www.iltalehti.fi
168	F Autot	Volvo	1	Volvo	Kaikki merkit ja mallit yli 500:n luotettavan autokaupan valikoimasta	www.autotalli.com
169	F Autot	Volvo	2	Volvo Finland	Vertaa ja arvioi vanhat sekä uudet autot. Suomen kattavin autoinfo!	www.automerkit.fi
170	F Autot	Volvo	3	Volvo	Käytetyt autot Oikotieltä Hae kätevästi, löydä omasi!	www.Oikotie.fi
171	F Autot	Henkilöautot	1	Mercedes-Benz	Laajin mallisto 14 mallisarjaa, tutustu täällä	www.mercedes-benz.fi
172	F Autot	Henkilöautot	2	Nissan auto	Löydä suosikkiautosi ja varaa koeajo netissä!	www.nissan.fi
173	F Autot	Henkilöautot	3	Henkilöautot	Avensis, Corolla ja muut Toyotan henkilöautot esitteineen täältä!	toyota.fi/mallisto
174	F Autot	Henkilöautot	4	Henkilöautot Oikotieltä	Autoliikkeiden ja yksityisten käytetyt ja uudet autot täältä.	www.Oikotie.fi
175	F Autot	Henkilöautot	5	Autotalli.com	Takuuvaihdokit samalle viivalle. Vertaile kätevästi jopa 4 yhtäaikaa	www.autotalli.com
176	F Autot	Henkilöautot	6	Auton osto mielessä?	Tutustu Mitsubishiin mallistoon ja koeaja suosikkisi.	www.mitsubishi.fi
177	F Autot	Henkilöautot	7	Autot	Myyimme autot alkaen 0.01€!	www.fiksuuuto.com/
178	F Autot	Henkilöautot	8	Henkilöauto	Älä maksa turhasta! Löydä edullisin autovakuutus täältä	www.vertaa.fi/autovakuutus
179	F Autot	Henkilöautot	9	Henkilöautot	Autoa myymässä? Ilmoita ilmaiseksi Mikossa.	www.mikko.fi
180	F Autot	Henkilöautot	10	Henkilöautot	Autojuttuja-, kuvia- ja videoita. Hae automalleittain!	www.iltasanomat.fi/autot
181	F Autot	Henkilöautot	11	Autot	Puolueetonta tietoa autoilun maailmasta. Lue heti!	www.autoja.fi

## Appendix: 2

### The Corpus of 2012

#### Advertisements from the search engine results page

ID	TOPIC	Keyword	Adposition *	Ad title text	Ad description text	
182	A Hampaiden ho	Hampaiden hoito	1	Oral-B - Hammasharjat - gigantti.fi	Luotettavaa tietoa hammashoidosta ja hyviä tuotteita hampaillesi.	www.gigantti.fi/oral-b
183	A Hampaiden ho	Hampaiden hoito	2	Hammaskiven poisto - glosshymy.fi	Tehopuhdistuksella terve suu ja hohtavan puhtaat hampaat!	www.glosshymy.fi/
184	A Hampaiden ho	Hampaiden hoito	3	Hoida hampaitasi - listerine.fi	Listerine- suuvesi vähentää suun bakteereja sekä plakkia - kokeile!	www.listerine.fi/
185	A Hampaiden ho	Hampaiden hoito	4	Valkoiset hampaat nyt.	Hampaiden valkaisu 25 euroa. EasyBleach made in USA.	www.web.comhem.se/sirke
186	A Hampaiden ho	Hampaiden hoito	5	Luonnollista suunhoitoa	Ravintolisät ja hammastahnat. Ilmainen toimitus 2012	www.healthwell.fi/
187	A Hampaiden ho	Hampaiden hoito	6	Hampaiden hoito	Faktaa suun hoidosta ja ongelmista — Suuklinikka.	suuklinikka.tohtori.fi/
188	A Hampaiden ho	Hammastahna	1	Oral-B Hammastahna - oralb.fi	Luotettavaa tietoa hammashoidosta ja hyviä tuotteita hampaillesi.	www.oralb.fi/
189	A Hampaiden ho	Hammastahna	2	Korres kosmetiikka - Ilmainen toimitus yli 50€:n tilauk.	lähinpään Postin toimipisteseen	www.korres.fi/
190	A Hampaiden ho	Hammastahna	3	Hoida hampaitasi	Listerine- suuvesi vähentää suun bakteereja sekä plakkia - kokeile!	www.listerine.fi/
191	A Hampaiden ho	Pepsodent	0	n/a	n/a	n/a
192	A Hampaiden ho	Hygieniatuotteet	1	Huolehdi hygieniasta - Neutralzone.fi	Ihoystävälliset ja hajusteettomat tuotteet herkkaishoisille. Tutustu!	www.neutralzone.fi/
193	A Hampaiden ho	Hygieniatuotteet	2	Hygieniatuotteet - Pysy herkkänä - lumivalko.fi	Puhdasta ympäristöä unohtamatta.	www.lumivalko.fi/hygienia
194	A Hampaiden ho	Hygieniatuotteet	3	Hygieniatuotteet - paperplast.fi	Suojaavat ja puhdistavat paperit & tarvikkeet ammattikäyttöön netistä!	www.paperplast.fi/hygieniatuotteet
195	B Ruoka	Ruoka	1	Ruokaohjeita hakemassa?	Nauti maukkaasta ruoasta ja löydä suosikkireseptisi täältä!	www.arlaingman.fi/reseptit
196	B Ruoka	Perunakeitto	1	Perunakeitto - kikkoman.fi	Tutustu Kikkomanin ohjeisiin ja valmista maukkaita kasvisruokia!	www.kikkoman.fi/
197	B Ruoka	Perunakeitto	2	Keitto	Herkulliset keitot. Katso vinkit, maista ja ihastu!	www.tiesydameen.fi/keitot
198	B Ruoka	Perunakeitto	3	Perunakeitto	Monta maistuvaa keittoreseptiä - tutustu Arlan reseptihakuun!	www.arlaingman.fi/reseptit
199	B Ruoka	Saarioinen	0	n/a	n/a	n/a
200	B Ruoka	Valmisruoka	1	Alepa - Valmisruokaa - Tilaa Ruokaa suoraan kotiin	Alepan Kauppakassista!	fi.foodie.fm/Alepa-kauppakassi
201	B Ruoka	Valmisruoka	2	Valmisruoka - tiesydameen.fi	Kokeile Via-sarjan herkullisia ja terveellisiä valmisruokia.	www.tiesydameen.fi/via
202	B Ruoka	Valmisruoka	3	Valmisruoka - saarioinen.fi	Kata herkullinen ruokapöytä Saarioisten tapaan.	www.saarioinen.fi/
203	B Ruoka	Valmisruoka	4	Retkiruoat	Suomen laajimmasta valikoimasta. Helppo tilata ja Nopea toimitus!	www.scandinavianoutdoorstore.com/
204	C Kauneudenhoi	Kauneudenhoito	1	Kauneudenhoito - Meikit, hiustuotteet ja parfyymit.	Juuri nyt ilmainen toimitus!	www.yves-rocher.fi/
205	C Kauneudenhoi	Kauneudenhoito	2	Korres kosmetiikka - Ilmainen toimitus yli 50€:n tilauk.	lähinpään Postin toimipisteseen	www.korres.fi/
206	C Kauneudenhoi	Kauneudenhoito	3	BiON - Ihonhoitotuotteet - Nyt helposti verkkokaupastamme	Nopeat toimitukset	www.vitobeautey.fi/
207	C Kauneudenhoi	Kauneudenhoito	4	Kauneushoitola Helsinki	Upeita tuloksia ja kiireetöntä hemmottelua. Varaa aikasi täältä!	www.prava.fi
208	C Kauneudenhoi	Kauneudenhoito	5	Nenän muotoilu - Nose job	Nenän muotoilu ilman kirurgiaa. Välitön tulos, nopeampi toipuminen!	www.kc-clinic.fi/nenäleikkaus
209	C Kauneudenhoi	Kauneudenhoito	6	Kauneudenhoito - Nelly.com	Laaja valikoima uutuuksia! Saat 7€ lahjakortin tilatessasi 50€	www.nelly.com/kosmetiikka
210	C Kauneudenhoi	Kauneudenhoito	7	Meikit superedullisesti	Ripsiväri, puuteri, kulmakynä, luomiväri... 3,50€/kpl!	www.mic.fi/
211	C Kauneudenhoi	Kauneudenhoito	8	Meikkauskurssit ryhmille	Upeat juhlemeikit ja kauneusillat. Opi niksit pikkujoulumeikin tekoon.	www.funkyplanet.fi/
212	C Kauneudenhoi	Kauneudenhoito	9	Kauneudenhoito	Luonnonmukaista kauneudenhoitoa, mm. kasvohoitoja ja jalkahoitoja.	www.naturekauneus.fi/
213	C Kauneudenhoi	Kauneudenhoito	10	Ryppyjen poisto pysyvästi	Haluatko tuloksista pysyvämpää? Ellanse on pitkäikäisin ratkaisu.	www.royalbeautyacademy.com/
214	C Kauneudenhoi	Kauneudenhoito	11	Ravintolisäpalvelut	Ravintolisäpalveluita luotettavasti Meiltä myös kosmetiikkaa. Soita!	www.vaelfit.infosivut.fi/
215	C Kauneudenhoi	Ripsiväri	1	Maybelline ripsiväri - thebos.fi	Superhalvat merkkiripsarit netistä vaan 3,90€.Katso heti!	www.thebos.fi/ripsivärit
216	C Kauneudenhoi	Ripsiväri	2	Maybelline ripsiväri - maybelline.fi	Maybelline ripsivärit tuuhevuttavat, pidentävät ja tuovat kaarevuutta!	www.maybelline.fi/
217	C Kauneudenhoi	Ripsiväri	3	Meikkejä netistä - citymarket.fi	citymarket.fi -verkkokauppa on nyt auki. Tervetuloa tutustumaan.	www.citymarket.fi/Meikit
218	C Kauneudenhoi	Ripsiväri	4	Dr.Hauschka Ripsiväri	DrHauschka Ripsiväri 20,90€. Kaikkista ostoista S-bonusta!	sokos.s-verkkokauppa.fi/dr.hauschka
219	C Kauneudenhoi	Ripsiväri	5	Ripsiväri	Loihdi säihkyvät ripsit Rimmelin mascaralla. Tutustu täällä!	www.rimmellondon.com/fi/
220	C Kauneudenhoi	Ripsiväri	6	Lumene-silmämeikit	Lumene-silmämeikkien avulla luot hurmaavan katseen, joka kestää.	www.lumene.com/silmät
221	C Kauneudenhoi	Ripsiväri	7	Meikit - Yves Rocher®	Paljon luonnollisia meikkejä. Juuri nyt ilmainen toimitus.	www.yves-rocher.fi/Meikit
222	C Kauneudenhoi	Ripsiväri	8	Laadukkaat Blinc meikit	Osta varmat kauneudenhoitotuotteet Saat 7€ lahjakortin tilatessasi 50€	www.nelly.com/Blinc
223	C Kauneudenhoi	Ripsiväri	9	Meikkiblogit netissä	Kiinnostaako meikkaus ja uudet meikkituotteet? Tutustu Lilyyn!	www.lily.fi/meikki
224	C Kauneudenhoi	Ripsiväri	10	Ripsiväri	Kosteusvoiteet ja muut tuotteet. Vertaa hintoja ja säästä!	www.vertaa.fi/kosmetiikka
225	C Kauneudenhoi	Ripsiväri	11	Kampaamokauppa.com,meikit	kynnet, hiukset, hiuskosmetiikka, hiustenpidennys, värit, shot	www.kampaamokauppa.com/
226	C Kauneudenhoi	Lumene	1	lumene.com - Lumene-meikit	Pohjusta kauneutesi kotimaisten Lumene-meikkien avulla.	www.lumene.com/meikit
227	C Kauneudenhoi	Lumene	2	Lumene tuotteet - Lumene alk. 2,28€.	Tilaa nyt Sokoksen Verkkokaupasta!	sokos.s-verkkokauppa.fi/lumene
228	C Kauneudenhoi	Meikit	1	Suomen halvimmat meikit? - thebos.fi	Paljon L'Orealin ja Maybellinen meikkejä 3,90€/kpl.Tsekkaa heti!	www.thebos.fi/kosmetiikka
229	C Kauneudenhoi	Meikit	2	Max Factor - Meikki kuin tähdillä - maxfactor.fi	Uusimmat vinkit trendimeikkiin.	www.maxfactor.fi/

230	C Kauneudenhoi	Meikit	3	Meikit - Nelly.com - Laaja valikoima uutuusia	Saat 7€ lahjakortin tilatessasi 50€	www.nelly.com/kosmetiikka
231	C Kauneudenhoi	Meikit	4	Meikkejä netistä	citymarket.fi -verkkokauppa on nyt auki. Tervetuloa tutustumaan.	www.citymarket.fi/Meikit
232	C Kauneudenhoi	Meikit	5	Meikit - Yves Rocher®	Paljon luonnollisia meikkejä. Juuri nyt ilmainen toimitus!	www.yves-rocher.fi/Meikit
233	C Kauneudenhoi	Meikit	6	Lumene-meikit	Pohjusta kauneutesi kotimaisten Lumene-meikkien avulla.	www.lumene.com/meikit
234	C Kauneudenhoi	Meikit	7	Meikit	Kiinnostaako meikkaus ja uudet meikkituotteet? Tutustu Lilyyn!	www.lily.fi/meikki
235	C Kauneudenhoi	Meikit	8	Meikit	Lue täältä Rimmelin meikkivinkit ja olet valmiina juhliin!	www.rimmellondon.com/fi/
236	C Kauneudenhoi	Meikit	9	Korres kosmetiikka	Ilmainen toimitus yli 50€:n tilauk. lähimpään Postin toimipisteseen	www.korres.fi/
237	C Kauneudenhoi	Meikit	10	Kauneuden verkkokauppa	Kauneustuotteet edullisesti nettikaupasta	www.kauneutta.com/
238	C Kauneudenhoi	Meikit	11	Kosmetiikkaa Netistä	Kauneuden Karkkikauppa Auki 24 H	www.nicestyle.fi/Kauneus
239	D Vaatteet	Vaatteet	1	Vaatteet - Vaatteet nyt Zalando! - Zalando.fi	Ilmainen toimitus. Tilaa heti!	www.zalando.fi/Vaatteet
240	D Vaatteet	Vaatteet	2	Shoppaile Stylepit.fi - Merkkivaatteita edulliseen hintaan	Muoti & vaatteet verkkokaupasta	www.stylepit.fi/Vaatteet
241	D Vaatteet	Vaatteet	3	Shoppaile Nelly.com:issa - Edullisia, upeita design vaatteita.	Saat 7€ lahjakortin tilatessasi 50€	www.nelly.com/fi
242	D Vaatteet	Vaatteet	4	H&M - talvi 2012	Tutustu uuteen talvimallistoon joko hm.comissa tai myymälässä!	www.hm.com/FI
243	D Vaatteet	Vaatteet	5	Naiset Vaatteet	at Hoodboyz Yksinkertaisesti tilata verkossa.	fi.hoodboyz.de/-Naiset Vaatteet
244	D Vaatteet	Vaatteet	6	Desigual® Nettikauppa	Löydä Talvi-Syysy Muotivalikoima. Erinomaiset Espanjalaiset Vaatteet!	www.desigual.com/Naiset-Vaatteet
245	D Vaatteet	Vaatteet	7	Laadukkaat lastenvaatteet	Uusi talvimallisto 2012. Nopea toimitus - osta nyt netistä!	www.boozt.com/
246	D Vaatteet	Vaatteet	8	Shakkshop - Vaatteet	Kauden kovimmat vaatteet ja muut tuotteet edullisesti - tilaa heti!	www.shakkshop.fi/Streetwear
247	D Vaatteet	Vaatteet	9	Miesten trendivaatteet	Osta merkivaatteet netistä. Ilmainen toimitus, tilaa jo tänään!	www.stayhard.com/fi
248	D Vaatteet	Vaatteet	10	Vaatteet Halensilta	Laaja valikoima talvimuotia sekä sisustusta.Tilaa netistä jo tänään!	www.halens.fi/
249	D Vaatteet	Vaatteet	11	Vaatteet asentella	Hillitön laaja valikoima t-paitoja, toppeja ja siistejä paitoja.	www.shirstore.fi/
250	D Vaatteet	Farkut	1	Tilaa farkkuja netistä - Uusi talvimallisto 2012 - boozt.com	Nopea toimitus - osta nyt netistä!	www.boozt.com/
251	D Vaatteet	Farkut	2	Junkyard.fi - Farkut - Laaja valikoima, nopea toimitus.	Välipäivä-Ale, jopa 70% alennus!	www.junkyard.fi/
252	D Vaatteet	Farkut	3	Farkut - Merkkivaatteita alennuksessa - stylepit.fi	Ilmainen ja nopea toimitus. Tilaa!	www.stylepit.fi/Farkut
253	D Vaatteet	Farkut	4	Farkut alk. 13,99	Nyt 1405 tuotetta valikoimassa. Parhaat farkut, tilaa heti!	www.def-shop.com/Farkut
254	D Vaatteet	Farkut	5	Tyylikkää Naisten Farkut	Aina ilmainen toimitus. Älä tyydy tavalliseen. Tutustu.	www.jeans.fi/Farkut
255	D Vaatteet	Farkut	6	Farkut	Laaja valikoima edullisia farkkuja nopealla toimituksella. Tutustu!	www.topstreetwear.com/Farkut
256	D Vaatteet	Farkut	7	Desigual Farkut	Löydä uuden sesongin muoti. Kaikki koot/värit. Osta tästä nyt!	www.desigual.com/Desigual-Farkut
257	D Vaatteet	Farkut	8	Upeita Miesten farkkuja	Tyyliä, joka erottuu edukseen. Disturb the street look!	www.disturb.fi/
258	D Vaatteet	Farkut	9	Osta Farkut Cellbesiltä	Nyt Farkut alk.24,90 €. Koot 34-56. Nopea ja kätevä postitoimitus!	www.cellbes.fi/
259	D Vaatteet	Farkut	10	Tilaa Farkut Halensilta	Iso valikoima trendikkäitä farkkuja alk. 19,90€. Tilaa jo tänään!	www.halens.fi/
260	D Vaatteet	Farkut	11	Diesel Official Store	New Spring Summer 2013 Collection Free Delivery & Free Return	store.diesel.com/
261	D Vaatteet	Levi's	1	Levi S Farkut - Nelly.com	Osta Levi Strauss farkkuja, Saat 7€ lahjakortin tilatessasi 50€	www.nelly.com/Levi_Strauss
262	D Vaatteet	Farkut	2	Levi's - Merkkivaatteita alennuksessa - stylepit.fi	Ilmainen ja nopea toimitus. Tilaa!	www.stylepit.fi/Levi's
263	D Vaatteet	Farkut	3	Levi's® - Jeans Shop - Mens, womens & kids clothing.	Up to 50% Sale Fall/Winter 2012!	www.jeansshop.com/Levi's
264	D Vaatteet	Farkut	4	Levi's-uutuudet	Tutustu laajaan valikoimaamme. Ilmainen toimitus!	www.zalando.fi/Levis
265	D Vaatteet	Farkut	5	Levis 501 alk. 59,90€.	Jenkkiparkut suoraan maahantuoltajalta Levis,Calvin Klein jne...	www.jeansamerica.fi/
266	D Vaatteet	Farkut	6	Levi's-verkkokauppa	Levi's 2012-mallisto nyt meiltä. Löydä helpoin & halvin tapa tilata!	www.shopalike.fi/levis
267	D Vaatteet	Farkut	7	Junkyard.fi - Levis	Osta Levisistä nettissä. Välipäivä-Ale, jopa 70% alennus!	www.junkyard.fi/
268	D Vaatteet	Farkut	8	Levi'S	Jopa 70% alennusta! Toimitetaan suoraan kotiovellesi.	www.castaluna.fi/
269	D Vaatteet	Housut	1	Vaatteet Diesel - Nyt vaivattomasti netistä - zalando.fi	Ilmainen toimitus. Tilaa heti!	www.zalando.fi/Diesel
270	D Vaatteet	Housut	2	Housuja alkaen 10 € - Satoja housuja saatavana nyt.	Halpoja hintoja - Pikainen toimitus	www.boozt.com/
271	D Vaatteet	Housut	3	Housut - H&M - Tyylikkyyttä ja asennetta - hm.com	Uusi mallisto nyt myynnissä.	www.hm.com/housut
272	D Vaatteet	Housut	4	Osta Housut Cellbesiltä	Nyt Housut alk.10,90 €. Koot 34-64. Nopea ja kätevä postitoimitus!	www.cellbes.fi/
273	D Vaatteet	Housut	5	Housut	Enemmän kuin 700 tuotemerkkiä. Osta merkkituotteet netistä tänään!	www.stylepit.fi/Housut
274	D Vaatteet	Housut	6	Housut alk. 7,99	Nyt 137 eri merkkiä valikoimassa. Parhaat housut, tilaa heti!	www.def-shop.com/Housut
275	D Vaatteet	Housut	7	Tyylikkää housut	Mukavia ja helppohoitaisia housuja aikuiselle naiselle. Paljon kokoa!	www.ateliergs.fi/
276	D Vaatteet	Housut	8	ESPRIT: Housut	Maailman laajin ESPRIT valikoima. Ilmaiset toimitukset & palautukset!	www.esprit.fi/Housut
277	D Vaatteet	Housut	9	Tyylikkää housut	Upeita ja tyylikkää housuja naisille. Osta Peter Hahnilta!	www.peterhahn.fi/Housuja
278	D Vaatteet	Housut	10	Housut - Nelly.com	Viimeisimmät trendit meiltä. Saat 7€ lahjakortin tilatessasi 50€	www.nelly.com/fi
279	E Kodinkoneet	Kodinkoneet	1	Kodinkoneet jopa -36% - Hurja alennusmyynti on käynnissä.	Rajoitettun ajan. Tilaa jo tänään!	www.markantalo.fi/Kodinkoneet
280	E Kodinkoneet	Kodinkoneet	2	Kodinkoneet - Kodinkoneet helposti Expertiltä - expert.fi	Mahtava ALE on nyt alkanut!	www.expert.fi/
281	E Kodinkoneet	Kodinkoneet	3	Evin -kodinkoneet - keittiovalinta.fi	Laatua edullisesti: kylmäkoneet, uunit, liesitasot, astianpesukoneet	www.keittiovalinta.fi/
282	E Kodinkoneet	Kodinkoneet	4	Kodinkoneet	Laadukasta kodintekniikkaa löydät KLINGEL verkkokaupasta. Tervetuloa!	www.klingel.fi/kodinkoneet
283	E Kodinkoneet	Kodinkoneet	5	Kodinkoneet	Vertaa hintoja ennen kuin ostat! Täältä löydät edullisimman myyjän.	www.vertaa.fi/Kodinkoneet
284	E Kodinkoneet	Kodinkoneet	6	Kodinkoneita alk. 3 €/kk	Pesukoneita, Jääkaappeja, Liesiä, kuukausimaksulla kotiovelle tuotuna	www.kauppakanava.fi/
285	E Kodinkoneet	Kodinkoneet	7	Kodinkoneet	Laaja ja edullinen valikoima. Halvat hinnat ja nopea toimitus.	www.direct123.fi/

286	E Kodinkoneet	Kodinkoneet	8	Keittiön kodinkoneet	Laadukkaat kodinkoneet keittiösi. Lue kodinkonetarjouksestamme!	www.kvik.fi/Keittiöt
287	E Kodinkoneet	Kodinkoneet	9	Bosch kodinkoneet	Laaja valikoima Bosch Kodinkoneita edulliseen hintaan!	www.e-kodinkoneet.fi/
288	E Kodinkoneet	Kodinkoneet	10	Pienet kodinkoneet	Osta pienkodinkoneesi Halvalla. Laaja valikoima ja Nopea toimitus!	www.pixmania.fi/Pienet-kodinkoneet
289	E Kodinkoneet	Kodinkoneet	11	Kodintekniikka.net	Kodintekniikkaa helposti ja edullisesti. Tule ja tutustu!	www.kodintekniikka.net/
290	E Kodinkoneet	Jääkaappi	1	Electrolux-jääkaapit - Electrolux.fi	FreshPlus -jääkaapit on suunniteltu sinulle ja huippukeittiöllesi!	www.electrolux.fi/Jaakaapit
291	E Kodinkoneet	Jääkaappi	2	LG Jääkaapit - LG:n tuotteet löydät Mustan - Mustaporssi.fi	Pörssin verkkokaupasta edullisesti.	www.mustaporssi.fi/LG
292	E Kodinkoneet	Jääkaappi	3	Jääkaappi jopa -36% - Hurja alennusmyynti on käynnissä.	Rajoitetun ajan. Tilaa jo tänään!	www.markantalo.fi/Jääkaappi
293	E Kodinkoneet	Jääkaappi	4	Jääkaappi - Tilaa jääkaappi edullisesti meiltä - netrauta.fi	Kotiin toimitus 0 € - Tietenkin!	www.netrauta.fi/jääkaappi
294	E Kodinkoneet	Jääkaappi	5	Jääkaappi	Laaja valikoima merkkituotteita. Osta vaikka osamaksulla!	www.hobbyhall.fi/
295	E Kodinkoneet	Jääkaappi	6	Evin -kodinkoneet	Laatua edullisesti: kylmäkoneet, uunit, liesitasot, astianpesukoneet	www.keittiovalinta.fi/
296	E Kodinkoneet	Jääkaappi	7	Jääkaappi	Vertaa hintoja ennen kuin ostat! Täältä löydät edullisimman myyjän.	www.vertaa.fi/jaakaapit
297	E Kodinkoneet	Jääkaappi	8	Jääkaapit	Prisman Verkkokaupasta S-Bonusta. Katso Jääkaappien Valikoima!	prisma.s-verkkokauppa.fi/Jääkaapit
298	E Kodinkoneet	Jääkaappi	9	Smeg Jääkaappi	Luotettava toimitus ja takuu - edullinen hinta. Pyydä tarjous!	www.koti-in.fi/smeg
299	E Kodinkoneet	Jääkaappi	10	Kylmälaitteet	Jääkaapit, Jääkaappi-pakastimet Kaappipakastimet, Säiliöpakastimet	www.e-kodinkoneet.fi/
300	E Kodinkoneet	Jääkaappi	11	Jääkaappi	Jääkaapit helposti Expertiltä. Mahtava ALE on nyt alkanut!	www.expert.fi/
301	E Kodinkoneet	Jääkaappi	12	Kodinkoneita alk. 3 €/kk	Pesukoneita, Jääkaappeja, Liesiä, kuukausimaksulla kotiovelle tuotuna	www.kauppakanava.fi/
302	E Kodinkoneet	Electrolux	1	Electrolux.fi - Electrolux-kodinkoneet	Ruuanlaitto, puhtaus, kylmäsäilytys – tuotteita sinun tarpeisiisi!	www.electrolux.fi/
303	E Kodinkoneet	Electrolux	2	Electrolux	Laadukkaat tuotteet Expertiltä. Mahtava ALE on nyt alkanut!	www.expert.fi/
304	E Kodinkoneet	Electrolux	3	Electrolux kodinkoneet	Laaja valikoima Electrolux kodinkoneita edulliseen hintaan!	www.e-kodinkoneet.fi/
305	E Kodinkoneet	Electrolux	4	Electrolux	Löydä edullisin myyjä, vertaa tuotteita ja lue arvosteluja!	www.vertaa.fi/Electrolux
306	E Kodinkoneet	Keittiökoneet	1	Keittiökoneet - expert.fi	Keittiökoneet helposti Expertiltä. Mahtava ALE on nyt alkanut!	www.expert.fi/
307	E Kodinkoneet	Keittiökoneet	2	OBH Nordica keittiökoneet - ltt24h.fi	Keittiökoneet edullisesti - löytöavaratalon verkkokaupasta!	www.ltt24h.fi/keittiö/pienkoneet
308	E Kodinkoneet	Keittiökoneet	3	Keittiökoneet Edullisesti - Arjesta helpompaa keittiökoneella.	Toimitus 0 €. Tilaa omasi tänään!	www.markantalo.fi/Keittiökoneet
309	E Kodinkoneet	Keittiökoneet	4	Keittiö Kodinkoneet	Vertaa hintoja ennen kuin ostat! Täältä löydät edullisimman myyjän.	www.vertaa.fi/Kodinkoneet
310	E Kodinkoneet	Keittiökoneet	5	Kalustetukku	Löydä unelmiesi keittiö laajasta mallistostamme.	www.kalustetukku.fi/
311	E Kodinkoneet	Keittiökoneet	6	Keittiö	Sisusta kotisi edullisesti. Valikoiman löydät tästä.	www.on24.fi/
312	E Kodinkoneet	Keittiökoneet	7	Keittiövalinta	Kotimaista laatua edullisesti: Keittiöt, komerot, liukupeiliövet	www.keittiovalinta.fi/
313	E Kodinkoneet	Keittiökoneet	8	Gaala-Keittiöt	Gaala uusi keittiösi 50% edullisemmin!	www.gaalakeittiöt.fi/
314	E Kodinkoneet	Keittiökoneet	9	Toimiva keittiö	Suunnittelemme ja toteutamme Kor-kealaatuiset keittiöt Pirkanmaalla	www.keittiokauppa.com/
315	E Kodinkoneet	Keittiökoneet	10	Laadukas Pastelli keittiö	Pastelli-keittiö toimitetaan aina asennettuna, putki- ja sähkötoiseen	www.pastelli.fi/
316	F Autot	Autot	1	Autotalli.com-Vaihtoautot	Parhaat vaihtoautot autoliikkeiltä ja yksityisiltä myyjiltä.	www.autotalli.com/vaihtoautot
317	F Autot	Autot	2	Autoja	Tutustu Nissanin monipuoliseen autovalikoimaan & varaa koeajo!	www.nissan.fi/
318	F Autot	Autot	3	Mazda	Vangitsevaa voimaa ja japanilaista laatua. Varaa koeajo netistä!	www.mazda.fi/
319	F Autot	Perheauto	1	Peugeot tila-auto - peugeot.fi	Peugeot 5008 on muunneltava tila-auto jopa seitsemälle. Tutustu	www.peugeot.fi › Mallisto
320	F Autot	Perheauto	2	Subaru Legacy - Ajamisen terävintä kärkeä - subaru.fi	Varaa koeajo täältä ja tule kokeilemaan!	www.subaru.fi/
321	F Autot	Perheauto	3	BMW Perheautot - Löydä uusi BMW-autosi täältä - bmw.fi	Tutustu laajaan valikoimaan.	www.bmw.fi/
322	F Autot	Perheauto	4	Perheauto	Citroën taitaa tila-autot. Tutustu uuteen C4 Picassoon täällä!	www.citroen.fi/
323	F Autot	Perheauto	5	Perheautot	Etsimäsi vaihtoauto tai uusi auto löytyy osoitteesta Autotalli.com	www.autotalli.com/
324	F Autot	Volvo	1	Volvo - enemmän kuin auto - volvocars.com	Volvo Service 2.0 nostaa auton omistamisen aivan uudelle tasolle.	www.volvocars.com/fi
325	F Autot	Volvo	2	Bilia Volvo - bilia.fi	Volvo Selected vaihtoautot Bilialta - takuu nyt jopa 24 kk	www.bilia.fi/
326	F Autot	Volvo	3	vaihtoautot volvo	Suomalaiset Volvo vaihtoautot! Vaihtoautot Vantaa, Tampere & Oulu.	www.aldvaihtoautot.fi/Volvo
327	F Autot	Volvo	4	Volvo henkilöautot	Autosalpa Oy: Kouvola, Kotka, Porvoo, Kerava, Lahti	www.autosalpa.fi/volvo
328	F Autot	Henkilöautot	1	Henkilöautot - nissan.fi	Tutustu Nissanin monipuoliseen autovalikoimaan & varaa koeajo!	www.nissan.fi/
329	F Autot	Henkilöautot	2	Volkswagen henkilöautot - Volkswagen.fi	Tutustu Volkswagenin mallistoon ja löydä oma suosikkisi!	www.volkswagen.fi/
330	F Autot	Henkilöautot	3	Chevrolet 2012 - Tutustu uusien autojen valikoimaan.	Upeat ominaisuudet hyvään hintaan.	www.chevrolet.fi/
331	F Autot	Henkilöautot	4	Henkilöautot	Runsas valikoima laadukkaita autoja Kehä kolmosen varrella. Tervetuloa!	www.askohahto.fi/henkilöautot
332	F Autot	Henkilöautot	5	Subaru Legacy	Tinkimättömyys, suorituskyky, tasapaino. Koe aito Japanilainen!	www.subaru.fi/
333	F Autot	Henkilöautot	6	Henkilöautot	Diesel-teknologian edelläkävijä. Tutustu Citroën-mallistoon.	www.citroen.fi/
334	F Autot	Henkilöautot	7	Autoja 0-100000 €	Laaja valikoima vaihtoautoja Uudet Hyundait, Suzukit ja Isuzut	www.autoexpert.fi/
335	F Autot	Henkilöautot	8	Vie Škoda koeajolle	Tutustu mallistoomme ja vie Sinua sykähdyttänyt Škoda koeajolle!	www.skoda-auto.com/fi
336	F Autot	Henkilöautot	9	Upea BMW-mallisto	Löydä uusi BMW -autosi täältä! Tutustu laajaan valikoimaan.	www.bmw.fi/

### Appendix 3

#### Number of advertisements appearing in different locations within the search results, by topic, 2012

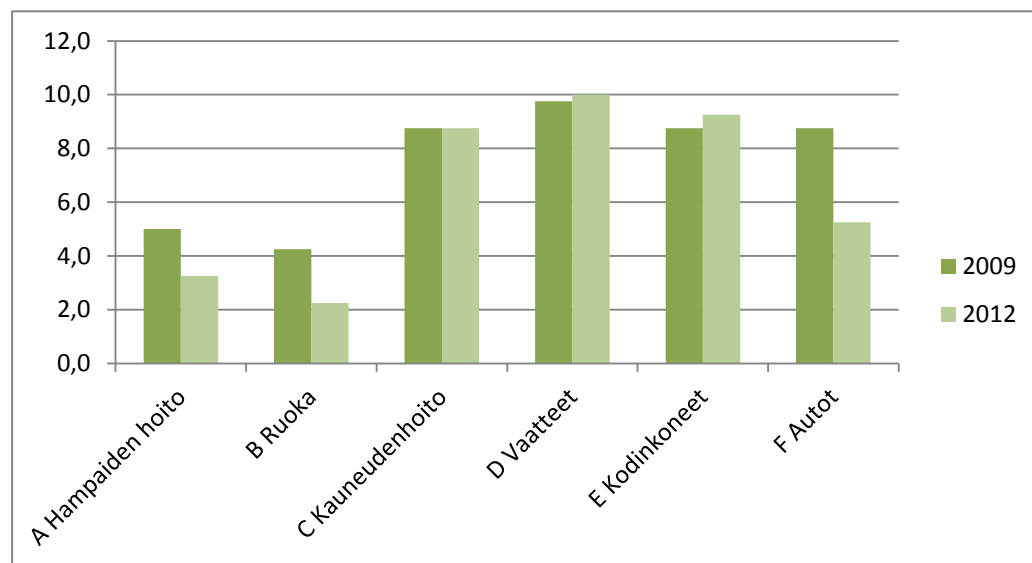
<i>n</i>	location of the advertisement			total
	top	side	bottom	
A Hampaiden hoito	8	0	4	12
B Ruoka	4	0	4	8
C Kauneudenhoito	11	24	0	35
D Vaatteet	12	28	0	40
E Kodinkoneet	10	24	3	37
F Autot	9	6	6	21
total	54	82	17	153

#### Appendix 4

#### Average number of advertisement texts appearing for a search results, by topic, 2012

	2009	2012	change
A Hampaiden hoito	5,0	3,3	-1,8
B Ruoka	4,3	2,3	-2,0
C Kauneudenhoito	8,8	8,8	0,0
D Vaatteet	9,8	10,0	0,3
E Kodinkoneet	8,8	9,3	0,5
F Autot	8,8	5,3	-3,5

avg. of avg      7,5      6,5



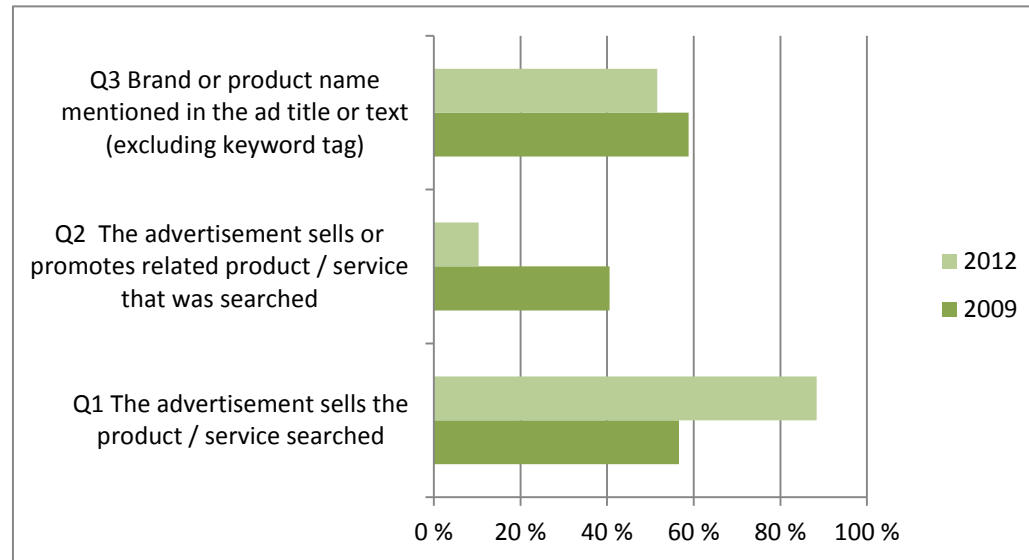


**Appendix 5**

**Distribution of the advertisements according to the sorting questions between 2009 and 2012**

	<b>2009</b>	<b>2012</b>	<b>2009</b>	<b>2012</b>
Q1 The advertisement sells the product / service searched	99	137	57 %	88 %
Q2 The advertisement sells or promotes related product / service that was searched	71	16	41 %	10 %
Q3 Brand or product name mentioned in the ad title or text (excluding keyword tag)	103	80	59 %	52 %
Total advertisements appearing (not sum of listings above)	175	155		

% of yearly total



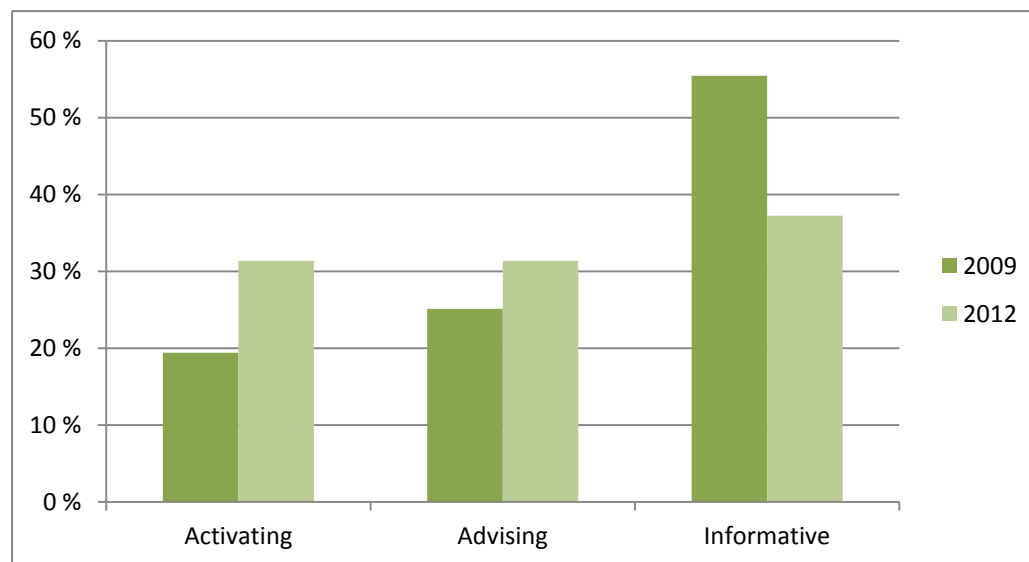
## Appendix 6

### Distribution of the advertisements into genres in 2009 and 2012

	2009	2012	2009	2012
Activating	34	48	19 %	31 %
Advising	44	48	25 %	31 %
Informative	97	57	55 %	37 %
Total	175	153	100 %	100 %

*n*

% of yearly total



## Appendix 7

### Distribution of the advertisement genres between keyword topics in 2009 and 2012

	<i>n</i>		% of yearly total of current topic		trend, change in % units
	2009	2012	2009	2012	
<b>A Hampaiden hoito</b>					
Activating	2	1	11 %	8 %	-3 %
Advising	5	5	28 %	42 %	14 %
Informative	11	6	61 %	50 %	-11 %
	18	12	100 %	100 %	
<b>B Ruoka</b>					
Activating	1	1	7 %	13 %	6 %
Advising	10	5	67 %	63 %	-4 %
Informative	4	2	27 %	25 %	-2 %
	15	8	100 %	100 %	
<b>C Kauneudenhoito</b>					
Activating	5	10	15 %	29 %	14 %
Advising	11	10	32 %	29 %	-4 %
Informative	18	15	53 %	43 %	-10 %
	34	35	100 %	100 %	
<b>D Vaatteet</b>					
Activating	9	27	24 %	68 %	44 %
Advising	8	12	21 %	30 %	9 %
Informative	21	1	55 %	3 %	-53 %
	38	40	100 %	100 %	
<b>E Kodinkoneet</b>					
Activating	6	8	17 %	22 %	4 %
Advising	4	8	11 %	22 %	10 %
Informative	25	21	71 %	57 %	-15 %
	35	37	100 %	100 %	
<b>F Autot</b>					
Activating	11	1	31 %	5 %	-27 %
Advising	6	8	17 %	38 %	21 %
Informative	18	12	51 %	57 %	6 %
	35	21	100 %	100 %	

## Appendix 8

### Translation of the keywords used to obtain the data

*The keywords were used in Finnish as they appear below to fetch the data.*

	1. Topic	2. Product	3. Brand	4. Category
A.	Hampaiden hoito	Hammastahna	Pepsodent	Hygieniatuotteet
B.	Ruoka	Perunakeitto	Saarioinen	Valmisruoka
C.	Kauneudenhoito	Ripsiväri	Lumene	Meikit
D.	Vaatteet	Farkut	Levi's	Housut
E.	Kodinkoneet	Jääkaappi	Electrolux	Keittiökoneet
F.	Autot	Perheauto	Volvo	Henkilöautot

**Yhteensä 24 avainsanaa**

*The keywords in English, as they appear below, were not used to retrieve data, and are presented here only to ease reading of the paper.*

	1. Topic	2. Product	3. Brand	4. Category
A.	Dental care	Toothpaste	Pepsodent	Hygiene products
B.	Food	Potato soup	Saarioinen	Ready meal / processed food
C.	Beauty care	Mascara	Lumene	Make up (lit. in plural)
D.	Clothing (lit. "clothes")	Jeans	Levi's	Trousers
E.	Domestic appliances	Fridge / refrigerator	Electrolux	Kitchen appliances
F.	Cars	"Family car"	Volvo	Passenger cars

**Total 24 keywords**