

A STUDY ON IMPACT OF GOOGLE ADS TOWARDS THE PURCHASE INTENTION OF CONSUMERS AT THE INTERNET ADS.

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ABSTRACT:

Purpose: The purpose behind this study is to know the impact of various attributes like attention, interest, desire and action on the buying results of the consumers and how their desires would be influenced by the Google ads.

Design/Research Methodology: This study utilized qualitative research design. The study will consist of around 100 respondents. Where the response from each customer will be collected via questionnaire from different demographic profile. The research was taken in Internet Ads Company. The statistical tools used were regression and correlation.

Findings: the research has found out that there is significant relationship amongst Google ads on purchase intention of buyers. It is also found that there is a perfect relationship between level of interest and awareness on the purchase intention of consumers of Google ads.

Practical Implication: the findings of the study have various managerial implications for the organizations that want to have a significant impact on purchase intention on consumers. The results will assist the consumers to have an effective purchasing experience or awareness.

Social Implications: The study is very helpful for society in order to have an efficient market place practices like creating awareness, to know the customers desire, interest and action and also to improve their sales activity.

Keywords: Google ads, purchase intention of buyers, advertising, AIDA model, brand awareness.

1. INTRODUCTION:

Google Ads, also known as Google Ad Words, is an online advertising platform developed by Google. It allows businesses to create and display ads to potential customers who are searching for products or services related to their business. The impact of Google Ads on the purchasing intention of consumers has been widely studied, and research has shown that it can significantly influence consumer behaviour. When consumers are searching for a product or service online, they are likely to come across Google Ads related to their search. These ads can be displayed at the top of the search engine results page, making them highly visible to potential customers.

If the ad is relevant to the consumer's search, it can capture their attention and prompt them to click on the ad to learn more. Once the consumer clicks on the ad, they are taken to the business's website, where they can learn more about the product or service being offered. If the website is well-designed and provides the information that the consumer is looking for, it can further increase their interest in the product or service. Research has shown that exposure to Google Ads can increase the likelihood of consumers making a purchase.


➤ OBJECTIVES OF THE STUDY:

- To study the impact of Google ads on purchase intention of buyers.
- To study the impact of AIDA model on the consumers buying pattern.
- To identify the factors that contribute to the effectiveness of Google ads increasing the brand awareness among buyers.

2. company profile:

The Internet Ads - digital marketing agency specializes in providing customized solutions to businesses operating in the IT, Overseas education, Healthcare and Real Estate sector.

The agency has a team of experienced professionals who are skilled in digital marketing, web development, and SEO. The agency uses the latest tools and techniques to deliver effective marketing campaigns that drive business growth. The agency's clients include immigration law firms, visa consultancies, and relocation services providers.

1	COMPANY NAME	THE INTERNET ADS
2	YEAR OF ESTABLISHMENT	2019
3	INDUSTRY	Advertising and Marketing
4	LOGO	
5	FOUNDER	Ramakrishna Goud
6	AREA SERVED	India, USA, UK

3. LITERATURE REVIEW:

TITLE	YEAR	Observation
The Effect of Packaging and Label Format on Google Ads. Alberto Paramio	2021	This study investigates the influence of packaging and label format on the effectiveness of Google Ads. Specifically, it examines how different packaging designs and label formats impact consumers' attention, engagement, and purchase intentions when presented with Google Ads. The study aims to provide insights into the role of visual cues in online advertising and the potential for packaging and label format to enhance advertising effectiveness in the digital context.
The Influence of Social Media Advertising Values on Consumers Purchasing Intention in Somalia. Mohammed, A	2021	This study investigates the impact of social media advertising values on consumers' purchasing intention in Somalia. It aims to understand how values embedded in social media advertising, such as informativeness, entertainment, credibility, and personalization, influence consumers' attitudes and intentions to make purchases through social media platforms.
Digital Advertising Features on Customer Purchase Intention. Feng, Y. L	2021	This study investigates the impact of digital advertising features on customer purchase intention. It aims to understand how various elements and characteristics of digital advertising, such as ad content, format, targeting, and interactivity, influence customers' attitudes and intentions towards making a purchase. Through a combination of quantitative surveys and data analysis, the study examines the relationship between exposure to digital advertising features and customers' purchase intention. It analyses the effects of different advertising components, including visual appeal, informational value, personalization, and interactive features, on customers' attitudes and purchase behaviours.
The effects of ad heuristic and systematic cues on consumer brand awareness and purchase intention: Investigating the bias effect of heuristic information processing. Tan, Y., Geng, S	2021	This study investigates the effects of ad heuristic and systematic cues on consumer brand awareness and purchase intention. It aims to understand how different types of cues in advertisements influence consumers' processing of information, and subsequently impact their brand awareness and intentions to make a purchase. It explores how heuristic cues, which rely on mental shortcuts and simplified information processing, compared to systematic cues, which involve more elaborate and analytical processing, influence consumers' biases in perceiving brand information.
Exploring YouTube Marketing Communication: Brand awareness, brand image and purchase intention in the millennial generation. Febriyantoro, M. T	2020	This study aims to explore the impact of YouTube marketing communication on brand awareness, brand image, and purchase intention among the millennial generation. It examines how marketing efforts on the YouTube platform influence millennials' perceptions and intentions towards brands.

4. THEORITICAL FRAMEWORK:

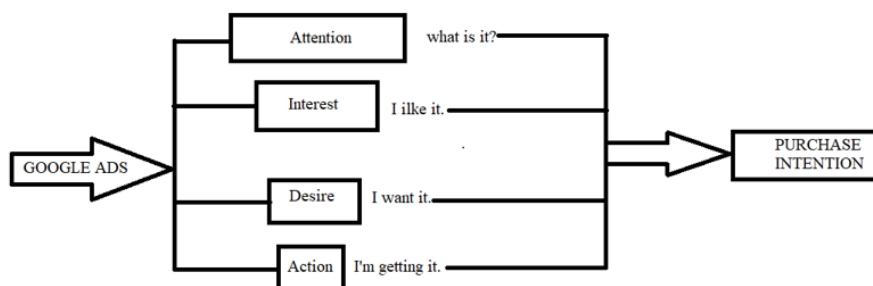
Digital marketing has become an essential tool for businesses of all sizes to reach their target audiences, increase brand awareness, and generate leads. One of the most popular digital marketing channels is Google Ads, which allows businesses to create targeted and measurable advertising campaigns on Google's search engine and other websites in the Google network. The use of Google Ads for immigration businesses and the challenges they face when creating effective campaigns.

Google Ads is an online advertising platform developed by Google that allows businesses to create targeted and measurable advertising campaigns. With over 5.6 billion searches per day on Google, advertising on the platform provides businesses with an opportunity to reach a vast and diverse audience. Google Ads allows businesses to create ads that appear on Google's search engine results pages (SERPs) and other websites within the Google Network, including YouTube and Gmail. Google Ads provides businesses with a range of tools and features to create effective advertising campaigns that reach the right audience and generate results. With Google Ads, businesses can target their ads based on specific demographics, locations, interests, and search queries. This targeting helps businesses reach potential customers who are more likely to be interested in their products or services, which can improve the effectiveness of their ads.

Purchase Intention: The willingness of a buyer to make a purchase a something or service is known as purchase intention. Purchase intention is a gauge of how strongly a customer intends to engage in a particular behaviour or decide whether to buy a particular good or service. Typically, there are four categories into which purchasing intents may be divided: informative, exploratory, procedural, and transactional.

❖ AIDA MODEL:

The idea underlying the ad content hasn't changed, despite how fiercely competitive the advertising industry has grown. Attention factor, interest element, desire element, and action element—collectively referred to as AIDA—are the four phases that copywriters utilize in their ads to persuade people to purchase the items. The efficient application of this strategy achieves advertising and marketing objectives. American advertising and sales pioneer Elias St. Elmo Lewis first used the term AIDA in marketing communication in the late 1800s. Before making a purchase of a good or service, consumers go through a number of stages, which are discussed in the model. He claims that this is the strategy most marketers use to attract more customers.



The above model states that how all the four attributes are helping and influencing the purchasing intention of the consumers while they are planning to buy any kind of products or services. And it even depicts that how the Google ads content should be framed in order to serve all the purpose of the same to have wider and quick range of awareness.

5. RESEARCH METHODOLOGY:

➤ SOURCE OF DATA:

- **Primary Data-** the primary responses was collected by drafting a questionnaire instrument with the help of Google forms electric media which would be circulated among the customers to get their response.

- **Secondary Data**- few information or inputs regards the context or AIDA model, and even the data regards the company was sourced through internet in their company webpage.

➤ **STATISTICAL TOOLS USED:**

For the analysis purpose correlation and regression were used to evaluate the hypothesis.

➤ **METHOD OF DATA COLLECTION:**

The data was collected using questionnaire of 5-point Likert scale through electronic media.

➤ **HYPOTHESIS:**

H1- H₀: There is no significant impact of Google Ads on purchase intention of buyers.

H₁: There is a significant impact of Google Ads on purchase intention of buyers.

H2- H₀₂: There is no significant relationship between level of interest and awareness level on the purchase intention of consumers.

H_{a2}: There is a significant relationship between level of interest and awareness level on the purchase intention of consumers.

H3- H₀₃: There is no significant relationship between levels of action on the Purchase decision of the consumers.

H_{a3}: There is a significant relationship between levels of action on the Purchase decision of the consumers.

6. DATA ANALYSIS AND INTERPRETATION:

6.1 DESCRIPTIVE ANALYSIS-

Measurement of DEMOGRAPHIC VARIABLES-

	<i>Gender</i>	<i>Age</i>	<i>Marital status</i>	<i>Qualification</i>	<i>Income level</i>
Mean	1.55	1.29	1.76	1.69	2.04
Standard Error	0.05	0.053739	0.042923	0.082505	0.13478
Median	2	1	2	2	1
Mode	2	1	2	1	1
Standard Deviation	0.5	0.53739	0.429235	0.82505	1.3478
Sample Variance	0.25	0.288788	0.184242	0.680707	1.816566
Kurtosis	-1.99874	2.063127	-0.4819	1.465736	0.077885
Skewness	-0.20408	1.706071	-1.23618	1.296646	1.138385
Range	1	2	1	3	4
Minimum	1	1	1	1	1
Maximum	2	3	2	4	5
Sum	155	129	176	169	204
Count	100	100	100	100	100
Confidence Level (95.0%)	0.099211	0.10663	0.085169	0.163708	0.267433

INTERPRETATION:

Age variable has got the lowest mean value of 1.29 and Income level has got highest mean score of 2.04.

REGRESSION ANALYSIS:

OUTPUT:

Regression Statistics	
Multiple R	0.592725456
R Square	0.351323466
Adjusted R Square	0.344704318
Standard Error	0.775040456
Observations	100

ANOVA

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	31.8826	31.8826	53.07684	0.027895
Residual	98	58.8674	0.600688		
Total	99	90.75			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	0.746673004	0.20763	3.596172	0.00508	0.334638156	1.158707852	0.33463816	1.158707852
Buying products by the influence of google ads generally benefits the consumer	0.615494297	0.084483	7.285385	8.2E-11	0.447839695	0.783148899	0.44783969	0.783148899

ANOVA:

Regression: The regression model has 1 degree of freedom and accounts for 31.8826 units of sum of squares. The mean sum of squares is also 31.8826. The F-statistic is 53.07684, and the associated p-value is 0.027895, indicating that the regression model is statistically significant.

Residual: The residual or error term has 98 degrees of freedom and accounts for 58.8674 units of sum of squares. The mean sum of squares is 0.600688.

Total: The total sum of squares is 90.75, with a total of 99 degrees of freedom.

Coefficients:

The relationship between the Google ads and online purchasing intention. The p-value is < 0.05 that is 0.005 hence; H₀ is rejected by accepting H₁ that is there is a significant impact of Google Ads on purchasing intention of buyers.

CORRELATION ANALYSIS-I:**OUTPUT:**

Correlation Matrix

		A	B	C
A	Pearson's r	—		
	p-value	—		
B	Pearson's r	0.457	—	
	p-value	< .001	—	
C	Pearson's r	0.556	0.232	—
	p-value	< .001	0.020	—

Interpretation:

The p-value for this correlation is less than 0.001, suggesting that the correlation is statistically significant, indicating a moderate positive correlation between these variables. This shows that There is a significant relationship between level of interest and awareness on the purchase intention of consumers of Google ads.

7. FINDINGS

- It is found that most of the respondents are female when compared to male that is 56 %
- It is found that 43 % of employee are agree that google ads are very useful for me in sourcing any kind of information
- It is found that 42% of employee are agree that always say favourable things about the google ads
- It is found that 40% of employee are agree that gather information from friends or family before I buy any new products
- It is found that 50% of employee are strongly agree that Some google ads have excited and helped me out in choosing new brands.

8. SUGGESTIONS

Personalization and Targeting are used for further investigate the effectiveness of personalized and targeted Google ads in influencing consumers' purchasing intention. Explore different targeting strategies and demographic segments to optimize ad campaigns.

Ad Design and Format are used to analyse the impact of different ad formats and designs on consumers' purchasing intention. Experiment with various visual elements, layouts, and formats to identify the most effective approach for engaging consumers.

CONCLUSION

In conclusion, the study establishes a positive impact of Google ads on consumers' purchasing intention in the context of internet ads. Google ads have a significant influence on consumers' purchasing behaviour and play a crucial role in shaping their intentions to make online purchases. The findings emphasize the importance of personalized and targeted advertising strategies.

Tailoring ads to specific demographics and interests enhances their effectiveness in driving purchasing intention. Trust and credibility also contribute significantly to consumers' willingness to make purchases based on Google ads.

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Scope for future work:

The study may explore various factors that could influence the impact of Google Ads on purchase intention, such as: Attention, interest, desire and action. Here, the independent variable is google ads and dependent variable is consumer purchase intention. The study's findings can provide insights for marketers and advertisers on how to optimize their Google Ads campaigns to enhance purchase intention.