

A Study on Impact of Google Ads on Customer Satisfaction in Online Business with Special Reference to Trichirappalli District

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ABSTRACT

In the rapidly evolving digital landscape, online businesses increasingly rely on digital advertising to attract and retain customers. Among various platforms, Google Ads has emerged as a powerful tool for enhancing brand visibility, driving website traffic, and influencing customer behavior. The primary objective of the study is to analyze how Google Ads influence customer satisfaction, awareness, and purchase decisions. The study is based on primary data using a structured questionnaire. Convenience sampling technique was adopted for data collection. The collected data were analyzed using statistical tools such as percentage analysis, Chi-square test, and ranking method. The findings reveal that a majority of respondents are frequently exposed to Google Ads, with many encountering them multiple times a day. Factors such as attractive headlines, discounts, and brand reputation significantly influence users to click on advertisements. The Chi-square analysis indicates a significant relationship between exposure to Google Ads and customer satisfaction, suggesting that effective advertising strategies positively impact consumer perception and engagement. It highlights the importance of targeted advertising, creative content, and continuous optimization to maximize effectiveness. The research provides valuable insights for marketers and business owners to enhance their digital advertising strategies and improve overall customer experience.

Keywords: *Customer Satisfaction, Consumer Behaviour, Brand Reputation, Digital Advertising.*

Introduction

In the modern digital era, the growth of the internet and smart technologies has completely transformed the way businesses operate and reach customers. Traditional marketing methods such as newspapers, television, radio, and banners are gradually being replaced or supported by digital marketing techniques. Among various digital marketing tools, Google Ads has emerged as one of the most powerful and effective online advertising platforms for businesses of all sizes. Google Ads plays a crucial role in promoting online businesses by increasing brand visibility, attracting potential customers, and improving sales performance.

Google Ads is an online advertising service developed by Google, where businesses can display advertisements on Google Search results, YouTube, websites, mobile apps, and other Google partner platforms. These advertisements appear when users search for specific keywords related to products or services. This makes Google Ads a targeted and performance-based advertising system, helping businesses reach the right audience at the right time.

The impact of Google Ads on online business is highly significant because it allows companies to compete in the digital marketplace effectively. Unlike traditional advertising, Google Ads enables businesses to measure results accurately through clicks, impressions, conversions, and return on investment (ROI). This data-driven approach helps business owners understand customer behavior and optimize their marketing strategies accordingly. As a result, online businesses can improve decision-making, reduce unnecessary expenses, and maximize profits

One of the major advantages of Google Ads is its cost-effective nature. Businesses can set their own advertising budget and pay only when users click on their ads (Pay-Per-Click model).

Furthermore, Google Ads supports different ad formats such as search ads, display ads, video ads, shopping ads, and app promotion ads. This flexibility allows online businesses to promote their products and services creatively across multiple platforms. For example, e-commerce businesses can use shopping ads to display product images and prices, while service-based businesses can use search ads to generate leads.

Theoretical Framework

- **Customer Satisfaction**

Customer satisfaction is a measure of how well a company's products or services meet or exceed customer expectations. If the company exceed the expectations of the customers,the customer will be satisfied.

- **Consumer behavior**

Consumer behavior is the study of how individuals, groups, or organizations select, purchase, use, and dispose of goods, services, or ideas to satisfy needs. It analyzes the mental, emotional, and physical actions—such as browsing, buying, and evaluating—that lead to purchasing decisions. It acts as a guide for businesses to understand motivations behind buying habits and enhance marketing strategies.

- **Brand Reputation**

Brand reputation is the collective perception, opinion, and emotion that customers, stakeholders, and the public associate with a company, shaped by experiences, marketing, and actions. It represents the trust, credibility, and overall image of a business, directly influencing purchasing behavior, loyalty, and market competitiveness.

Types:

- **SearchAds**

These ads appear on Google search results when users search for specific keywords. They help businesses reach customers who already have buying intent and increase website traffic and sales.

- **DisplayAds**

Display ads are shown as images or banners on websites, apps, and YouTube.They help in brand awareness and remind customers about products or services.

- **VideoAds(YouTubeAds)**

Video ads appear before, during, or after YouTube videos. They help businesses engage users visually and emotionally, improving brand recall.

- **ShoppingAds**

Shopping ads show product images, prices, and store names directly in search results. They are very effective for e-commerce businesses to increase product sales.

- **AppPromotionAds**

These ads promote mobile apps across Google Search, Play Store, YouTube, and other platforms. They help increase app installs and user engagement.

- **PerformanceMaxAds**

These ads run across all Google platforms using automation. They help businesses maximize conversions and reach the right audience efficiently.

Scope of the Study

The scope of the study focuses on analyzing the impact of Google Ads on the growth and performance of online businesses. The study examines how Google Ads helps businesses in increasing brand visibility, website traffic, lead generation, and sales. . It highlights the role of Google Ads as an effective digital marketing Tool in the competitive online business environment. The study covers different types of Google Ads, such as search ads, display ads, video ads, and shopping ads, to understand their effectiveness in promoting online products and services. It also evaluates how businesses use Google Ads to target customers based on the keywords, Customer satisfaction, Consumer behavior, Brand reputation.

Statement of the Problem

In today's highly competitive digital environment, online businesses face significant challenges in reaching potential customers and increasing sales. With the rapid growth of e-commerce and digital platforms, businesses are increasingly investing in online advertising, particularly GoogleAds to promote their products, services. However many online and services. However, many online businesses are uncertain about the actual effectiveness, cost efficiency, and return on investment of Google Ads campaigns. Despite widespread usage of Google Ads, several businesses lack proper knowledge regarding keyword selection, budgeting, ad performance measurement, and campaign optimization. Improper management of GoogleAds may lead to increased advertising costs with limited business benefits. Small and medium online businesses, in particular, struggle to understand whether Google Ads truly contributes to business growth or merely increases marketing expenses.

Moreover, there is a need to evaluate how Google Ads influences customer behavior, brand visibility, website traffic, and sales performance in online businesses. The absence of clear analysis and measurable outcomes creates difficulty for businesses in making informed marketing decisions.

Therefore, the present study is undertaken to analyze the impact of Google Ads on online business, to assess its effectiveness, identify challenges, and determine how Google Ads can be used efficiently to achieve sustainable business growth.

Area of the Study

The area of the study refers to the geographical and functional coverage of the research conducted on the impact of Google Ads on online business. The present study is mainly focused on online businesses that use Google Ads as a digital advertising tool to promote their products and services.

Geographically, the study is confined to selected online businesses operating in a specific area (such as a city, district, or region), based on the availability of data and time constraints. The research may include small, medium, and large online businesses engaged in e-commerce, service-based activities, and digital platforms. Functionally, the study covers the marketing and promotional activities carried out through GoogleAds. It analyzes various aspects such as search advertisements, display advertisements, video advertisements, and shopping advertisements used by online businesses to reach customers. The study also focuses on how Google Ads helps in increasing website traffic, customer reach, lead generation, and sales performance.

The area of the study is limited to the impact of Google Ads on business growth and customer response and does not include other digital marketing tools like social media marketing, SEO, or email marketing. The study mainly considers the recent period of Google Ads usage by online businesses.

In conclusion, the area of the study concentrates on understanding the role of Google Ads in promoting online businesses within the selected geographical location, providing insights into its effectiveness and business outcomes.

Objectives**Primary Objective**

- To study how GoogleAds influence consumer satisfaction in online business

Secondary Objectives

- To analyze how Google Ads influence customer awareness about online businesses.
- To study the role of Google Ads in improving customer trust and credibility of online brands.
- To examine the impact of Google Ads on customer purchase decisions.
- To evaluate customer satisfaction with relevance and accuracy of Google Ads content.
- To asses show Google Ads affect customer expectations versus actual experience.

Limitations of the Study

- This study is limited to online businesses that use Google Ads as a promotional tool, including small, medium, and large enterprises.
- The research mainly concentrates on the marketing and advertising aspect of Google Ads and does not include other digital marketing tools such as social media marketing, email marketing, or influencer marketing

- The study focuses only on Google Ads and does not include other digital marketing tools such as social media marketing, SEO, or email marketing.

The study is conducted within a limited time period, which restricts in-depth analysis of long-term impact.

Hypothesis of the Study

H0: No significant relationship between exposure to Google Ads and customer satisfaction.

H1: Significant relationship exists.

Research Methodology

The research instrument used for the survey is a structured questionnaire—a main source for the primary data collection. Secondary data was collected from various Published books, websites & records pertaining to the topic.

In this study Descriptive research design is used and the sample size is 150

Sampling Method

The researchers adopted a Convenience sampling method which comes under Non Probability Sampling technique. Moreover the researcher has selected online businesses namely Flipkart, Swiggy, ZOHO, Udmey, Apollo.

The data was analyzed using Percentage Analysis, Chi-Square Test Ranking Method.

Analysis of the study

H1: There exists significant relationship between exposure to Google Ads and customer satisfaction

Review of Literature

Sharma (2025) – Found that optimized Google Ads campaigns significantly increase small business sales by 15–20%, proving a strong positive impact on revenue growth when campaigns are strategically managed.

Hugar & Basavapattan (2025) – Reported that Google Ads improves website traffic, customer acquisition, and sales growth and is effective as a central tool in digital marketing.

Ruvi (2025) – Studied B2B Google Ads strategies and highlighted effectiveness in lead generation and brand awareness, though challenges like high cost-per-click exist.

IJISRT (2025) – Indian research noted that Google Ads plays a vital role in shaping digital marketing practices and enhancing business outcomes.

Srimanee & Kessadayurat (2025) – Case study revealed keyword optimization on Google Ads increases impressions and clicks, improving advertising effectiveness.

Kumar (2025) emphasized that Google Ads helps small and medium online businesses compete with larger firms by offering targeted advertising options.

Hugar & Basavapattan (2025) — Exploring the Effectiveness of Google Ads in Digital Marketing

Found that Google Ads significantly improves website traffic, customer acquisition, sales growth, and business expansion, particularly for Indian and global firms that implemented campaigns effectively.

Dhandapani & Balasubramanian (2025) — Impact of Google Ads on Lead Generation for Service-Based Businesses

Focused study (SSRN) reports that effective keyword targeting, budget allocation, and timing in Google Ads campaigns significantly enhance lead quality and marketing ROI for service companies.

S.No	Variables	Category	Frequency	Percentage
1	Gender	Male	27	18
		Female	123	82
2	Age	below 18 years	42	28
		19-24 years	88	59
		25-34 years	11	7
		35-44 years	5	3
		Above 44	4	3

3	Occupation	Student	122	82
		Employed	18	12
		Self Employed	5	3
		Unemployed	5	3
4	Education	HSC	13	9
		Diploma	5	3
		Bachelor's Degree	79	53
		Masters Degree	53	35
5	frequent usage	Multiple times	69	46
		Once per day	40	27
		Week	18	12
		Rare	13	8
		Never	10	7
6	Reasons	Attractive headline	32	21
		Discount offer	30	20
		Brand Name	23	15
		Visual Design	15	10
		I don't click ads	50	34
7	platforms	Google search	53	35
		Youtube Video	55	36
		Websites	22	14
		Mobile Application	20	13
8	Frequent Google ADS	Flipkart	90	60
		Swiggy	31	21
		Zoho	8	5
		Udemy	7	5
		Apollo	14	9
9	Brand comparison	Price	50	33
		feature	31	21
		Reviews	38	25
		Offers	21	14
		Convenience	10	7
10	Customer satisfaction	Highly Satisfied	23	15
		Satisfied	55	37
		Neutral	55	37
		Dissatisfied	11	7
		Highly Dissatisfied	6	4

Table 1 shows that personal demographic background of online business (Google ads) customers. 82 % respondents are female Hence the Majority of the respondents are female. The age of the respondents were classified as below 18 ,19-24,25-34, and respectively out of 150 respondents 59 percent of the respondents are 19-24 years. The educational qualification of the respondents were classified as UG Degree, PG Degree HSC and Diploma respectively out of 150 respondents the majority (79 respondents, 53%) have completed a Bachelor's degree. This indicates that more than half of the respondents are graduates. Occupation-wise distribution of the respondents. Out of 150 respondents, the majority (122 respondents, 82%) are students. This indicates that most of the participants in the study belong to the student category The classification based on how (frequent usage) the respondents were encounter google ads. Out of 150 respondents, the majority (69 respondents, 46%) reported that they encounter Google Ads multiple times a day, indicating high exposure to online advertisements. The reasons for clicking on Google Ads among 150 respondents. It is observed that 34% (50 respondents) stated that they do not click on ads, which represents the highest proportion. This indicates that a significant number of people tend to ignore online advertisements. Overall, the data indicates that while many respondents avoid clicking on ads, attractive headlines and discount offers play a major role in influencing users to engage with Google Ads. The google ads platforms were classified out of 150 respondents 31% (47 respondents) notice Google Ads mostly on YouTube videos, which is the highest among all platforms. This indicates that video-based advertisements have strong visibility and engagement among users. The factors considered by respondents for brand comparison through Google

advertisements. Out of the total 150 respondents, 50 respondents (33%) compare brands mainly based on price, this indicates that price is the most important factor influencing consumer decision-making. Offers influence 21 respondents (14%), while convenience is considered by only 10 respondents (7%), which is the least influential factor. The customer satisfaction level after using services through Google Ads based on 150 respondents, 55 respondents (37%) are satisfied, and another 55 respondents (37%) remain neutral, which together form the majority. This indicates that most users have either a positive or moderate experience after using services accessed through Google Ads. Overall, the analysis reveals that the majority of respondents have a satisfactory or neutral experience, indicating that services accessed through Google Ads generally meet customer expectations.

Suggestions

- Businesses should focus on improving ad content quality and relevance to reduce the percentage of users who ignore ads.
- More attractive discounts and offer-based advertisements can increase click rates and engagement.
- Since smartphones are the primary device, ads should be optimized for mobile viewing.
- Companies should ensure accurate and transparent information in ads to strengthen customer trust.
- Enhancing post-purchase service quality will improve satisfaction and encourage repeat usage. Businesses in Tiruchirappalli can use social media integration along with Google Ads to increase awareness and brand visibility.

Conclusion

The study on the impact of Google Ads on customer satisfaction in online businesses in Tiruchirappalli concludes that Google Ads play a significant role in creating awareness, influencing brand comparison, and driving customer engagement. A majority of respondents frequently encounter ads, especially through smartphones and YouTube, showing strong digital reach. While many users perceive the ads as accurate and rate their experience as good, a considerable percentage remain neutral or avoid clicking ads. Overall, Google Ads have a moderate to positive impact on customer satisfaction, with quality of service being the key factor influencing continued brand usage and future trust.

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