

**Consumer Behaviour on Search Engine Result Pages, the Effect of Matching Meta
Descriptions to Hedonic- or Utilitarian Online Shopping Motivations.**

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Abstract

This study focuses on investigating the effect of meta descriptions on click-through-rate (CTR) and purchase intention. Furthermore it investigates if matching the text in meta descriptions to hedonic or utilitarian shopping motivations, influences this effect. This experimental study applies a 3 (meta description: plain, detailed product information, gratification) x 2 (type of product: utilitarian, hedonic) between subjects design. 201 respondents participated in the study, the respondents viewed one out of six different search results and answered questions concerning this search result in an online survey. The findings show that from the three different descriptions, the plain descriptions leads to the highest CTR. Looking at the interaction between meta descriptions and type of product, plain descriptions for utilitarian goods lead to better results than descriptions with detailed product information. Also, descriptions with gratification lead to better results for hedonic goods than for utilitarian goods. It can be concluded that plain descriptions work best for getting a high CTR, this might be due to the unique selling points displayed in the description. This study can contribute to online marketing, that applying shopping motivations to meta descriptions is very difficult, as meta descriptions have limited advertising space and options. Therefore, the most effective way to use meta descriptions might be to use it as a means of persuasion, by displaying USPs.

Keywords: Search engine optimization, Organic search, Shopping motivation, Click-through-rate, Purchase intention, Meta descriptions, Utilitarian products, Hedonic products, Unique selling points

Table of Contents

Introduction	4
Literature Review	6
Search Engine Optimization	6
Meta Descriptions on Search Engine Result Pages	7
Shopping Motivations	9
Method	13
Sample Characteristics	13
Research Design & Procedure	13
Manipulation	13
Measurements	15
Results	17
Manipulations Checks	17
Correlations	17
The Effect of Meta Descriptions on Consumers' CTR and Purchase Intention	18
The Moderating Role of Type of Product	19
Discussion	21
Theoretical and Practical Implications	22
Limitations and Suggestions for Future research	23
Conclusion	25
References	26
Appendix	30
A. Questionnaire	30
B. Factor Analysis	34

Consumer Behaviour on SERPS, the effect of matching meta descriptions to hedonic- or utilitarian online shopping motivations.

Over the past years search engines like Google have increased in importance, as people reach out more to search engines to find information. Google is market leader and currently generates 89.3 percent of all core search queries in the global market (Statista, 2016). People do not only use search engines to browse for information, search engines are also used for online shopping. In 2016, 53.4 percent of internet users worldwide has made purchases online, and this percentage keeps growing (Statista, 2016). Search engines show both sponsored and unsponsored, or organic, search results on search engine result pages (SERPs). However, 95 percent of all clicks are found to be on organic links rather than on sponsored links, this is due to the fact that organic links are seen as more trustful sources, without bias (Jerath, Ma & Park, 2014). Since unsponsored links are found to be of great importance, search engine optimization (SEO) currently plays a big role in online marketing strategies. Companies want the top one position on SERPs, as when a website gets ranked higher it conveys a more favourable image towards the brand, attracts more visitors and leads to a higher purchase intention (Shih, Chen, & Chen, 2013).

One important factor to be successful in SEO is by creating successful meta descriptions for the search results. Meta descriptions contain information that reflects the content of the page it is directing visitors to (Patil, Pawar, & Patil, 2013). Meta descriptions give websites the chance to perform a sales pitch, as they can display their unique selling points, like free shipping, delivery time and discounts. Meta descriptions are of no importance for the Google rankings, so they do not influence a companies' position on a SERP. However they are important for gaining a higher click-through-rate (CTR), which might influence a companies' position on a SERP (Fishkin, 2014).

Different studies have been conducted on the effect of SEO on CTR, however studies concerning the effect of meta descriptions on CTR are scarce. Existing literature shows that CTR increases for higher ranked links, and that this is also connected to the purchase intention of the consumer (Agarwal, Hosanagar, & Smith, 2011). Consumers with higher purchase intention will only look at the first few links and make a decision, because they already know what they want to purchase. Consumers with lower purchase intention will also click on links at lower positions as they are still searching for information about the product, these people are less likely to click. Besides the position on the SERP, the brand equity of the online retailer is also of importance (Baye, de los Santos, & Wildenbeest, 2016), as consumers tend to click more on links from companies they know and trust. Therefore, it is important to display the retailers

attributes in the meta description. Furthermore, it was found that there is a relationship between sponsored and unsponsored links, in a way that consumers are more likely to click on an organic link when it is associated with a sponsored link (Baye, et al., 2016). When taking the discussed literature in consideration, it is clear that ample studies have been conducted on the subject of SEO, however not enough studies give a clear view on the effect of the text used in the meta description on the CTR and purchase intention.

Online purchases are growing (Statista, 2016), and when people are shopping online, they rely on search engines to provide them with the right information. Therefore, a meta description might only be successful when there is a clear connection between the content provided in the meta description, and the motivation consumers have for purchasing the displayed product. Consumers want the information they get from search engines to match their shopping motivations. A distinction can be made between shopping motivations for utilitarian and hedonic products and (Chiu, Wang, Fang, & Huang, 2014). Utilitarian goods are mainly functional, people buy them because they need them. Hedonic goods on the other hand, will be bought for fun and will bring people pleasure (Dhar & Wertenbroch, 2000). Consumers have different shopping motivations for these two types of products. When consumers are searching for utilitarian goods they want detailed product information and want to be able to see the total set of product offerings (Chiu, et al., 2014). When consumers are searching for hedonic goods they look for gratification, they shop for stress relief or to get rid of a negative mood (Arnold & Reynold, 2003). Furthermore hedonic shopping motivation focuses more on the shopping experience, not on the shopping efficiency, as utilitarian shopping motivations do (Arnold & Reynolds, 2003).

Consequently, the question arises if meta descriptions should be the same for utilitarian as for hedonic goods. Most shopping motivations for these two types of products are different, therefore the persuasive text regarding these products might have to be different. When keeping the link between content and consumer need in mind, consumers might be attracted to different meta descriptions for different types of products. To our knowledge, no studies have been performed regarding the matching of the meta description to the type of product that is being sold. Therefore, current study addresses the following question: Does the matching of meta descriptions to hedonic or utilitarian shopping motivations have an effect on the click-through-rate and purchase intention? The outcomes of this study can help companies and brands improve their SEO strategy. This might positively affect the CTR and can eventually lead to a higher purchase intention and revenue.

Literature Review

Search Engine Optimization

Search engines have become the most important platforms for driving traffic to web pages, as more than half of the web traffic starts on a search engine (Dou, Lim, Su, Zhou, & Cui, 2010). Consumers reach out to search engines to find answers to their questions and fulfil their needs. As mentioned earlier, websites that are ranked higher on SERPs are favoured more and visited more (Agarwal, Hosanagar, & Smith, 2011). There are several different SEO techniques that companies have to apply to be awarded a higher rank. A distinction between two types of SEO techniques can be made: ‘white hat SEO’ and ‘black hat SEO’ (Berman & Katona, 2013). White hat SEO focuses on improving the content on the website. Good content makes the website more relevant to the audience, which places it higher on search engine rankings. Black hat SEO is a more aggressive strategy which is used to mislead search engines (Patil, et al., 2013). One of the most used black hat SEO techniques is cloaking, this strategy focuses only on the search engine and not on the human audience. Cloaking is a technique that shows one version of a web page to search engines and another version to humans. The version shown to the search engines is completely optimized for SEO, however not user-friendly. By applying this technique, the website will rank higher than it actually deserves to according to search engine guidelines (Berman & Katona, 2013).

Well written content is an important part of a successful SEO strategy, another important part of this strategy is linkbuilding. Linkbuilding is an activity in which companies actively market their website, and try to obtain links from other websites (Enge, Spencer, Fishkin, & Stricchiola, 2012). This is of great importance, because incoming links will give the website more authority, and will make the website easier accessible for search engines, which will both lead to higher rankings. However, when acquiring links, companies need to make sure that all links are relevant (Su, Hu, Kuzmanovic, & Koh, 2013). The links to the website should contribute to the content of that page. Furthermore, the anchor text of inbound links is of importance (Enge, et al, 2012). An anchor text is the visible sentence that a hyperlink displays when it links to another website (Moz, 2016). Websites could choose to use words like “click here”, however for SEO it is better to choose words that are relevant for the website that visitors are directed to.

Besides content and linkbuilding, companies need to use keywords they want to rank for in important texts. These texts, like the title tag, meta description, and the URL, are important ranking features (Su et al., 2013, Baye et al., 2016). Search engines used to apply the concept of keyword density as a factor for determining the rank of a website. This was

calculated by dividing the number of words on a webpage by the number of occurrences of a certain keyword. In short, the more times the keyword was used, the better. However, search engines keep refining their ranking techniques, and keyword density is of no importance nowadays (Moz, 2016). Currently applying the keyword in a text too many times, can lead to the website being banned from SERPs. Optimally the density of keywords on a website should be between two and eight percent to improve that website's ranking (Patil et. al, 2013).

All in all, there are three main SEO techniques that are important for achieving a higher rank. First, good content on the website that matches the consumers need, and is relevant for the audience. Second, companies should aim to get as many links to their website as possible, these links should be relevant and contribute to the content. Third, important keywords should be strategically used in important texts. However, the keyword should not occur too many times, as this can lead to the page being banned.

Meta Descriptions on Search Engine Result Pages

The previous part of this study has clarified that there are several SEO techniques that companies have to apply to be awarded a higher rank. However it is of great importance that, when a website is ranked higher, important texts on SERPs like the title tag and meta description, have the same keywords and content as the website it is directing visitors to. As having a high rank does not always mean consumers will click, they need to be persuaded with text. One of these important texts that are visible to users on SERPs, is the meta description (Zhang & Dimitroff, 2005). A meta description gives searchers an idea what the underlying page can tell them, and whether a certain page contains the information they are looking for. The meta description can be used as an opportunity to advertise, it should integrate important keywords, and be relevant so that it tempts searchers to click the link (Moz, 2016). Meta descriptions are important parts of search marketing, they function as a means of persuasion. The language used in the description is a verbal technique to invite searchers to visit the website, and to find the information they are looking for (Xiang, & Fesenmaier, 2005). While a meta description does not influence search engine rankings, it can be an important influencer of CTR and purchase intention.

CTR and purchase intention are both important measurements in online marketing. To measure if a website is successful, it is important to know if consumers click the links and visit the website, and if they intent to purchase something from that website. CTR refers to the percentage of searchers that click a search result after being exposed to it on a SERP. It is calculated by dividing the number of actual clicks on the link, by the impressions, so the number of times that the link has been shown to consumers (Regelson, & Fain, 2006). Purchase

intention refers to a stage in the decision making process, in which consumers are actually willing to buy a certain product. Making the consumer form an intention to buy the marketed product, is the primary goal of any marketing action (Wells, Valacich, & Hess, 2011), so also for the meta description.

Some studies have been performed on the effect of meta descriptions on CTR and purchase intention. Evidence has been found that a good SEO strategy leads to a higher rank, which leads to a higher CTR (Agarwal et al., 2011, Appiah, 2006, Li & Meshkova, 2013). It is clear that obtaining a high rank is important, however having a number one rank does not automatically mean that searchers will click the link (Moran & Hunt, 2014). Websites need to give searchers a reason to view the page. Searchers click because they believe that page will satisfy a need, so the text used needs to assure searchers that the webpage will answer any questions they have (Moran & Hunt, 2014). The meta description is an important tool in displaying this information. Information about the retailer attributes like, reviews, prices, shipping costs and delivery time should be demonstrated, as these will lead to a higher CTR (Baye, Gatti, Kattuman, & Morgan, 2009). Furthermore, it is important to select the proper keywords for increasing CTR, websites should create a readable and persuasive description in which important keywords are used. Search engines will bold keywords in the description that match the search query, which will increase CTR, as bold text will draw attention and is more persuasive (Moz, 2016).

Besides using the right text and keywords for increasing CTR and purchase intention, adding rich snippets to the meta descriptions is also an influential technique (Moz, 2016; Appiah, 2006; Li & Meshkova, 2013). Applying rich snippets is a service from Google that uses annotations of a website to display search results in a visually attractive manner (van der Meer, Boon, Hogenboom, Fransincar & Kaymak, 2011). Simply put, rich snippets can be images, customer reviews, price indications or other information that enhances, and draws attention to the search result. Rich snippets are designed to help searchers make decisions, and give them information even before they click. It ensures them that the link they will click, is actually the right one (Moz, 2016). Adding rich snippets to search results, will make these search results more favoured by consumers. These links will be clicked on more, which leads to a higher CTR and eventually also to a higher rank on SERPS (Appiah, 2006). Furthermore it was found that displaying rich snippets on SERPs will increase a searchers' feeling of informedness about the product displayed, and increase the excitement searchers have about the shopping experience. These aspects will both positively affect CTR, but also purchase intention and willingness to pay for the product (Li & Meshkova, 2013). Rich snippets can be

beneficial for different types of websites, for example restaurants, famous authors, events and online retail places. By displaying rich media they can all show their unique selling points and convince searchers to click and buy.

Shopping Motivations

The existing literature shows that the meta description is an important aspect of SEO. Especially for online shopping, it is important that the meta description matches the product that is being sold on that website. Even more specific, the description should match the shopping motivations belonging to that particular product. Products can be divided into two categories, first utilitarian products, which are mainly practical. The purpose and goal of these goods is to perform a functional task (Dhar, & Wertenbroch, 2000), for example cleaning products. Second, hedonic goods, which are primarily used for fun. Consumer purchase these goods for the experience, or because they will bring pleasure (Dhar, & Wertenbroch, 2000), for example chocolate, or perfume. Consumers have different reasons for using these types of products, so their shopping motivations for hedonic and utilitarian products might also differ.

Utilitarian shopping motivations. Shopping for utilitarian goods is a very task-oriented job, the main principle is that it needs to be efficient (Chiu, et al., 2014). Utilitarian shopping is often reflected on as shopping with a work mentality, it is a chore and it has to be done. Take for example, Christmas shopping, although consumers can be buying hedonic products, they might assign utilitarian shopping motivations to them. As they see Christmas shopping as a mission that has to be done, and the motivation for shopping is only to fulfil that mission (Babin, Darden, & Griffin, 1994).

There are four main utilitarian values of online shopping (Chiu, et al., 2014). First convenience, which means that online shopping enables consumers to shop anywhere at any time. People can make purchases online from their own living room, at any time of day. It is fast and efficient as consumers do not need to wait in line for the cash register. The second utilitarian value is the need for broad product offerings. Online consumers want to see all different variations of the product they are searching for, as this increases the probability that the needed product is found. The third utilitarian value is coherent with the second one, namely detailed product information. Where consumers want to be able to see all the products that are being offered, they also want rich and high quality information about those products. This information can help consumers to make the right decision in an efficient manner. The final important utilitarian shopping motivation is monetary savings. Consumers are always concerned about the price, and online shopping gives them the option to compare prices of

different companies. Consumers always look for the best deal, that's why it is beneficial to give discounts (Chiu, et. al, 2014).

Existing literature shows that for online shopping it is important that meta descriptions match the shopping motivation belonging to the products displayed on a website. Current study focuses on detailed product information as the most important utilitarian shopping motivation, as this value is most applicable to meta descriptions. When a product is utilitarian, it could be beneficial for CTR and purchase intention to display detailed information about this product in the meta description (Chiu, et al., 2014). For utilitarian goods a description with detailed product information should lead to better results than a plain description. Because a plain description does not match the utilitarian shopping motivation, while a description with detailed product information does. Also, a description with detailed product information should lead to better results for utilitarian goods, than for hedonic goods. As detailed product information is not a shopping motivation for hedonic goods, which means that the content in the description will not match to displayed product. Existing literature shows that there might be an effect of using detailed product information in the meta description of a utilitarian good. To investigate this claim, the following hypotheses are constructed (see Figure 1):

H_{1a} A meta description for a utilitarian good which includes detailed product information will have a higher CTR and purchase intention than a plain meta description.

H_{1b} A meta description which includes detailed product information will lead to a higher CTR and purchase intention for utilitarian goods than for hedonic goods.

Hedonic shopping motivations. Where utilitarian shopping motivations focus on efficiency, and emotions are seldom taken into consideration (To, Liao, & Lin, 2007). Hedonic shopping motivations do focus on experiences and emotions. Where the study of Babin, Darden, and Griffin (1994) showed that utilitarian shopping is often reflected on as shopping with a work mentality, this negative association with work cannot be linked to hedonic shopping. Hedonic shopping motivations evolve around freedom. People do not have to do it, they want to do it, it is a means to escape daily routine. In the prior part, Christmas shopping was discussed as an example of utilitarian shopping, however Christmas shopping can also be hedonic. Whereas some see it as a chore that has to be done, others see it a way to escape reality, to find enjoyment and hunt for bargains.

There are six values of hedonic shopping (Arnold & Reynolds, 2003). The first value is adventure, which means that through shopping buyers want to feel they are in another world, they want to escape the routine of daily life. This can be pursued by creating online virtual stores, where consumers can enjoy shopping. The second value is social, shopping with others

is a moment for socializing and bonding. This can be pursued online by connecting social networking sites to a web shop, so that buyers can ‘share’ the products they have bought with others. The third and fourth values are coherent, namely gratification and role. People shop for stress relief, to get rid of negative emotions, or to treat themselves. People also enjoy shopping for others, as they still receive the exciting experience of shopping, however they do not have to feel bad about spending money because the products are for someone else. The fifth value is idea, people shop to stay informed about new trends and product innovations. The final value is value, this means that people shop to hunt for bargains. Buyers can experience fun and excitement when they get a discount, or shop for sale items (Arnold & Reynolds, 2003).

Existing literature states that for online shopping it is important that meta descriptions match the shopping motivation belonging to the products displayed on a website. Current study focuses on gratification as the hedonic shopping motivation, as this value is found to be the most important motivation (Parsons, 2002). When a product is hedonic, it could be beneficial for CTR and purchase intention to display gratification in the meta description (Arnold & Reynolds, 2003). As consumers need the validation that they deserve to purchase a product for pleasure. For hedonic goods, a description with gratification should lead to better results than a plain description. Because, like said before, a plain description does not match the hedonic shopping motivation. Also, a description with gratification should lead to better results for hedonic goods, than for utilitarian goods, as gratification is not a shopping motivation for utilitarian goods. This means that the description will not match the displayed content, which might have a negative effect on CTR and purchase intention. There might be an effect of using gratification in the meta description of a hedonic good. To investigate this claim, the following hypotheses are constructed (see Figure 1):

H_{2a} A meta description for a hedonic good which includes gratification will have a higher CTR and purchase intention than a plain meta description.

H_{2b} A meta description which includes gratification will lead to a higher CTR and purchase intention for hedonic goods than for utilitarian goods.

Where it is interesting to investigate if meta descriptions with detailed product information lead to better results for utilitarian goods, and if descriptions with gratification lead to better results for hedonic goods. It might also be interesting to investigate which of the three meta descriptions, lead to the higher CTR and purchase intention in general, without interference of the type of product. To investigate the main effect of meta descriptions on CTR and purchase intention the following research question was formulated (see Figure 1):

RQ₁ Which of the meta descriptions, plain, detailed product information or gratification, leads to the highest CTR and purchase intention?

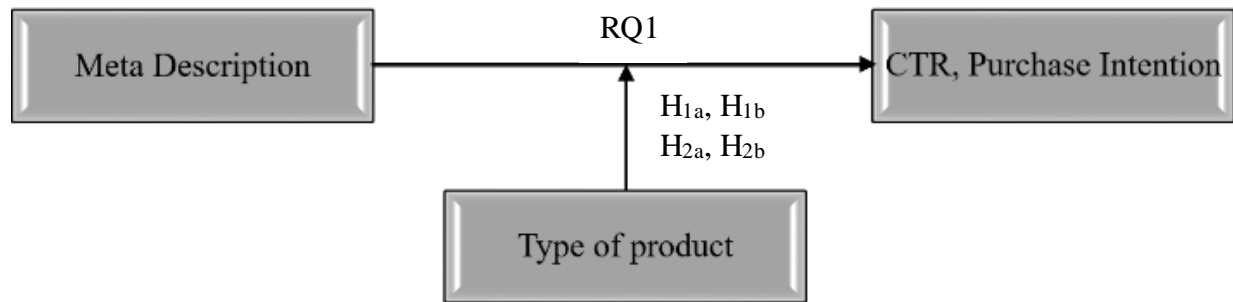


Figure 1. The conceptual model

Method

Sample Characteristics

The sample used in this study consisted of 201 respondents who were recruited through use of snowball sampling in the researchers' network. Of all respondents, 29,4% percent were male, and 70,6% percent were female. They had a mean age of 27,4 ($SD = 9.83$), and most of them had professional education (HBO) as their highest level of education (42,8%). Most participants indicated that they spend more than 20 hours per week (33,8%) online. Furthermore, 62,7% percent of the respondents indicated that they have purchased multiple goods online in the last six months, and most of the respondents have spend more than 400 euro's on online purchases in the last six months (25,4%).

Research Design & Procedure

Current experimental study deployed a 3 (meta description: plain vs. detailed product information vs. gratification) x 2 (type of product: utilitarian vs. hedonic) between-subjects design. In which the independent variable was the meta description, and the dependent variables were CTR and purchase intention. The type of product was expected to have a moderating influence on the dependent variables. In order to examine how meta descriptions influence CTR and purchase intention, six different search results were created. The experiment was conducted through the online survey tool Qualtrics. Conducting the survey online, made it more likely that the sample was representative of the target population, namely Dutch internet users that are willing to purchase online. The questionnaires were distributed through the personal network of the researcher, via social networking sites, and personal communication. The online survey tool Qualtrics was able to randomly assign the participants to one of the six conditions.

At the start of the survey, participants were presented with a small introduction to the subject, and what they were about to see. Following this introduction, one of the six manipulated search results was shown. After being presented with the search result, the participants were asked a set of questions concerning their willingness to click the link, their purchase intention and attitude towards the ad, these were the same set of questions for each condition. After finishing these questions, participants were asked several questions concerning their demographic characteristics. After that they were thanked for their participation. The complete questionnaire can be found in Appendix A.

Manipulation

The independent variable, meta description, was manipulated through applying gratification or detailed product information in the text of the meta description. Or as control

this text was kept plain, by applying the automatic meta description of the commissioner. Current study was commissioned by Bol.com. This is an online retailer, which sells over 14 million products in different categories like, books, games, toys, electronics, beauty and care, and more. Bol.com is active in both the Netherlands and Belgium. The company uses the following automatic structure for the title tags: “{Product} kopen? Alle {Products} online” [Purchase {Product}? All {Products} online]. For the meta descriptions: “Op zoek naar een {Product}? {Products} koop je eenvoudig online bij bol.com. Gratis retourneren! 30 dagen bedenktijd! Snel in huis!” [Looking for a {Product}? Purchase {Products} easily online at bol.com. Free returns! 30 day return policy! Fast delivery!]

The moderating variable, type of product, was manipulated through displaying a search result of a hedonic or utilitarian good which both have different shopping motivations. Specifically, respondents of the utilitarian good were exposed to a search result for laundry detergent. Meanwhile, the respondents of the hedonic good were exposed to a search result for perfume. Both products are well-known in the Netherlands, can be used by both males and females, can be used by people of all ages, and have a wide price range. However, laundry detergent is a utilitarian product, as it is something functional. And perfume is an hedonic good, as it is something purchased for pleasure. An overview of the different manipulated search results are presented below.

<p>bol.com Wasmiddel kopen? Alle Wasmiddelen online</p> <p>www.bol.com/Wasmiddelen</p> <p>Op zoek naar wasmiddel? Dit koop je eenvoudig online bij bol.com. Gratis retourneren! 30 dagen bedenktijd! Snel in huis!</p>
<p>bol.com Wasmiddel kopen? Alle Wasmiddelen online</p> <p>www.bol.com/Wasmiddelen</p> <p>Kies het beste Wasmiddel uit een enorm assortiment: poeder, vloeibaar of capsules, voor gekleurde of witte was. Je vindt het allemaal bij bol.com!</p>
<p>bol.com Wasmiddel kopen? Alle Wasmiddelen online</p> <p>www.bol.com/Wasmiddelen</p> <p>Stressvolle week gehad? Koop nu jouw favoriete Wasmiddel online bij bol.com, en geniet vanavond al van je welverdiende relaxmoment. Je verdient het!</p>
<p>bol.com Parfum kopen? Alle Parfums online</p> <p>www.bol.com/Parfum</p> <p>Op zoek naar Parfum? Dit koop je eenvoudig online bij bol.com. Gratis retourneren! 30 dagen bedenktijd! Snel in huis!</p>



Figure 2. Manipulations: utilitarian plain, detailed product information, gratification - hedonic, plain, detailed product information, gratification.

Measurements

Click-through-rate. The variable CTR was measured by three items using a five-point Likert scale, based on the SITEQUAL scale (Yoo & Donthu, 2001). Respondents had to answer the statements “It is likely that I will click on this search result”, “I intend to click on this search result” and “I will definitely click on this search result”. The response categories ranged from 1 = *strongly disagree* to 5 = *strongly agree*. The three items had a Chronbach’s alpha of $\alpha = .92$ ($M = 3.49$, $SD = 1.05$).

Purchase intention. The variable purchase intention was also measured by three items using a five-point Likert scale, based on the SITEQUAL scale (Yoo & Donthu, 2001). Respondents had to respond to the following items “It is likely that I will purchase the product through this link”, “I intend to purchase the product through this link” and “I will definitely purchase the product through this link”. The response categories ranged from 1 = *strongly disagree* to 5 = *strongly agree*. The three items had a Cronbach’s alpha of $\alpha = .84$ ($M = 2.77$, $SD = 0.89$). The six items from CTR and purchase intention formed a one-dimensional scale (explained variance 31,14%).

Attitude towards the search result. The variable Attitude towards the search result was measured by three items using a five-point Likert scale, based on Kim, Haley and Koo (2009). Respondent had to respond to the items “I like the search result that I saw”, “The search result that I saw is appealing to me” and “The search result that I saw is interesting to me”. The response categories ranged from 1 = *strongly disagree* to 5 = *strongly agree*. The three items formed a one-dimensional scale (explained variance 7,27%), with a Cronbach’s alpha of $\alpha = .83$ ($M = 2.85$, $SD = 0.87$).

Manipulation check – Type of product. It is predicted that the type of product will have a moderating effect on the different meta descriptions. Therefore a manipulation check was executed to investigate whether the utilitarian and hedonic products were chosen correctly. The

manipulation was validated using six semantic differentials on a five-point scale, based on the HED-UT scale (Spangenberg Voss, & Grohmann, 2003). Respondents were asked for their opinion on the items “I believe the product I just saw is...”, with some semantic differentials as “functional/not functional”, “necessary/unnecessary”, “enjoyable/unenjoyable”, and “dull/exciting”. The six items formed a one-dimensional scale (explained variance 15,60%), with a Cronbach’s alpha of $\alpha = .71$ ($M = 2.74$, $SD = 0.69$).

Manipulation check description – Detailed product information. The manipulation check for detailed product information was measured using three items on a five-point Likert scale, based on Ballantine (2005). Respondents had to respond to the statements “The search result provided detailed information about the featured product”, “The search result provided information on a large number of attributes of the featured product” and “The information provided by this search result is up to date”. The response categories ranged from 1 = *strongly disagree* to 5 = *strongly agree*. This variable should validate if participants of the study actually believed that the search results belonging to the detailed product information condition, contained detailed product information. The three items formed a one-dimensional scale (explained variance 6,90%), with a Cronbach’s alpha of $\alpha = .74$ ($M = 2.50$, $SD = 0.93$).

Manipulation check description – Gratification. The manipulation check for gratification was measured using three items on a five-point Likert scale, based on Arnold and Reynold (2003). Respondents had to respond to the items “The search result led me to believe that when I am in a down mood, this product would make me feel better”, “The search result led me to believe that shopping for this product is a way of relieving stress” and “The search result led me to believe that, if I wanted to treat myself to something special, I should buy this product”. The response categories ranged from 1 = *strongly disagree* to 5 = *strongly agree*. This variable should validate if participants actually believed that the search results belonging to the gratification condition, contained gratification. The three items formed a one-dimensional scale (explained variance 6,54%), with a Cronbach’s alpha of $\alpha = .84$ ($M = 2.28$, $SD = 1.07$).

Results

A one-way ANOVA has been used to analyse whether or not the CTR and purchase intention of respondents was different when a meta description is plain, contains detailed product information, or gratification. Furthermore, the general linear function has been used to find out whether type of product had a moderating effect on the relationship between meta description, CTR and purchase intention. However, first the manipulations for the meta descriptions and the type of product were checked, and a correlation matrix was created.

Manipulations Checks

To check whether the meta descriptions were manipulated correctly, the manipulation checks for meta descriptions with detailed product information and with gratification were conducted. For meta descriptions with detailed product information, a difference was found between the groups, $F(2,198) = 10.94, p < .001$. The post-hoc analysis showed a difference between a plain description and a description with detailed product information ($p = .029$), and between a description with detailed product information and a description with gratification ($p < .001$). This means that the meta description, in which the researchers intended to include detailed product information, was manipulated correctly. As a description with detailed product information ($M = 2.88$) differed from a plain description ($M = 2.48$) and a description with gratification ($M = 2.16$). Also for meta descriptions with gratification, a difference was found between the groups, $F(2,198) = 7.28, p = .001$. The post-hoc analysis showed a difference between a description with gratification and a plain description ($p = .006$), and between a description with gratification and a description with detailed product information ($p = .002$). This means that the meta description, in which the researchers intended to include gratification, was manipulated correctly. As a description with detailed product information ($M = 2.04$) differed from a plain description ($M = 2.11$) and a description with gratification ($M = 2.66$).

Also a manipulation check for the type of product was conducted, to check whether these were manipulated correctly. To check the manipulation for the type of product, the difference between laundry detergent ($M = 2.48$) and perfume ($M = 2.98$) was calculated. A one-way ANOVA was conducted with the variable 'type of product' between the two groups, and this shows a difference between the groups, $F(1,182) = 30.75, p < .001$. This means that respondents thought of laundry detergent as more utilitarian, and of perfume as more hedonic.

Correlations

Table 1 provides the zero order correlation matrix of the variables included in the model (Figure 1). As well as their correlations with age, gender and attitude towards the search result.

The matrix shows a weak negative relationship between meta descriptions and CTR ($p = .015$). A weak positive relationship was found between type of product and attitude towards the search result ($p = .002$), which means that when respondents viewed a search result for perfume, their attitude towards the search result was higher than for laundry detergent. Also moderate positive relationships were found between attitude towards the search result and CTR ($p < .001$) and purchase intention ($p < .001$), which means that when respondents attitude towards the search result was high, their CTR and purchase intention was also higher. The complete correlation matrix can be found in Table 1.

Table 1. Correlations: Independent, dependent and demographic variables

Variables	1	2	3	4	5	6	7
1. Meta description	-						
2. Type of product	.03	-					
3. Age	-.09	-.07	-				
4. Gender	-.04	-.05	.08	-			
5. CTR	-.17*	.01	.01	.07	-		
6. PI	-.05	.09	-.03	.03	.65***	-	
7. Attitude search result	-.08	.22**	-.06	.03	.50***	.51***	-

Note. * $p < .05$. ** $p < .01$. *** $p < .001$. Type of product: 1 = laundry detergent, 2 = perfume. Meta description: 1 = plain, 2 = detailed product information, 3 = gratification.

The Effect of Meta Descriptions on Consumers' CTR and Purchase Intention

After the certainty that the meta descriptions were manipulated correctly, the ANOVA from the general linear model function was used to investigate whether there was a main effect of meta descriptions on CTR and purchase intention (RQ1). The results showed no difference regarding the effect of meta descriptions on purchase intention, $F(2,198) = .473$, $p = .624$. This means that a plain description ($M = 2.79$, $SD = 0.77$), a description with detailed product information ($M = 2.83$, $SD = 0.89$) and a description with gratification ($M = 2.69$, $SD = 1.00$), did not differ in their effect on purchase intention. The results did show a difference in effects of the meta descriptions on CTR, $F(2,198) = 3.19$, $p = .043$. The means showed that a plain description led to the highest CTR ($M = 3.69$, $SD = 0.81$), and a description with gratification led to the lowest CTR ($M = 3.25$, $SD = 1.18$). An overview of the means and standard deviations can be found in Table 2.

Table 2. Means and standard deviations of the CTR and purchase intention of the meta descriptions

	CTR		Purchase Intention	
	M	SD	M	SD
Plain	3.69 ^a	0.81	2.79	0.77

Detailed product information	3.53 ^{ab}	1.08	2.83	0.89
Gratification	3.25 ^b	1.18	2.69	1.00

Note. Column entries with different superscripts differ from each other at least at $p < .05$

A difference was found between the three groups in their effect on CTR. To check between which specific groups this difference occurred, a post-hoc analysis was conducted. The Games-Howell procedure was used due to unequal variances across groups, as Levene's test was significant ($p < .001$). The post-hoc analysis showed that there was no difference between plain descriptions and descriptions with detailed product information ($p = .624$), and between descriptions with gratification and detailed product information ($p = .330$). However, there was a difference between the groups plain description and description with gratification ($p = .035$), looking at the means of these two groups it was clear that a plain description ($M = 3.69$) led to a higher CTR than a description with gratification ($M = 3.25$). Therefore, the answer to RQ1 is that there is an effect of meta descriptions on CTR, and that plain descriptions lead to the highest CTR. However, no effect of meta descriptions of purchase intention was found.

The Moderating Role of Type of Product

To find out whether the type of product in the search result influenced the effect of meta descriptions on CTR and purchase intention, the moderation effect between meta description and type of product was investigated. Again, the general linear model function was used to check whether meta descriptions with detailed product information led to better results for utilitarian goods (H2), and whether meta descriptions with gratification lead to better results for hedonic goods (H3). The analysis used to investigate this interaction, showed a slight tendency towards significance, $F(2,198) = 2.54, p = .081$, however no real difference was found. Because there was a tendency towards significance, a simple effects test was performed to see if there were any differences between groups, and in which specific group these differences occurred. An overview of the means and standard deviations of the interaction are shown in Table 3.

Table 3. Means and standard deviations of the CTR and purchase intention of the interaction between meta descriptions and type of product

CTR	Utilitarian good		Hedonic good	
	M	SD	M	SD
Plain	3.87 ^a	0.74	3.49	0.85
Detailed product information	3.51 ^{ab}	1.21	3.55	0.97
Gratification	3.03 ^a	1.30	3.45	1.04

Note. Column entries with different superscripts differ from each other at least at $p < .001$

Purchase Intention	Utilitarian good		Hedonic good	
	M	SD	M	SD

Plain	2.84	0.82	2.74	0.73
Detailed product information	2.78	1.03	2.87	0.78
Gratification	2.44 ^a	1.09	2.92 ^b	0.87

Note. Row entries with different superscripts differ from each other at least at $p < .05$

The simple effects test showed that there was no difference in the effect of a meta description for a utilitarian good that includes detailed product information or is plain on CTR ($p = .165$) or purchase intention ($p = .800$). For a utilitarian good, a meta description with detailed product information did not lead to better results than a plain description, therefore hypothesis 2a was rejected. The analysis did show a difference in the effect of a meta description for a utilitarian good that is plain or includes gratification on CTR ($p = .001$). It was evident, that when a product is utilitarian, plain descriptions lead to a higher CTR ($M = 3.87$, $SD = .74$) than descriptions including gratification ($M = 3.03$, $SD = 1.30$). Furthermore, the analysis showed no difference in the effect of a meta description for a hedonic good that includes gratification or is plain on CTR ($p = .868$) or purchase intention ($p = .403$). For a hedonic good, a meta description with gratification did not lead to better results than a plain description. Therefore, also the hypothesis 3a was rejected.

Where hypotheses 2a and 3a concerned the differences in meta descriptions for one type of product, hypotheses 2b and 3b investigated if there were differences between the two products. The simple effects test showed no difference in the effect of a description with detailed product information, for both utilitarian or hedonic goods, on CTR ($p = .857$) and purchase intention ($p = .703$). The means regarding utilitarian and hedonic goods for CTR and purchase intention showed similar numbers (Table 3), therefore hypothesis 2b was rejected as a description with detailed product information did not lead to better results for utilitarian goods. Furthermore, the analysis showed no difference in the effect of a description with gratification, for both hedonic and utilitarian goods, on CTR ($p = .09$). However for purchase intention there was a difference between hedonic and utilitarian goods ($p = .029$). Looking at the means displayed in Table 3, it is clear that purchase intention was higher for a hedonic good when the description contained gratification ($M = 2.92$, $SD = .87$) than for a utilitarian good ($M = 2.44$, $SD = 1.09$). This means that hypothesis 3b was partially supported, as the results showed that a description including gratification did not lead to higher CTR for hedonic goods, however gratification did lead to higher purchase intention for hedonic goods.

Discussion

Current study investigated the effect of matching meta descriptions to hedonic or utilitarian shopping motivations on CTR and purchase intention. Existing literature showed that the shopping motivation people have is dependent on the type of product they are looking for (Chiu, et al., 2014; Arnold & Reynolds, 2003). Therefore, in this study, products were divided into two main categories, hedonic and utilitarian goods (Dhar, & Wertenbroch, 2000). Literature showed that people who are looking to purchase utilitarian products, are more attracted to advertisements containing detailed product information (Chiu, et al., 2014). On the contrary, people who are looking to purchase hedonic goods, are more attracted to advertisements containing gratification (Arnold & Reynolds, 2003). The literature led to the following research question: Does the matching of meta descriptions to hedonic or utilitarian shopping motivations have an effect on the click-through-rate and purchase intention?

Regarding the results of current study it was evident that there was a main effect of meta descriptions on CTR (RQ1), to be more specific, plain descriptions led to the highest CTR. An explanation for this could be that the plain description was the only description that displayed unique selling points (USPs). With USPs, websites show off their best assets and persuade searchers to visit them. The descriptions with detailed product information and with gratification did not make use of USPs, this might have made the difference. Where an effect was found of meta descriptions on CTR, no effect was found of meta descriptions on purchase intention. A possible explanation for this could be that consumers form the intent to purchase a product not only based on the text in the meta description, but also on the information they see on a website. For example, the text in the meta description could be very persuasive and match the consumers needs. However, when they click the link, the information on the website does not match the information in the meta description, thus does not match their needs. On the basis of the meta description consumers could have had a high purchase intention, however, on the basis of the website the purchase intention could be much lower. Therefore, it could be concluded that measuring purchase intention only through showing consumers a meta description on a SERP is not completely reliable, as purchase intention is based on many other aspects of online shopping. Additionally, it was found that, for utilitarian goods, a meta description with detailed product information did not lead to better results than a plain description (H2a). Also a meta description with gratification did not lead to better results for a hedonic good than a plain description (H3a). A possible explanation for both these findings could be that it was evident that a plain description led to better results than the other descriptions, without interference of the different types of products (RQ1). Therefore it might

make sense that a description with detailed product information and a description with gratification do not outperform a plain description when there is interference of the different types of products.

Furthermore, contrary to our expectations, descriptions with detailed product information did not lead to better results for utilitarian goods than for hedonic goods (H2b). A possible explanation for this could be that displaying detailed product information in only two rows of text is very difficult. Some information can be displayed in the description, however, this might not be the information the consumer is looking for. Detailed product information means that all possible information about the product is displayed, this could not be realized in the meta description. Consequently, the description was informative, however not truly detailed. The shopping motivation of displaying detailed product information could not be realized in the meta description, this might explain the fact that there was no difference in effect of a description with detailed product information for utilitarian or hedonic goods.

Finally, hypothesis 3b stating that a meta description which includes gratification leads to higher CTR and purchase intention for hedonic goods than for utilitarian goods was partially supported. It was found that a description with gratification led to a higher purchase intention for hedonic goods, however not a higher CTR. A possible explanation for this could be that applying gratification in a meta description for a hedonic good makes consumers more interested in buying the product, however it does not make them more interested in clicking the link. By displaying gratification in the meta description, consumers get the feeling that they deserve to purchase that particular product. However, it does not persuade them to click the link. Like said before, for people to click on a link it has to be relevant. Gratification does not increase relevance, but only reassures consumers and make them like the product more. However, the extent to which consumers like the product might not always influence their clicking behaviour, as they can purchase perfume anywhere. Therefore, it is important to stand out with the text in the meta description, by displaying for example USPs.

Theoretical and Practical Implications

Literature concerning online shopping motivations stated that websites which sell utilitarian products should integrate detailed product information in their online communication and advertising. And websites which sell hedonic products should integrate gratification in their online communication and advertising. The outcomes of this study might affect existing literature, as the results did not show a positive effect of displaying detailed product information and gratification for utilitarian and hedonic goods. The result of current study showed that plain descriptions outperform descriptions with detailed product information and gratification. The

reason why descriptions with detailed product information and gratification performed poorly, could be that online shopping motivations might not be applicable to meta descriptions. Therefore, researchers should take into consideration that, even though online marketing is one field, not all studies concerning online marketing might be applicable to every aspect of the field. More specific, studies on online shopping motivations (Arnold & Reynold, 2003; Chiu, et al., 2014) might not be applicable to meta descriptions. As the meta description plays a different role in the customer journey than an actual webpage does.

This study also contributes to existing literature, that purchase intention is difficult to measure through meta descriptions. In current study, respondents were asked to rate their purchase intention, based only on the search result they saw. Purchase intention is based on much more than this, and is more difficult to measure than CTR. The intention to purchase products from a particular website, is formed on the basis of how the website looks, what information it gives about the product, what the delivery time is, how consumer queries are handled, and much more. When measuring purchase intention, all different steps of the customer journey in online shopping needs to be taken into consideration, as all these steps influence purchase intention.

The results of current study, also lead to some practical implications. Practically this study contributes that marketers should keep in mind that it is difficult to apply the different shopping motivations in meta descriptions, as in a meta description only two rows of text can be used, which is very limited advertising space. The shopping motivations used in this study, detailed product information and gratification, are better portrayed with more advertising space. As product information, which can only be two rows, can never really be detailed. As well as gratification, this motivation focusses on an experience, the feeling that you are allowed to purchase this, which is also very difficult to get across in only so few words. Therefore, a meta description itself should not be seen as a means for shopping, but as a means of persuasion. Google is market leader (Statista, 2016), and most consumers start their online shopping via a search result on a SERP. Therefore, it might be wise for website owners to use meta descriptions as a way to lure consumers in and persuade them to click the link. By applying USPs like discounts, delivery costs, delivery time, gift wrapping service, and more. The website consumers will thereafter land on, should be used to meet their online shopping motivations. As a website has more space and options to portray the different shopping motivations.

Limitations and Suggestions for Future research

Although this study shed some new light on the effect of meta descriptions on CTR and purchase intention, it is not without limitations. First of all the results of this study are not based

on actual click-through data, but on the intention to click. This might have influenced the results, as many people use Google regularly, and do not think about the consequences of clicking on a link. They just do so, because they can always return to the Google SERP. In the current study we asked respondents to actually contemplate their clicking behaviour, which might led them to believe that the decision is much more difficult than it is in real life. Even though current study did not show an interaction effect between type of product and meta descriptions, future research might focus on carrying out this research on a real website, retaining actual click-through data. As said before, when people are browsing on SERPs, clicking the link is much easier than having to decide whether to click the link or not in a survey.

The second limitation is that the hedonic shopping motivations are more focused on real life shopping than on online shopping. Online shopping focuses on the efficiency, people can purchase goods where ever they want and at any time. Real life shopping centres more around the experience; people can see, touch and smell. It focuses on emotions, which cannot easily be portrayed in the online environment, especially in meta descriptions, as these have limited space and options. As online shopping is seen as more efficient and utilitarian in general, future research could focus on applying all different utilitarian shopping motivations to the meta descriptions and check their effect on CTR. This study focused on detailed product information, however, there are more utilitarian shopping motivations. It could be interesting to see the effects of all different utilitarian shopping motivations, as the shopping motivation might not be dependent on the product that is being sold, but on the medium through which the shopping is done.

The final limitation holds that the reason a plain description led to the best results, might be due to the fact that this is the only description that showed USPs. As said before, using USPs in meta descriptions leads to a higher CTR (Baye, Gatti, Kattuman, & Morgan, 2009), as people always search for the best deals. This could have been the case in current study as well. This study focused on detailed product information as the utilitarian value of online shopping, and gratification as the hedonic value of online shopping. However, value, as in getting the best deals and hunting for bargains, is found to be an online shopping motivation for both utilitarian and hedonic shopping (Chiu, et al., 2014; Arnold & Reynold, 2003). Value is displayed easiest with USPs, like delivery time, delivery costs and return policies. It could be the case that getting the best value is the most important motivation for online shopping for both utilitarian and hedonic goods. Therefore, future research could focus on investigating the effect of displaying value in meta descriptions by applying USPs, and which USPs lead to the best results.

Conclusion

Regarding the current study, it can be concluded that meta descriptions do have a positive effect on CTR, where plain descriptions lead to the highest CTR. However, matching the text in the meta description to the shopping motivation belonging to the product that is being sold might not lead to more clicks and a higher purchase intention. As it is very difficult to display online shopping motivations in a meta description. Current study concludes that meta descriptions should be used as a means of persuasion, by displaying USPs in the description. The website searchers will land on, should be used to display the shopping motivations, as a webpage can give consumers much more information than a meta description can.

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Appendix

A. Questionnaire

Beste respondent,

De vragenlijst die volgt maakt deel uit van het onderzoek voor mijn Master scriptie aan de Universiteit van Tilburg. Deze scriptie wordt geschreven voor de opleiding Communicatie- en Informatie wetenschappen, en focust zich op online marketing.

Voordat je zo meteen begint aan de vragenlijst ga je een voorbeeld van een zoekresultaat zien, zoals je die ook in zoekmachines als Google tegenkomt. Neem de tijd om dit resultaat goed door te lezen en in je op te nemen. Ga daarna verder met de vragenlijst.

Graag wil ik benoemen dat er in dit onderzoek geen goede of foute antwoorden zijn, alle resultaten worden met zorg behandeld, en zullen anoniem blijven. Het invullen van de vragenlijst zal ongeveer 5 minuten tijd in beslag nemen.

Alvast dank voor het meewerken aan dit onderzoek, en succes!

-next page-

Zo meteen zal er dus een zoekresultaat aan je getoond worden, zoals je die ook in zoekmachines tegenkomt. Beeld je hierbij eens in dat je op zoek bent naar een bepaald product, je hebt hier zelf op gegoogeld. Je bent aan het winkelen voor jezelf of voor iemand anders, en je hoeft je geen zorgen te maken over je budget. Geld speelt geen rol! Na het invoeren van jouw zoekterm beland je op een pagina met zoekresultaten.

-next page-

Het zoekresultaat wordt getoond.

-next page-

De volgende vragen hebben betrekking op het product waarvan je net een zoekresultaat hebt bekeken.

Je bent bekend met het product waarvan je zojuist een zoekresultaat hebt gezien						
Helemaal mee oneens	1	2	3	4	5	Helemaal mee eens
Je hebt het gevoel dat je genoeg informatie hebt over dit product om een weloverwogen keuze te maken over het kopen van dit product						
Helemaal mee oneens	1	2	3	4	5	Helemaal mee eens

-next page-

Bij het beantwoorden van de volgende vragen moet je jezelf voorstellen dat je expliciet hebt gezocht naar een dit product, en je kreeg het zoekresultaat te zien dat je zojuist hebt bekeken. Je kunt je persoonlijke voorkeuren voor producten buiten beschouwing laten, je hebt dit product nodig voor jezelf of iemand anders.

Het is waarschijnlijk dat ik op dit zoekresultaat zal klikken						
Helemaal mee oneens	1	2	3	4	5	Helemaal mee eens
Ik ben van plan om op dit zoekresultaat te klikken						

Helemaal mee oneens 1 2 3 4 5 Helemaal mee eens
 Ik zal zeker op dit zoekresultaat klikken

Helemaal mee oneens 1 2 3 4 5 Helemaal mee eens

Ik ben van plan het product van het zoekresultaat via deze link te kopen

Helemaal mee oneens 1 2 3 4 5 Helemaal mee eens

Ik ben bereid het product van het zoekresultaat via deze link te kopen

Helemaal mee oneens 1 2 3 4 5 Helemaal mee eens

Ik zal het product van het zoekresultaat zeker via deze link te kopen

Helemaal mee oneens 1 2 3 4 5 Helemaal mee eens

Ik vond het zoekresultaat leuk

Helemaal mee oneens 1 2 3 4 5 Helemaal mee eens

Ik vond het zoekresultaat aantrekkelijk

Helemaal mee oneens 1 2 3 4 5 Helemaal mee eens

Ik vond het zoekresultaat interessant

Helemaal mee oneens 1 2 3 4 5 Helemaal mee eens

-next page-

Beantwoord de volgende stellingen met het product wat je net hebt gezien in gedachte.

Het product waarvan ik net een zoekresultaat heb gezien vind ik:

Functioneel	1	2	3	4	5	Niet Functioneel
Nuttig	1	2	3	4	5	Nutteloos
Probleem oplossend	1	2	3	4	5	Niet Probleem Oplossend
Spannend	1	2	3	4	5	Saai
Plezierig	1	2	3	4	5	Onplezierig
Vermakelijk	1	2	3	4	5	Vervelend

-next page-

Het zoekresultaat verstrekt gedetailleerde informatie over het getoonde product

Helemaal mee oneens 1 2 3 4 5 Helemaal mee eens

Het zoekresultaat verstrekt informatie over een groot aantal kenmerken van het product

Helemaal mee oneens 1 2 3 4 5 Helemaal mee eens

De informatie die in dit zoekresultaat wordt weergegeven is up-to-date

Helemaal mee oneens 1 2 3 4 5 Helemaal mee eens

Dit zoekresultaat geeft me het gevoel dat wanneer ik me down voel, het kopen van dit product me beter zal laten voelen

Helemaal mee oneens 1 2 3 4 5 Helemaal mee eens

Dit zoekresultaat geeft me het gevoel dat het kopen van dit product een manier is om stress te verlichten

Helemaal mee oneens 1 2 3 4 5 Helemaal mee eens

Dit zoekresultaat geeft me het gevoel dat het kopen van dit product een manier is om mezelf op iets speciaals te trakteren

Helemaal mee oneens 1 2 3 4 5 Helemaal mee eens

-next page-

De laatste paar vragen hebben betrekking op je bezoek aan webwinkels in het algemeen, en je eerdere aankoopgedrag.

Hoeveel ervaring heeft u met het kopen van producten via een webwinkel?

Geen ervaring	1	2	3	4	5	Heel veel ervaring
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Wat is de belangrijkste oorzaak voor jou om een webwinkel te bezoeken?

- Door het zoeken via een zoekmachine
- Door beoordelingssites
- Door nieuwsbrieven van een webwinkel
- Door prijsvergelijkers
- Je hebt de webwinkel eerder bezocht
- Anders

Waarom bezoek je een webwinkel?

- Om je te oriënteren
- Om direct een product te kopen
- Om inspiratie op te doen
- Om te zoeken naar bepaalde producten, je weet niet zeker wat
- Om prijzen te vergelijken
- Anders

-next page-

Je hebt, in het laatste half jaar, veel producten gekocht op het internet

Helemaal mee oneens	1	2	3	4	5	Helemaal mee eens
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Hoe veel heb je, in het laatste half jaar, ongeveer uitgegeven aan producten die je via het internet hebt gekocht?

- Minder dan 100 euro
- Tussen 100 en 200 euro
- Tussen 201 en 300 euro
- Tussen 301 en 400 euro
- Meer dan 400 euro

-next page-

Beantwoord de volgende stellingen met bol.com in gedachte

Ik vind bol.com:

Goed	1	2	3	4	5	Slecht
Leuk	1	2	3	4	5	Niet leuk
Aangenaam	1	2	3	4	5	Onaangenaam
Van hoge kwaliteit	1	2	3	4	5	Van slecht kwaliteit

-next page-

Je bent bijna bij het einde van de vragenlijst, de laatste vragen die volgen zijn enkele vragen over je demografische gegevens.

1. Wat is je geslacht?

- Man
- Vrouw

2. Wat is je leeftijd?

3. Wat is je hoogstgenoten opleiding?

- Basisschool
- VMBO
- HAVO
- VWO
- MBO
- HBO
- Universiteit

4. Hoeveel uur per week spendeer je gemiddeld op het internet?

- Minder dan 1 uur
- 2 tot 5 uur
- 6 tot 10 uur
- 11 tot 20 uur
- Meer dan 20 uur

4. Waar spendeer je de meeste tijd aan op het internet? *Meerder antwoorden mogelijk*

- E-mail checken
- Nieuws sites bekijken
- Informatie opzoeken
- Voor vermaak, gamen, video's kijken, etc.
- Social Media
- Online winkelen
- Anders

-next page-

Dat was de laatste vraag! Erg bedankt voor het invullen van deze vragenlijst. Mocht je nog vragen hebben, of meer willen weten over de uitkomsten van dit onderzoek, dan kun je contact opnemen via

B. Factor Analysis

	1	2	3	4	5	Communalities
It is likely that I will click on this search result	.82					.76
I intend to click on this search result	.82					.76
I will definitely click on this search result	.81					.75
It is likely that I will purchase the product through this link	.77					.66
I intend to purchase the product through this link	.76					.63
I will definitely purchase the product through this link	.70					.62
I like the search result that I saw			.51			.53
The search result that I saw is appealing to me			.53			.59
The search result that I saw is interesting to me			.45			.56
I believe the product I just saw is functional/not functional		.83				.79
I believe the product I just saw is necessary/unnecessary		.83				.76
I believe the product I just saw is problem solving/ not problem solving		.76				.60
I believe the product I just saw is dull/exciting		.70				.62
I believe the product I just saw is unenjoyable/enjoyable		.84				.74
I believe the product I just saw is tedious/amusing		.77				.63
The search result provided detailed information about the featured product				.82		.72
The search result provided information on a large number of attributes of the featured product				.85		.76
The information provided by this search result is up to date				.61		.46
The search result led me to believe that when I am in a down mood, this product would make me feel better					.86	.80
The search result led me to believe that shopping for this product is a way of relieving stress					.85	.78
The search result led me to believe that, if I wanted to treat myself to something special, I should buy this product					.79	.69

Note. Factor Loading <.45 are suppressed