Effect of Google Platforms on the Buying Decisions of Internet Users in Virudhunagar District

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Abstract
Marketers use advertising as an essential tool to inform consumers about their products. Due to the highly competitive market, internet advertising plays a crucial role in informing, reminding, and persuading both existing and prospective customers. As consumers spend a significant amount of time online, advertisers increasingly rely on social media platforms and online ads to reach their target audience, alongside traditional channels such as TV, newspapers, and radio. With everything now available for purchase online, the researcher examines the various ad campaigns carried out by marketers on different Google platforms and the level of customer satisfaction with their post-purchase behavior. Therefore, online advertising significantly impacts consumers' purchasing decisions. This article aims to explore the influence of the Google platform on the purchasing decisions of internet users.
Keywords: advertising, internet, consumers and purchase decisions

Introduction

With the rapid rise of social media and the internet, consumer attitudes toward buying and marketing strategies have undergone significant change. The new form of advertising influences consumers' purchasing decisions. With the growing number of internet users on social media platforms, businesses have shifted their marketing strategies online. Marketers are turning to online advertising as it serves as an essential medium for convincing customers to buy their products or services. Modern business owners have access to creative and affordable marketing methods, including Google AdWords and social media platforms. Internet marketing covers the entire range of online advertising methods. Advertising through search engines, social media posts, and emails helped publicize the promotional efforts.

Online advertising, commonly called internet advertising, web advertising, or online marketing, involves using the internet to communicate promotional messages to consumers. Everyone turns to the internet either to gather information or for entertainment purposes. Various companies place ads for their products concurrently whenever users perform searches on Google or similar platforms. Through digital advertising, businesses can efficiently inform customers about relevant promotions and marketing content. Digital advertising is emerging as a highly effective means of commercial communication, allowing businesses to connect with target consumers through multiple approaches

and timings. Digital advertising encompasses not only search and display ads but also social media marketing, which helps businesses connect with their target audience as well as a wider audience cost-effectively. Marketers need to adopt appropriate online advertising techniques to influence customers. Online marketers adopt multiple techniques such as content marketing and social media marketing to reach consumers and promote their offerings.

Statement of the Problem

Nowadays, people commonly rely on the internet and online services. In 2023, India recorded over 1.2 billion internet users, a number projected to rise to more than 1.6 billion by 2050. This highlights the vast market potential for internet services in the South Asian nation. In 2022, India was ranked as the world's second-largest online market, following China. The growth in internet users is expected across both urban and rural regions, reflecting a dynamic expansion in internet accessibility. As a result, the internet industry is vast, with numerous competitors and emerging startups. Moreover, countless online ads appear every moment, with advertising functioning as a medium to present and market new products to consumers. In the modern, dynamic, and competitive marketplace, online advertising is crucial for sustaining business operations. Effective online marketing strategies make it easier to persuade customers, encouraging them to purchase the product. The purpose of this study is to analyze the role of Google platform on purchase decisions and consumer satisfaction levels, comprehend the many campaign styles employed by the marketers, and determine how they affect consumers.

Objectives of the Study
- To comprehend the numerous kinds of ads that are available on the Google platform
- To know how internet users feel about various ad campaigns.
- To examine the several elements that influence respondents' on different internet ads.
- To suggest suitable measures derived from the results of the study.

Methodology

The research is carried out using a descriptive design. Data for the study were obtained from both primary and secondary sources. Google Forms was used by the researcher to collect the data. Google form is a research instruments that consists of a set of questions to collect information from a respondent. Secondary data are collected from internet and books. The sample size for the study is 135 by applying convenience sampling technique.

Tools Used

For the purpose of analysis, the following tools were used. They are factor analysis, correlation analysis, ranking approaches, and percentage analysis.

Table - 1 Demographic Profile

Particulars	Number of Respondents	Percentage
Male	15	11.11
Female	120	88.89
Total	**135**	**100**
Age of the respondents		
15– 20years	40	29.63
20– 25years	60	44.44
25– 30years	10	7.41
Above30 years	25	18.52
Total	**135**	**100**
Educational Qualification of the respondents		

High School Level	5	3.70
Graduate Level	65	48.16
Post Graduate Level	60	44.44
Professional Level	5	3.70
Total	**135**	**100**
Occupation of the respondents		
Student	55	40.75
Business People	5	3.70
Salaried People	70	51.85
Housewife	5	3.70
Total	**135**	**100**

Source: Primary Data

Out of 135 respondents surveyed, 88.89% were female, 44.44% of the respondents were in the age group of 20 – 25 years, 48.16% had completed their under graduate course and 51.85% were salaried people.

Frequently Seen Ad Types

There are various types of online ads that we came across every day. The following rank table shows the online ads that are frequently seen by the respondents in google platform.

Table – 2 Garret Ranking Method

Score (x)	Floating Ads		Popups		Email Ads		Ads in notification		Video Ads	
	F	Fx	F	Fx	F	Fx	F	Fx	F	Fx
76	10	760	5	380	25	1900	35	2660	60	4560
61	35	2135	60	3660	15	915	10	610	15	915
50	25	1250	30	1500	60	3000	15	750	5	250
40	55	2200	30	1200	25	1000	10	400	15	600
25	10	250	10	250	10	250	65	1625	40	1000
Total	135	6595	135	6990	135	7065	135	6045	135	7325
GMS	48.85		51.78		52.33		44.78		54.25	
RANK	IV		III		II		V		I	

The table clearly shows that video ads achieved the highest rank, followed by Email ads, Popups, Floating Ads, with Ads in notifications ranking last. All these common kinds of ads are often observed on the Google platform.

Table- 3 Reasons for Choosing Online Ads

Particulars	Number of Respondents	Percentage (%)
Helpfulness of online advertisement		
More information about the product accessible.	50	27.78
New Product Awareness	65	36.11
Less time to view advertisement	50	27.78
Attractive display	15	8.33

Total	**180**	**100.00**
Online ad in decision making		
Animation and Graphic	25	14.71
Regular advertisements to encourage purchases.	70	41.18
Festival Offers	60	35.29
High Quality Picture	15	8.82
Total	**170**	**100.00**
Reasons for getting attracted to online ads		
Budgeted Price	55	25.58
Effective content display	35	16.28
Special offers and discounts	90	41.86
Advertisement by a well-known celebrity	15	6.98
Innovative Advertisement	20	9.30
Total	**215**	**100.00**

Source: Primary Data

The number of responses is higher than the number of respondents, as individuals expressed more than one point of view. It indicates that 36.11 percent of respondents said that online advertisements on the Google platform aid in raising awareness of the new product, 41.18 percent of respondents said that frequent online advertisements influence respondents' decisions to buy, and 41.86 percent of respondents said that special offers and discounts in online advertisements draw in the majority of respondents.

Table- 4 Often seen ad on Google platform – Garrett Ranking Method

Score (x)	Google search		G-mail		YouTube		Google Play store		Google Maps	
	F	Fx	F	Fx	F	Fx	F	Fx	F	Fx
76	45	3420	25	1900	35	2660	20	1520	10	760
61	35	2135	30	1830	25	1525	15	915	30	1830
50	10	500	40	2000	40	2000	25	1250	20	1000
40	35	1400	15	600	10	400	20	800	55	2200
25	10	250	25	625	25	625	55	1375	20	500
Total	135	7705	135	6955	135	7210	135	5860	135	6290
GMS	57.07		51.52		53.41		36.07		46.59	
RANK	I		III		II		V		IV	

Source: Computed Data

The above table predicts that online ads will be secured first in Google search, secured second in YouTube, secured third in Gmail, secured fourth in Google Maps, and secured fifth in the Google Play store—all of which are Google platforms where online ads are most visible.

Table- 5 Likert Rating - Factors Influencing: Consumer Opinion

Attributes	Strongly agree		Agree		Neutral		Disagree		Strongly disagree		TWS	MS
	NR	WS	NR	WS	NR	WS	NR	WS	NR	WS		
Online ads make us convenient to know about new product	65	325	45	225	5	15	5	10	15	15	590	4.04
Ad content was easy to understand	25	125	65	325	30	190	-	-	15	15	655	3.63
In ever skipped any online advertisement displayed in Google platform	25	125	60	300	40	120	5	10	5	5	560	3.33
Online ad are better while compare to other type of advertisement	25	125	50	250	20	60	25	50	15	15	500	3.33
Prefer Google platform to view online ads	35	175	45	225	-	-	20	40	35	35	475	3.19
Online advertisement helps to be familiar with the product	55	275	50	250	15	45	5	10	10	10	590	3.96
After viewing online advertisement I prefer to buy new product	40	200	75	375	10	30	5	10	5	5	620	4.04

Source: Computed Data

A Likert scale was used to measure perceptions of internet quality and cost. A mean score of 4.04 reveals that respondents were in strong agreement with the statements: "Online advertisements make it easier to learn about new products" and "After viewing online advertisements, I prefer to acquire new products." Respondents showed high agreement (mean score: 3.96) with the statement: "Online advertisements help to be familiar with the product" in relation to online services. The statement "Prefer Google platform to watch online ads" follows a mean score of 3.19. Given that the scores range from 3.19 to 4.04, it may be inferred that respondents have a satisfactory attitude on the cost and quality of the internet.

Table- 6 Problems faced by online ads – Garrett Ranking Method

Score (x)	Mislead to various sites		Ends in request for email id/ mobile number		Fear of losingmoney		Dilute the concentration		Fear of hacking		Receiving Defective/ inferior quality product	
	F	Fx	F	Fx	F	Fx	F	Fx	F	Fx	F	Fx
77	15	1155	40	3080	20	1540	15	1155	20	1540	25	1925
64	20	1280	20	1280	15	960	45	2880	20	1280	15	960
55	35	1925	20	1100	35	1925	10	550	25	1375	10	550
46	45	2070	5	230	40	1840	20	920	10	460	15	690
37	5	185	20	740	20	740	25	925	45	1665	20	740
23	15	6615	30	6430	5	7005	20	6430	15	6320	50	4865

Total	135	1155	135	3080	135	1540	135	1155	135	1540	135	1925
GMS	51.56		52.74		52.74		44.96		49.37		44.56	
RANK	III		I		I		V		IV		VI	

Source: Computed Data

The above table allows us to predict the issues that arise during online advertisements. The first ranking is secured by requesting an email address or mobile number; the second is secured by fear of losing money; the third is secured by being misled to different websites; the fourth is secured by fear of hacking; the fifth is secured by diluting concentration; and the sixth is secured by receiving defective or inferior quality goods.

Suggestions

- To attract customers, creative digital advertising tactics might be used.
- Requests for a mobile number or email address might be avoided because respondents are reluctant to divulge such information.
- Ads on the internet frequently direct people to websites that are avoidable.
- Additional promotional advertisements can be added to Google Platforms and Maps.
- Long online advertisements might occasionally annoy respondents, therefore they may be cut down.
- Recommending related products or websites was regarded as useful by respondents and is a practice online advertisers can perform effectively.

Conclusion

To conclude, the study highlighted that the growing use of the internet and social media has encouraged marketers to adopt online advertising, particularly through the google platform, to influence consumer purchase decisions. Among the various ad formats, video ads were found to be the most impactful in arising product awareness and promoting purchases. However, concerns such as data privacy and the risk of financial loss remain challenges for users. Therefore, to remain competitive and effectively meet the evolving needs and wants of consumers, marketers must focus on developing more innovative, engaging and trustworthy online advertising strategies on the Google platform.

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