Cape Peninsula University of Technology

INFLUENCE OF GOOGLE SHOPPING ADS ON INTENTION TO PURCHASE AMONG GENERATION Y IN CAPE TOWN

By

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ABSTRACT

Advertising has been a key component of marketing strategies for decades, and traditional advertising methods such as television, radio, and print are still used effectively by many businesses today. The proliferation of technology has given rise to novel advertising channels, with the internet being a prominent example that has undergone substantial expansion in recent times. The emergence of novel advertising techniques such as social media advertising, pay-per-click (PPC) campaigns and search engine optimisation has been facilitated by this development. The efficacy of these platforms in reaching desired audiences and generating leads has been demonstrated, owing to their capacity for enhanced targeting and customisation of promotional communications. Notwithstanding the expansion and efficacy of contemporary advertising platforms, scholarly attention has not kept pace with this domain of inquiry. The challenge lies in the comprehension of the influence of advertising endeavours on the intended audience, particularly the youth cohort, which poses a significant hurdle for enterprises. Recent research has provided insights into the efficacy of digital marketing, specifically in relation to the buying behaviour of Generation Y respondents.

The ascendance of Google in South Africa was assessed, alongside the involvement of Generation Y in procuring Google advertisements within the designated research demographic. The problem statement was thoroughly elucidated with regards to the research potential and necessity of undertaking this study, which seeks to fill the existing research voids and limited investigations in developing nations. This will be achieved by investigating the impact of various factors, such as brand awareness, trust, credibility, value, irritation, product risk, time risk, and security risk, on the purchase intention of Generation Y individuals residing in Cape Town, South Africa. These theoretical aspects were derived from three distinct research models: the hierarchy of effects model, the advertising value model, and the perceived risk model, which were encompassed in the conceptual research model of this study. Furthermore, the research undertook a comprehensive examination of usage patterns and demographic variables, including factors such as accessibility, duration of internet usage, frequency of internet usage, time spent on internet activities, gender, age, and various other demographic factors.

The literature review elucidated the expansion of usage in digital marketing landscapes and examined the prominent search engine companies, namely Google, Microsoft Bing, Yahoo, Baidu, and Yandex, each of which offers its own iterations of search engine advertisements. In the context of South Africa, empirical data indicates that search engine advertisements are widely utilised as a prevalent form of digital advertising. These advertisements function by presenting pertinent products or services in reaction to search queries. The efficacy of search engine advertisements can surpass that of search engine optimisation in isolation. Google Shopping ads are a form of search engine advertising that showcases visual representations of products along with their corresponding prices. The expenses associated with search engine advertisements exhibit variability contingent upon factors such as the level of competition and the available targeting options. This section also delved into the distinct advertising opportunities presented by various digital platforms, including Facebook, Instagram, and TikTok.

The aims of this study were formulated according to the research questions, hypotheses, conceptual framework, and six autonomous variables, namely brand awareness, trust, perceived value, irritation, product risk, and time risk, which were assessed for their linear associations with purchase intention.

The research and methodology chapter provides a succinct summary of the research framework, the process of selecting the sample, the methods of data collection, the design of the questionnaire, and the procedures for analysing the data. The study describes the methodology used for sampling, which involved the use of a convenience sampling approach. The current study utilised a quantitative approach to collect primary data via a self-administered questionnaire, which resulted in the collection of 5 808 questionnaires. The survey instrument consisted of three distinct sections, specifically focused on consumption patterns, demographic information, and customer attitudes.

According to empirical research, individuals belonging to Generation Y exhibited a preference for Google Shopping advertisements. Brand awareness, trust, and perceived value were found to have a positive impact on purchase intent as a result of Google purchasing advertisements, and irritation, product risk, and time risk were found to have a negative impact.

The positive desire to purchase was found to greatly increase the use of Google Shopping ads by young customers when accessed by tablets and/or cell phones, used for one year or less, and used for a greater number of hours. Generation Y participants who were women, from the Black population group, aged 23-32 years, and/or with Grade 12 and higher education levels showed the strongest purchasing intentions due to Google Shopping ads. Ultimately, Google Shopping ad utilisation has the potential to yield advantages for diverse demographic cohorts. The implementation of data-driven and personalised communication strategies has the potential to enhance the connection between advertisers and their target audience. In order to effectively identify client segments that exhibit interest in a product, marketers could employ the utilisation of keywords. This will assist advertisers to understand their target audience and deliver a tailored message. Given the significant purchasing power of individuals who are employed or engaged in social activities, it is imperative that advancements in technology and societal revitalisation efforts prioritise the enhancement of literacy skills and functional capabilities. The study showed that there are numerous factors that influence the purchase intent related to Google Shopping ads, which should be taken into consideration to enhance customer expenditure and e-commerce businesses.

KEYWORDS

Advertising effectiveness

Brand awareness

Consumer attitudes

Digital marketing

E-commerce

Generation Y

Google Shopping ads

Intention to purchase

Irritation

Online advertising

Online purchase

Online search

Online shopping

Perceived value

Product risk

Purchase decision

Time risk

Trust

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DEDICATION

This work is dedicated to:

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TERMS AND CONCEPTS

Ad rank	Google employs a value that takes into account the bid, quality score, and anticipated impact of ad extensions and other ad formats to ascertain the placement of an advertisement on a search results page (Wixted, 2021).
Bid	The remuneration that an advertiser is prepared to offer for a single instance of a user clicking on their advertisement (Zomaya, 2022).
Brand awareness	The ability for a brand to be recognised or recalled in the mind of the consumer (Wong & Merrilees, 2007).
BackRub	An early search engine from the 1990s, which is now viewed as the prototype of the Google search engine (Google, 2019).
Click-through rates (CTR)	Fain and Pedersen (2006) state that the proportion of users who click on a particular hyperlink in relation to the total number of users who access a web page, email, or advertisement can be referred to as a click-through rate.
Consumer packaged goods (CPG)	Goods are products that are sold swiftly and at a comparatively low cost (Kireyev et al., 2015).
Cost-per-click (CPC)	Internet advertising mechanics used to direct traffic to websites (Fain & Pedersen, 2006).
Cost-per-conversion (CPA)	The quantity paid per conversion by an advertiser (Wixted, 2021).
Conversion	The intended outcome of a user's interaction with an advertisement, which may involve actions such as form completion or purchase initiation, as noted by Zomaya (2022).
Conversion Rate	The proportion of users who performed the desired action after clicking on an advertisement (Shah, 2022).
Generation Y	Characterised as tech savvy since they are born between 1982 and 2004. The term Generation Y was given to sequentially follow the prior cohort, namely Generation X (Yang & Ghose, 2010).
Google Ads	Google Ads is an internet-based advertising platform that has been created by Google. It allows individuals and businesses to create and showcase their advertisements on various websites within the Google display network (Osmundson, 2022). Baadsgaard (2018) explains that advertisers engage in a bidding process for particular keywords and subsequently remunerate only upon a user's click on their advertisement. This process involves the use of diverse targeting alternatives and advertisement configurations.
Google Shopping Ads	Google Shopping ads is a format of Google Ads that enables e-commerce companies to promote their products directly in Google search results. The ads display product images, prices, and other pertinent information, allowing consumers to compare products and make purchasing decisions with greater ease (Gupta & Mateen, 2014).
Impressions	The frequency with which an ad is presented to a user (Simplilearn, 2021).
Intention to purchase	The indirect potential to go back to make the purchase the next time (Dodds et al., 1991).
Irritation	Irritation occurs when users feel inundated by the frequency or irrelevance of ads displayed in search results or on websites. In addition,

	some users may believe that Google Ads prioritises the needs and preferences of advertisers over those of users (Martins et al., 2019).
Landing page	The website to which a user is redirected after clicking on an advertisement (Wixted, 2021).
Organic link	An organic link is a hyperlink that is neither sponsored nor paid for, but rather appears in search results based on its relevance to the search terms used. Organic links are the unpaid, natural results that appear below paid ads and sponsored links on search engine results pages (Gupta & Mateen, 2014).
Remarketing	A strategy that targets users who have interacted with an advertiser's website or advertisements in the past (Wixted, 2021).
Perceived value	Netemeyer et al. (2004) state that brand utility is evaluated by customers through a thorough assessment of the brand's offerings and a comparison with those of other brands.
Research design	Kothari (2004) indicate that a comprehensive framework is necessary to steer a research investigation towards its intended goals and to provide solutions to inquiries.
Product risk	Zheng et al. (2012) assert that there exists a likelihood for a product to not conform to its intended specifications or fail to satisfy the expectations of its consumers.
Quality Score	Google's evaluation of the content and relevance of an advertisement and its landing page (Zomaya, 2022).
Search engine results page (SERP)	The pages presented by search engines in response to a search query by a user (Feng et al., 2007).
Security risk	Consumer trust within the online retailer environment pertaining to the website safety and financial information (Bart et al., 2005).
Sponsored link	A sponsored link is a hyperlink that appears in search engine results as a result of paid advertising, typically through Google Ads. These links are marked as advertisements and are frequently displayed above or alongside natural search results (Gupta & Mateen, 2014).
Statistical Package for Social Sciences (SPSS)	IBM SPSS Statistics is a software suite used for the analysis of statistical statistics (Stumm, 2011).
Time risk	Time risk associated with Google Ads refers to the potential loss of time and resources expended on creating and managing ad campaigns without a positive return on investment. This can include investing excessive time and resources in ineffective campaigns or failing to optimise campaigns for maximum effectiveness (Forsythe et al., 2006).
Trust	Placing confidence in a mobile commerce vendor to manage both personal information and financial transactions has been discussed in the literature (Ng, 2013).
Web crawler	Google algorithms that present relevant links to web pages (Jansen et al., 2007).

CHAPTER 1

INTRODUCTION AND RESEARCH BACKGROUND

1.1 Introduction

The chapter encompasses various components, including the study's contextual background, which scrutinises relevant literature concerning the evolution of Google and consumer perceptions towards Google Ads, specifically among Generation Y clientele. Furthermore, a comprehensive analysis of the formulation of the research problem is conducted. A detailed analysis of advertisements on Google is presented through a literature review. Subsequent sections of the study investigate the correlation between brand awareness, trust, perceived value, irritation, product risk, time risk, and purchase intention in a linear fashion. Subsequent sections additionally delve into the specifics of the research design and methodology, the credibility and consistency of the research measuring instrument and findings, the extent of the study's coverage, ethical implications, and its contribution to the pre-existing body of knowledge.

1.2 Background to the research problem

1.2.1 Advertising industry in South Africa

Marketers have discovered different methods to reach customers, which have created new opportunities within the marketplace (Chong et al. 2010; De Santos, 2022). Although traditional advertising channels such as television, radio, and print remain pertinent, online media advertising has undergone substantial expansion in recent years. Based on Guttmann's (2022) findings, it was projected that the expenditure will rise from 29.5 billion rand in 2018 to 34.9 billion rand in 2023. The allocation of funds for TV and video advertising is expected to constitute approximately 21 percent of the total expenditure in South Africa (Statista, 2022a; Statista, 2022b).

In accordance with reports, the internet is the second largest form of media in the country. Despite the fact that TV's compound annual growth rate (CAGR) of 1.8 percent from 2018 to 2023 is noteworthy, it is expected to be outpaced by the internet's CAGR of 12.4 percent during the same period. As a result, it is projected that internet advertising will overtake TV advertising by the conclusion of 2023, marking the first time this has occurred (Statista, 2022a). It is projected that online advertising will constitute a quarter of the total advertising industry in South Africa. As reported by Statista (2021a; 2022c), it was projected that mobile advertising would constitute 50% of online advertising revenues, which is a significant increase from the 12% recorded in 2021. The estimated percentages for 2022, 2023, and 2024 are 14%, 9%, and 10%, respectively. The

aforementioned figures serve to illustrate the importance of mobile platforms in shaping the trajectory of the advertising industry in South Africa.

1.2.2 What is Google Ads?

Patel (2022) and Vallaeys (2022) explain that Google is a mechanism which helps users search for product and/or service information. Search queries are divided into various forms of web links, sponsored links and organic links. Google Shopping ads, previously known as “product listing ads”, is classified under sponsored links, and allows customers to search, view and compare different products. These ads contain more information than text ads by using images, a title, store name and the price. Moreover, search ads are limited by one website in the search query page, while several shopping ads may appear based on the related search query (Engaiodigital, 2022). Therefore, Google Shopping ads have increased the probability of ads being clicked. A previous study found that sponsored links presented at the top right of the search query page (above of organic links) receive the maximum attention from users (Balça & Casais, 2022). Additionally, an investigation suggests that mechanics illustrated by both display and text ads improve their effectiveness and return on investment (ROI) over time (Kireyev et al., 2015). However, the results all showed that display ads increase search conversion (Gupta & Mateen, 2014; DateFeed Watch, 2018; Bashara, 2019; Gavrilas, 2019; Google Ads Help, 2019; Gómez-Carmona et al., 2021; Balça & Casais, 2022; Engaiodigital, 2022).

Search engines provider catalogues have billions of web pages and implement internet web crawlers, which are algorithms that are used to present relevant links to web pages applicable to the search query. Jansen et al. (2007) noted that Google serves as a gatekeeper to many decision-making task and solutions. Google is the top-rated search engine with over 5.6 billion search queries per day and over 63 000 search queries per second (Aleksandra, 2019; Prater, 2021). Therefore, many businesses have realised the importance of gaining a high placement on the Search Engine Results Page (SERP) for specific search queries through organic or sponsored results (Feng et al., 2007; Rangaswamy et al., 2009; Delante, 2021; Akhtar, 2022). The prediction of increased online traffic from suitable placement on the SERP has led to the establishment of a market where a fee is charged when an internet user clicks on a sponsored link. Agarwal et al. (2011) deliberate numerous perceptions on the profitability of sponsored search ads. The total annual revenue for online searches for Google was $44.06 billion in 2020, $61.85 billion in 2021 with estimated revenue being $70.15 billion in 2022, 75.94 billion for 2023 and 81.04 billion for 2024 (Jalan, 2019; Williams, 2019; Statista, 2021b; Oberlo, 2022). Since this study focuses on Google Shopping ads, it is essential to have a comprehensive understanding of Google Ads and how this advertising type differs from others.

1.2.3 Research gaps

Research gaps occur within a given field of study where little or no research has been undertaken, or where existing research is insufficient to address certain problems satisfactorily (Robinson 2013; Al-Saraf, 2022). Enago Academy (2023) argues that finding research gaps is crucial because it helps to direct future research by identifying the areas that require additional exploration. Moreover, resolving research gaps can lead to new discoveries, a better knowledge of complicated situations, and the creation of creative problem-solving techniques (Robinson 2013). Mentioning research gaps in a study also draws attention to the limits of existing research and can motivate other researchers to pursue these areas (Al-Saraf, 2022). Overall, research gaps are noteworthy because they can contribute to the growth of knowledge and understanding in a given sector, and ultimately result in major advancements in numerous facets of human existence (Robinson 2013; Al-Saraf, 2022; Enago Academy, 2023).

Digital marketing research conducted in first and Third World countries varies in a number of ways. The level of technology development in first-world nations may be more advanced, allowing for greater access to digital marketing tools and platforms. In contrast, Third World countries may have poor internet connectivity or digital infrastructure, so limiting their capacity to engage in digital marketing. The success of digital marketing methods may also be impacted by cultural variations. Due to variations in values and beliefs, marketing messages that are effective in first-world countries may not resonate with consumers in Third World countries. Lastly, the economic situation of Third World nations might vary greatly, resulting in diverse consumer behaviours and purchasing power. Several studies explored various aspects of digital advertising in industrialised nations, particularly the United States (US), Western Europe, Hong Kong and South Korea (Rajamma et al., 2009; Kim & Lennon, 2013; Quintal & Phau, 2013; Eun Lee & Stoel, 2014; Choo et al., 2016; Hasan, 2016; Wu et al., 2016; Lee et al., 2017; Stewart et al., 2018; Wang & Genç, 2019; Florenthal et al., 2020; Gómez-Carmona et al., 2021; Harrigan et al., 2021; Tan et al., 2021; Cabeza-Ramírez et al., 2022; Deng et al., 2022; Han et al., 2022).

Some underdeveloped nations may have less regulatory monitoring of digital marketing tactics than South Africa, which may have more stringent consumer protection laws and regulations in place. This can have an impact on the techniques employed in various places, as well as the ethical considerations that must be taken into account. Furthermore, developing nations may have different cultural attitudes about privacy and data protection compared to South Africa, which can potentially influence the implementation of digital marketing. In general, despite possible disparities in the legislative and ethical settings, both poor nations and South Africa provide unique opportunities for researching the changing digital marketing scene. In addition, a few investigations were conducted in developing nations comparable to South Africa, but each would

have its own distinctive characteristics (Ling et al., 2010; Huy Tuu & Olsen, 2012; Hsu et al., 2013; Saadeghvaziri et al., 2013; Sharifi, 2014; Ponte et al., 2015; Yen, 2015; Ariffin et al., 2018; Chen et al., 2018; Vasudevan & Kumar, 2019; Ashraf et al., 2021; Sulthana & Vasantha, 2021; Qalati et al., 2021; Adam et al., 2022; Purwanto, 2022).

Several studies evaluated other cohorts such as Generation Y and Generation X (Ha & Janda, 2014; Ponte et al., 2015; Dong et al., 2021; Jain, 2021; Alwan & Alshurideh, 2022; Hameed et al., 2022; Ngo et al., 2022; Ou et al., 2022; Özdemir & Nacar, 2022; Purwatiningsih et al., 2022; Li, 2023; Mishra &. Mategaonkar, 2023; Tunuguntla et al., 2023).

While digital marketing involves a wide range of methods and channels, Google Shopping ads particularly target product listings that appear in Google search results. Hence, a study on Google Shopping ads may be more concentrated and particular than a study on digital marketing as a whole. In addition, research about Google Shopping ads may be of a more technical nature, focusing on topics such as consumer attitudes, usage factors, and specific demographic factors. In contrast, digital marketing research may examine the efficacy of various methods and platforms in accomplishing particular corporate objectives. Numerous studies have also advocated examining a wider variety of digital marketing communication categories (Basheer & Ibrahim, 2010); Kim et al., 2011; Hutter et al., 2013; Furner et al., 2016; Ariffin et al., 2018; Rahman et al., 2018; Chakraborty, 2019; Cui et al., 2019; Wang & Genc, 2019; Chetioui et al., 2020; Dabbous & Barakat, 2020; Hosseinikhah & Mirabolghasemi, 2020; Irshad et al., 2020; Moslehpour et al., 2020; Sanny et al., 2020; Sari et al., 2021; Sung, 2020; Hsiao, 2021; Paramitha et al., 2021; Alwan & Alshurideh, 2022; Balca & Casais, 2022; Hewei & Youngsook, 2022; Kharisma et al., 2022; Lee & Lee, 2022; Ngo et al. 2022; Purwatiningsih et al., 2022; Mishra & Mategaonkar, 2023; Li, 2023; Tunuguntla et al., 2023).

Qualitative research methods, such as in-depth interviews and focus groups, are designed to collect subjective information regarding the experiences, opinions, and behaviours of individuals. In the context of a study about Google Shopping ads, qualitative research could involve interviewing users about their experience with the ads, their motivations for clicking on them, and their perceptions of the advertised products' worth. Thus, some studies have been undertaken using qualitative research methodologies (Wu et al., 2016; Gómez-Carmona et al., 2021; Balca & Casais, 2022).

Quantitative research methods, such as surveys and experiments, are intended to collect objective data that can be statistically examined. Quantitative research could include measuring the customer attitudes and usage patterns, and specific demographic considerations are significant in determining Google Shopping ads and analysing the data to detect trends and patterns. Furthermore, many studies have been undertaken using quantitative research

methodologies with digital marketing (Ling et al., 2010; Kim et al., 2011a; Kim et al., 2011b; Liu et al., 2013; Ponte et al., 2015; Yang et al., 2015; Gurung & Raja, 2016; Han & Kim, 2017; Lee et al., 2017; Yaraş et al., 2017; Jain et al., 2018; Stewart et al., 2018; Rosillo-Díaz et al., 2019; Wang & Genc, 2019; Mustafi & Hosain, 2020; Ashraf et al., 2021; Dong et al., 2021; Harrigan et al., 2021; Hsiao, 2021; Jain, 2021; Paramitha et al., 2021; Qalati et al., 2021; Sulthana & Vasantha, 2021; Tan et al., 2021; Zhao, 2021; Adam et al., 2022; Alwan & Alshurideh, 2022; Balca & Casais, 2022; Hewei & Youngsook, 2022; Kharisma et al., 2022; Lee & Lee, 2022; Ngo et al., 2022; Purwatiningsih et al., 202; Purwanto, 2022; Mishra & Mategaonkar, 2023; Li, 2023; Tunuguntla et al., 2023).

The selection of a research methodology is contingent upon the research questions and objectives of the study, as both qualitative and quantitative research approaches possess their respective strengths and limitations. Ultimately, a combination of the two methods may provide the most complete picture of the performance and impact of Google Shopping ads.

The targeted audience of a research project can have a substantial influence on its design, methods, and outcomes. Various target groups may have unique features, such as age, gender, ethnicity, socioeconomic level, and geographic location that influence their opinions, behaviours, and experiences. For instance, a study on the online purchasing habits of millennials may produce different results than a study on the online shopping habits of senior citizens. In addition, different target groups may have varying degrees of expertise and comfort with digital technologies, which can affect the efficacy of digital marketing efforts. In addition, a study's research methods may need to be adapted to the specific target group, such as by employing language and imagery that are acceptable and applicable to that group. Some investigations focused on Generation Y (Ashraf et al., 2021; Dong et al., 2021; Harrigan et al., 2021; Hsiao, 2021; Paramitha et al., 2021; Qalati et al., 2021; Tan et al., 2021). In addition, other researchers have utilised generations and broader age groups (Kim et al., 2011a; Kim et al., 2011b; Wu et al., 2016; Lee et al., 2017 ; Yaraş et al., 2017; Stewart et al., 2018; Rosillo-Díaz et al., 2019; Wang & Genc, 2019; Mustafi & Hosain, 2020; Ashraf et al., 2021; Gómez-Carmona et al., 2021; Jain, 2021; Sulthana & Vasantha, 2021; Zhao, 2021; Adam et al., 2022; Alwan & Alshurideh, 2022; Balca & Casais, 2022; Hewei & Youngsook, 2022; Kharisma et al., 2022; Lee & Lee, 2022; Purwanto, 2022; Ngo et al., 2022; Mishra & Mategaonkar, 2023).

The primary objective of this research was to address the gaps of underdeveloped or developed nations, digital marketing, research methodology, and target audience. In existing literature by investigating the impact of Google Shopping advertisements on purchase intention in the context of online advertising in South Africa. This study specifically focused on the Generation Y cohort.

1.2.4 The importance of the study

Google Shopping ads may be used to generate highly focused traffic to online stores, which is less expensive and has a better chance of conversion than traditional ads such as text ads. Nonetheless, this requires proficient supervision and administration of campaigns, along with the utilisation of pay-per-click (PPC) advertising on social media and search engines (Gupta & Mateen, 2014; Capetola, 2019; Gómez-Carmona et al. 2021; Balça & Casais 2022; Mishra & Mategaonkar, 2023). Kaplan and Haenlein (2010); Balakrishnan et al. (2014); Karr (2021); Clark (2022); and Mishra and Mategaonkar (2023) state that Generation Y is increasingly using social media and search engines. Nonetheless, there has been inadequate study committed to Generation Y in terms of their propensity to purchase through Google Shopping advertisements.

Purwanto (2022) conducted a study to examine the influence of digital marketing-based marketing strategies on consumer purchasing decisions, with brand awareness acting as a mediator. The utilisation of digital marketing has been found to have a noteworthy and favourable influence on the decision-making process of consumers when making purchases. Additionally, the level of brand awareness can serve to reinforce or enhance the effect of various digital marketing elements on the variables that impact consumer purchasing decisions. Zhao (2021) evaluated the influence mechanism of contextual mobile advertising features on Taiwanese intent to purchase. By analysing survey data from a representative sample of 340 mobile customers between the ages of 18 and 50, the results of the data analysis suggest that contextual mobile advertising features have a strong positive effect on purchase intent.

The literature search showed a lack of inquiry in South Africa and worldwide which considered the influence of Google Shopping ads on Generation Y. Ghose and Yang (2009) and Gómez-Carmona et al. (2021) acknowledge that there was insufficient information about sponsored search advertising in the electronic market. Additionally, future investigation was encouraged to examine how product-specific characteristics could affect conversion and click-through rates (CTR). As mentioned above, more studies examined the correlation between organic and sponsored search listings, which leads to limitations and recommendations for future research. These studies proposed that textual material in the copy of advertisement or ad creativity should be examined as well as the different effects on participants (such as Yang & Ghose, 2010 and Gómez-Carmona et al. 2021). Agarwal et al. (2011) and Balça and Casais (2022) evaluated the impact of ad placement within online advertising market from sponsored search. The findings indicated an increase in conversion rate for position and increase in revenue for more specific keywords. As mentioned, these studies encouraged further research on different consumer strategies in the purchase process and how advertisers should evaluate the performance of the related keywords. Animesh et al. (2011) and Gómez-Carmona et al. (2021) found that respondents or consumers in a different environment can yield a divergent result. Moreover, the

participants may exhibit differences in their brand equity, which could be associated with the customers' evaluations of the merchant's excellence. It is important to understand the brand equity of rival companies' sponsored links in comparison to the main organisation to accurately determine competitive intensity metrics.

The investigation of the influence of Google Shopping ads among Generation Y is necessary, since Kireyev et al. (2015) indicated that search engine usage has a major impact on users, as well as on click-through rates (CTR). However, the study did not examine Generation Y and was conducted on consumer-packaged goods (CPG). Sigel et al. (2008), Kireyev et al. (2015) and Balça and Casais (2022) concur that future studies should examine multiple products, interaction and dynamic effects of display advertising. Kim et al. (2011) found positive outcomes on the factors of increasing effectiveness of online advertising through relevant keywords campaigns; durable ads; and ads placed at the top of online marketing places. However, the study diverges from the current investigation, because of Google Shopping ads were not used as advertising media, and Generation Y was not the direct target audience.

Cheng and Cantu-Paz (2010) and Gómez-Carmona et al. (2021) found that ad ranking, placement and filtering have a direct influence on the users' experience and are also useful (value) ads in a prominent position on search pages. The current investigation determines if users have the same expectation; however Google Shopping ads are used as the advertising media instead of Yahoo, and Generation Y is used as the target audience. Jansen et al. (2007) affirm that individuals have significant preference for organic links and appreciate sponsored links primarily as advertisements. The present research focuses on Google Shopping ads as sponsored links to reach Generation Y in Cape Town.

1.3 Problem statement

The establishment of brand awareness is a pivotal aspect of Google Shopping advertisements, as it empowers enterprises to construct and advertise their brand within the consciousness of potential clientele (Chakraborty, 2019; Vasudevan & Kumar, 2019; Dabbous & Barakat, 2020). Tan et al. (2021) explains that with Google Shopping ads, companies can expose their products to a larger audience, which can boost their visibility and improve website traffic. By increasing brand recognition with Google Shopping ads, companies may boost their reputation and authority, which can result in increased sales and consumer loyalty (Purwanto, 2022; Li, 2023; Tunuguntla et al., 2023). Overall, brand awareness is critical for businesses using Google Shopping ads since it helps to develop a strong and recognisable brand identity, which is crucial for long-term success, which is why it was chosen as a construct for this study. A number of studies quantitatively confirmed that brand awareness and purchase intent were positively correlated among Millennial samples (Hutter et al., 2013; Sharifi, 2014; Lee et al., 2017; Stewart et al., 2018; Chakraborty,

2019; Vasudevan & Kumar, 2019; Dabbous & Barakat, 2020; Sari et al., 2021; Gómez-Carmona et al., 2021, Tan et al., 2021; Alwan & Alshurideh, 2022; Kharisma et al., 2022; Purwanto, 2022; Li, 2023; Tunuguntla et al., 2023).

Trust is a critical concept for Google Shopping ads, as it has a substantial impact on consumer behaviour (Ngo et al., 2022). In an online marketplace where buyers cannot physically touch or scrutinise the products before purchase, trust is crucial to a customer's purchasing decision (Sung, 2020; Moslehpour et al., 2020; Harrigan et al., 2021). Trust-inspiring Google Shopping ads can boost the likelihood of conversion and consumer loyalty. Kananukul et al. (2015) clarify that businesses can establish credibility with prospective customers by exhibiting high-quality products with clear and accurate descriptions. Customers are more likely to trust the opinions and experiences of their peers, therefore displaying customer reviews and ratings can also contribute to establishing trust (Ha & Janda, 2014; Kananukul et al., 2015). Overall, trust is a crucial component of effective Google Shopping ads, as it can considerably influence potential customers' purchasing decisions. Moreover, a number of quantitative studies have uncovered similar trust and buy intent connections among Millennials (Ling et al., 2010; Kim et al., 2011; Hsu et al., 2013; Ha & Janda, 2014; Kananukul et al., 2015; Furner et al., 2016; Rahman et al., 2018; Irshad et al., 2020; Sanny et al., 2020; Sung, 2020; Moslehpour et al., 2020; Harrigan et al., 2021; Sulthana & Vasantha, 2021; Cabeza-Ramírez et al., 2022; Hameed et al., 2022; Ngo et al., 2022; Özdemir & Nacar, 2022). Stewart et al. (2018) incorporated search activity into their digital ad research and discovered a positive correlation between credibility/trust and intent to purchase. However, Basheer and Ibrahim (2010) discovered a diverging outcome in which trust had a negative effect on purchase intent, although this study did not particularly examine paid search advertising.

Perceived value is the customer's estimation of a product's worth based on its price, quality, and benefits (Kim et al., 2011b; Adam et al., 2022). With Google Shopping ads, businesses can display their items and convey their value offer to prospective buyers (Adam et al., 2022). Businesses can increase conversion rates by emphasising the benefits and features of their products and offering competitive pricing (Kim et al., 2011b; Jain, 2021). In addition, offering promotions and discounts can increase the perceived worth of the product, so increasing its appeal to potential buyers (Adam et al., 2022; Hameed et al., 2022). Overall, perceived value is a crucial element of effective Google Shopping ads, as it can significantly influence a customer's purchasing choice and boost the likelihood of conversion. In addition, a number of quantitative studies have confirmed that perceived value and purchase intent are positively correlated among samples of primarily Millennials (Kim et al., 2011; Ponte et al., 2015; Chen et al., 2018; Jain et al., 2018; Chakraborty, 2019; Wang & Genc, 2019; Chetioui et al., 2020; Moslehpour et al., 2020; Dong et al., 2021; Jain, 2021; Sulthana & Vasantha, 2021; Hsiao, 2021; Adam et al., 2022; Hameed et al., 2022; Hewei & Youngsook, 2022; Özdemir & Nacar, 2022).

Using Google Shopping ads, companies should strive to avoid causing irritation. Irritation refers to the unfavourable emotions and feelings that potential buyers may experience when they are exposed to ads that are irrelevant, obtrusive, or disruptive (Hameed et al., 2022; Kharisma et al. 2022; Purwatiningsih et al., 2022). Martins et al. (2019) and Yang et al. (2013) elucidate that if an advertisement is badly designed, inappropriate to the consumer's demands, or displayed too frequently, it might irritate the customer and negatively affect his or her perception of the company. Hosseinikhah and Mirabolghasemi (2020) explain that it is vital for businesses to produce Google Shopping ads that are well-designed, relevant to the target audience, and displayed in a way that does not interfere with the browsing experience of the customer. By minimising annoyance, businesses can boost the likelihood that their Google Shopping advertising will be well-received and positively influence the customer's image of the company. A number of studies have discovered annoyance among samples of mostly Millennials in relation to the desire to purchase association. The research findings of Saadeghvaziri et al. (2013), Hasan (2016), Lee et al. (2017), Wang and Genc (2019), Florenthal et al. (2020), Hosseinikhah and Mirabolghasemi (2020), Ashraf et al. (2021), Paramitha et al. (2021), Deng et al. (2022), Hameed et al. (2022), Kharisma et al. (2022) and Purwatiningsih et al. (2022) indicate that the experience of annoyance is associated with a decrease in the likelihood of making a purchase. Mustafa and Hosain (2020) indicate that purchasers are more likely to examine smartphone commercials when they perceive them to be substantial, useful, appealing, and worthwhile. Wu et al. (2016) reported that similar levels of irritation were not detected in emerging economies comparable to South Africa.

Product risk is a crucial concept to keep in mind when producing Google Shopping ads, as it influences a customer's propensity to buy (Qalati et al., 2021). Ariffin et al. (2018) explain that product risk refers to the possible bad outcomes linked with the purchase of a product, such as the product failing to fulfil expectations or being of poor quality. By offering clear and accurate product descriptions, high-quality product photos, and customer reviews and ratings, businesses can reduce the product risk associated with Google Shopping ads (Ng, 2013; Vasudevan & Kumar, 2019; Gómez-Carmona et al., 2021). By presenting this information in advance, prospective clients can make informed purchasing decisions and feel more secure in their decision to buy (Lee & Lee, 2022; Ou et al., 2022; Özdemir & Nacar, 2022). If, on the other hand, product risk is inadequately addressed in Google Shopping ads, this might result in decreased sales and bad consumer experiences (Saadeghvaziri et al., 2013). Therefore, it is crucial for firms to consider the product risk construct while building their Google Shopping ads, so that potential customers feel confidence in their purchase decision (Ariffin et al., 2018). Multiple quantitative researchers have found consistent relationships between product risk and purchase intent, predominantly among Millennials (Huy Tuu & Olsen, 2012; Eun Lee & Stoel, 2014; Yen, 2015; Gurung & Raja, 2016; Han & Kim, 2017; Ariffin et al., 2018; Cui et al., 2019; Rosillo-Díaz et al.,

2019; Dong et al., 2021; Jain, 2021; Qalati et al., 2021; Adam et al., 2022; Cabeza-Ramírez et al., 2022; Lee & Lee, 2022; Ou et al., 2022; Özdemir & Nacar, 2022).

Time risk is a crucial concept to keep in mind when designing Google Shopping ads, since it pertains to the potential time loss connected with making a purchase (Ariffin et al., 2018). By providing clear and accurate information regarding shipment times, delivery alternatives, and return policies, businesses may reduce time-related risk with Google Shopping ads (Yaraş et al., 2017; Rahmi et al., 2022). By addressing time risk in their Google Shopping ads, businesses may help prospective customers feel more confidence in their purchase decision and lower the possibility of shopping cart abandonment and unpleasant customer experiences (Rahmi et al., 2022). Yang et al. (2015) explains that quicker shipment and free returns can help reduce time risk and boost customer satisfaction. Overall, businesses employing Google Shopping ads must manage the time risk concept to guarantee that potential customers feel comfortable and confident in their purchasing decisions. Liu et al. (2013), Yang et al. (2015) and Yaraş et al. (2017) found that time risk is positively connected with purchase intent in digital platform-based interactions. Several research studies, namely Rajamma et al. (2009), Chen (2013), Kim and Lennon (2013), Quintal and Phau (2013), Choo et al., (2016), Ariffin et al., (2018), Qalati et al., (2021) and Lee and Lee (2022) found a negative correlation between time risk and purchase intent. Quantitative research has shown that there are comparable relationships between mobile device access and purchase intent and their positive interactions with sponsored search advertisements (Stewart et al., 2018; Lu & Du, 2020; Balca & Casais, 2022).

Access via mobile devices, PCs, and tablets is a crucial component of Google Shopping ads because it influences the total shopping experience of the customer (Stewart et al., 2018). Businesses must ensure that their Google Shopping ads are optimised for several platforms and screen sizes, such as mobile devices, desktop computers, and tablets (Balca & Casais, 2022). Han et al. (2022) clarify that businesses may boost their likelihood of conversion and consumer loyalty by providing a seamless and uniform shopping experience across all devices. Moreover, businesses must prioritise mobile optimisation to ensure that their Google Shopping ads are accessible and user-friendly for potential customers using mobile devices to conduct online shopping (Zheng et al., 2016). For businesses to create a desirable consumer experience and enhance conversion rates, it is essential that Google Shopping ads are accessible and optimised for several devices (Lu & Du, 2020). Whereas past research has demonstrated parallel relationships between access and buy intent, as well as their positive interactions with the e-commerce and social commerce industries, the present study demonstrates a unique association between access and purchase intent (Duffett, 2015; Xu et al., 2017; Zheng et al., 2016; Miltgen et al., 2019; Zhao, 2021; Han et al., 2022).

Internet usage duration is an important factor to consider when producing Google Shopping ads because it can influence the level of customer interaction and attention to the ad (Tiruwa et al 2018). Lee and Ahn (2012) clarify that with ads, businesses must consider that customers who browse the internet for lengthy periods may develop "banner blindness" and become less receptive to advertisements. It is therefore crucial for businesses to build Google Shopping ads that are aesthetically appealing, relevant to the target population, and presented in a way that rapidly seizes the customer's attention (Weisinger, 2022). In addition, businesses can increase the possibility of conversion by retargeting potential customers who have already connected with their brand with Google Shopping ads (Vallaeys, 2022). Businesses can build efficient Google Shopping ads that attract and hold the client's attention, hence boosting the possibility of conversion and customer loyalty, by taking into account the duration of internet usage (Lunter, 2022). Similar connections were observed between shorter usage duration and purchase intent, as well as between the e-commerce and social commerce industries (Pappas et al., 2014; Duffett, 2017; Gong et al., 2018; Newman et al., 2018; Mishra & Mategaonkar, 2023). In contrast, quantitative research undertaken by Duffett (2015) found no association between duration of use and desire to purchase on social networking sites.

Internet usage frequency is a crucial factor to consider when creating Google Shopping ads, since it might influence the customer's entire experience and interaction with the ad (Riserbato, 2023). Mishra and Mategaonkar (2023) enlightens that with Google Shopping ads, businesses must consider the possibility that frequent internet users would get desensitised to a large number of advertisements. Therefore, it is essential for businesses to build Google Shopping ads that are original, visually appealing, and relevant to their target demographic (Hopkins, 2023). In addition, Marino (2022) explains that businesses can use audience segmentation strategies to target their Google Shopping ads at certain client segments that are more inclined to interact with their brand. Businesses may build effective Google Shopping ads that stand out and give a great consumer experience by taking into account the frequency of internet activity, so boosting the likelihood of conversion and client loyalty (Riserbato, 2023). In addition, a number of quantitative researchers discovered that increased usage frequency and desire to purchase were positively correlated across samples of various age groups (Duffett, 2015; Artola et al., 2017; Kim et al., 2019; Vasudevan & Kumar, 2019).

Internet usage hours are an important factor to consider when producing digital ads since they influence the level of customer interaction and receptivity to the ad (Eid et al, 2020). Businesses must consider the fact that depending on the time of day, shoppers may be more or less receptive to Google Shopping ads (Fairlie, 2023). For instance, people may be more inclined to interact with advertisements during their leisure time or when they are actively searching for a certain product. Consequently, it is crucial for businesses to build Google Shopping ads that are presented at the best times to attract the customer's attention and enhance the possibility of conversion (Riserbato,

2023). In addition, Marino (2022) articulates that businesses can use targeting strategies to display their Google Shopping ads to clients in specific time zones or geographic places where they are more likely to be surfing the internet. Businesses may develop efficient Google Shopping ads that are displayed at the best times and give an excellent consumer experience, hence boosting the possibility of conversion and customer loyalty, by taking internet usage hours into consideration (Hopkins, 2023). Thus, a lot of quantitative research found that increased usage hours and the urge to buy were positively correlated in populations primarily comprised of Millennials (Lee & Lee, 2010; Duffett, 2015; Rahman, 2015; Mustafi & Hosain, 2020).

Gender is a crucial issue to consider when designing Google Shopping ads, as it influences the shopping experience and purchasing decisions of customers (Fairlie, 2023). Businesses must take into account the possibility that clients of different genders may have varied product choices, shopping behaviours, and purchasing motivations when using Google Shopping ads (Lunter, 2022). Subsequently, Axinte (2022) explains that it is essential for businesses to personalise their Google Shopping ads to the precise gender demographics they are targeting. Businesses can boost their chances of conversion and client loyalty by creating Google Shopping ads that are relevant to and appealing to the target gender demographic. In addition, businesses can use targeting strategies to display Google Shopping ads to certain gender demographics, thereby maximising the efficacy of their advertising efforts. Businesses may build effective Google Shopping ads that resonate with their target audience and provide a desirable shopping experience by taking the gender construct into account (Riserbato, 2023). This increases the likelihood of conversion and customer loyalty. In addition, a number of quantitative studies have discovered a favourable association between female Millennials and a desire to buy across samples dominated by Millennials (Jin Ma et al., 2012; Arora & Sandhu, 2018; Hazari, 2018; Rahman et al., 2018, Balca & Casais, 2022). Alternately, a number of studies discovered a positive association between male Millennials and intention to purchase (Lee & Lee, 2010; Chiu et al., 2018; Benson et al., 2019; Chiu & Cho, 2019; Dewi et al., 2019; Handarkho, 2020; Mishra & Mategaonkar, 2023).

McCormick (2022) mentions that age is a crucial factor to consider when designing Google Shopping ads, as it influences the purchasing behaviour and preferences of customers. Businesses must take into account the fact that clients of various age demographics may have distinct product choices, shopping behaviours, and purchasing motivations when using Google Shopping ads (Riserbato, 2023). Consequently, it is essential for businesses to personalise their Google Shopping ads to the exact age demographics they are targeting (Marino, 2022). Fairlie (2023) explains that businesses can boost their likelihood of conversion and client loyalty by crafting Google Shopping ads that are relevant and appealing to the target age demographic. Thus, businesses can use targeting strategies to display Google Shopping ads to specified age demographics, so maximising the efficacy of their advertising efforts. In addition, these research

studies demonstrate that older Millennials exhibit a positive effect on purchase intent across businesses, social media networks, financial services, and gamification (Bittner & Shipper, 2014; Arora & Sandhu, 2018; Rahman et al., 2018; Tiruwa et al., 2018; Benson et al., 2019; Chiu & Cho, 2019; Balca & Casais, 2022).

Czap (2022) found that education level is a crucial feature to consider when producing Google Shopping ads, as it influences the customer's degree of comprehension and enjoyment of the promoted goods. Buckley (2022) specified that businesses must consider the fact that clients with different levels of education may have different product expertise and may be more or less responsive to the ad's pitch when creating Google Shopping ad campaigns. This is supported by Fairlie (2023), who argues that it is essential for businesses to personalise their Google Shopping ad to the exact demographics with the desired degree of education. Businesses may boost the likelihood of conversion and customer loyalty by creating Google Shopping ads that are informative, simple to comprehend, and relevant to the target demographics education level (Riserbato, 2023). Furthermore, businesses can use targeting strategies to display Google Shopping ads to specified education level groups, thereby maximising the impact of their advertising efforts. Matharu et al. (2018), Kizgin et al. (2021), Cabeza-Ramírez et al. (2022), Purwatiningsih et al. (2022), and Mishra and Mategaonkar (2023) demonstrate that the level of education of Millennials has a beneficial effect on their intent to acquire traditional marketing.

When designing Google Shopping ads, it is crucial to consider the demographic group construct because it influences the customer's values, beliefs, and lifestyle choices (Marino, 2022). With Google Shopping ads, companies must take into account the possibility that customers from distinct demographic groupings may have distinct product preferences, shopping behaviours, and purchasing reasons (Hopkins, 2023). Consequently, Buckley (2022) and Czap (2022) clarify that it is essential for businesses to personalise their Google Shopping ads to the exact demographics of the target market. Businesses may boost the likelihood of conversion and client loyalty by crafting Google Shopping ads that are relevant and appealing to their target demographic (Hopkins, 2023). Moreover, businesses can use targeting strategies to display Google Shopping ads to specified demographic population groups, so maximising the impact of their advertising efforts (Balca & Casais, 2022). Several quantitative research studies have established a correlation between Millennials' ethnicity and their inclination to make purchases (Lee & Lee, 2010; Butt & de Run, 2010; Duffett, 2015; Lin & Xu, 2017).

Furthermore, the preceding investigations focused on distinct generational cohorts and did not directly address Generation Y. This generation has the most purchasing power in the world and is a profitable target market for marketers (Kireyev et al., 2015). Since young customers rely heavily on Google as a purchasing platform, a better knowledge of Google Shopping advertisements is essential (Ghose & Yang, 2009; Kireyev et al., 2015; Balça & Casais, 2022).

A few digital advertising-specific studies express the need for additional research. Specifically, to investigate other constructs for digital advertisements, primarily pointing to the current research constructs of brand awareness, trust, perceived value, irritation, product risk and time risk (Wu et al., 2016; Lee et al., 2017; Gómez-Carmona et al., 2021; Cabeza-Ramírez et al., 2022; Deng et al., 2022; Li, 2023; Mishra & Mategaonkar, 2023; Tunuguntla et al., 2023).

Other studies (Paramitha et al., 2021; Cabeza-Ramrez et al., 2022; Balca & Casais, 2022) suggested alternative geographical contexts for future research. In addition, Han et al. (2022) recommend cross-modal dynamics across various product categories for future research.

As a result of research gaps and a lack of exploration in developing countries (Balakrishnan et al., 2014), the current study investigates the impact of various factors, namely brand awareness, trust, credibility, value, irritation, product risk, time risk, and security risk, on the purchase intention of Generation Y individuals residing in Cape Town.

1.4 Overview of Google Ads and Generation Y

1.4.1 The history of Google Ads

Google (2019) states that the search engine conglomeration was established in 1995 by a pair of computer science academics from Stanford University. BackRub was an application that was developed by Sergey Brin and Larry Page, which assessed and categorised the number of backlinks present on a web page. The PageRank algorithm was employed by BackRub to assign a website's ranking based on its importance, as determined by the number, relevance, and suitability of pages that linked back to the original web query. The programme in question served as the basis for the establishment of Google, which was initially sustained by Page and Bryn themselves. However, in 1998, Andy Brechtolsheim, a co-founder of Sun Microsystems, provided financial support to Google Inc. by issuing a cheque for $100 000 to facilitate its business operations (O'Connell, 2019; Hall & Hosch, 2022).

Weaver (2018) and WordStream (2021) reported that Google garnered additional investors and was formally established in 1999, coinciding with the inauguration of the initial Google headquarters in Menlo Park, California by Page and Bryn. The mission statement of Google was succinct and unambiguous, and expressed the aim of arranging all the information in the world and rendering it accessible and beneficial to all.

The name “Google” was derived from the word “googol”, which is a denomination for the number one followed by one hundred zeros. Page and Bryn perceived the term as a means to encapsulate

the daunting task of collecting data on all aspects of the internet (Mcfadden, 2018; Google, 2019; O'Connell, 2019; Hall & Hosch, 2022).

1.4.2 Google Ads

Internet search engines have created extensive economic value, but Google has not always successfully generated income from this service (Jafarzadeh et al., 2015; Clarke & Jansen, 2017; Hall & Hosch, 2022). Hofacker and Murphy (2009) and Indeed (2022) state that online consumers often begin their searches using search engines for information. As a result, in 2000 Google started selling text-based ads through its AdWords platform. These ads would be displayed in the right column of the SERP, which internet user soon identified as paid ads and consequently led to a perception of distrust and biased attitudes towards these ads (Baadsgaard, 2018). Clarke and Jansen (2017), Gómez-Carmona et al. (2021), and Balça and Casais (2022) explain that keyword bids constitute the amount an advertiser is prepared to pay once an individual has clicked on their ad. A crucial element as to whether a search engine will display an ad depends on the bids served impression and the ad rank relative to other ads (Czap, 2022). There are eight sorts of Google Ads: search, display, video, shopping, apps, smart, local, and discovery (Welborn, 2021; Marino, 2022).

1.4.3 Sponsored search

There are various fundamental essentials to a sponsored search: the advertiser content, which is basically the hyperlinks illustrating the title and the bidding of relative keywords; the preview procedure, which starts the significance of advertiser content to the selected keyword; which refers back to the search engine query; algorithmic demonstration of the advertiser information; and procedures for gathering information, cost-per-click (CPC) and CTR (Fain & Pedersen, 2006; Laffey, 2007; Fuxman et al., 2008; Jafarzadeh et al., 2015; Tunuguntla et al., 2018; Gligorijevic et al., 2019; Vragov et al., 2019; Gawron, 2022; Martinez, 2022; McCormick, 2022; Osmundson, 2022).

Numerous scholars have examined the auction mechanisms that underpin the sponsored listing, as evidenced by studies conducted by Abrams et al. (2007), Feng et al. (2007), Gupa and Mateen (2014), and McCormick (2022). The framework of digital advertising commerce was examined through the lens of complex systems analysis by Robu et al. (2009) and Balça and Casais (2022). According to their research findings, the sponsored listing ecosystem is characterised by a high level of competitiveness, whereby a mere 5% of advertisers are responsible for generating more than two thirds of the CTR in the online advertising sector. The findings of Jansen et al. (2007) and Gómez-Carmona et al. (2021) indicate that candidates exhibited significantly higher levels of

brand recognition for a company when presented with a sponsored search result listing as opposed to tile ads or banner ads on the same SERP.

Consequently, even if the internet user does not click on a link, there is some marketing advantage to sponsored results. Hotchkiss's (2004) and Mialki's (2022) research show that when the online search process becomes more specific, it increases the probability that the internet users will consider the sponsored results. Brooks (2004a) and Chaffey (2022) found that the higher the sponsored link's placement is in the SERP, the more probable an interest user would select it, which exhibited similar findings for the organic results. Furthermore, the difference between the first placement and the tenth placement on a SERP is a 20% to 30% drop in click through and a conversion rate drop of 90%. This substantiates the inherent trust associated with the top search engine listing (Brooks, 2004b; Carter, 2021). This section describes the fundamentals of sponsored search, as shopping ads employ comparable bidding processes when displaying an ad on the SERP.

1.4.4 Mobile devices

Timm (2022) clarifies that the smartphone industry has reached a saturation phase in developing markets and forms a large part of phone ownership in developing countries. Hence, consumers require a new method of engagement with brands. Many businesses explore how Generation Y communicates, since this group has a tendency to shy away from human contact. South Africa has 26.8 million internet users, and they spend more than three hours on social platforms a day (O'Dea, 2022a).

Furthermore, 60% of the mobile device users utilise a smartphone and 92% of the adult population owns mobile devices (Clark, 2022). Garica (2018) found that 35% of product searches begin on Google, and Statista (2019) found that 60% of Google queries are done on a mobile device. Mobile internet searches have instigated an elemental change in the method customers' use for information (Wang et al., 2019).

In 2022, smartphone shipments were estimated to total approximately 1.43 billion units. Due to the fact that many individuals own multiple smartphones, the number of smartphone subscriptions surpasses the number of smartphone users (Taylor, 2023). By 2027, smartphone users are projected to utilise 7.7 billion subscriptions, up from an estimated 6.23 billion in 2021 (Clark, 2022; O'Dea, 2022b).

Customers are progressively comparing deals, online reviews, availability and prices while in store, which constitutes an undefined the frameworks of online and offline commerce (Chung &

Holdsworth, 2012; Brynjolfsson et al., 2013; Murillo, 2017; Blair, 2022). Consumers can explore product information anytime and anywhere via mobile devices, which results in a greater chance of being exposed to the correct product (Xu et al. 2017; Wang et al., 2019; Kyatham, 2022). Clark (2022) notes that 92% of the adult population owns a mobile device, which affords businesses and advertising the option to communicate directly with consumers. Thus, they can reach individuals in real-time circumstances, generate data that can be tracked instantaneously, and may be adapted to a consumer's unique demands if the consumer has previously viewed a business's website.

1.4.5 Desktop screens versus mobile screens for sponsored search

Desktop online searching and mobile device searching differentiate performance between direct and indirect e-commerce sales (Wang et al., 2019; Kyatham, 2022). A customer within a mobile setting directly engages with the preferred product on the landing page and interacts via clicking through to the e-commerce environment. Consumers exhibit a profound sense of product ownership due to mobile touchscreen, which provides a more interactive experience and better web flow (Shankar et al. 2010; Shen et al. 2016; Blair, 2022; Kyatham, 2022). Thus, there is a direct association between the direct sales of the preferable product initiated by a keyword due to mobile internet searches, which is higher than those of desktop online searches (Xu et al. 2017; Wang et al., 2019).

Jafarzadeh et al. (2015) and Clarke & Jansen (2017) communicate that Google generates revenue by charging advertisers a fee when a web user clicks on their sponsored results, which is identified through keyword targeted search queries and illustrated via text or visual imagery ads on the SERP. The search engine’s propriety algorithm splits the SERP of desktop or laptop screens into three different sections, top, left and right, with both the top and right incorporating sponsored listing and the left displaying organic unpaid results (Xu et al 2012; Mialki, 2022). However, with a mobile device there is limited space, which only allows a top and bottom section, with the top exhibiting two to three sponsored listings and the bottom section displaying one to three organic unpaid listings.

Kim et al. (2012) conducted research on the desktop search, while utilised eye-tracking software to ascertain that a mobile screen may change the user’s interaction with mobile search results. Participants were divided into four groups of eight and each given 20 search duties to be completed, which half did on a mobile device and the other half on a desktop. It was found that 76% of participants devoted more time to the three first links of the SERPS when searching on the mobile device compared to 67% on the desktop searchers. However, participants seldom scrolled on the smaller screen and any links thereafter would receive very little interest even

though more time was spent on the mobile devices. A research study was performed on 16 Millennials who conducted two mobile device search tasks, which resulted in Google searches with zero, one, or two sponsored ads. When sponsored ads were non-existent, the first link was viewed 100% by participants; the second link 86%; and the third and last link was considered 14% (Kim et al., 2012). Balça and Casais (2022) examined the efficacy of display advertising through Google Ads and Facebook Ads in two distinct markets, namely, Portuguese and Argentinian, with a focus on digital engagement and conversion metrics. The researchers' analysed data sourced from Google Ads and Facebook to gain commercial insights. The utilisation of mobile devices is more prevalent among the Portuguese and Argentinians in comparison with desktop personal computers. According to the data, the Portuguese sample exhibited the mobile CTR among Google Ads for this particular device, with a value of 0.85%. The mobile CTR for Google Ads in Argentina yielded more favourable outcomes, registering at 1.74%. Regarding technological devices, it is widely acknowledged that mobile devices hold a dominant position in the Portuguese and Argentinian test groups. Despite this, it was observed that 82% of the participants took notice of sponsored ads, indicating that they do hold significance. However, when multiple sponsored ads were presented, a majority of the participants disregarded the second and third sponsored ad in favour of the organic link. This finding has been reported in various studies (Danescu-Niculescu-Mizil et al., 2010; Owens et al., 2011; Djamasbi et al., 2013; Murillo, 2017).

Lin and Hung (2009) measured the attitudes towards to the sponsored ads and the perceived value of a desktop search. The study was conducted among 711 Millennials, who demonstrated a negative prejudice against sponsored ads, but they still viewed all accessible links represented by the search query. Additionally, when evaluating the sponsored advertisement itself, they gave the highest merit to the credibility element (Darke & Ritchie, 2007). Zhao (2021) evaluated the influence mechanism of contextual mobile advertising features on Taiwanese intent to purchase. By analysing survey data from a representative sample of 340 mobile customers between the ages of 18 and 50, the model's validity was confirmed. The results of the data analysis suggest that contextual mobile advertising features have a strong positive effect on purchase intent.

This section illustrates how a desktop screen versus a mobile screen can provide a user with a different viewpoint on the ad. Moreover, since the majority of users own a smartphone, businesses have an excellent opportunity to optimise their ads and websites for mobile use.

1.4.6 Sponsored ads versus organic ads

The main difference between sponsored and organic links is that search engines will not take any form of imbursement from companies or organisations to attain a superior ranking on SERP in

the organic section. Google guarantees search engine users that they will convey the most suitable internet outcomes to the typed query, which will not be influenced by remuneration by business owners. Xu et al. (2012) and Chaffey (2022a) clarify that organic links are constructed on search engines' proprietary position algorithm, and the listing indicates different links relative to the keyword. Hotchkiss et al. (2005), Xu et al. (2012), and Carter (2021) explain that organic listings capture more attention for the top three organic listings, while the top sponsored listing attracts a certain level of attention but is less substantial compared to its organic counterpart. Jansen et al. (2007) investigated the quality of sponsored results compared to organic result relating to the SERP. The outcome showed an 82% preference towards the organic results among the 56 millennial participants, although 73% of the participants considered both sponsored and organic results because it was relevant to the search query. Kobylanski (2012) and Marable (2003) analysed the attitudes towards sponsored results, where 8.8% were unaware of the ad and 57.4% were indifferent to the search results.

However, Pew Research Center (2005) conveyed that 38% of internet users were informed of the variation between sponsored links and organic results. Heitzman (2021) found that 53% of website traffic is driven by organic search, whereas just 27% is driven by sponsored search, while 74% of brands claim that sponsored ads are a major business driver. Hotchkiss (2004) reported that when asking 71 millennial participants to compare organic to sponsored results, participants regarded sponsored results as less credible and informative than the other links. Cooper (2022) stated that integrating both paid and organic social methods could enhance relationships with existing clients and attract new ones. Therefore, this research will attempt to remedy the contradiction of the abovementioned literature among Generation Y with regards to Google Shopping ads.

1.4.7 Sponsored ads versus traditional advertising

Traditional advertising media, such as television, radio and magazines are typically sold depending on the number of individuals who are exposed (per impression) to the ads. However, sponsored ads are sold on a cost-per-click basis, therefore advertisers will only be reimbursed once an internet user clicks on the sponsored result, essentially paying for leads instead of exposure. Animesh et al. (2010) concur with this. They explain that although online advertising is based on remuneration for performance, it considerably diminishes the wastage sustained by advertisers related to traditional advertising media, where remuneration is based on exposure.

Simplilearn (2022b) elucidates that traditional marketing is a highly efficient method for reaching the elderly. Adults over the age of 50 watch twice as much television and read twice as many newspapers as those in their twenties and thirties. It is a highly beneficial form of marketing for

establishing or expanding a business or company with the aid of a wider local audience. Flyers and billboards placed all along the street aid the expansion of small enterprises. This is due to the fact that they might attract the attention of a local audience. A significant benefit of conventional commercials is that they are aired frequently. In digital marketing, however, individuals may simply avoid them. Traditional advertising and to an extent web banner advertising operate similarly with regard to pricing, where an informal process of negotiation and estimation will occur.

Gaudeul (2004) and Animesh et al. (2010) note that traditional advertising has a coherent difference between advertising and content, while sponsored listing could possibly introduce a bias in the listing of their placement ranking since information intermediaries that deliver information about sellers and their offerings are also remunerated by the same sellers (as in the case of Google). Kaplan (2021) indicated that sponsored advertisements are an effective tool for firms selling on digital marketplaces by providing larger audience reach, higher conversion rates, and higher return on ad spending. Additionally, sponsored ads have a more efficient mechanism of costing via real time auctions where advertisers can manage multiple auctions for various search terms. Once the bid price is successful, advertisers have the right to become visible alongside the results of the search query (Kakkar, 2022). Largely, the auction process is dynamic, which means advertisers need to adopt any forms of change because bids can be altered at any time and a new auction begins when an internet user submits a new search query (Feng et al., 2007; Kakkar, 2022).

Simplilearn (2022a) clarifies that it is a simple task to track the engagement of the audience and collect their information for subsequent utilisation. Enhancing the algorithm of the company's website is expected to result in improvement. Upon a user's visit to a website, following of a social media account, or submission of a query, prompt access to the relevant information may be facilitated. Since digital marketing has a broader reach, it will help firms attract the attention of a worldwide audience. Since Generation Y's internet usage is often higher than that of their parents' generation, it may be concluded that Generation Y is the generation with the highest internet penetration (Chatterjee et al., 2018; Fry, 2022). Digital advertising was chosen over traditional advertising due to improved targeting parameters and data to support ad expenditure; this study will be enabling advertisers to refine their marketing strategies.

1.4.8 Mistaken sponsored ads for organic ads

Ofcom (2018) report that more than 54% UK adults were knowledgeable on how search engines generate revenue, with 18% providing the incorrect answer and 28% unable to answer'. Furthermore, only 48% of internet users could accurately identify an advert on Google, with 18%

of users believing that anything on a search engine contained unbiased and trustworthy information, but this decreased from 21% in 2016. Moreover, other studies indicate that numerous internet users clicked on sponsored ads as a result of misidentifying them as organic ads (Mariable, 2003; Darke & Ritchie, 2007; Murillo, 2017; Ofcom, 2018; Santeralli, 2021). Some users have the misconception that sponsored advertising is organic, and if they understood it was an ad, they might have a different opinion. This study offers a comprehensive examination of Google Ads, particularly Google Shopping ads.

1.4.9 Generation Y

Generation Y (also known as Millennials) is a specific group of individuals born between 1982 and 2004, who are more receptive to new trends and have disposable income to support their lifestyles (Strauss & Howe, 1991; Kaplan & Haenlein, 2010; Chung & Holdsworth, 2012; Balakrishnan et al., 2014; Kane, 2019; Belch & Belch, 2021; Indeed, 2022). Junco and Mastrodicasa (2007), Gramlich (2019), and Fry (2022) clarify that Generation Y can be differentiated from the previous Generation X due to an overall higher usage and familiarity with mobile media, digital technologies and communications. There is a heightened level of consumer sophistication prevailing among Millennial consumers, which is considered a key enabler of performing mobile searches (Schniederjans et al., 2018; Clark, 2022). Murillo (2017) found a growing trend amongst Millennials of exploring local products or services while on the move, which creates new opportunities for smaller businesses that can exploit their location by employing mobile search ads in a specific geographical area for nearby clients searching for their products or services. Generation Y is more prone to find information they need through the internet, specifically through trusted search engines, but predominantly through Google for relevant (Pan et al., 2007; Veloutsou & McAlonan, 2012; Vogels, 2019; Fry, 2022). This cohort is significant since they have their own discretionary income and rely largely on the internet to conduct online research or make direct purchases. Generation Y was chosen for this study because of the likelihood that they will be exposed to digital marketing, specifically Google Shopping ads, as a result of their growing internet usage.

1.5 Research objectives

The main objective of this research is to investigate the impact of Google Shopping advertising on the intention to purchase among individuals belonging to Generation Y. The factors that influence consumer behaviour include brand awareness, trust, perceived value, irritation, product risk, and time risk.

1.5.1 Primary research objective

To investigate the influence of brand awareness, trust, perceived value, irritation, product risk, and time risk on the impact of Google Shopping ads on purchase intention among the Generation Y population in Cape Town, South Africa

1.5.2 Secondary research objectives

- To determine Generation Y's purchase intention as a result of Google Shopping ads.
- To determine what impact demographic characteristics have on Generation Y's purchase intention in response to Google Shopping ads.
- To determine what influence use parameters have on Generation Y's purchase intention in response to Google Shopping ads.

1.6 Hypotheses

1.6.1 Brand awareness

According to Martins et al. (2019), brand awareness refers to the power or memory of the brand node as expressed in the willingness of customers to remember or identify the brand under various circumstances. Therefore, it is easy to recognise, categorise and ultimately buy the brands that customers understand. Brand awareness requires time to be able to have the ability to be recognised or recalled in the mind of the consumer with constant promotion and progression to elevate intention to purchase, which facilitates the company's success and higher values with regards to shareholders (Wong & Merrilees, 2007; Shah et al., 2012; Bodkin et al., 2016). Aaker (1991) notes that brand awareness shows consumers' ability to identify and memorise brands in certain categories of products. Cheng et al. (2017) indicate that improving consumer knowledge of a company's brand leads to more brand keyword searches, which leads to increased search advertising success. Furthermore, Gupta and Mateen (2014) show that sponsored search advertising increases customer brand knowledge and that customers are more likely to click on adverts showcasing well-known businesses. Makrides et al. (2019) and Bowden & Mirzaei (2021) state unequivocally that self-evident small and medium-sized firms may boost worldwide brand recognition by providing added value to their clients through customised digital marketing approaches such as online advertising. Thus, when consumers purchase new products, brand awareness is essential (Dodds et al., 1991; Grewal et al., 1998). Malik et al. (2013) report that brand awareness requires time to develop, alongside an effective communication strategy to target the desired audience to the brand. The benefit of brand recognition is that customers use the brand knowledge in their decision to buy and assess the product or service. In terms of purchasing intent, the option of a brand that is well known to customers is typically stronger than

a less known brand (Hoyer & Brown, 1990; Martins et al., 2019). Furthermore, previous empirical research found a direct positive influence between brand awareness and intention to purchase (Washburn & Plank, 2002; Jalilvand et al., 2011; Shah et al., 2012; Hutter et al., 2013; Lee et al., 2017; Chakraborty, 2019; Vasudevan & Kumar, 2019; Dabbous & Barakat, 2020; Sari et al., 2021; Gómez-Carmona et al., 2021; Tan et al., 2021; Alwan & Alshurideh, 2022; Kharisma et al., 2022; Purwanto, 2022; Li, 2023; Tunuguntla et al., 2023). In conclusion, Jalilvand et al. (2011) and Hutter et al. (2013) stipulate that further quantitative research areas should identify the determinants of brand awareness in cross industry and online advertisement applications, so as to predict purchase intention in diverse contexts. Thus, the following hypothesis was selected:

H1. The impact of brand awareness on purchase intention is positively influenced by the utilisation of Google Shopping advertisements.

1.6.2 Trust

Everard and Galletta (2005) found that trust was a consequential predictor of purchase intention, which had a correlation with negative relationships between past reactions. In an e-commerce environment, consumers can perceive websites that have non-loading pictures or broken links to be a deterrent to intention to purchase and reduce trust (Everard & Galletta, 2005). Danescu-Niculescu-Mizil et al. (2010) disclose that people trust non-commercial organic findings since they are equivalent to organic results and might be regarded subjectively as proof of excellent quality. Advertisements that are extremely similar to organic results, on the other hand, may be perceived as redundant information. Customers compare sponsored search advertisements to other kinds of online advertising that look more trustworthy and have a perceived greater degree of trustworthiness, which makes sense given that customers are normally suspicious (Kobylanski et al., 2012; Balioglu, 2020). Customers would be more likely to click on advertisements promoting known brands since it would build a sense of familiarity and trust (Gupa & Mateen, 2014). Stewart et al. (2018) attempted to provide a theoretical explanation of consumers' responses to digital advertisements (including search activity). The findings suggest that customers have a favourable perception of credibility/trust and react to the employment of digital marketing, resulting in a positive link with purchase intention. Furthermore, Frederick and Schefter (2000) stated that the only source of information to overcome hesitation is through the e-commerce website, which emphasises the importance of trust as a useful method to reducing consumer hesitation. Gefen and Straub (2003) further elaborate that the complexity and diversity of the online environment contributes to the importance of trust. Thus, online consumers must trust the e-retailers to not exploit them in terms of misrepresentation, infringement of security and privacy or unfair pricing. Trust constitutes a substantial predictor for intention to purchase (Everard & Galletta, 2005; Jones & Leonard, 2008; Weisberg et al., 2011; Hsu et al., 2013; Ha & Janda, 2014; Furner et al., 2016;

Rahman et al., 2018; Irshad et al., 2020; Moslehpour et al., 2020; Sanny et al., 2020; Harrigan et al., 2021; Sulthana & Vasantha, 2021; Cabeza-Ramírez et al., 2022; Hameed et al., 2022; Ngo et al., 2022; Özdemir & Nacar, 2022).

Despite the extensive research on trust in offline and online settings by Mayer et al. (1995), McKnight and Chervany (2005) and Aljukhadar et al. (2010), there is a dearth of studies on trust in search advertising, which is still in its exploratory stage and so highlights the significance of the following hypothesis:

H2. Trust has a positive impact on intention to purchase arising from Google Shopping ads.

1.6.3 Perceived value

Netemeyer et al. (2004) argue that the concept of perceived value pertains to the customer's holistic evaluation of the brand's utility, which is derived from the observation of what is received and juxtaposed against other brands. As a result, consumers tend to evaluate the cost of a product in relation to its perceived utility during a business transaction to determine its perceived value. This perceived value is primarily influenced by the product's functional characteristics, as noted by Kwon et al. (2007). In recent years, the swiftest expanding advertising medium has been internet advertising, with the majority of its revenue being attributed to paid search advertisements. Blake et al. (2015) affirm that advertising has a positive impact on attracting new and occasional users, but it does not significantly affect the purchasing behaviour of frequent users. Despite this, the majority of advertising expenses for non-brand keywords are allocated towards targeting these frequent users. Bayer et al. (2020) suggests that paid search advertising has a more significant positive influence on sales compared to offline advertising. This finding is logical as paid search advertising is situated closer to the point of purchase and offers better targeting capabilities. The impact of brand equity on consumers' purchase intentions in the context of e-commerce sites has been explored by Chakraborty (2019), Javed et al. (2019), and Mou et al. (2019) through the analysis of online evaluations. The prioritisation of perceived value by marketers is crucial as it has a significant impact on the purchasing inclinations of customers. Kim et al. (2011) investigated the comparative impact of online purchasing decisions on new and returning customers in the context of the e-commerce industry in Korea. As per the findings of the research, the perceived value of a product or service exerted a greater impact on the purchase intentions of both new and returning customers of an e-commerce enterprise, as compared to the perceived price. Furthermore, a few research studies have indicated perceived value to be a significant predictor for repeat purchase intention within an e-commerce context (Parasuraman & Grewal, 2000; Kim & Gupta, 2009; Wang & Wu, 2012; Chui et al., 2014). Previous research studies note that perceived value is regarded an antecedent to intention to purchase (Dodds et al., 1991; Grewal et al., 1998; Petrick & Backman, 2002; Al-Sabbahy et al., 2004; Netemeyer et al., 2004; Kim et al., 2011; Ponte et al., 2015; Chen et al., 2018; Jain et al., 2018; Chakraborty,

2019; Wang & Genc, 2019; Chetioui et al., 2020; Moslehpour et al., 2020; Hsiao, 2021; Raza & Zaman, 2021; Yin & Qiu, 2021; Adam et al., 2022; Hameed et al., 2022; Hewei & Youngsook, 2022; Özdemir & Nacar, 2022). Thus, the following is proposed:

H3. Perceived value has a positive impact on purchase intention owing to Google Shopping ads.

1.6.4 Irritation

Martins et al. (2019) and Yang et al. (2013) show that consumers perceive irritation as a form of intrusion and annoyance in the context of advertising. Hence, it is advisable for advertisers or marketers to provide consumers with the option to opt-in or opt-out of advertisements, thereby enabling consumers to mitigate their impatience or annoyance. Kim and Han (2014) and Martins et al. (2019) postulate that the presence of irritation can have an adverse impact on both the advertised brand and the overall value of the advertisement. Gupa and Mateen (2014) found that buyers are more likely to click on advertisements showcasing well-known firms since this fosters a sense of familiarity rather than alienation. As a result, while adverts benefit new and infrequent users, the majority of advertising costs are carried by more frequent users whose purchasing behaviour is unaffected by advertisements (Blake et al., 2015). Thus, consumers avoid annoying and/or irritating ads. A research study on mobile advertising noted that participants felt disconcerted and irritated by mobile advertising, which resulted in a negative effect towards the perceived value of the mobile advertisement triggered by unrelated and unwanted mobile advertising messages (Stewart & Pavlou, 2002; Liu et al., 2012; Martins et al., 2019). This correlates with Yang et al. (2013) and Martins et al. (2019) who state that users have a sense of annoyance towards smartphone ads which can be distracting or disturbing, with negative emotions in regard to advertisement. Previous work has identified user frustration as a negative outcome towards visibility, the reduction of advertisement efficiency and impressions (Okazaki, 2004; Saadeghvaziri et al., 2013; Hasan, 2016; Lee et al., 2017; Martins et al., 2019; Florenthal et al., 2020; Hosseinikhah & Mirabolghasemi, 2020; Lin et al., 2021; Deng et al., 2022; Hameed et al., 2022; Kharisma et al., 2022; Purwatiningsih et al. 2022; Vinayagalakshmi, 2022). Moreover, Liu et al. (2012) found that customers feel uncertain about and respond adversely to advertisement and mobile advertising messaging that may cause annoyance in reaction to content that is confusing or unwelcome. Hutter et al. (2013) explain that irritation within online and social media content is an unexploited researched topic. More studies are required within the field to provide greater insight into the effects of irritation, as well as to determine methods how irritation can be avoided. Therefore, the following is proposed:

H4. Irritation due to Google Shopping ads has a negative influence on intention to purchase.

1.6.5 Product risk

Several studies found that product risk could diminish online customers' perceived performance and expectations (Oliver, 1980; Alhakami & Slovic, 1994; Saba & Messina, 2002; Naiyi, 2004; Forsythe et al., 2006; Ariff et al., 2014; Ariffin et al., 2018). Tsiros and Heilman (2005) explain that a negative relationship exists between product risk and satisfaction, which is deemed unclear in a certain transaction. This emphasises that different aspects of product risk could contribute to different outcomes on the inclusion of satisfaction and/or attitudes. Product risk signifies the probability of a product failing to meet the requirements of what it was initially considered for or does not meet the consumers' expectations, which occurs when a delivered product is compared to the online product displayed and differs in shape, size or colour (Ariffin et al., 2018). The existence of a negative relationship between product risk and satisfaction is judged unclear in a specific transaction, since different characteristics of product risk might result in a variety of outcomes when satisfaction and/or attitudes are taken into account, thus limiting the ability to check and/or examine the actual quality of the product (Tsiros & Heilman, 2005; Han & Kim, 2017). Ou et al. (2022) evaluated attitudes towards online shopping and found that participants attributed 25% anxiety to the quality of the products on the possibility that they would not meet their expectations. Product risk was found to reduce intention to purchase in an online marketplace (Teo, 2002; Zheng et al., 2012; Dai et al., 2014; Han & Kim, 2017; Ariffin et al., 2018; Cui et al., 2019; Rosillo-Daz et al., 2019; Dong et al., 2021; Jain, 2021; Qalati et al., 2021; Adam et al., 2022; Cabeza-Ramírez et al., 2022; Lee & Lee, 2022; Ou et al., 2022). The following is proposed:

H5. Product risk has a negative impact on intention to purchase owing to Google Shopping ads.

1.6.6 Time risk

Time risk involves the exasperating experience throughout the online process, which is caused by any struggles navigating or processing online products or setbacks to acquiring the required items (Forsythe et al., 2006). Chen and He (2003) observed that time risk introduces the likelihood that an online purchase results in waste of time in buying or retaining the good. Rahmi et al. (2022) identified monetary risk, risk of delay, shipment risk, and security risk as significant factors contributing to perceived risk in digital platform-based interactions. Rahmi et al (2022) found that while time risk was identified as a component of perceived risk, it was observed to have a relatively minor impact on purchase intent.

Online consumers may leave websites before purchasing anything due to difficulty navigating the correct websites or inability to find suitable merchandise (Gudigantala et al., 2011; Popli & Mishra, 2015). Furthermore, time risk will further deter potential consumer's intention to purchase for buy online if it requires too much time to identify a satisfactory online retailer or website (Forsythe &

Shi, 2003; Forsythe et al., 2006; Rajamma et al., 2009; Chen 2013; Kim and Lennon, 2013; Liu et al., 2013; Quintal & Phau 2013; Choo et al. 2016; Yang et al., 2015; Yaraş et al., 2017; Ariffin et al 2018; Paramitha et al., 2021; Qalati et al., 2021; Lee & Lee, 2022; Rahmi et al., 2022). This study proposes the hypothesis below:

H6. Time risk has a negative impact on intention to purchase arising from Google Shopping ads.

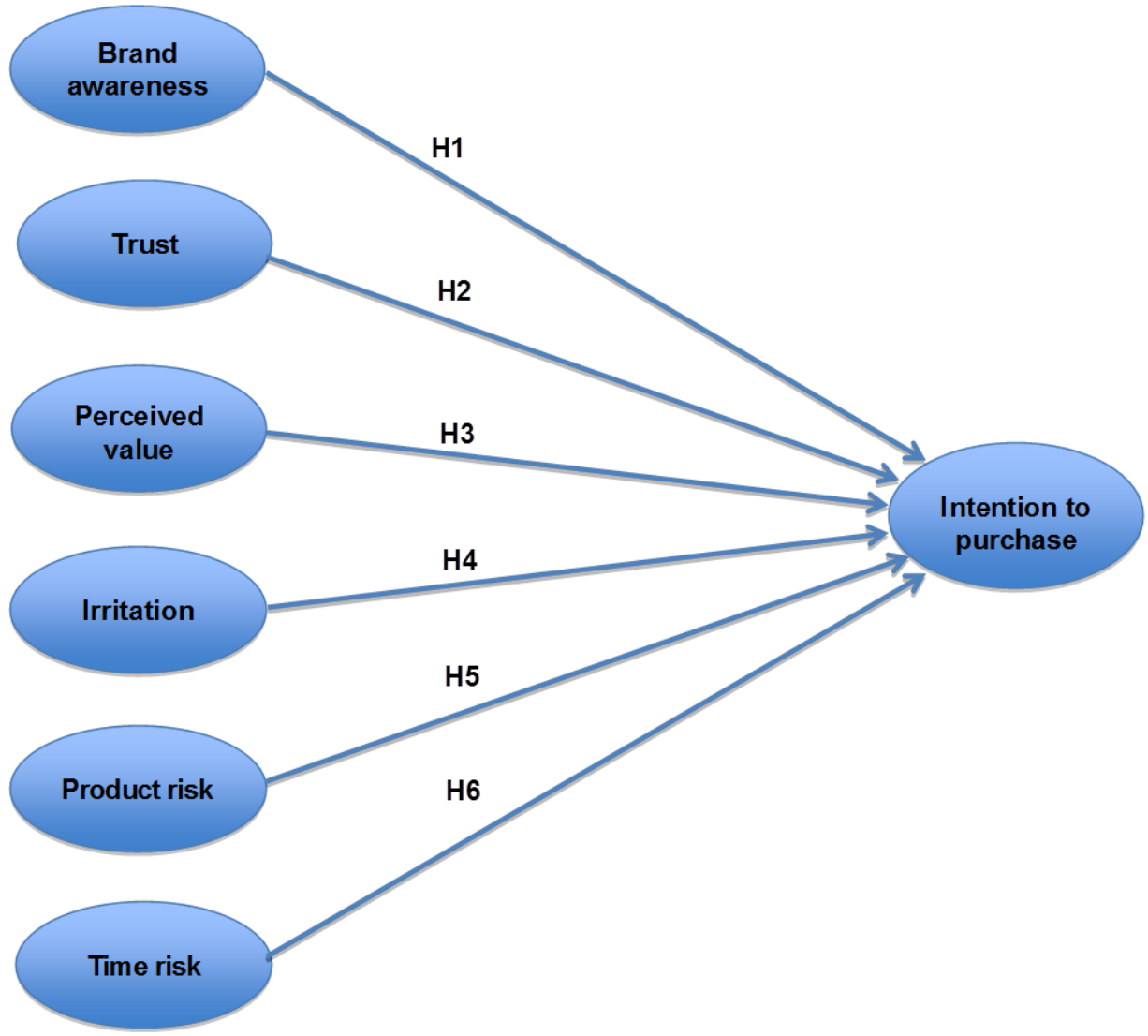

Figure 1.1: Conceptual model and Google Shopping ads hypotheses

1.7 Research design and methodology

1.7.1 Research paradigm

The empirical research framework for this study employs a post-positivist philosophy using deductive reasoning. Ryan (2006) and Trochim (2022) define post-positivism as a broad attribute that conveys practice and theory, allowing appreciation and reassurance for the investigators' obligations and motivations to the subject matter, and recognising that numerous accurate

techniques that can be applied for data collection and analysis. Post-positivists argue that humans may draw valid inferences about an occurrence by combining logical reasoning with empirical observations, which are frequently viewed as probabilistic, in order to better grasp social reality (Bhattacherjee, 2012; Trochim, 2022). As a result, the post-positivist approach is chosen to gather important knowledge, but it also indirectly evaluates the character of society. This method supplemented the quantitative and research design, as well as the framework for how the investigation was done and constructed in order to examine the hypotheses.

1.7.2 Research design

The section includes a descriptive viewpoint of the inquiry that discusses the overall principles underlying the research efforts. The study employs a quantitative approach, and the literature review is the mechanism that will give more insight and clarification of earlier work. Furthermore, in order to accomplish the desired results in this inquiry, attention is given to selecting an appropriate research design, strategy, and data gathering methodologies. A research design is a paradigm or technique for conducting internal and external reasoning study (Neuman, 2000; McKay, 2006; Paltridge & Phakiti, 2010; Griffee, 2012; Bhandari, 2022b).

Stockemer (2019) and Bhandari (2022c) specify that quantitative methodologies not only allow researchers to statistically quantify a specific occurrence, but also aid in finding relationships between two or more variables. Regoniel (2015) and Pedamkar (2022) agree that quantitative approaches are research processes that use numbers to explain a phenomenon. Variables are numbers derived from unbiased scales of measuring the units of analysis. The present investigation utilised a descriptive research approach to gather quantitative data through a questionnaire to authenticate the purchase intent dimensions for Google purchasing ads, which encompass brand awareness, trust, perceived value, annoyance, product risk, and time risk.

1.7.3 Sampling

The sample comprises discrete entities or articles from which the representative subset is extracted with the aim of tackling marketing research predicaments (Greener, 2008; Bohm & Zech, 2010; Griffee, 2012; Cena, 2022). This study's target group started with Generation Y students at Cape Peninsula University of Technology (CPUT) and then expanded to others in Cape Town via snowball sampling. The latter subset was limited to Generation Y e-commerce consumers of Google Shopping advertising by businesses in the Cape Town central business district (CBD). A sample frame is a section of the target population where a sample can be drawn (Fellegi, 2003; Bhattacherjee, 2012; Griffee, 2012; Glen, 2014; Lehan, 2021; Statistics, 2022).

A sample unit is a data collection's building block: a person from the population, a community of individuals. It must be specifically specified as part of the foundation of any statistical analysis or research (Everitt & Skrondal, 2010; Griffee, 2012; Haydam & Mostert, 2013; Canela et al., 2019; Cena, 2022). The CBD sample unit for this study is Generation Y. Cape Town CBD serves as the sample frame, allowing the sample elements to represent a larger geographic region (Kothari, 2004; Greener, 2008; Greener & Martelli, 2018; Haydam & Steenkamp, 2021). Non-probability sampling is defined as sampling in which the researcher does not know the odds of selecting a prospective respondent for the sample (Kalton, 1983; Rea & Parker, 1992; Griffee, 2012; Lehan, 2021; Haydam & Steenkamp, 2021; Statistics, 2022). In addition, Kalton (1983), Warner (2008), and Nikolopoulou (2022) agree that non-probability sampling is common. Griffee (2012) and Cena (2022) define four non-probability sampling methods: convenience, intentional, snowball, and quota sampling. The investigation's sample approach is non-probability and employs both convenience and snowball sampling methods. The study started off with convenience sampling by asking CPUT students to participate in the study, who were then requested to pass on the survey online survey link and/or physical questionnaires, as well as to recommend other potential respondents via snowball sampling.

1.7.4 Data collection and questionnaire design

Chapelle and Duff (2003) and Bhandari (2022a) define data collecting as displaying the viewpoints and interpretation of study respondents' behaviour and social competency. Data collecting occurs when a research challenge has been defined and a study strategy has been finalised (Kothari, 2004; Simplilearn, 2022a).

The research was conducted at a convenient site situated at the CPUT's District Six Campus in Cape Town. Authorisation from CPUT was obtained and the researcher distributed the self-administered questionnaires, which also provided support to respondents. The distribution of online Google form links was facilitated through e-mail to students, who were subsequently requested to disseminate these links to other eligible participants, and so incidentally served as fieldworkers. It is a requirement for participants to have attained a minimum age of 18 years and belong to the Generation Y cohort. The study concluded with a total of 5 808 questionnaires that were fully completed and deemed suitable for statistical analysis.

The survey consisted of three distinct elements, namely utilisation, demographic information, and customer attitudes. Likert scale statements were evaluated utilising a 5-point rating system. One point indicated maximum disagreement, while five points indicated maximum agreement. The findings of earlier research literature were utilised to identify the assertions that were applied for the model’s components. Studies were reviewed on brand awareness and trust factors that

influence online buying intent (Shah et al., 2012; Ng, 2013; Gómez-Carmona et al., 2021; Tan et al., 2021). Kim et al. (2011), Ponte et al. (2015), Harrigan et al. (2021), Raza and Zaman (2021), Yin and Qiu (2021) argue that trust and perceived value also influence online purchase intention. Meanwhile, Saadeghvaziri et al. (2013), Lin et al. (2021) and Vinayagalakshmi (2022) claim that annoyance has an effect on web advertising. Finally, Forsythe et al. (2006), Dong et al. (2021), Jain (2021), Qalati et al. (2021), Ariffin et al. (2018), Lee and Lee (2022) and Rahmi et al. (2022) identify product risk and time risk as factors influencing customers' online purchasing intentions.

1.7.5 Data analysis

Data analysis refers to the systematic application of statistical and logical techniques to elucidate, summarise, and evaluate data (Dawson, 2002; McKay, 2006; Johnson, 2022). Furthermore, according to Shamoo and Resnik (2003) and Calzon (2022), data analysis refers to the systematic application of statistical and logical techniques to elucidate, summarise, and evaluate data.

The SPSS (Statistical Package for the Social Sciences) software is a social science analytical tool that facilitates the conversion, analysis, and visualisation of diverse patterns and features among data variables. Generating accurate and high-quality data can be a challenging and time-intensive task. However, by utilising diverse techniques, SPSS software can effectively manage and manipulate data in large datasets of diverse formats. The SPSS software is widely employed across various industries and institutions, encompassing domains such as marketing, education, and healthcare (Foley 2018; Thomas, 2018; Alchemer, 2021; Pedamkar, 2022). The collected data was examined and deciphered using SPSS software, which is an effective tool for recognising elements of participant differences and attributes (Stumm, 2011; Alchemer, 2021). All completed questions were thoroughly evaluated for completeness and compliance with the overall survey. The questionnaire's Likert scale queries were designed in a manner that precluded respondents from selecting a solitary column along the Likert scale. In this study, the generalised linear model (GLM) was utilised for analysis. The Wald Chi-Square ($\chi 2$) test was conducted along with post-hoc Bonferroni comparisons to evaluate significant differences among the independent variables.

The study employed structural equation modelling (SEM) to assess the relationships among constructs and to ascertain the acceptance or rejection of hypothesised correlations between behavioural attitudes of Generation Y. According to Cooper and Schindler (2006), Hooper et al. (2008), and Aaker et al. (2011), the goodness-of-fit measurements for SEM must satisfy certain thresholds for a satisfactory measurement model fit. These thresholds include a relative $\chi 2$/degrees of freedom (df) of 3.00-5.00, a normed-fit index (NFI) greater than 0.90, a comparative fit index (CFI) greater than 0.90, a Tucker-Lewis index (TLI) greater than 0.90, a goodness-of-fit

index (GFI) greater than 0.90, a root mean-square error of approximation (RMSEA) between 0.08 and 0.10, and a standardised root mean square residual (SRMR) of 0.08. The assessment of reliability was conducted through the utilisation of Cronbach's Alpha (α) and composite reliability (CR). Convergent validity was evaluated through the average variance extracted (AVE) and factor loadings, while discriminant validity was assessed using Fornell and Larker's (1981) formulae, which specify that the square root of AVE construct values should exceed the construct correlation values.

1.8 Delimitations of the research

The findings of the study should not be restricted to only Generation Y in Cape Town. It is important to consider that the information gathered can be applied to other locations in South Africa and other developing economies. Furthermore, it is essential to expand this research to other age groups, as they may have different perspectives on the subject matter. Moreover, only Generation Y cohort individuals were selected for the study. In contrast, the study excluded other demographic aspects of South Africa and other nations, so this may limit its generalisability. The study concentrated on the behavioural components of Google Shopping advertising on purchase intent among Generation Y. This study provides research on additional customer attitudes, including brand awareness, trust, perceived value, irritation, product risk, and time risk, but not any other attitudes. The study is centred on Google Shopping advertisements, so only those who use Google Shopping advertising were polled.

1.9 Ethical considerations

The quantitative study’s field personnel disseminated consent forms to the participants as a means of ensuring their comprehension of the survey’s nature. The aforementioned directive served as a reminder to participants regarding the ethical implications associated with the in-person survey investigation. However, it was also made available to those who engaged in the web-based survey via a checkbox. The participants were afforded the privilege of confidentiality and anonymity, along with the choice to withdraw from the survey at their discretion. The participants provided informed consent by signing the consent form prior to the commencement of the inquiry or ticking the checkbox in the web-based survey. Ethical approval for the study was granted by the Faculty Research Ethics Committee (FREC) in the Faculty of Business and Management Sciences at the CPUT.

1.10 Significance of the research

The present research contributes to the existing literature on Google Shopping advertising by providing enhanced comprehension and discernment of the purchasing intentions of Generation Y participants. The investigation underscores various theoretical dimensions that influence the inclination to purchase, including but not limited to brand recognition, confidence, perceived worth, annoyance, and product and time-related hazards in connection with the intention to procure.

Using the hierarchy of effects paradigm, this study investigates Google Ads. This study focuses on cognitive and behavioural factors: awareness and intent to purchase. The present research investigates the attitudes of South African Millennials towards Google Ads, along with their patterns of usage and demographic factors that impact their brand recognition and inclination to make purchases. The study has produced novel perspectives on a relatively recent issue, particularly within the African context. These insights are valuable to entities that employ or intend to employ Google Shopping advertising as a promotional mechanism, as well as to academics who investigate the development of attitude theories. The present study provides empirical support for the theoretical construct of the advertising effect pyramid. The hierarchy of effects influences this investigation since it permits Generation Y's tendency to click on Google Shopping advertising to be accurately evaluated (Mentzer et al., 1997; Hu & Tsai, 2009). Obtaining higher-level hierarchical objectives, such as intent to purchase, becomes more difficult as one ascends the pyramid, and the pool of potential consumers shrinks.

Measuring the value consumers place on advertising is beneficial for assessing possible spending capacities for short-term marketing efforts in order to gain a deeper understanding of customers' desires and the reasons behind their diverse advertising perceptions (Ducoffe, 1995). This model is designed to determine whether the study's conclusions are affected by a different demographic. The study also used the advertising value model to determine how internet users value product advertisements on Google's SERPs. Current research examines the Ducoffe advertising value model's credibility/trust, perceived value, and irritation (Ducoffe, 1995). The study also contributes to the limited body of information available to academics and organisations regarding whether Google Shopping ads influence the purchasing intentions of young customers in terms of trust, perceived value, and irritation. Some academics believe that product purchases are influenced by credibility, trust, and annoyance (Kim et al., 2011; Gangadharbatla & Daugherty, 2013; Saadeghvaziri et al., 2013; Ponte et al., 2015; Bakr et al., 2019; Mustafi & Hosain, 2020; Abbasi., 2021; Ashraf et al., 2021; Harrigan et al., 2021; Hsiao, 2021; Paramitha et al., 2021; Sulthana and Vasantha, 2021; Adam et al., 2022; Alwan & Alshurideh, 2022; Cabeza-Ramírez et al., 2022; Deng et al., 2022; Hameed et al. 2022; Hewei & Youngsook, 2022; Kharisma et al., 2022; Özdemir & Nacar, 2022; Purwatiningsih et al., 2022; Purwanto, 2022; Ngo et al., 2022; Li, 2023; Tunuguntla et al., 2023).

The perceived risk model of Peter and Ryan (1976) includes the possibility of unintended impacts as well as bad brand selection or loss. It encompasses financial, social, psychological, safety, and time-related threats. A number of research studies describe it as a multifaceted entity (Martin et al., 2019). This investigation investigates product risk, time risk, and perceived risk. This study establishes if there is positive or negative association between product risk, time risk, and buy intent, which will indicate if Millennials see Google Shopping advertising as risky or not. This study further contributes to the limited pool of research in developing nations by examining whether Google Shopping ads influence the tendency of young consumers to purchase based on product risk and time risk. In past research, risk perception was found to influence purchasing intent (Javadi et al., 2012; Zhang et al., 2012; Ariff et al., 2014; Ariffin et al., 2018; Arruda Filho et al., 2020; Tran, 2020; Dong et al., 2021; Jain, 2021; Qalati et al., 2021; Adam et al., 2022; Cabeza-Ramírez et al., 2022; Lee & Lee, 2022; Ou et al., 2022; Özdemir & Nacar, 2022; Rahmi et al., 2022).

By focusing on Google Shopping advertising in a developing nation, employing a large sample size, adopting a quantitative research approach, and cross-examining a variety of usage and demographic factors, this study has contributed to the limited knowledge base concerning the gaps. This research contributed to the theory and practice of the hierarchy-of-effect model theory, the advertising value model theory of Ducoffe (1995), and the perceived risk model theory. Academic research on the effect of consumption and demographic variables on attitudinal correlations in a single generational cohort as a result of Google Ads is sparse. By providing more precise estimates of Generation Y's erratic purchasing decision-making process and consumer behaviour, the findings will assist businesses in capitalising on the marketing potential of digital media through more sustainable advertising strategies.

Furthermore, the findings either contradict or confirm the conclusions of the following investigations: Jansen et al. (2007); Cheng and Cantu-Paz (2010); Gupta and Mateen (2014); Balioglu (2020); Balca and Casais (2022); Rahmi et al. (2022); Mishra and Mategaonkar (2023); and Tunuguntla et al. (2023), since this study determines if the constructs have a positive influence on purchase intent as a result of Google Shopping advertising. The findings can be used as guidance by organisations, marketers, and advertising agencies to improve market structure and competition in the sponsored ad space.

1.11 Outline of the study

Chapter 1: The overview of the research challenge examines the research study's introduction, including its context and the research problem.

Chapter 2: The first section of the literature review examines the concept of search engine marketing, with a particular emphasis on Google purchasing ads. This chapter is separated into the following sections: search engine marketing, internet advertising in South Africa, Google purchasing ads, and Generation Y.

Chapter 3: The second section of the literature review focuses on Generation Y and the theoretical framework; this chapter includes background information on Generation Y, information on their use of technology and digital media, as well as a landscape of Generation Y in South Africa and other relevant content and statistics.

Chapter 4: The research methodology investigates the research techniques, sampling, and data collection instruments utilised in this study.

Chapter 5: The chapter on research findings presents the investigation's findings and evaluates these in relation to the research objectives.

Chapter 6: The discussion and analysis provide a discussion and summary of the important characteristics and findings of the research in relation to other pertinent literature.

Chapter 7: The conclusions and recommendations that result from the study's findings are presented. Further, the chapter examines the study's components and results that will contribute to the industry and the corpus of knowledge.

1.12 Summary

The focal point of the chapter was the contextualisation of the research, emphasising the perspectives of other scholars and the imperative to expand upon existing empirical evidence. An evaluation was conducted on the emergence of Google in South Africa, along with an examination of the involvement of Generation Y in Google retail advertisements within the designated research cohort. The problem statement was comprehensively explicated with regards to the research potential and imperative of undertaking this investigation in South Africa. Additionally, a literature review pertaining to Google advertisements was presented. The study's inquiries and goals were delineated, with the aim of investigating the impact of diverse factors on the overall intention to procure through Google purchasing advertisements. Six hypotheses were formulated to verify the correlation between each antecedent and the intention to purchase Google Shopping ads. The section on research and methodology presented a comprehensive summary of the research framework, sample selection, data gathering, questionnaire development, and data analysis methods. The study's validity and reliability were explicated, and its scope was delineated, which underscored some of its constraints. The present study emphasised the ethical considerations, obtaining respondent consent, and obtaining ethical approval from the CPUT. The final sections

of this chapter encompassed an analysis of the importance of the present study, its impact on the field of industry knowledge, and a concise overview of the research conducted.

CHAPTER 2
DIGITAL MARKETING LANDSCAPE AND GOOGLE ADS

2.1 Introduction

The preceding section explicated the statement of the research problem and provided a synopsis of the research inquiry. This chapter provides an assessment of the fundamental literature pertaining to Google Ads and the digital marketing domain. The chapter furnishes a comprehensive survey of diverse Google advertisement formats and their potential applications for marketers to accomplish their objectives. This chapter provides a comprehensive examination of the digital landscape, encompassing search, display, video, app, smart, local, and discovery ads. These aforementioned sections offer contextual information pertaining to diverse strategies and concepts linked with digital advertising.

2.2 Usage growth

The worldwide digital revolution has transformed advertising, and traditional business strategies in South African advertising firms are shifting with their clients in this new landscape (Mokoena et al., 2021). The data shows that there were 43.48 million active internet users in South Africa at the start of 2023 (Kemp, 2023). According to the same report, 28 million internet users in the country (approximately 46% of the total population) used social media (Kemp, 2023). Furthermore, South Africa had 38.19 million internet users in January 2021. South Africa gained 1.7 million (+4.5%) additional internet users between 2020 and 2021 (Kemp, 2023). Further, in South Africa, 64% of people had internet connectivity in January 2021. This data shows that there is a growing demand for digital marketing in South Africa, and that demand will only increase as the country's economy grows. Businesses throughout the world have embraced digital marketing as a quick and efficient way to provide content to customers. Similarly, popular social media platforms such as Facebook have experienced rapid growth in the online advertisement sector, growing their advert revenues from over 113 billion US dollars in 2022. eMarketer forecasts that advertising income will continue to increase, reaching $71.32 billion in 2023 and then surpassing $75 billion the following year (Newberry, 2023a). Lastly, it is anticipated Google's advertising income will see a 6.7% increase in 2024 to $81.04 billion (Oberlo, 2022; Schutte & Chauke, 2022). This section presents a comprehensive overview of the advertising landscape, which is significant since it demonstrates industry growth, particularly as it relates to Google Ads and Google Shopping ads.

2.3. Main search engine companies

The following section provides a brief profile of the companies in the search engine landscape; while this study focuses on Google Ads, most of these companies will have an advertising model

linked to their search engine, so it is important to consider all independent companies within this industry.

2.3.1 Google

The quality of Google's search results is what has propelled it to the top of the search engine rankings. Google uses complex algorithms to provide consumers with the most accurate results. Larry Page and Sergey Brin, the co-founders of Google, suggested that websites that are referenced by other sites should be considered more important and therefore be given higher rankings in search results. Google's ranking system remains the most dependable technique of locating what people are looking for on the internet, and it has been improved over time with numerous more elements, including the assistance of machine learning (Google, 2019; O'Connell, 2019; Hall & Hosch, 2022; Chris, 2022). Furthermore, Google is a multinational technology firm whose advertising business is its primary source of revenue. Google Search is the most used search engine in the world, and advertisers pay to have their advertisements displayed alongside search results or on other Google-owned domains such as YouTube or Gmail. Google's advertising platform is based on a PPC approach, meaning that advertisers only pay when their ads are clicked. In addition to advertising, Google also generates revenue through its cloud computing services, hardware sales, and Google Play store sales of digital content (Google, 2019). Google's overall profitability is dependent on its ability to use its enormous user base and massive data collection to provide tailored advertising and other services to consumers and businesses (Hall & Hosch, 2022).

2.3.2 Microsoft Bing

In 2009, Microsoft Corporation, a software company based in the US, introduced the search engine Bing. Since 2006, the search engine previously known as MSN Search underwent a rebranding and was renamed Live Search. The Live Search feature provides users with the ability to conduct targeted searches for various types of information through the use of search tabs, including but not limited to the web, news, photos, audio, desktop, local, and Microsoft Encarta (Burton, 2021; Bianchi, 2022; Chris, 2022; Gregersen, 2022).

Microsoft's introduction of Bing aimed to alter the search-engine market's dynamics by presenting a greater amount of retrieved information on search pages than was customary. This approach enabled users to make more informed decisions about which links to pursue or, in certain instances, provided sufficient information to fulfil the initial query (George, 2021; Chris, 2022). Bing provided analogous inquiries and the user's previous search history on the left-hand side of the web page. During July 2009, Yahoo! entered into an agreement to utilise Bing as the search engine for its gateway site. Additionally, Yahoo! committed to assigning a sales team to collaborate with companies that expressed interest in displaying targeted advertisements on Bing. The partnership between Microsoft and Yahoo! was intended to last for a decade, during which

Bing commenced its global operation of Yahoo! Search in 2012. In February 2010, Facebook, a social networking platform with a membership exceeding 400 million at the time, entered into a partnership with Microsoft to provide Bing search results to users conducting searches on the World Wide Web (WWW) within the Facebook platform. This development has been documented by several scholars (George, 2021; Bianchi, 2022; Chris, 2022; Gregersen, 2022). As reported in Burton's (2021) account, Bing's market share exhibited a comparatively sluggish growth trajectory in contrast to Google or Yahoo! in its early stages. Nevertheless, the search engine managed to outstrip Yahoo! and secure the position of the second-largest search engine in the US. Bing is a search engine developed by Microsoft with the aim of challenging Google's dominance in the search market. Despite Microsoft's concerted efforts, they have been unsuccessful in convincing users of Bing's comparable reliability to Google. Additionally, Bianchi (2022) and Chris (2022) assert that the proportion of Bing searches compared the total of search engines varies between 2.83% and 12.31%. Furthermore, despite its status as the pre-installed search engine for Windows personal computers, Bing's market share remains consistently low.

2.3.3 Yahoo

Yahoo! is a technology enterprise that offers a diverse range of services, including search engines, electronic mail, and digital content. Established in 1994, it was among the pioneering corporations in the realm of online business. Over the past few years, Yahoo! has undergone notable transformations, such as the divestiture of its internet business to Verizon in 2017 (Great Epicurean, 2017; Tynan, 2018; Bianchi, 2022b; Mayor, 2022). As stated by Chris (2022), Yahoo is a widely utilised email service provider and its web-based search engine ranks third in the search engine market, with an estimated 1% market share. Chris (2022) and Bianchi (2022b) report that during the period spanning from October 2011 to October 2015, Yahoo search was solely fuelled by Bing. During October 2015, Yahoo entered into an agreement with Google to offer search-related services. From that point until October 2018, Yahoo's search results were generated through the utilisation of both Google and Bing. Starting from October 2019, the provision of Yahoo! Search was undertaken solely by Bing. In the US, Firefox browsers have Yahoo set as their default search engine.

Yahoo! has struggled in recent years to compete with other technology giants like Google and Facebook. Despite this, the company continues to provide valuable services to its users and has a large user base (Chris, 2022). Yahoo! is currently the sixth most popular website in the US and is also popular in other countries around the world (Bianchi, 2022b). Yahoo! is known for its search engine, but it also offers other services such as Yahoo Finance, Yahoo News, and Yahoo Sports (Great Epicurean, 2017; Tynan, 2018; Bianchi, 2022b; Chris, 2022; Mayor, 2022; Britannica, 2023). The digital media company offers a variety of services to its users, such as email, search, and news. It also has a large presence in the finance and sports industries and has a variety of mobile applications and websites (Mayor, 2022; Britannica, 2023).

2.3.4 Baidu

The overall market share for Baidu is thought to range from 0.68% to 11.26%. The most used search engine in China, Baidu was created in 2000. Each month, Baidu fulfils billions of search requests (Chris, 2022; Globaldata, 2023). Baidu is a Chinese multinational technology company specialising in internet-related services and products. Baidu is the leading Chinese language internet search provider and holds a market share of over 70% in the country (Kvilhaug, 2021; McCoy, 2021; Chris, 2022; Thomala, 2022; Globaldata, 2023). McCoy (2021) reports that Baidu operates the largest search engine in China, and also offers other services such as a mapping service, an online marketplace, and a social media platform. Baidu is one of the largest technology companies in China and has a market capitalisation of over $100 billion (Chris, 2022). Furthermore, Thomala (2022) affirms that Baidu has been expanding its artificial intelligence (AI) capabilities and is considered one of the leading AI companies in China. Kvilhaug (2021) and McCoy (2021) concur that it is a leading technology company in China that specialises in internet-related services such as search, online marketing, and AI. They also develop and provide a range of products and services that include Baidu App, Baidu Search, and Baidu Maps.

2.3.5 Yandex

The most prominent search engine in Russia, Yandex, holds a 0.5% to 1.16% market share worldwide. Yandex.ru, which is ranked eighth in Russian, is one of the top ten most visited websites on the internet (Sheridan, 2021; Statista, 2023). In its marketing materials, Yandex positions itself as a technological business that develops intelligent goods and services based on machine learning (Chris, 2022). In 2014, Eric Schmidt, a former executive chair of Google and Alphabet, said in Berlin, “Many people think our major competition is Bing or Yahoo”. However, Amazon is actually Yandex’s greatest search rival, and it was emphasised that customers frequently avoid Google (Gunnars, 2019; Stanley, 2021).

Yandex is a Russian multinational technology company that specialises in internet-related services and products (Yandex, 2023). Yandex holds the dominant position in the Russian search engine market, boasting a market share exceeding 57% (Chris, 2022; Statista, 2023). Yandex offers a diverse range of services, including a search engine, email service, mapping service, and ride-hailing service (Gunnars, 2019; Sheridan, 2021; Stanley, 2021; Chris, 2022; Statista, 2023; Yandex, 2023). Stanley (2021) states that Yandex is often referred to as the "Google of Russia" due to its dominance in the Russian search market and has been expanding its AI capabilities and is considered a leader in the field in Russia. Furthermore, per Statista's report in 2023, the company in question is a technology enterprise that focuses on providing internet-based products and services, including but not limited to search engines, mapping tools, and transportation services. Additionally, the company offers products in various domains, such as e-commerce, mobile services, and advertising technology.

2.4 Digital marketing industry statistics

In January 2023, South Africa had 25.80 million social media users, accounting for 42.9 percent of the entire population (CSA, 2022; Dixon, 2022; Kemp, 2023). BusinessTech (2021) and Kemp (2023) state that between 2021 and 2023, the number of social media users in South Africa rose by 3 million (12%). In South Africa, the Facebook advert audience at the beginning of 2023 was split 50.7% female to 49.3% male. Facebook's advert reach in South Africa was equal to 40.1% of the country's total population. There were 6.2 million Instagram users in South Africa at the beginning of 2023 (CSA, 2022; Dixon, 2022; Kemp, 2023).

In accordance with CSA (2022), Kemp (2023), and McInnes (2022), the aforementioned figure indicates that Instagram ads were able to reach 10.3% of the population of South Africa at the start of the year. Based on recent data, the number of TikTok users aged 18 years or older in South Africa amounted to 6.44 million. The advertising reach of TikTok in South Africa encompassed 15.6% of local internet users, irrespective of their age. Based on Kemp's (2023) findings, the data presented in the figure suggests that the extent of Twitter advertisement coverage in South Africa was 4.7% of the total population at the given time. Dean (2021) and Devgan (2023) have asserted that the global number of social media users is 4.62 billion. The aforementioned figure accounts for 58.4% of the global populace, although it is imperative to acknowledge that not all individuals identified as social media "users" are necessarily unique, as there are numerous individuals who use various platforms. In the last year, there has been a global increase of over 10% in social media usage, resulting in 424 million new users. In recent research, social media accounts for the largest proportion of connected media time, comprising 35% of the total time spent, with an average daily usage of 2 hours and 27 minutes. In recent times, there has been a discernible rise in the duration of social media usage among users, with an incremental increase of two minutes per day. This trend has been observed to have led to a corresponding 1.4% surge in social media engagement (Dixon, 2022; Kemp, 2023). The Business Research Company's report in 2022 shows that the global social media industry experienced a significant growth from $159.68 billion in 2021 to $221.29 billion in 2022, with a CAGR of 38.6%. In addition, it is projected that the social media industry will attain a value of $777.64 billion by the year 2026, with a CAGR of 36.9%.

BusinessTech (2022) provides information on South African firms' digital channels. It is evident from their marketing expenditure and ROI report that local businesses favour digital marketing. As per their survey, digital marketing emerged as the top choice for marketing expenditure, followed by print and outdoor channels, ranked second and third. The data suggests that digital marketing is the preferred channel for 84% of the respondents, whereas print and outdoor channels are favoured by 35% and 26% of the respondents. However, when it comes to generating a favourable ROI, digital marketing once again emerged with 82% of the respondents indicating it as the top-performing channel. Print and television channels ranked second and third,

respectively, with 18% and 16% of respondents favouring them for generating ROI. The data presented in the report underscores the significance of digital marketing for businesses looking to optimise their marketing expenditures and achieve better ROI.

Bizcommunity (2022) and Breitenbach (2022) corroborate the findings of BusinessTech (2022), citing a 31% rise in digital media year on year. Bizcommunity (2022) specified that paid search increased by 16.8% from 3.6% in 2020 to 20.4% in 2021. With 99% of all sponsored search revenue in 2021, Google remains the market leader. However, in 4th quarter of 2022 revenues increased 1% year-on-year to $76.05 billion, falling short of estimates of roughly $76.5 billion (Konstantinovic, 2023), whereas Breitenbach (2022) specifies that internet advertising will surpass conventional advertising channels by 2026, leading to a revenue increase from R18.5 billion to R28 billion. Bizcommunity (2021) states that this increase will be due to the number of internet consumers since it has increased by 12.5%, and 98% of individuals over the age of 15 now access the web every four weeks. The research also indicates that the percentage of South Africans who access the internet at home has increased by 21%, from 48% to 58%. Fibre internet access type exhibited the most substantial growth, contributing to the overall increase in internet access. This growth is evidenced by a 19% increase in unique browsers and a 12% increase in mobile traffic.

2.5 How search engine advertising works

Search engine advertising (SEA), also known as paid or sponsored search, works by allowing businesses to construct and position ads on SERPs that match specific keywords or search terms (Gawron, 2022). When users input these keywords or search terms; the search engine displays the relevant ads at the top or bottom of the SERP (Kantak, 2020; Mialki, 2020; Moloco, 2021; Gawron, 2022; Hopkins, 2023; WordStream, 2023). Businesses pay for these ads through a PPC model, where they only pay when consumers click on their ads (WordStream, 2023). The cost of each hit depends on various factors such as the competition for the keywords, the quality and relevance of the advert, and the utmost bid set by the business (Google Ads Help, 2023).

To establish a search engine advert, businesses need to create an account with the search engine's advertising infrastructure, such as Google Ads or Bing Ads (Gawron, 2022; Hopkins, 2023). They then need to choose the keywords they want to target, create advert copy, and establish a budget and bid for their ads (Kantak, 2020; WordStream, 2023).

SEA provides several benefits to businesses, including increased visibility, targeted reach, and measurable results (Moloco, 2021; Hopkins, 2023). These enable businesses to reach a highly targeted audience based on their search intent and behaviour, increasing the chances of conversion. Additionally, businesses can monitor and measure the efficacy of their ads through various metrics such as CTR, conversion rate, and ROI (Hopkins, 2023).

Lastly, SEA is a highly effective method for businesses to drive traffic to their websites, increase their online visibility, and generate leads and sales (Gawron, 2022). Gawron (2022) and WordStream (2023) clarify that by targeting the right keywords and audience, creating high-quality ads, and monitoring and optimising their campaigns, businesses can maximise the benefits of SEA and achieve their marketing goals. To effectively study Google Shopping ads, it is important to understand the broader context of SEA, including how search engine algorithms work, how advert targeting and bidding works, and how to optimise ads for maximum visibility and effectiveness. Understanding these concepts can help businesses and marketers analyse the impact of Google Shopping ads on consumer behaviour, evaluate the effectiveness of different advertising strategies, and make data-driven decisions about advertising budgets and campaigns.

2.6 Search engine optimisation versus search engine ads

Search engine optimisation (SEO) is the process of acquiring website visitors through unsolicited, editorial, or natural search engine results (Gibbons, 2021; Atkasa, 2022). The purpose of SEO is to improve a website's ranking in SERPs, thereby increasing its visibility and traffic (Digital Marketing Institute, 2019). Relevance of keywords is a crucial component of SEO (Gibbons, 2021; Oetting, 2022; WordStream, 2023). The first step of SEO is scanning. Web crawlers are used by search engines to discover new pages and compile information about them (WordStream, 2023). These web explorers are occasionally referred to as robots or spiders. Their objective is to discover new websites and frequently review previously visited pages to determine if the content has changed or been updated. Web pages are crawled by search engines using links they have already discovered. When a search engine crawls a web page, it looks for additional links to follow and may follow a link to a new blog post if it Is connected from there (Digital Marketing Institute, 2019; Gibbons, 2021; Goodwin 2022; Oetting, 2022; WordStream, 2023). Next is the indexing procedure. WordStream (2023) explains that during the indexing process, a search engine decides whether or not to use the content it has perused. If a search engine deems a crawled web page worthy, it will include it in its index. Gibbons (2021) and Oetting (2022) explain that this index is used in the classification procedure. Web pages and other content that have been indexed are categorised and stored in a database so that they can be retrieved at a later time. The majority of websites with unique and valuable content are indexed (Oetting, 2022). Ranking is the third and ultimately most important phase of SEO. Search engines use over 200 ranking factors to classify and rank content, and they all come under one of the three foundations of SEO: technical, on-page, or off-page optimisation (Goodwin, 2022).

Mialki (2020), Gawron (2022), and Hopkins (2023) clarify that when it comes to paid or sponsored search, the procedure is comparable to SEO; however, the placement of the advertisement distinguishes the two. On SERPs, paid search results appear first, followed by organic results. SEA entails paying for advertisements to display at the top or bottom of SERPs for particular

keywords or search terms (Hopkins, 2023). Using a PPC model, businesses only pay when consumers click on their advertisements. Using SEA platforms such as Google Ads or Bing Ads, the ads are created and managed (Alexander, 2022; Gawron, 2022). In paid search results, a diminutive green box denoted as "advert" materialises atop the listing, signifying that a commercial enterprise has paid for the privilege of having its web page featured at the pinnacle of the roster. The achievement of this objective can be facilitated by means of a Google Ads search campaign, which involves a fee for every instance in which a user opts for the hyperlink (Mialki, 2020). Paid searches redirect visitors to a given website through the use of relevant advertisements. Paid search ads employ a PPC bidding strategy to ensure that the company is only charged when a user acts on the advert.

Cost is one of the primary differences between SEO and SEA. Although SEO is media-cost-free, it requires significant time and resources to execute effectively (Goodwin, 2022; Veggetti, 2022). SEA, on the other hand, incurs a direct cost for each click or impression, but can generate more immediate results and target a more specific audience. Moreover, Roslan (2023) explains that a further distinction is the degree of control. With SEO, businesses have limited control over when and where their website appears on SERPs, as it depends on a number of factors, including the search engine's algorithm and competitor activity. With SEA, businesses have greater control over advert copy, targeting options, and bidding strategies, enabling greater customisation and precision (Goodwin, 2022; Veggetti, 2022; Roslan, 2023).

Furthermore, Goodwin (2022), Veggetti (2022), and Roslan (2023) explain that the choice between SEO and SEA ultimately depends on a company's objectives, budget, and resources. SEO is a long-term strategy that requires consistent investment and effort but can produce long-term results. SEA can yield faster results, but it requires ongoing investment to maintain visibility and competitiveness. In conclusion, SEO and SEA are two complementary strategies for enhancing the visibility of a website in search engines. Businesses can develop an effective search engine marketing strategy that maximises their online visibility and drives traffic to their website by understanding the benefits and limitations of each approach. Understanding the distinction between SEO and SEA is crucial because it enables businesses and marketers to assess the efficacy of Google Shopping ads in comparison with other forms of online marketing. If a company is already investing significantly in SEO, for instance, it may wish to evaluate the cost-effectiveness of adding Google Shopping ads to its marketing blend. Alternatively, if a company relies solely on search engine advertisements, it may wish to invest in SEO to reduce its overall advertising expenses. Understanding the distinction between SEO and SEA enables businesses and marketers to develop more comprehensive marketing strategies and allocate their advertising budgets more intelligently.

2.7 Google Shopping ads

2.7.1 Types

The placement of advertisements on Google can take various forms, depending on the campaign type. Search ads, for instance, involves bidding on keywords that are relevant to the offer, so that the advert appears at the top of Google search results when users search for those terms (Gawron, 2022; Hopkins, 2023). In contrast, display ads consist of image-based ads that are displayed on websites and are not necessarily related to a user's search activity.

Moreover, Buckley (2022) and Marino (2022) articulate that display ads come in different formats, including responsive ads, which use multiple images, videos, headlines, and descriptions to optimise advert performance; and static ads, which are fixed images that do not change sizes or content. Dynamic ads, on the other hand, combine static and responsive ads and are most suited to companies selling a wide range of products (Welborn, 2021; Gawron, 2022).

Televičiūtė (2021), Czap (2022), and Marino (2022) report that another type of advert campaign is the video advert, which is shown on YouTube and can be targeted based on the desired audience and content (Buckley, 2022). Skippable ads are a type of video advert that allow the viewer to skip it after five seconds and the advertiser will be charged after 30 seconds, while non-skippable ads are charged based on the number of impressions (Buckley, 2022; Perricone, 2022; Weisinger, 2022).

For e-commerce businesses, shopping campaigns are essential, as they show product ads directly in Google search results (Welborn, 2021; Marino, 2022). Similarly, discovery campaigns show visually engaging ads using standard audience targeting and appear across the Google Display Network (Televičiūtė, 2021).

Performance Max is a newer campaign type that uses machine learning algorithms and automation to optimise advert delivery and targeting across multiple platforms, including Search, Display, YouTube, and Discover (Czap, 2022). This campaign type is highly scalable and efficient, with minimal setup and ongoing maintenance required, and offers detailed reporting and insights into advert performance (Perricone, 2022).

To summarise, the primary categories of Google Ads comprise search ads, display ads, video ads, shopping ads, app ads, and local ads, each characterised by distinct formats and targeting alternatives. Knowing the difference between the types of Google ads is important to a study about Google Shopping ads because it helps to understand the specific benefits and limitations of each advert format, and how they compare in terms of performance and cost. While all of these advert formats can be effective in reaching different audiences and achieving different marketing goals, each has its own unique characteristics and performance metrics. Therefore, having a clear understanding of the different types of Google ads is essential for conducting a comprehensive

study of Google Shopping ads and developing an effective advertising strategy that maximises ROI.

2.7.2 Costs

The expenses associated with Google Ads are subject to significant fluctuations, contingent upon a multitude of factors such as the level of competition within the industry and the keywords employed, the format of the advertisement and the targeting options utilised, as well as the overall budget and objectives of the advertiser. The Google Ads platform functions on a PPC model, whereby advertisers are solely charged when a user clicks on their advertisement (Buckley, 2022; Cummings, 2023).

Maake (2022), Cummings (2023), and Martin (2023) state that the CPC is determined by a bidding system, where advertisers compete with each other to have their advert shown for a particular keyword or audience segment. The CPC can exhibit a wide range, spanning from a few cents to multiple dollars or beyond, contingent on the level of competition for the keyword and the calibre of the advertisement and landing page (Cummings, 2023; Martin, 2023; McCormick, 2023).

In addition to the CPC, there are other costs associated with running a Google Ads campaign, such as the cost of creating ad assets and the fees charged by Google for using the platform (Maake, 2022). Google charges a fee for each click on an ad, which is deducted from the advertiser's budget (Martin, 2023). The fee can vary depending on the targeting options and ad format used (Cummings, 2023).

Moreover, the cost of Google Ads can be as low or high as the advertiser chooses, depending on their budget and goals (Martin, 2023; Patel, 2023). It is important for advertisers to carefully consider their budget and target audience, and to continuously monitor and optimise their campaigns to achieve the best possible results at the lowest possible cost (Buckley, 2022). Understanding the PPC costing model is crucial for businesses contemplating Google Shopping advertisements, as it enables them to establish a realistic advertising budget and estimate the potential ROI. For instance, businesses can evaluate the CPC for the keywords they wish to target, estimate the conversion rate, and calculate the cost per acquisition (CPA) to determine whether the campaign is likely to be profitable (Buckley, 2022; Martin, 2023). Patel (2023) specified that comprehending the pricing structure of Google ads can assist businesses in optimising their advertising strategies for maximum efficiency. By analysing the performance of various keywords, ad copy, and landing pages, businesses can alter their bids and optimise their advertisements to achieve a lower CPC and a higher conversion rate (Cummings, 2023). In order to conduct a comprehensive study of Google Shopping ads and devise an effective advertising strategy that maximises ROI, it is essential to have a thorough comprehension of the PPC costing model of Google ads.

2.8 Other digital advertising methods

Most organisations use more than one digital marketing channel to carry out marketing efforts via online platforms and devices. Sales mix tools are created in this regard, and they may include some internet platforms and communication methods such as SMS, e-mails, website creation, telemarketing, and Google Ads. The next section therefore covers many strategies of advertising within the digital industry, which a corporation must determine in order to reach their chosen target audience. This study focuses on the Google Ad advertising model; however, not all organisations will adopt this model, or they will use a combination of two or three advertising approaches to meet their aims and objectives.

2.9 Previous literature concerning digital advertising

The studies outlined in Table 2.1 focused on the effect of digital advertising, which aligns with current research. In these studies, Google ads were among the advertising methods examined, as seen in research conducted by Stewart et al. (2018), Ashraf et al. (2021), Paramitha et al. (2021), Gómez-Carmona et al. (2021), Balca and Casais (2022), Deng et al. (2022), and Mishra & Mategaonkar (2023). Other studies looked at mobile ads, such as Wang and Genc (2019) and Mustafi and Hosain (2020). Several previous studies also included young consumers, specifically Millennials, as participants, as seen in research conducted by Duffett (2015), Duffett (2017), Lee et al. (2017), and Purwatiningsih et al. (2022), while Ngo et al. (2022) primarily focused on Generation Z. The present investigation was carried out in a developing nation, akin to the studies conducted by Duffett (2015), Wu et al. (2016), Duffett (2017), Dong et al. (2021), Zhao (2021), and Alwan and Alshurideh (2022), whereas other studies centred on developed nations, such as Tan et al. (2021) and Li (2023). Lastly, a majority of the studies considered effect of digital advertising on behavioural inclination, purchase intention, and/or purchase (Duffett, 2015; Wu et al., 2016; Duffett, 2017; Lee et al., 2017; Stewart et al., 2018; Wang and Genc, 2019; Mustafi and Hosain, 2020; Ashraf et al., 2021; Dong et al., 2021; Paramitha et al., 2021; Tan et al., 2021; Zhao, 2021; Alwan and Alshurideh, 2022; Balca & Casais, 2022; Ngo et al., 2022; Mishra and Mategaonkar, 2023; Li, 2023), which is in alignment with this study's primary objective.

Table 2.1: Previous literature concerning digital advertising

Authors and year	Purpose/aims/ objectives	Research methodology	Main findings relating to research topic
Duffett (2015)	The objective of this study is to examine the impact of behavioural attitudes towards Facebook, the most widely used social media platform globally, among the Millennial demographic in South Africa.	A quantitative research study was carried out in South Africa, utilising a survey methodology that involved the distribution of self-administered structured questionnaires to a sample size of more than 3 500 participants.	The findings indicate that Facebook advertising exerts a favourable impact on behavioural attitudes, specifically the intention to purchase and actual purchase, of the Millennial population in South Africa. Furthermore, the utilisation patterns, length of login sessions, frequency of profile modifications, and the demographic impact of ethnic orientation were found to be associated with more favourable attitudes towards Facebook advertising.
Wu et al. (2016)	To investigate the structure of ambient advertising and propose a conceptual framework for evaluating its effectiveness.	This study utilised a mixed methodology approach with three different studies, namely quantitative, qualitative and a cross analysis between the studies. In the quantitative study, a total of 151 Indian respondents aged between 21 and 35 years old were surveyed, while 81 US respondents aged between 17 and 25 years old were surveyed in the quantitative study.	The results of the study suggest that although ad irritation had a detrimental impact on the attitude towards ambient ads, the attitude towards ambient ads had a favourable influence on the intention to acquire the advertised product. In developed economies, the presence of excellent execution is associated with an increase in ad annoyance, whereas in emerging economies, it does not appear to have a significant effect.
Duffett (2017)	The research investigates the effects of interactive social media marketing communications on the cognitive, affective, and behavioural attitude components of adolescents in South Africa.	A total of 13 000 learners from South African colleges and high schools, belonging to the Generation Z cohort and aged between 13 and 18, were presented three self-administered questionnaires.	The research findings indicate that social media marketing communications exerted a favourable influence on the various attitude factors of adolescents, albeit in a declining manner that aligns with the purchase funnel. Adolescents who engaged in prolonged social media usage, frequently refreshed their profiles, and those identified as members of the Coloured and Black ethnic groups exhibited the most favourable dispositions towards marketing communications on social media.
Lee et al. (2017)	To determine the purchasing intent in the context of mobile ads.	A sample size of 243 surveys was obtained from South Korean Millennial residents.	The results suggest that the influence of brand attitude on purchase intention is more significant than that of advertising attitude due to the absence of sensory experience in relation to mobile advertisements.
Stewart et al. (2018)	The aim was to construct a conceptual framework that could be used to comprehend the responses of consumers towards digital advertising and search behaviour.	The participant pool consisted of 1 725 individuals who were residents of the US and whose ages ranged from 18 to 75 years.	Attitudes toward brand awareness were found to be significantly related to purchase intentions for digital ads and search activity.

Wang and Genc (2019)	To propose an integrated mobile advertisement model that takes into account Asian consumers' specific characteristics in Chinese and South Korean.	Young mobile users in China and South Korea were studied using the survey research method.	Irritation was found to be associated with a negative attitude and thereby decreased purchasing intent for mobile ads.
Mustafi and Hosain (2020)	To determine the impact of online ads on Bangladeshi customers' smartphone purchase intentions.	A standardised survey instrument was distributed to a cohort of 281 individuals who used smartphones and fell within the age range of 20 to 25 years in Bangladesh.	Frustration had a positive and substantial impact on purchasing intention. Despite the absence of paid media promotion, the aforementioned research established a positive correlation between irritation and purchase intent in interactions with mobile online ads.
Ashraf et al. (2021)	The study investigated the influence of four dimensions of YouTube advertising, namely entertainment, informativeness, personalisation, and aggravation, on the purchase intention of consumers in Pakistan.	Data was collected from 315 student respondents aged 18 to 29 in Pakistan using a structured questionnaire.	The study indicated that the irritation caused by YouTube advertisements had a negative influence on purchase intent.
Dong et al. (2021)	The objective of this study was to identify the optimal strategy for inducing online purchase intent on an e-commerce platform based in Pakistan. The objective of this study was to comprehend the means of enhancing the perceived advantages and reducing the perceived drawbacks linked with any virtual commodity or enterprise.	The primary data was collected from 255 respondents whose ages fell primarily between 18 and 30 within Pakistan. The two techniques that can improve the likelihood of customers buying products online: social media advertising and product listing. These techniques work by influencing the perceived risks and benefits of the products. Social media advertising is particularly effective at increasing the perceived benefits of the products, while product listing helps to lower the perceived risks associated with buying online.	The study's findings imply that both strategies had a favourable impact on customers' online purchase inclinations and the digital economy's viability. But social media advertising was more effective when it emphasised perceived product advantages.
Gómez-Carmona et al. (2021)	The main research purpose was to examine the level of awareness achieved by various commercials.	Due to the nature of e-commerce, the inherent and sensory characteristics of the Spanish wine business cannot be perceived. Half of the individuals in the sample were between 18 and 44 years old, while the other half were at least 44 years old with the final sample consisted of 60 participants in Spain.	The primary findings indicate that a bottle without a label captures the viewer's attention faster than a bottle with a label in Google Ads.
Paramitha et al. (2021)	The aim of this investigation was to assess the influence of YouTube's commercial value on the levels of entertainment, usefulness, dependability, and annoyance perceived by its user base.	The researchers distributed an online questionnaire to YouTube users between the ages of 18 and 40 in the Western region of Sri Lanka.	The study showed that the annoyance generated by YouTube ads has a detrimental effect on the intent to purchase.
Tan et al. (2021)	The objective of the research was to examine the influence of methodical cues in advertising, such as the effectiveness of advertisements and the provision of information in advertisements, along with heuristic	The majority of the 267 valid responses in China were submitted by individuals aged 18 to 30.	The results show that the informativeness and persuasiveness of commercials contributed to an increase in consumer brand identification and purchase intent for digital ads.

	cues in advertisements, specifically advertisement posters, on the level of consumer brand recognition and their subsequent inclination to make a purchase.		
Zhao (2021)	To evaluate the influence mechanism of contextual mobile advertising features on Taiwanese intent to purchase.	The model's validity in Taiwan was established by analysing survey data collected from a representative sample of 340 mobile consumers aged 18 to 50.	The results of the data analysis suggest that contextual mobile advertising features have a strong positive effect on purchase intent.
Deng et al. (2022)	The research endeavoured to examine the influence of affirmative social cues on the tendency of individuals to avoid sponsored search outcomes in a consumer-to-consumer electronic commerce setting.	Three laboratory experiments were conducted in Hong Kong, with experiment 1 involving 80 participants, experiment 2 involving 196 participants, and experiment 3 involving 288 participants; all participants were between the ages of 19 and 32 and had four years of internet utilisation experience	The findings indicated that in order to reduce behavioural and affective avoidance, a social indicator must enhance users' perception of sponsored search results by addressing their active implicit concern regarding sponsored search results.
Alwan and Alshurideh (2022)	The objective of this research was to investigate the influence of digital marketing, social media marketing, and electronic word-of-mouth on purchase intention, with the inclusion of brand equity as a moderating factor.	Quantitative research was conducted wherein data was collected from a sample of 254 online buyers of IKEA Jordan within the age range of 30 to 50 years.	The findings of the study suggest that digital marketing has a notable and favourable impact on the intention to purchase. Moreover, the results indicate that brand equity plays a significant role in moderating this effect. Furthermore, the authors explain that brand equity encompasses other pivotal elements, such as brand recognition concerning social media advertisements.
Balca and Casais (2022)	The research investigated the effectiveness of display advertising through the utilisation of Google Ads and Facebook Advertising in two separate markets located in Portugal and Argentina.	The investigators opted for a case study approach, focusing on a particular organisation, and examined the efficacy of display advertising in capturing the interest of customers in two discrete markets, namely Portugal and Argentina. The study conducted a digital analysis of advertising campaign outcomes and assessed an interview with the organisation's manager.	Results indicate that Facebook Ads is the most profitable platform for the corporation, and that the Argentinian market generates a greater return on this instrument than Portugal. Customers in Portugal and Argentina who have the greatest chance of making purchases are those between the ages of 16 and 44.
Ngo et al. (2022)	The aim of this study was to examine the determinants of online purchase intention among Vietnamese consumers who utilise TikTok, with a particular focus on the Generation Z demographic.	The information was collected from 250 residents of the southern region of Vietnam.	TikTok advertisements affect the purchasing inclinations of Generation Z buyers.
Purwatiningsih et al. (2022)	The aim of this study is to examine the effects of ad blockers on the cognitive engagement and vitality of millennials during their information-seeking endeavours on digital media platforms.	The focus of this research was on the millennial population residing in the urban centre of Jakarta. The sample consisted of 100 participants. This study employed a quantitative methodology and utilised a questionnaire as the means of data collection.	The results indicated that the use of ad blockers affected the quality of attention of information-seeking millennials on the website significantly from digital ads.

Mishra and Mategaonkar (2023)	The aim of this study was to perform a comparative evaluation of the revenue derived from online advertising sales by Meta and Google.	Two categories of data sets that were transferred were of a categorical nature. The initial dataset comprised the online advertising revenue of Google spanning from 2009 to 2020. The subsequent dataset comprised the online advertising revenue of Meta in India spanning from 2009 to 2022.	The findings indicate that a larger percentage of males exhibit a preference for online shopping compared to females, and that individuals within the age bracket of 23 to 40 years manifest the highest inclination towards online shopping. Furthermore, it is noteworthy that a mere fraction of women aged 19 to 22 hold the belief that online advertisements provide better offers on merchandise. The issue is equally divided among males aged 23 to 40.
Li (2023)	The research investigates the accumulation and depletion of advertising AdStock, which is the total value of a brand's advertising at a given time. In addition, the study investigates the impact of AdStock on sales via a brand's website and Amazon.com.	Using a comprehensive and extensive data set, the study found evidence that online skippable video advertisements have a positive ROI, and that the ROI is greater in international markets outside of the US, including Asia.	The research indicates that consumers remember video ads longer than search and display advertisements, which can contribute to increased sales.
Tunuguntla et al. (2023)	This investigation devised a dynamic programming framework spanning multiple periods, which produced an optimal portfolio of bids for a retailer, encompassing both generic and branded options.	This study aimed to analyse two fundamental components of consumer search behaviour in India. The objective of this study was to analyse the impact of generic searches on the subsequent arrival of branded searches, as well as the memory effect that contributes to a decrease in consumer brand awareness over time. This study presented a bidding policy framework that elucidated the shift in bid allocation from generic to branded keywords across different stages of consumer awareness in the Indian market.	The study demonstrated that transitioning from generic to branded keywords can provide advantages for retailers, including reduced generic bid costs at higher levels of brand awareness and customer retention, as well as decreased price variability among consumer reservations from search advertisements.

2.10 Facebook

Facebook Ads is an advertising platform provided by Facebook that allows businesses and individuals to promote their products to a focused audience (HubSpot, 2023; Zote, 2023). With over 2 billion active users, Facebook Ads has become a popular way for businesses to enhance their visibility and reach new customers (Kangur, 2019; HubSpot, 2023). The platform operates on a PPC basis, in which advertisers create ads and pay for each click or impression on those ads (Arimetrics, 2021). Advertisers can build multiple advert formats, such as picture advertisements, video commercials, carousel ads, and more, and can target their ads based on a variety of factors, including location, interests, age, and gender (Gallo, 2017; Lee, 2022).

To create a Facebook advert, advertisers must first establish a Facebook Ads account and a campaign. The advertiser can then construct their advert using Facebook's Ad Manager by selecting the advert format, photos or videos, advert copy, and targeting choices (Lee, 2022; Sonnenberg, 2023b).

HubSpot (2023) and Zote (2023) explain that advertisers can also specify a budget and bid for advert placement in the Facebook Ads auction, where the cost of advert placement is determined by the level of competition for a particular audience. Once the advert is live, Facebook monitors its performance and gives data on clicks, impressions, and other important metrics (Balca & Casais, 2022). This information can be utilised by advertisers to optimise and increase the performance of their adverts.

Arimetrics (2021) and Balca and Casais (2022) elucidate that Facebook advertising may be an efficient tool for businesses and individuals to target a specific audience and generate traffic, leads, and sales. By employing the platform's targeting choices, advert formats, and performance tracking tools, advertisers can build ads that resonate with their target demographic and help them reach their marketing objectives. Facebook and Google are both major players in the digital advertising industry, and businesses can develop a comprehensive online marketing strategy by understanding the differences and similarities between these ad platforms (Balca & Casais, 2022).

Lee (2022) states that businesses can determine which platform is most effective for reaching their target audience and attaining their marketing objectives by comparing the characteristics and advantages of Facebook ads and Google Shopping ads. For instance, if a business wishes to increase brand awareness and target a large audience, Facebook ads may be more effective because they permit highly specific targeting based on user information. If a company wants to increase traffic and conversions for particular products, Google Shopping ads may be more effective because they appear at the top of Google search results when users are actively searching for those products (Marino, 2022). In addition, by examining both Facebook ads and Google Shopping ads, businesses can obtain a comprehensive understanding of the digital

advertising landscape and develop an effective online marketing strategy that capitalises on the strengths of each platform (Arimetrics, 2021; Balca & Casais, 2022). Therefore, knowledge of Facebook advertisements is essential for this investigation.

2.11 Instagram

In accordance with Thomas (2021), Instagram advertising has become a compelling mechanism for businesses seeking to connect with their intended audience. As stated by Mazerant (2021), Instagram ads have the potential to reach a significant and heterogeneous audience of 1.2 billion individuals, which accounts for approximately 20% of the global population aged 13 and above. This presents an opportunity for businesses to access a broad and varied consumer base. Casaló et al. (2021) state that a significant proportion of users, specifically 27%, reportedly discover new items and brands through paid social advertisements. This finding underscores the potential profitability of leveraging social media platforms as a means of promoting products and services for businesses.

West (2023) suggests that Instagram provides a diverse range of advertising formats that are tailored to meet various business objectives. These formats include image, story, video, carousel, collection, explore, IGTV, shopping, and reels ads (Standberry, 2023). Sonnenberg (2023a) explains that the advertisements are exhibited across various sections of the application, including feeds, stories, and explore pages. Macready (2023) affirms that sponsored advertisements bear a resemblance to conventional postings, albeit with a distinct marking to distinguish them from organic content. DeFazio (2021) notes that advertisements often incorporate supplementary components, such as hyperlinks, calls-to-action, and product listings, to augment their efficacy.

To create and run Instagram Ads, businesses need to have a Facebook Page and an Instagram account (Thomas, 2021). These can then create an Ads Manager account on Facebook (Mishra & Mategaonkar, 2023), connect their Instagram account, and begin creating and running ads on the platform. Instagram Ads offers a range of metrics and tools to measure the success of ad campaigns, such as impressions, clicks, and conversions (Macready, 2023).

One of Instagram's unique features is its visual nature, which is perfect for creating visually appealing and engaging ad formats tailored to the platform (Casaló et al. 2021). Brands can leverage this by responding quickly to conversations on social media and joining discussions on current events to increase the topicality of their messages (Standberry, 2023). They can also use Instagram's creative tools and features, such as high-quality visuals and clear calls-to-action, to create successful ad campaigns that resonate with their target audience (Storm, 2022).

Instagram ads have proven effective for increasing brand awareness, driving website traffic, and generating leads and sales (DeFazio, 2021). By incorporating Instagram Ads into their marketing strategy, businesses can reach a large and engaged audience, target specific demographics and

interests, and create authentic and relevant ads that encourage engagement and conversions (Mishra & Mategaonkar, 2023). Businesses can determine which platform is most effective for reaching their target audience and attaining their marketing goals by comparing the unique features and benefits of Instagram ads and Google Shopping ads (Thomas, 2021). For instance, if a business wishes to advertise its products through highly visual content and reach a younger, mobile-first audience, Instagram ads may be more effective due to the platform's highly visual nature and younger user base (Thomas, 2021; Sonnenberg, 2023a). Televičiūtė (2021) articulates that Google Shopping ads may be more effective if a business wishes to increase traffic and conversions for specific products when users are actively searching for those products. Therefore, understanding Instagram ads is essential to this research because it enables businesses to evaluate the efficacy of various advertising platforms and establish a comprehensive marketing strategy that maximises ROI.

2.12 TikTok

TikTok, a social media app, has a user base of one billion, with approximately 825 million adults aged 18 and above worldwide who can view the advertisements displayed on it (Newberry, 2023b). Targeting young adults, particularly women, is ideal for businesses interested in TikTok marketing as 43 percent of TikTok users fall within the 18 to 24 age range, and about a quarter of TikTok's advertising audience are women in that age range (Newberry, 2023b). The platform has a higher population of individuals who prefer advertisements than those who prefer watching ads on other platforms (Han, 2020), making it a successful platform that businesses should strive to dominate. To establish an emotional connection with clients, marketers should focus on building brand trust and creating engaging content that incorporates advertising messages. However, they must balance the entertainment and informational elements to keep the audience engaged (Dwinanda et al., 2022; Rezek, 2022).

TikTok Ads is a marketing platform that facilitates commercial enterprises to promote their products and services on the social media application TikTok. It provides a diverse array of advertising formats, such as in-feed ads, brand takeovers, and hashtag challenges, to effectively target a large and active user base on the platform (Asaolu, 2022; Needle, 2022; Patel, 2022; Newberry, 2023b; Strapagiel, 2023). Businesses can sign up on the TikTok Ads website with their email address and other information to create an account and launch ad campaigns with set budgets and bidding strategies (Asaolu, 2022; Needle, 2022; Patel, 2022; Strapagiel, 2023). The platform's machine learning algorithms optimise ad delivery by targeting the appropriate audience based on behaviour and engagement, while advertisers can track their ad campaigns' progress using metrics such as impressions, clicks, and conversions, allowing them to adjust their ad strategies to achieve marketing goals (Ngo et al., 2022; Johnson, 2023). Businesses can effectively promote their brands and engage with their audience on TikTok Ads, a powerful tool for reaching a younger demographic highly engaged on the platform (Patel, 2022; Ngo et al.,

2022). By creating authentic and engaging ads tailored to the platform and audience, businesses can increase brand awareness and drive sales. Businesses can determine which platform is most effective for reaching their target audience and attaining their marketing objectives by comparing the distinct features and benefits of TikTok ads and Google Shopping ads. TikTok ads may be more effective if a business wishes to target younger audiences and advertise its products through short-form videos. Google Shopping ads may be more effective for driving traffic and conversions for specific products when users are actively browsing for those products. In addition, by analysing both TikTok ads and Google Shopping ads, businesses can develop an effective online marketing strategy that capitalises on the strengths of each platform.

2.13 Summary

The section explained the usage growth of digital marketing landscapes and discussed the main search engine companies, including Google, Microsoft Bing, Yahoo, Baidu, and Yandex, all of which have their own versions of SEA. In South Africa, statistics show that SEA is a popular digital advertising method. These ads work by displaying relevant products or services in response to search queries. SEA can be more effective than SEO alone. Google Shopping ads are a type of search engine ad that displays product images and prices. The costs of SEA vary depending on factors such as competition and targeting options. Other digital advertising methods, such as Facebook, Instagram, and TikTok, also offer unique advertising opportunities that were discussed in this chapter.

CHAPTER 3

GENERATION Y AND THEORETICAL FRAMEWORK

3.1 Introduction

Marketers and businesses in Cape Town employ Google Shopping ads as a means to enhance brand recognition and drive sales on their e-commerce platform. Google Ads is a digital advertising platform that enables businesses to procure advertising traffic through Google and its affiliated partners. The primary function of this platform is predominantly centred on search and display advertising. The current chapter provides a comprehensive overview of Generation Y, encompassing their historical context, utilisation of technology and digital media, and a detailed analysis of their demographic in South Africa, accompanied by relevant statistical data. This chapter also discusses the theoretical models and attitudes that were employed throughout this inquiry, including the hierarchy of effects model, advertising value model, and perceived risk model. The Google Shopping ads attitudes give further insight, especially on brand awareness, trust, perceived value, irritation, product risk, time risk and Intention to purchase. Importantly, the research also focuses on usage parameters, such as access, usage length, usage frequency, and usage hours, for cross-tabulation purposes, as well as for demographic characteristics, namely gender, age, education level, and population group.

3.2 The Generation Y consumer

3.2.1 Generation Y background and period

Generation Y, also known as Millennials, comprises persons born between 1982 and 2004 who are open to new trends and have disposable means to support their lifestyles (Strauss & Howe, 1991; Chung & Holdsworth, 2012; Balakrishnan et al., 2014). Junco and Mastrodicasa (2007) clarify that Generation Y may be distinguished from the preceding Generation X by a greater general familiarity with mobile media, digital technology, and communications. There is a high degree of consumer intelligence among Millennials, which is seen as a significant facilitator of mobile searches (Karr, 2021; Clark, 2022).

Murillo (2017) identifies a growing trend among Millennials to investigate local products or services while on the go, which creates new opportunities for smaller businesses that can influence their location by employing mobile search ads in a specific geographical area for nearby customers searching for their products. Generation Y is more likely to find the information they require on the internet, especially through reputable search engines, but mostly through Google for relevant and impartial results (Pan et al., 2007; Veloutsou & McAlonan, 2012; Gramlich, 2019; Vogels, 2019).

The significance of this cohort lies in the fact that they have their own discretionary funds and rely heavily on the internet to either do online research or make direct purchases. Thus, the selection of Generation Y is based on the probability that they would be exposed to digital marketing, particularly Google Shopping ads, due to their increased internet usage.

3.2.2 Generation Y and technology

Generation Y exemplifies the phrase "digital natives" since they have grown up in a technologically advanced environment where technology has advanced at an unprecedented rate. Consequently, every step they take is accompanied by technology, and devices are as essential to their existence as nourishment. However, this may be both beneficial and detrimental to the generation. Think with Google (2019) stated that 53% of Millennials would rather trade their sense of smell than modern technologies. Over 80% of people sleep with their cell phones, while 32% research social networks in the bathroom. In actuality, this seeming obsession with technology stems from a need to avoid missing anything (Rogers, 2018; Think with Google, 2019). Consequently, a significant proportion of individuals belonging to Generation Y exhibit a tendency to remain consistently connected to their mobile devices and exhibit a persistent attachment to them (Clark (2022).

Although some may view this as a distraction at work, it may be advantageous for businesses. Generation Y is by far the most nimble, responsive, and well-informed generation due to their usage of the internet, cell phones, and other electronic devices. The period during which individuals belonging to Generation Y came of age was characterised by a period of economic affluence and rapid technological progress, which included the advent of the internet, social media, globalisation, and the pervasive impact of popular culture on lifestyle (Parment, 2011; Diniso & Duh, 2021; Lissitsa & Laor, 2021).

A Generation Y employee will have a natural capacity to connect and communicate, as well as respond rapidly to information, in the eyes of an employer. The question then is whether Generation Y is technologically savvy or addicted to technology. 60% of respondents checked their devices obsessively or unconsciously for emails, social media updates, or messages, and 60% of compulsive users wished they did not feel so tempted to check their devices (Karr, 2021). Interestingly, 40% of those asked stated they would have withdrawal symptoms if they were unable to check their devices. Nielsen (2014) specified that over a third of questioned smartphone users acknowledged to using their device in the restroom, and one in five admitted to texting while driving. 70% of respondents indicated that mobile applications were essential to their everyday lives. Additionally, there is evidence that Generation Y does everything online, including buying, reading the news, and watching television (Guan et al., 2021). Generation Y and technology are inextricably linked, and this will continue to be the case for years to come.

Rogerwilco (2022) stated in their 2021 Township CX Report that 28% of respondents have completed an online purchase. Despite the fact that e-commerce was trailing the national average, a number of factors were uncovered that contributed to the somewhat delayed adoption. Several concerns were identified, including the utilisation of vague payment terms by banks, a deficiency of confidence in delivery and return procedures, and the potential for delivery vehicles to be hijacked. Chetty (2021) reports that the Vuma Reach network is an open-access fibre optic network that provides high-speed internet to residential areas at an affordable cost. This might be the reason for the surge in internet purchases, given that the community researched previously lacked infrastructure. The younger the audience, the more probable it is that they will make an online purchase (Chetty, 2021; Guan et al., 2021). 48% of respondents had home Wi-Fi connectivity. Several initiatives have been implemented in the last year to resolve delivery difficulties. Takealot has been used by 23% of respondents in the last six months, making it a popular service. This is somewhat more than the national average (22%). While Takealot is thriving, food delivery is driving e-commerce in townships. Almost one-third (29%) of respondents had made internet purchases from small, independent food shops (Rogerwilco, 2022; Vermeulen 2022; Wood 2022). Furthermore, BusinessTech (2019) and Statista (2022c) explain that although Mr. D and Uber Eats are used, but the research shows that respondents prefer to purchase at their preferred grocery store. Previously, Uber Eats had delivery problems in townships, which may have displeased some consumers.

Lastly, given their proficiency and familiarity with technology, Millennials are more optimistic than any previous generation about the impact of technology on their lives. A significant proportion of individuals, specifically 74%, hold the belief that the integration of novel technology into their daily routine results in a simplified lifestyle. Additionally, 54% of individuals hold the perspective that the adoption of new technology facilitates increased proximity to their social network. Millennials are more than 1.5 times as likely to own a smart phone and 83% sleep with their devices (Nielsen, 2014; Karr, 2021). Furthermore, if internet infrastructure and online buying behaviour improve, this is pertinent to this study since it increases the likelihood of engagement with Google Shopping advertising that may lead to sales.

3.2.3 Other characteristics of Generation Y

The Millennial cohort is currently experiencing the most rapid expansion in the workforce, in accordance with projections based on their year of birth. It is imperative for employers to acknowledge and address the needs, aspirations, and dispositions of this substantial cohort in their pursuit of skilled personnel. Similar to preceding cohorts, Millennials have been characterised by a distinct set of attributes that have been primarily influenced by their upbringing and the cultural milieu in which they were raised. Individuals belonging to Generation Y exhibit a high degree of proficiency and familiarity with technology. As noted by Kane (2019) and Indeed (2022), individuals of their generation were raised in an era of technological advancement and

have come to depend on it as a means of enhancing their professional capabilities. The contemporary cohort is incessantly linked through the utilisation of smartphones, computers, and other technological apparatus. Their preferred mode of interaction is through electronic means such as email and text messaging. This contemporary generation is unable to fathom a world devoid of the internet or mobile devices.

3.2.3.1 Millennial perspectives on job expectations

Millennials are prioritising family over the once alluring fast-paced lifestyle. According to Freedman (2022) and Indeed (2022), the current generation appears to be inclined towards prioritising fewer billable hours, flexible schedules, and an improved work-life balance over a higher salary.

Millennials hold a unique perspective on job expectations, which may be perceived by older generations as self-centred or indicative of insufficient commitment, self-control, and drive. Even unmarried individuals without children experience a desire to belong to a family unit and engage in familial activities with their siblings and/or nieces and nephews. A significant number of individuals belonging to the Millennial generation exhibit a preference for a work schedule and environment that offers flexibility. Due to the prevalence of computer-related occupations among the Millennial demographic, there is a likelihood that they exhibit a preference for job positions that offer partial remote work arrangements and flexible schedules beyond the traditional 9-to-5 workday. Millennials' appreciation for flexibility can be attributed to their results-driven nature, as noted by various sources (Taylor, 2017; CPA Practice Advisor, 2022; Hansen, 2022). The preference of individuals is to communicate their achievements rather than the duration of their efforts. If individuals are able to finish a project within a shorter time than allotted, they have the potential to accomplish additional tasks. According to Indeed (2022), the ability to enumerate additional achievements may enhance individuals' sense of productivity in the workplace.

3.2.3.2 Generation Y's unique traits and challenges in the workplace

A significant number of individuals belonging to the Generation Y cohort exhibit a proclivity towards creativity and demonstrate a desire to explore novel approaches to enhance their productivity. The individuals in question often seek information regarding regulations or established procedures with the aim of gaining a deeper understanding of how to improve them, as noted by Freedman (2022) and Indeed (2022). The millennial generation exhibits a strong inclination towards achieving their goals and objectives. The self-assurance, ambition, and goal-orientation of millennials can be attributed to the desire of their parents to prevent them from replicating the errors of the previous cohort. Furthermore, the aforementioned group exhibits elevated standards for their employers, actively pursue novel opportunities, and demonstrate a willingness to voice dissent towards those in positions of power (Friedrich, 2016). Individuals belonging to Generation Y aspire to secure employment that is meaningful and offers a

challenging learning experience. The ethical and social responsibility of the organisation they are employed in is a matter of great concern for the millennial generation. In accordance with GetSmarter (2020), due to the extensive exposure to information during their upbringing, Millennials should be granted the autonomy to devise their own approaches instead of being instructed in a prescriptive manner.

Millennials respect collaboration and seek others' opinion and approval. True members of the no-one-left-behind generation, Millennials are devoted and loyal. They desire to be involved and included. Generation Y desires input and direction (Hansen, 2022). Friedman (2019) explains that they value being kept informed and require constant praise and reinforcement. Having mentors who possess the ability to provide guidance and foster the skills of individuals belonging to the Millennial generation can prove to be highly advantageous. The Baby Boomer generation can be a valuable asset in this context, as despite being predominantly retired, they possess valuable skills and knowledge that can be imparted to the Millennial cohort through mentorship programmes, thereby enabling them to continue making meaningful contributions to the workforce. The Harris Poll (2018) reports that one potential drawback of Generation Y employees is their inclination towards a perpetual search for novel and enhanced opportunities. It is a common occurrence for individuals belonging to the Millennial generation to remain employed with an organisation for a duration of merely two to three years, after which they tend to seek out alternative employment opportunities that they deem to be more advantageous. The CVs that are submitted by job seekers belonging to the millennial generation are likely to exhibit a varied work experience.

The 2022 Deloitte Global Millennial Survey (Deloitte, 2022), in which 8 412 Millennials from 46 countries participated, provides a broader perspective on millennial problems. The cost of living is their primary issue, according to 36% of Millennials. Notably, 11% of Millennials cited political instability, war, and international crises as their primary worry. There was also a significant need for flexible work arrangements: 45% of Millennials worked remotely at least part-time, and 75% indicated that this was their preferred method of employment. The great majority of Millennials (0%) are making some attempt to lessen their environmental footprint. Regularly, Generation Y experiences stress and anxiety. Nearly half of those surveyed report feeling stressed constantly or frequently. Moreover, high levels of burnout indicate a significant retention challenge for businesses. 45% of Millennials feel exhausted owing to the intensity and expectations of their workplaces. Moreover, many employees (43% of Millennials) have lately departed their firm owing to heavy workloads (Deloitte, 2022). This section discusses the many characteristics of Generation Y, since it is essential to comprehending how digital ads must be tailored to this generation's characteristics and demands in order for businesses to effectively market to them.

3.2.4 South African Generation Y

3.2.4.1 Generation Y in the workplace

In agreement with Thompson's (2018) findings, a significant proportion of South Africa's populace, specifically 66%, is constituted by individuals who are below the age of 35. The younger generation is rapidly transforming various aspects of society. They are driven by a strong desire for purpose in the workplace, a demand for authenticity and personalisation in the consumer environment, and a firm belief in social justice. This phenomenon has been documented by scholars such as Taylor (2017), Bevan-Dye (2021), and Hansen (2022).

In order to ensure the sustained sustainability of their enterprise, brands must possess a comprehensive understanding of their intrinsic drivers. Segmenting clients in a country as diverse and unequal as South Africa, while comprehending the characteristics of Generation Y South Africans, poses a challenging undertaking. The swift pace of technological and societal advancements witnessed in the last twenty years has resulted in a fundamental disparity in the experiences and outlooks of individuals aged twenty and those approaching their 35th birthday (Thompson, 2018; Pillay, 2020).

Millennials are the most technologically proficient and sociable generation in history. Their love of technology has influenced how they purchase, connect with companies, and make judgments about brands and their products (GFK, 2017). Pillay (2020) and Flume (2021) stated that South African Millennials are continuously seeking methods to improve their work/life balance. Convenience is one method to perfecting this balancing act. As a result, it is no wonder that Millennials have a massive need for ease (Bevan-Dye, 2021). Other essential considerations for millennials are engagement and a positive buying experience. E-commerce platforms must be at peak performance, offering a convenient and seamless buying experience. Millennials, unlike previous generations, are willing to communicate with them across many channels; unlike previous generations, they recognise messaging and marketing may offer value to their life (Flume, 2021; Rogerwilco, 2022).

In conclusion, Generation Y in the workplace is significant because they offer a unique perspective to the workforce, by being technologically savvy and desiring a seamless experience, and because they provide positive recommendations on how companies should communicate with them and suggestions on how to improve internal processes. Furthermore, this is how they earn a living which allows them to have disposable income.

3.2.4.2 Generation Y and politics

The distinct viewpoints of different generational dynamics are influenced by South Africa's political history. The initial cohort of Millennials, commonly referred to as Generation Y, were brought into the world a decade prior to the advent of democracy in South Africa. Furthermore, there are differences between South African and international/American Millennials, at least not in the sense that the word is understood in the US, its country of origin (Thompson, 2018). This category relates to economic issues, generational lineages, and historical conditions that do not appropriately apply to South African Millennials, for whom inequality and generational lineages are influenced by race and the apartheid heritage (Reiersgord, 2021).

Furthermore, Thompson (2018) and Reiersgord (2021) specified that keeping these characteristics in mind, there are significant differences between a South African born in the early 1980s and one born in the middle or late 1990s. It is true that being born at the beginning or end of a generational category influences one's perspective and experiences. In the case of South Africa, these effects are a result of having grown up during the end of apartheid and the transition to democracy. Race also greatly shapes these experiences. Such disparities alone are sufficient to justify distinct groupings.

Tracey (2016) and Reiersgord (2021) state that socioeconomic issues such as unemployment and corruption irritate young South Africans. These issues result in low levels of trust in the government since economic prospects and individual confidence are limited. They are also fed up with infrastructure anomalies that have a negative impact on millennial characteristics such as hyperconnectivity.

Despite the increasing availability of technology in South Africa, access to it is still largely determined by race and socioeconomic status, even among the Millennial generation who are often characterised as being constantly connected. The level of accessibility can be influenced by the location of one's residence, whether it is situated in an urban or rural area. In line with Vogels (2019), a significant proportion of Millennials, nearly 100%, assert their usage of the internet, with a noteworthy 19% being exclusively reliant on smartphones for internet access, implying that they possess a smartphone but lack a home broadband internet connection. Individuals acknowledge the significance of the benefits they derive from their fibre-optic internet connection, which empowers them to engage in online shopping, remote work, and streaming of preferred television programmes and films.

Similarly, employment is affected. Due to racialised inequality, there is little money to inherit. Many South Africans, especially Black South Africans, do not have the luxury of relying on parents or relatives in an emergency. Young South Africans are frequently the sole breadwinners in their households. This creates a new dynamic in which younger Black South Africans are more likely to help elderly or jobless family members (Reiersgord, 2021).

Internet infrastructure is a significant factor to consider because it enables access to information, connectivity, entertainment, and online shopping, allowing Millennials to locate things of interest without leaving their homes. Since South Africa is a developing nation and a specific group was historically underprivileged; access to the internet will improve Millennials' propensity for online buying.

3.2.4.3 Social media and Generation Y

Members of Generation Y have seen fast social, economic, and political upheaval, which has made them hopeful and resilient. When cell phones reached South Africa, Millennials were entering their teenage years, consequently influencing their conduct. According to Flume's (2021) findings, a significant proportion of South African consumers, specifically 46.5%, have been incentivised to make a purchase of a product or service subsequent to encountering positive reviews on social media. The influence of social media on the communication patterns and information consumption habits of millennials is noteworthy.

Even more significant than their social media presence is the degree of social interaction they have online. Millennials are not just content consumers, but also content creators (Lui, 2022). They want companies to provide them with more than simply utilitarian advantages (GFK, 2017; Prasad et al., 2019; Pillay, 2020). The millennial generation consumes the most internet videos. Millennials have not only been affected by this marketing medium, but they have also altered how firms use video. Short attention spans and Millennials' distinct qualities have led marketers to reconsider content production and storytelling (Flume, 2021). As a result, Millennials formed a generation of early adopters who comprehend the global significance of technology and are enthusiastic about integrating it into their daily life. Thompson (2018) explains that Millennials place a premium on outward looks and seek social recognition. 56% indicated their originality is represented in how they look, and 54% in what they buy.

Individuals across all age groups hold elevated expectations for brands and advancements. The consumers exhibit a preference for customised products that cater to their individual tastes and needs. They exhibit a preference for collaborative efforts aimed at enhancing the applicability of items to their daily existence. Customers who experience frequent disruptions have developed an expectation for marketers to offer novel concepts that surpass their initial needs.

Social media have enabled two-way communication between Millennials and companies, enabling companies to be transparent and Millennials to express their expectations for product and service needs, as well as a better purchase experience overall. Furthermore, social media also afford other forms of advertising, although businesses typically adopt a diversified advertising strategy that emphasises Google Ads and social media ads to maximise the possibility of a purchase.

3.2.4.4 Generation Y disposable income

It is frequently stated that each generation should do better than their predecessors. In South Africa, generational transitions have been predominantly influenced by significant political developments that have influenced the educational and labour-force participation options accessible to Millennials, thus having a direct influence on the disposable income**.** StatsSA (2020) explains that Millennials are said to have lowered the rate of unschooled persons from 4.3% in 2002 to less than 1% (0.9%) in 2018. The proportion of Millennials who dropped out of primary education fell from 19.5% in 2002 to 6.6% in 2018. Furthermore, the percentage of people with a tertiary qualification climbed from 10.9% in 2002 to 14.9% in 2018. The value of education is frequently emphasised as a method of living a better life and offering a better future. In other words, a lack of knowledge makes it more difficult to achieve in life.

Furthermore, Deloitte (2021) states that 70% of South African Millennials believe their longer-term financial prospects and 60% believe their day-to-day economics contribute significantly to their emotions of worry or stress. This is consistent with Rogerwilco's (2022) report, which stated that during the second quarter of 2022, a 29-question survey was distributed to Survey54's panel of South Africans via mobile and web apps, as well as social media platforms. The questionnaire was completed by 1 421 persons in total, with 56% being jobless, 23% being employed, 11% being students, and 10% being entrepreneurs. Furthermore, the salary levels for those who were employed were as follows: 20% earned less than R1 000 per month; 22% made between R1 000 and R3 999; 15% earned between R4 000 and R6 999; 11% earned between R7 000 and R9 999; 11% earned between R10 000 and R14 999; 8% earned between R15 000 and R19 999; 7% earned between R20 000 and R29 999; and 6% made more than R30 000.

Generation Y constitutes a material group for consumer studies due to their sizeable population proportion, spending power, and influence on household expenditure. Moreover, it is essential to discover the disposable income of Generation Y, as a good level of disposable income will raise the possibility that Google Shopping advertising will increase buy behaviour. The researcher in this study sought to develop a comprehensive grasp of this cohort in order to determine significant findings to provide father information to better understand the cohort.

3.2.4.5 Generation Y compared to other generations

Traditionally, the term 'generation' refers to a group of individuals born and living within the same period of time, often 15 years. Today's workforce is comprised of four distinct generations, making it challenging to determine what each group needs and where they may be most effectively utilised.

The cohort commonly referred to as the Silent Generation was born within the time frame of 1928 to 1945. This particular group is recognised for their inclination towards accepting the government rather than engaging in acts of dissent, leading to their classification as "silent" due to their limited

involvement in protests and preference for pursuing stable familial and occupational lifestyles (Munsch, 2021; Thompson, 2021). The contemporary parenting methodology mirrored that of the previous generation, whereby children were anticipated to achieve success in life through diligent labour (Freedman, 2022). GetSmarter (2020) and Cottrell (2022) stated that the cohort commonly referred to as the Baby Boom Generation was born within the time frame of 1946 to 1964. Generation Z may perceive Baby Boomers as grandparents who are out of touch with current trends. However, it is noteworthy that Baby Boomers had a lively childhood that is seldom discussed (Lissitsa & Laor, 2021).

The term "Boomers" was coined in reference to the generation born after the conclusion of World War II, when there was a significant increase in the American population (Thompson, 2021). The Baby Boomer generation exhibited a tendency to defy parental authority (Lissitsa & Laor, 2021; Cottrell, 2022). The parenting practises of the Boomer generation were ground-breaking in that they were the first to take into account the viewpoints of their children with regard to the process of maturation. Additionally, they were instrumental in introducing the concept of convening family meetings (Karr, 2021).

Cottrell (2022) elucidates that the term "Generation X" pertains to individuals who were born within the time frame of 1965 to 1981. The cohort commonly referred to as Generation X experienced significant societal changes, including the AIDS pandemic, the emergence of MTV culture, and a cultural shift that paved the way for the advancement of LGBTQ+ rights (Thompson, 2021; Cottrell, 2022). Despite being labelled as the "lazy generation," this group navigated through these transformative events (GetSmarter, 2020). The phenomenon of helicopter parenting was popularised by parents belonging to the Generation X cohort. In contrast to the laissez-faire approach of their Baby Boomer predecessors, Generation X parents exhibit a markedly greater level of investment in their offspring's social and academic advancement, as evidenced by scholarly works such as those authored by Vogels (2019), GetSmarter (2020), Thompson (2021), Cottrell (2022), and Fry (2022). Generation Z, also known as Gen Z, comprises individuals born after 1996 (Munsch, 2021; Thompson, 2021). Although they exhibit certain similarities with Millennials, their formative years have been significantly influenced by a markedly distinct global landscape. Consequently, this has led to notable disparities in attitudes, tendencies, and perspectives. Another characteristic of Generation Z is their innate proficiency in utilising technology (Ngo et al. 2022). While Millennials were previously regarded as individuals who played a pioneering role in the digital realm, witnessing the rapid growth of technology and the emergence of social media, Generation Z was born into a society characterised by even more advanced technological advancements (Munsch, 2021; Thompson, 2021; Ngo et al. 2022). In this era, information became readily accessible, and the presence of social media became increasingly prevalent. Casey (2023) explains that the technological advancements have yielded both favourable and unfavourable consequences for Generation Z. Gen Z individuals have easy

access to a vast amount of information, enabling them to expand their knowledge and engage actively in the learning process. Conversely, an excessive amount of time spent on screens can exacerbate sensations of isolation and contribute to the insufficient development of social skills.

Each group brings a unique dynamic to the table, but the only way to maximise their potential is to comprehend their generational traits (GetSmarter, 2020). Fry (2022) explains that living in a family with two or more adult generations, generally individuals aged 25 and older, has grown across all age groups during the last five decades. However, the growth has been greatest among individuals aged 25 to 34 years. In 1971, comparable proportions of individuals across age groups lived in multigenerational households, but by 2021, young adults were significantly more likely than older Americans to have this sort of living arrangement.

According to various indices of technological utilisation, the Baby Boomer generation consistently exhibits lower rates of technological engagement compared to both Generation X and Millennials. Nevertheless, the adoption rates for this demographic have experienced a notable upswing in recent times. In accordance with Gramlich's (2019) findings, the ownership of smartphones is prevalent among Millennials, with over 93% of individuals aged 23 to 38 possessing one. This percentage is higher than that of Generation X, aged 39 to 54, at 90%, Baby Boomers, aged 55 to 73, at 68%, and the Silent Generation, aged 74 to 91, at 40%. A significant percentage of individuals belonging to Generation X (91%), Baby Boomers (85%), and the Silent Generation (62%) utilise the internet. Regarding individuals who solely rely on smartphones for internet access, the statistics indicate that 17% of Gen X, 11% of Baby Boomers, and 15% of the Silent Generation fall under this category. A significant proportion of individuals belonging to the Millennial generation report utilising social media, with a comparatively lower prevalence observed among preceding cohorts. The prevalence of social media usage among Millennials has exhibited a consistent level of stability since 2012. Regarding specific platforms, it can be observed that over 75% of the Millennial population presently utilises Facebook, with a higher percentage of 84% (Vogels, 2019).

This research focuses on Generation Y, but this cohort cannot be examined in isolation because other generations will have an impact on their life. Additionally, this will alter their experience and allowed this cohort to experiment with innovations, particularly via the adoption of internet shopping and improved familiarity with ads.

3.3 Theoretical models and attitudes

The integration of these models results in a model that focuses on brand awareness, trust, perceived value, irritation, product risk, and time risk, with the goal of determining the effect of behavioural intent to purchase via a Google Shopping ad within Cape Town, South Africa.

A theoretical framework is a configuration that exhibits the support for a theory, which for the sake of this research includes brand awareness and trust (Shah et al., 2012; Ng, 2013). Kim et al.

(2011) and Ponte et al. (2015) assert that trust and perceived value also have a beneficial influence on online purchase intent. Moreover, Saadeghvaziri et al. (2013) demonstrate that irritation has an effect on web advertising. Forsythe et al. (2006) and Ariffin et al. (2018) cite product risk and time risk as influencing customers' online purchase intent.

3.3.1 Hierarchy of effects model

The hierarchy of effects model has garnered significant interest from scholars and marketing practitioners as a comprehensive framework for elucidating the mechanisms of advertising and, consequently, serves as a basis for evaluating advertising efficacy (Mentzer et al., 1997; Hu & Tsai, 2009; Yoo et al., 2010; Gaur et al., 2015; Ratten, 2015; Diallo & Siqueira, 2017; Wang & Genc, 2019; Mustafi & Hosain, 2020; Paramitha et al., 2021; Christian et al., 2022; Miraki et al., 2022). Despite this well-established theoretical paradigm, there has been scant study on the impact of internet advertising. Hu et al. (2009) characterised the hierarchy model as three high involvement attitudes in the sequence of cognitive, emotional, and behavioural attitudes. Lavidge and Steiner (1961) indicated that attitudes can be further subdivided into the comparison of product and service information and the emergence of beliefs (awareness and knowledge) that contribute to a favourable or unfavourable evaluation (liking and preference), as well as thoughts that lead to purchase intent (conviction and purchase). To precisely measure the inclination of Generation Y towards procuring Google Shopping ads, it is imperative to consider various usage features and demographic factors that exert a favourable impact on brand recognition and purchase intent perceptions. The present investigation focuses on two components of the hierarchy of effects framework, namely cognitive and behavioural aspects, with a specific emphasis on awareness and purchase intention. Hence, this study aimed to corroborate the communications of effect pyramid framework, which was developed through traditional advertising research, by considering a digital platform.

The hierarchy of effects has a direct impact on this inquiry since it enables the researchers to accurately and successfully quantify Generation Y's inclination to purchase goods or services via Google Shopping advertising (Mentzer et al., 1997; Hu & Tsai, 2009). As per this paradigm, the attainment of higher-level hierarchical objectives, such as intention to buy, becomes progressively arduous as one ascends the pyramid. This is due to the fact that the potential consumer base diminishes. Gupta and Mateen (2014) found that sponsored search advertising increases customer awareness of a brand and increases the likelihood that customers will click on advertisements showcasing well-known companies. Brooks (2004) hypothesised that the higher a sponsored link is ranked on the SERP, the more likely it will be selected by an interested user, which was confirmed for organic results. Makrides et al. (2019) state emphatically that self-evident small and medium-sized firms can increase perception by providing added value to their clients using customised digital marketing tactics, which include online advertising. Hotchkiss (2004)

found that as the online search process grows more specialised, the likelihood that internet users may examine sponsored results increases.

This research will contribute to the existing corpus of knowledge on Google Shopping ads by enhancing knowledge and comprehension of the purchasing intent of Generation Y participants. The research will highlight several hierarchy of effects model conceptual factors, namely brand awareness and the influence of purchase intent'.

3.3.2 Advertising value model

To analyse the performance of web-based advertisements, Ducoffe (1995) established the concept of advertising value as an essential phrase in the WWW. Advertising value is also described as a consumer's subjective assessment of the relative worth or utility of advertising (Ducoffe, 1995). In order to better comprehend customers' requirements and obtain a better knowledge of how and why consumers generate diverse impressions of advertising, analysing the value people place on advertising is essential for predicting possible spending capacities for short-term marketing efforts (Ducoffe, 1995). The main reason for adopting this model is to validate the study findings to see if they remain the same or change with a new demography of this study's intended population, namely Generation Y.

Furthermore, this research re-examined the advertising value model to better understand how internet consumers value product advertisement placements on Google SERPs. The current study investigated three Ducoffe advertising value model factors: credibility/trust, perceived value, and annoyance/irritation. During this study, it was envisaged that Google Shopping advertisements will increase trust and perceived value, which will increase purchase intentions. Conversely, it was predicted that Google Shopping advertisements will reduce irritation and so raise the inclination to purchase. Furthermore, other academics also feel that trustworthiness, trust, and irritation have an effect on a product's desire to be purchased (Kim et al., 2011; Gangadharbatla & Daugherty, 2013; Saadeghvaziri et al., 2013; Ponte et al., 2015; Bakr et al., 2019; Mustafi & Hosain, 2020; Abbasi., 2021; Arora, 2022; Efendioğlu & Durmaz, 2022). This research aimed to expand the existing literature in developing countries by examining the impact of Google Shopping ads on the purchase intentions of young consumers. Specifically, this study investigated the influence of trust, perceived value, and irritation on consumers' attitudes towards these ads. The findings of this research will contribute to the knowledge base available to both academic researchers and organisations.

3.3.3 Perceived risk model

The perceived risk model, created by Peter and Ryan (1976), includes the chance of accidental consequences occurring as well as the negative ramifications of bad brand selection or loss. It is

further subdivided into six parts: financial risk, social risk, psychological risk, safety risk, and time risk. Several studies have defined it as a single multidimensional entity (Martin et al., 2019). For the sake of this study, however, the concepts of product risk and time risk were investigated in the context of perceived risk. The study will add to the body of knowledge in developing countries by studying whether Google Shopping ads influence young customers' purchase intentions via product risk and time risk, from which these attitude models were built. It was expected that Google Shopping advertisements will reduce the product risk and time risk, and so will be negatively related to intention to purchase. A number of prior studies also showed that the perception of risk had an effect on buying intent (Javadi et al., 2012; Zhang et al., 2012; Ariff et al., 2014; Ariffin et al., 2018; Arruda Filho et al., 2020; Tran, 2020; Adam et al., 2022; Cabeza-Ramírez et al., 2022; Lee and Lee, 2022; Ou et al., 2022; Rahmi et al., 2022), so this study aimed to corroborate these findings in terms of Google Shopping advertisements.

3.4 Attitudes toward Google Shopping ads

This component of the study focuses on current research connected to digital advertising, as this study focuses on the impact of Google Shopping ads on purchase intent. This section focuses not just on current data about the intention to purchase Google Shopping advertising, but also includes research on brand awareness and trust as drivers that impact this intent (Shah et al., 2012; Ng, 2013; Vasudevan & Kumar, 2019; Moslehpour et al., 2020; Sari et al., 2021; Gómez-Carmona et al., 2021). Kim et al. (2011) and Ponte et al. (2015) assert that trust and perceived value have a beneficial impact on online purchase intent. Saadeghvaziri et al. (2013) also demonstrate that irritation has an effect on web advertising. Lastly, Forsythe et al. (2006) and Ariffin et al. (2018) identify product risk, and time risk as factors that affect customers' online purchase intent. For cross-analysis reasons, the research also focuses on other usage criteria, such as access, usage duration, usage frequency, and usage hours. With regard to demographic parameters, gender, age, level of education, and population size will be analysed.

The initial goal of the research was to determine if hypothetical test model-specified antecedents predict intent to purchase via Google Shopping ads for commercial purposes. Several investigations on each of the hypothesised constructs have been undertaken in the past, so these studies will be examined in relation to the current research.

3.4.1 Brand awareness

3.4.1.1 Factors Influencing brand awareness and purchase intent

Brand awareness requires time to be able to have the ability to be recognised or recalled in the mind of the consumer with constant promotion and progression to elevate intention to purchase, which facilitates the company’s success and higher values with regards to shareholders (Wong

& Merrilees, 2007; Shah et al., 2012; Sari et al., 2021). Gómez-Carmona et al. (2021) stated that their main research purpose is to examine the level of awareness achieved by various commercials. Due to the nature of e-commerce, the inherent and sensory characteristics of the Spanish wine business cannot be perceived. Half of the individuals in the sample were between 18 and 44 years old, while the other half were at least 44 years old with the final sample consisted of 60 participants. The primary findings indicate that a bottle without a label captures the viewer's attention faster than a bottle with a label in Google Ads. However, ads featuring packs of bottles with labels receive more attention than ads featuring packs of bottles without labels. Stewart et al. (2018) aimed to develop a theoretical framework for understanding consumers' reactions to digital advertisements and search activity. The final sample consisted of 1 725 participants ranging in age from 18 to 75 years who resided in the US. Attitudes toward brand awareness were found to be significantly related to purchase intentions. Lee et al. (2017) considered purchasing intent in the context of mobile ads. A total of 243 questionnaires were collected from Millennial users residing in South Korea. The findings indicate that brand attitude has a greater impact on purchasing intention than advertising attitude because the products/services lack “feel and touch”. Kharisma et al. (2022) investigate the impact of various factors, namely entertainment, informativeness, credibility, customisation, and irritation, on the values of advertisements that influence brand awareness and brand image, ultimately resulting in purchase intent in the context of online video advertising. A sample of 150 respondents, aged between 18 and 28, residing in Java, Indonesia, and exhibiting interest in procuring products or services through YouTube advertisements, were subjected to online surveys for data collection purposes. In contrast, the value of YouTube advertisements had an impact on both the awareness and image of the brand. The impact of brand image on purchase intent was found to be positive, while brand awareness was not found to have any significant effect. Purwanto (2022) tests and demonstrates the effect of marketing strategy via digital marketing on purchasing decisions, with brand awareness as a mediator. Through a questionnaire, information was gathered from 320 respondents who dealt with Indonesian SMEs. The findings of the research indicate that digital marketing exerts a favourable and noteworthy influence on the process of making purchase decisions. Moreover, the presence of brand awareness as a moderating factor can enhance or intensify the effects of digital marketing factors on the variables that determine purchasing decisions. Tan et al. (2021) investigate the effects of systematic cues in advertisements, including ad persuasiveness and ad informativeness, as well as ad heuristic cues, specifically in the ad poster category, on consumer brand awareness. Furthermore, the study examines the subsequent influence of these factors on consumer purchase intention. A significant proportion of the 267 eligible responses utilised in China pertained to individuals aged between 18 and 30 years. The findings suggest that the

informative and persuasive qualities of advertisements play a significant role in enhancing brand recognition and purchase intention among consumers.

3.4.1.2 Impact of digital marketing on brand awareness and purchase intent

Tunuguntla et al. (2023) developed a dynamic programming model that spanned multiple periods to determine the optimal portfolio of branded and generic bids for a retailer. A model was formulated to capture two significant dimensions of consumer search behaviour in India. The first dimension pertained to the flow-over effect of generic searches, which subsequently resulted in the arrival of branded searches in subsequent periods. The second dimension pertained to the phenomenon of memory effect, wherein the gradual waning of consumer awareness towards a brand occurred over a period of time. Furthermore, a bidding strategy framework was developed, which highlighted the transition in bid distribution from non-branded to branded keywords at various levels of consumer consciousness. The findings indicate that the adoption of a strategy that involves transitioning from generic to branded keywords can yield benefits for retailers, specifically in the aspect of diminishing generic bids at elevated levels of brand recognition and customer loyalty. Furthermore, this methodology could potentially lead to a reduction in price disparity among the bookings made by customers. Thus, customers have a wider array of brands to choose from, rather than a restricted assortment of one or two brands. Consumers generally consider a wider range of brands when contemplating a purchase and expect that the reservation prices of consumers will exhibit greater variability. The optimal assortment of keywords that generates the highest profits for the retailer, commonly referred to as the "keyword-mix" portfolio, encompasses a blend of generic and branded keywords.

Li (2023) examines if video advertisement has a positive ROI. The research indicates that consumers remember video advertisements longer than search and display advertisements, which can contribute to increased sales. Ads that are skippable and are ignored within 30 seconds are free, but they can contribute to sales. Video advertisements have a greater impact on consumers and increase their likelihood of purchasing the product over an extended period of time. The same is true of video views. Using a comprehensive and extensive data set, the researcher found evidence that online skippable video advertisements have a positive ROI, and that the ROI is greater in international markets outside of the US, including Asia. Moreover, the researcher specified that instead of assessing ad campaigns based on click-conversion data, executives should evaluate the effectiveness of video advertising as a brand-building tool.

Alwan and Alshurideh (2022) investigate the impact of digital marketing, social media marketing, and electronic word-of-mouth on purchase intention, while taking into account the moderating role of brand equity. A quantitative study was carried out, wherein a sample of 254 online shoppers of IKEA Jordan, aged between 30 to 50 years, was selected for data collection. The findings validated the proposed hypotheses that digital marketing exerts a substantial favourable influence

on purchase intention. Additionally, the analysis showed that brand equity plays a crucial role as a moderator in this relationship. Furthermore, the authors explain that brand equity comprises various crucial dimensions, among which brand awareness is included.

Dabbous and Barakat (2020) evaluate the influence of content quality and brand interactivity on consumers' brand awareness and purchase intentions through the presentation of an empirical model. Subsequently, the proposed model underwent evaluation through the distribution of an online questionnaire to a sample of 392 Facebook users belonging to the Millennial generation in Lebanon. The findings indicate a rise in the hedonic drive that individuals derive from social media, along with an escalation in their digital participation and brand awareness. The augmented online consumer engagement and brand familiarity have a positive impact on the offline purchase intention for these particular brands. Hutter et al. (2013) examine the impact of social networking behaviours and user experiences on a car manufacturer's Facebook page, brand awareness, word of mouth practises, and buying intention on the image of products and customers' purchasing decision among individuals aged 14 to 40 in Germany. The results show that interaction with a Facebook page produces beneficial impact on customers' awareness and desire to buy. Sari et al. (2021) explore formativeness, entertainment, and reputation of social media among Millennial Muslims' parents in West Sumatra, Indonesia. A survey of 210 Muslim parents was carried out on the internet and showed a favourable impact on overall brand awareness and purchase intention. The study found that strong brand awareness directly influences consumer behaviour towards digital marketing.

3.4.1.3 Role of brand equity in shaping purchase intent and brand awareness

Vasudevan and Kumar (2019) investigate the procedures related to brand identity building on real estate websites defining sources and antecedents of brand recognition. The online survey was distributed to 207 young working professionals in India's Kerala district. The study discovered that commercial recognition is a source of brand awareness for websites, with a positive correlation leading to eventual purchase. Sharifi (2014) looked at the impact of cognitive participation, and affective and conative tendencies on potential buying intentions for goods. The questionnaire was completed by 220 brick and mortar users aged 19 – 30 years old in Tehran, Iran. Cognitive testing was found to have an impact on prospective purchase intention. Both investigations were also conducted in developing nations, despite the fact that websites and laptops were evaluated.

Chakraborty (2019) sought to illustrate the mediating role of brand equity in consumers' purchasing intentions between online reviews for e-commerce sites. The study examines three elements of brand equity: brand awareness, brand associations, and perceived quality. The final sample size was determined by randomly selecting 1 038 respondents in India who were mainly aged 18–39 years. The study showed that marketers should place a higher premium on brand awareness, which has an effect on consumers' purchase intentions. As the aforementioned

research illustrates, brand awareness can result in a purchasing intention due to its effect on behavioural engagement.

Hence, a number of quantitative research projects have confirmed that brand awareness and purchase intent are strongly correlated among samples of Millennials which correlates with the current study (Hutter et al., 2013; Sharifi, 2014; Lee et al., 2017; Stewart et al., 2018; Chakraborty, 2019; Vasudevan & Kumar, 2019; Dabbous & Barakat, 2020; Sari et al., 2021; Gómez-Carmona et al., 2021; Tan et al., 2021; Alwan & Alshurideh, 2022; Kharisma et al., 2022; Purwanto, 2022; Li, 2023; Tunuguntla et al., 2023), despite the fact that these inquiries examined various internet platforms and nations.

3.4.2 Trust

3.4.2.1 Trust as a predictor of purchase intention

Everard and Galletta (2005) and Balioglu (2020) found that trust was a consequential predictor of purchase intention, which had a correlation with negative relationships between past reactions. Ling et al. (2010) examine how people's shopping orientations, trust, and previous online buying history affect their decision to make online future purchases. The sample consisted of 142 students from a private university in Malaysia. The theory indicated a favourable association between online trust and consumer desire to make an online transaction. Ponte et al. (2015) propose a model for forming online purchasing intentions based on perceived value, trust, and the antecedents of perceived security and privacy, and investigate the effect on trust of consumers' perceived information quality, privacy, and security. A total of 451 internet users' data (78.5% were aged 25 – 44 year) was collected in Spain. The findings indicate that trust has a positive effect on online purchasing intentions.

Kim et al. (2011) consider the impact on potential and repeat customers' online buying decisions. An online survey received 513 responses from Koreans with a mean age of 27 years. The study showed that potential customers' buying decisions were influenced more by perceived trust than those of repeat customers. The aforementioned research demonstrates that trust in digital platform-based engagement is favourably associated with purchase intent. Despite the fact that paid media advertising was not examined, these studies emphasise the relationship between trust and buying intention. Hameed et al. (2022) determine how perceived entertainment, perceived informativeness, perceived irritation, perceived trust, and perceived value influence behavioural intention towards mobile learning. Due to its connection to survey research, the study utilised a multistage cluster sampling technique. In the initial phase, five universities in Pakistan were grouped using a simple random sampling technique. After removing outliers and missing data, the total sample size used for analysis using convenience sampling was 586, with age categories ranging from 15 to 55 years. The results indicate that perceived trust and value have a significant and direct impact on behavioural intention regarding mobile learning.

3.4.2.2 Factors affecting trust and purchase intentions in digital platforms

Özdemir and Nacar (2022) examine and discuss e-commerce papers indexed in the Web of Science (WOS) database between 2010 and 2020 by journals, published years, countries, sample size, main purposes, theories, variables, and key findings conducted in Turkey. Consequently, 70 selected research articles were evaluated. The selection criteria for these articles were that they had to be research articles and that they had to acquire data from consumers who used e-commerce websites via the content analysis method. Moreover, consumers' perceptions of trust positively affected their purchase and repurchase intentions. Cabeza-Ramrez et al. (2022) reviewed theoretical developments on the relationships between trust, perceived risk, product contribution, and intention to purchase. The theories were examined on a random selection of 116 Generation Y and 135 Gen X influencer followers in Mara Pombo, Spain, via an exploratory-descriptive method and a non-probabilistic online survey collected through convenience and snowball sampling. The ages of the participants ranged from 26 to 60, with the greatest age group lying between 26 and 30. The results indicate that the moderating effects of generational cohort on perceived trustworthiness have a beneficial and statistically significant connection with intention to purchase.

3.4.2.3 Trust and purchase intentions in social media marketing

Ngo et al. (2022) explore the factors influencing the online purchase intent of Vietnamese consumers via TikTok, with a focus on Generation Z. The data was gathered from 250 members residing in the southern region of Vietnam. Generation Z customers' purchasing intentions are influenced by TikTok ads. Harrigan et al. (2021) identify the precise social media characteristics that influence the intention to acquire fashion-related products, with a primary focus on the importance of trust. In a study of 150 Europeans between the ages of 18 and 44, the majority of respondents were between the ages of 18 and 24. The findings indicate that brand trust influences purchase intent. The purpose of a study by Sulthana and Vasantha (2021) was to analyse customers' trust in social media and incorporate perceived quality in order to determine their buy intent in India. Utilising survey and purposive sample methods, data was collected from 310 respondents via questionnaires. The age range of respondents was between 25 and 56 years old, with the majority falling between the ages of 26 and 35. The findings of this study indicate that trust has a positive effect on social media purchasing intent. Moslehpour et al. (2020) examined Indonesian airline customers' use of social media and their purchasing intentions. A total of 301 questionnaires were used, with 63.1% respondents ranging from 20 to 24 years. The results indicated that trust mediates the relationship between social media contact variables and showed a significant connection with purchase intent. Rahman et al. (2018) investigated the mediating influence of Facebook fan-page followers' engagement activities on their propensity to purchase, as well as the moderating effects of followers' demographic profile and trust level. The methodology was validated using SEM via 307 Facebook fan pages for five Malaysian

businesses. Trust was found to be a significant moderator of the association between follow and engagement toward buy intention.

Sanny et al. (2020) explored the influence of social media marketing on brand image and brand trust in relation to the purchase intent of Indonesian millennial males interested in skincare. Utilising a quantitative method, samples were obtained from 203 male respondents using non-probability sampling approaches and the convenience sampling method. The findings of this study indicate that social media marketing has a significant impact on brand image, brand trust, and purchase intent. Irshad et al. (2020) assessed if customers' trust influenced their online buying intentions across existing relationships on social media. The research employed a sample of 574 respondents aged between 21 and 30 years who resided in the three Pakistani cities. Trust made up for the lack of empowerment-motivation to promote purchases in the relationship between online intentions and sales. Purchase intentions were positively affected by the attitudes of trust. While the aforementioned research focused on social media rather than search digital advertising, trust was found to be a factor of intention to buy. Sung (2020) investigated factors affecting the relationship between consumers' brand trust and purchase intentions after exposure to targeted mobile app ads during holiday periods. Data was collected from 559 respondents in the US, 54% of who were under the age of 35. Consumers who have a high level of brand trust are more likely to make new and recurring purchases. Advertiser attitudes mediate the relationship between brand trust and purchase intentions across all discount rates and product types.

3.4.2.4 Trust and purchase intentions in online travel and hospitality industry

Ha and Janda (2014) investigated how satisfaction and trust affected online travel purchasing intentions using four models from different cultures. A total of 448 questionnaires focused on Generation Z were obtained (284 in the Korea and 164 in the UK). The findings determined that the relationship between trust and purchase intentions was not supported in both data sets. As indicated previously, the research was undertaken in industrialised countries with a particular emphasis on mobile apps and internet travel. Nonetheless, both sections of the study highlighted trust as a component in determining purchase intention. Furner et al. (2016) attempt to model trust and purchasing intention in relation to product feedback by incorporating three theories: electronic word-of-mouth, encoding and knowledge overload within the hospitality industry. An online survey was used to collect data from 157 Millennials in the US. The study discovered that an increase in information load has a beneficial effect on both trust and purchase intention. The findings confirm that confidence in digital platform interactions is positively associated with intention to buy, which correlates with the findings of this study. Hsu et al. (2013) tested whether readers' trust in bloggers is related to their usefulness, and whether this has an effect on their attitude and purchasing behaviour. An online survey of 327 Taiwanese blog readers (Generation Y) was employed. The study found that perceived utility of blog reviews and trust had a major

positive impact on online shoppers' attitudes and purchasing behaviour. The study focused on Generation Y and indicated trust as a factor influencing purchase intention, despite the focus on the hospitality industry and bloggers. Basheer and Ibrahim (2010) explored how customers' perceptions and purchasing decisions were influenced by the use of mobile marketing. The primary data was collected through a self-administrated questionnaire by 2 108 university students in Jordan. In terms of trust, a negative correlation existed between prior reactions and trust. Consumers with negative attitudes toward direct marketing were less likely to share personal information via text message advertisements, which had a detrimental effect on purchase intention. This research took a holistic view of paid media advertising and was not centred on paid search advertising.

Several quantitative studies have uncovered positive trust and purchase intent connections among Millennials (Ling et al., 2010; Kim et al., 2011; Hsu et al., 2013; Ha and Janda, 2014; Furner et al., 2016; Rahman et al., 2018; Irshad et al., 2020; Sung, 2020; Moslehpour et al., 2020; Sanny et al., 2020; Harrigan et al., 2021; Sulthana & Vasantha, 2021; Cabeza-Ramírez et al., 2022; Hameed et al., 2022; Özdemir & Nacar, 2022), yet, these investigations focused primarily on digital platforms in industrialised nations. Stewart et al. (2018) and Ngo et al. (2022) included search activity in their digital ad research and showed a favourable correlation between credibility/trust and purchase intent, but these studies did not expressly consider sponsored search advertising.

3.4.3 Perceived value

3.4.3.1 Perceived value and purchase intentions in e-commerce

Netemeyer et al. (2004) and Chetioui et al. (2020) define perceived value as the customer's comprehensive assessment of the usefulness of the brand, which is based on observations of what is received and compared against other brands. Consequently, a consumer would leverage the cost of the product against the perceived utility in a specific business transaction to establish the perceived value of the desired product, which is mostly determined by its functional characteristics (Kwon et al., 2007; Chetioui et al. (2020). Hameed et al. (2022) investigate how perceived entertainment, perceived informativeness, perceived irritation, perceived trust, and perceived value influence behavioural intention towards mobile learning. The findings suggest that perceived value has a direct and significant influence on mobile learning behaviour intentions. Ozdemir and Nacar (2022) examine and discuss the Turkish e-commerce papers indexed in Web of Science (WOS) between 2010 and 2020. The results indicated that perceived value is a significant positive predictor of consumers' intention to purchase and repurchase in e-commerce. Adam et al. (2022) analysed the use of e-marketing as a model for purchasing decisions during the Covid-19 pandemic in Aceh Province, Indonesia, as modified by perceived risk. This quantitative study included 325 respondents in an online survey. The age of respondents ranged from younger than or equal to 30 years and up to 50 years. The results demonstrated that the

perceived value of e-marketing had a favourable and significant impact on customer purchasing decisions.

Dong et al. (2021) examined the method that is superior for increasing customer online purchase intent on a Pakistani e-business website. Moreover, this study sought to determine methods to increase perceived benefits and decrease perceived dangers associated with any online product and enterprise. The study included 250 Pakistani students between the ages of 18 and 50 using a basic random sampling technique. The results of the study suggest that both methods to increase perceived benefits and decrease perceived dangers have a positive effect on the online purchasing intentions of consumers and on the sustainability of the digital economy. However, social media advertising is more effective when perceived product benefits are emphasised.

Jain (2021) identified the characteristics that influence buyers' intentions to buy luxury apparel online. Secondly, the study examined the moderating effect of perceived risk and web atmospherics on the connection between attitude toward purchasing luxury fashion goods online and intention to do so. A sample of 250 Indian customers of luxury fashion was surveyed using structured questionnaires to acquire data. The age range of the sample was between 18 and 50 years old. The results of the study show that perceived value has a favourable association with online luxury purchase intention via attitude. Chakraborty (2019) demonstrates how brand equity influences consumers' purchasing intentions when comparing online reviews for e-commerce sites. The study advocates that marketers should prioritise perceived value because it has an effect on consumers' purchase intentions. Kim et al. (2011) investigate the relative impact on potential and repeat customers' online buying decisions within the e-commerce’s industry in Korea. The study showed that perceived value had a greater impact on purchasing intentions for both potential and repeat customers of an online store than perceived price. Hewei and Youngsook (2022) examined the effect of social e-commerce fashion products on continuous buy intention and the relationship between social media engagement, perceived value, immersion experience, and continuous purchase intention. The results from 776 Chinese survey respondents were analysed and indicate that perceived value has a strong positive effect on the propensity to continue purchasing.

3.4.3.2 Perceived value in online advertising and social media

Hsiao (2021) investigated the influence of interpersonal competency on social commerce behaviour in Taiwan via customer-perceived value. The primary data was acquired from 255 respondents with a response age range primarily between 18 and 30 years old. The data demonstrated the relationship between interpersonal competency and customer value perception. In addition, it show the impact of utilitarian value and social value on social commerce behaviour intentions.

Sulthana and Vasantha (2021) analysed customers' trust in social media and incorporated perceived quality to determine their purchase intent in India. Using survey and purposive sample approaches, 310 individuals were surveyed to obtain data via questionnaires. The respondents' ages ranged from 25 to 56, with the majority lying between 26 and 35 years old. The findings of this study indicate that perceived quality has a positive effect on purchase intent on social media. Jain et al. (2018) aimed to understand customer behaviour in the context of hyper-personalisation on online shopping users. The data was collected from 270 respondents in India aged of 18 - 45 years. The results of the study suggested that perceived utility had a close association with purchasing intention. While the aforementioned research focused on perceived utility and e-commerce's industry, Chen et al. (2018) considered factors that affect consumer behavioural intention on social commerce platforms in Taiwan, as well as the overall purchasing intentions based on the consumer's cognitive assessment. The online survey included 281 respondents (most were younger than 30 years). The findings indicate that perceived value variables have an effect on customers' buying decisions and behavioural intentions. Moslehpour et al. (2020) examined the use of social media by Indonesian airline customers and their purchasing intentions. The findings indicated that perceived value acts as a moderator in the relationship between social media contact variables and showed a significant correlation between intention to buy and social media contact variables.

3.4.3.3 Perceived value and customer behaviour in social commerce

Chetioui et al. (2020) investigated the effect of customer attitudes toward fashion influencers on brand attitude and purchasing intent. A questionnaire was completed by 610 Moroccan respondents (Generation Y and Z) that used social media. This study shows that customer attitudes toward fashion influencers have a positive effect on brand attitudes regard to' perceived value and purchasing intent. The aforementioned research demonstrates that perceived value is positively associated with purchase intent in interactions with social commerce platforms, notwithstanding the absence of paid media promotion. Ponte et al. (2015) assessed online purchase intention based on perceived value in Spain. The findings confirm that perceived value of interactions through digital channels is positively associated with purchase intent. Wang and Genc (2019) proposed an integrated mobile advertisement model that accounted for the unique characteristics of Asian consumers. Chinese (388) and South Korean (287) respondents participated in the study and a majority of the smartphone users were aged 19 – 22 years. The findings confirm that the perceived value of digital advertisement interactions is positively related to purchase intent. Both studies were conducted in developed countries and produced comparable findings, despite the fact that online purchasing behaviour and mobile advertisement were evaluated.

In sum, a number of quantitative studies have confirmed that perceived value and intention to purchase were positively correlated among Millennial samples (Kim et al., 2011; Ponte et al.,

2015; Chen et al., 2018; Jain et al., 2018; Chakraborty, 2019; Wang and Genc, 2019; Chetioui et al., 2020; Moslehpour et al., 2020; Dong et al., 2021; Hsiao, 2021; Jain, 2021; Raza & Zaman, 2021; Sulthana & Vasantha, 2021; Yin & Qiu, 2021; Adam et al., 2022; Hameed et al., 2022; Hewei & Youngsook, 2022; Özdemir & Nacar, 2022), despite the fact that these investigations focused on diverse internet platforms and were undertaken in various nations.

3.4.4 Irritation

3.4.4.1 The impact of irritation on purchase intentions in online advertising

The audience favours digital commercials that are informative, engaging, or obnoxious (Vinayagalakshmi, 2022). Martins et al. (2019) and Yang et al. (2013) state that consumers identify irritation as being intrusive when relating to advertisement. Deng et al. (2022) investigated the impact of positive social signals on users' avoidance responses to sponsored search results in a C2C e-commerce context. Three laboratory experiments were conducted in Hong Kong, with experiment 1 involving 80 participants, experiment 2 involving 196 participants, and experiment 3 involving 288 participants; all participants were between the ages of 19 and 32 and had four years of internet utilisation experience. The finding indicated that the effect of a specific product-related cue matched a specific active implicit concern of users on reducing their behavioural and emotional avoidance of sponsored search results. Specifically, in order to reduce behavioural and affective avoidance, a social indicator must enhance users' perception of sponsored search results by addressing their active implicit concern regarding sponsored search results. Thus, irritation has a negative effect on purchase intent. Hameed et al. (2022) explored how perceived entertainment, perceived informativeness, perceived irritation, perceived trust, and perceived value influenced behavioural intention towards mobile learning. The results indicate that perceived irritation has a negative effect on behavioural intention regarding mobile learning.

Purwatiningsih et al. (2022) examined the effect ad blockers have on the attention and energy of millennials when they browse for information on online media websites. This study concentrated on the millennials who resided in the capital of Jakarta. The sample size for this study was one hundred respondents. Using a quantitative methodology, a questionnaire was used to collect data for this study. Browsing on the internet is disrupted by digital advertisements that form a negative response to digital advertisements such as irritation and by clutter or ad clutter that destroys the focus and the targeted website; people therefore have specific reasons to use ad blockers to avoid digital advertisements, thus irritation has a negative effect on the intention to purchase. Mustafi and Hosain (2020) examined the effect of internet advertisements on the smartphone purchase intentions of Bangladeshi consumers. The influence of frustration on purchasing intent was large and favourable. Despite the absence of sponsored media promotion, the research cited above establishes a strong correlation between irritation and buy intent in interactions with mobile online advertisements. It was shown that irritation is connected with a negative mind-set and, thus, lower purchasing intent. Lee et al. (2017) examine purchasing intent in the setting of South

Korean mobile advertisements. The results show that annoyance has a negative impact on the value and purchase intent of mobile advertisements.

3.4.4.2 Irritation and its effects on mobile advertising and social media

Florenthal et al. (2020) explored why Millennials donate money via social media sites. The results suggested that irritation has a negative effect on behaviour intentions for non-profit organisations on social networking websites. The aforementioned research contradicts the present analysis, although it was conducted in developed nations and focused mostly on mobile advertising and social media interaction rather than Google Ads. Wu et al. (2016) clarify that emerging economies comparable to South Africa did not exhibit the same level of irritation. Hosseinikhah and Mirabolghasemi (2020) investigated how degrees of content, amusement, annoyance, and source legitimacy influence consumers' willingness to purchase eco-labelled products. The study indicated that frustration is negatively associated with the intention to purchase eco-label products. The results contradict those of the current study; however, the aforementioned study focused on viral marketing and not search advertising specifically. Moreover, the authors assert that, although online shopping has become a key business channel for merchants and customers, irritation in online shopping environments has gotten insufficient attention in the literature, and irritation in online shopping contexts merits further investigation (Hosseinikhah & Mirabolghasemi, 2020). Saadeghvaziri et al. (2013) examined the beliefs and attitudes of Iranian consumers towards online advertising, as well as the correlations between belief components. It was showed that consumers' irritation with online commercials is a strong negative predictor of online advertising activity and purchase intent. Hasan (2016) examined the effect of visual, navigational, and informative website design elements on the reported annoyance of US consumers while online buying. The findings of previous studies showing a negative correlation between purchase intent and sponsored search advertising were not considered.

Although it is true that numerous prior studies, including Saadeghvaziri et al. (2013), Hasan (2016), Lee et al. (2017), Wang and Genc (2019), Florenthal et al. (2020), Hosseinikhah and Mirabolghasemi (2020), Deng et al. (2022), Hameed et al. (2022), Kharisma et al. (2022), Purwatiningsih et al. (2022) and Vinayagalakshmi (2022) have demonstrated that irritation has a negative effect on purchase intention, Mustafi and Hosain (2020) demonstrated that buyers will readily view smartphone advertisements, while Wu et al. (2016) state that while similar levels of annoyance were not identified in emerging economies comparable to South Africa, these levels were observed in South Africa.

3.4.5 Product risk

3.4.5.1 Perceived risk and purchase intentions in e-commerce

Dong et al. (2021), Jain (2021) and Qalati et al. (2021) observed favourable relationships between product risk and buying intention especially among Millennials. Nevertheless, they did not rely solely on Google Shopping advertisements, but rather a range of digital platforms.

In an effort to resolve this gap, Cabeza-Ramrez et al. (2022) examined hypothetical influences on the associations between perceived credibility, risk perceptions, product participation, and intent to buy. The results verified the negative and significant influence of risk perception on purchase intention. Ou et al. (2022) investigated the factors affecting consumers' group purchasing intention on community e-commerce platforms, created models that included conformity behaviours, perceived risks, customer engagement, and online group buying intention, and examined whether there was a mediating effect on customer engagement and an interfering effect on perceived risks. On a five-point Likert scale, a Taiwanese sample returned a total of 296 valid questionnaires with age categories of under 25 years and 50 years and older; however, the largest age group, at 25.3%, was 25 years old. In addition, the study discovered that perceived risks have an interference effect, which means that when consumers perceive high risks, customer engagement decreases their intention to purchase online in a group.

Gurung and Raja (2016) investigated the relationship between trust, privacy, and security concerns and the perception of risk associated with e-commerce adoption. The results imply that e-commerce transactions do not support the association between risk perception and purchase intent. Rosillo-Daz et al. (2019) investigated how individual cultural factors influence perceived product quality, perceived risk, and willingness to purchase on e-commerce platforms. In the context of e-commerce platforms, the cultural characteristics of uncertainty-avoidance and collectivism have a detrimental effect on perceived risk and purchasing intention. Han and Kim (2017) examined how Chinese customers perceive Taobao (a Chinese online shopping portal) as an online marketplace while purchasing high- or low-involvement products. Regardless of their level of product participation, the data showed a negative correlation between consumer confidence, purchasing intent, and product risk. Eun Lee and Stoel (2014) examine the signalling implications of high versus low price discounts for sold-online products by merging current literature on price discounts, perceived risks, and purchasing intentions in the US. The findings show that the effect of risk perceptions on the purchase intentions of customers is somewhat less negative as the price discount increases for relatively low-price discounts but becomes more strongly negative for relatively high-price discounts.

3.4.5.2 Exploring the role of risk perception in online advertising

Yen (2015) examined the relationship between perceived risk and consumer loyalty in e-commerce, as well as the role switching costs play in mediating the relationship between perceived risk and loyalty. The results indicate a new strategy towards client retention in e-commerce, in which a corporation might minimise consumers’ perceived risk in order to increase switching costs, hence boosting customer retention and buy intent. Despite the absence of paid media advertising, a previous study demonstrated a negative association between paid media and purchase intent and provided a comprehensive view of the interactions between factors. Ariffin et al. (2018) investigated the association between five perceived risk variables and

customers' intentions to make online purchases. This study demonstrates that customers' perceptions of the dangers associated with online shopping have a negative impact on their intent to shop online. Huy Tuu and Olsen (2012) analyse the roles of perceived certainty, product risk, and competence in the link between satisfaction and purchase intention within the canned food business in Vietnam. This study shows that product risk interacts synergistically with unfavourable product attributes to influence purchase intent. This finding is comparable with the concept of perceived risk related with e-commerce and the canned goods sector, which was also applied to a developing country. Cui et al. (2019) explain how the dissemination of food safety information via social media effects Chinese consumers' purchase decisions. The perception of risk has a detrimental impact on customer purchase intentions. The study's varied findings can be related to its employment of social media in comparison with sponsored search advertising.

Several quantitative research projects found positive relationships between product risk and purchase intent, notably among Millennials: Huy Tuu and Olsen (2012); Eun Lee and Stoel (2014); Yen (2015); Gurung and Raja (2016); Han and Kim (2017); Ariffin et al. (2018); Cui et al. (2019); Rosillo-Díaz et al. (2019), Dong et al. (2021); Jain (2021); Qalati et al. (2021); Adam et al. (2022); Cabeza-Ramírez et al. (2022); Lee and Lee (2022); and Ou et al. (2022). Nonetheless, these examinations were undertaken mostly in industrialised nations and focused on a mix of digital and conventional sectors.

3.4.6 Time risk

3.4.6.1 Time risk and purchase intentions in digital platforms

Rahmi et al. (2022) identified financial risk, time risk, delivery risk, and privacy risk as crucial components of perceived risk, and difficulties in navigating or executing online orders, or obstacles in receiving essential items (Forsythe et al., 2006). Yaraş et al. (2017) examined the effects of factors influencing the intention of 419 Turkish participants to make an online purchase. The results demonstrated a positive link between time risk and purchasing intent. Yang et al. (2015) quantified how varied uncertainties contribute to different perceived risk dimensions that impede the acceptability of m-payments in China. The conclusion of the study is that time consumption has no negative impact on customers' perceptions of the value of mobile payments or their propensity to use them. While the earlier report evaluated perceived time risk, it was discovered that perceived risk influenced purchase intent. Liu et al. (2013) investigated the impact of perceived risk, trust, and perceived advantages on the participation of Chinese customers in institutionally organised online community buying. Time risk did not significantly affect consumers' attitudes about group purchase, demonstrating that time risk has no negative impact on group purchasing. In the absence of paid media advertising, the aforementioned research demonstrates that time risk is positively associated with purchase intent in digital platform-based interactions.

3.4.6.2 Time risk and purchase intentions in e-commerce

Rajamma et al. (2009) examined the reasons why customers quit their shopping carts during the transaction completion phase. The study found that perceived purchasing inconvenience was the most significant predictor of trolley abandonment, leading to decreased levels of buy intent. Kim and Lennon (2013) assessed the effect of reputation and website quality on the emotion, perceived risk, and intent to purchase of online shoppers. It was shown that risk perception had a negative impact on purchasing intent. This is important for online businesses because the danger is larger than in brick-and-mortar stores, and in the online environment, customers divulge more than just their payment method and personal information. Quintal and Phau (2013) investigated the impact of brand familiarity, extrinsic qualities, self-confidence, perceived efficiency, and six aspects of perceived risk on purchasing intentions. The connection between reported purchase intentions and time risk was mediated in a negative way by time risk. Choo et al. (2016) discussed the factors that determined the willingness of equestrians to participate in equestrian tourism. This study found that perceived risk factors strongly influenced engagement variables, which in turn greatly influenced the decision to participate in equestrian tourism again. In addition, time risk had the most detrimental effect on advertising involvement. Previous research demonstrated a negative correlation between time risk and purchase intent and provided a comprehensive grasp of the interrelationships between the variables, but it was conducted in poor countries and did not particularly examine paid search advertising.

Chen (2013) explains the consequences of mobile banking services diffusion and adopters, perceived risk, brand recognition, and brand image of mobile banking service providers. The findings demonstrated that time risk components of perceived risk are quite minor. On the other hand, perceived risk has a negative and considerable effect on purchasing intention. Ariffin et al. (2018) investigated the association between five perceived risk variables and Malaysian consumers' willingness to make online purchases. The findings show that consumers' perceptions of time risks associated with online shopping considerably affect their propensity to shop online. Both studies were conducted in underdeveloped countries and had positive results, despite the fact that mobile banking and online shopping were examined instead of Google AdWords. Beneke et al. (2012) identified which dangers customers in South Africa associated with premium grocery store private label products and which of these hazards had the most significant impact on their purchase intent. The experiment was conducted in South Africa and yielded results that differed from the use of brick-and-mortar stores as opposed to Google Shopping ads.

In conclusion, research demonstrates that despite the absence of paid media advertising, time risk is positively connected with purchase intent in digital platform-based interactions (Liu et al., 2013; Yang et al., 2015; Yaraş et al., 2017). Whereas Rajamma et al. (2009), Chen (2013), Kim and Lennon (2013), Quintal and Phau (2013), Choo et al. (2016), Ariffin et al. (2018), Paramitha et al. (2021), Qalati et al. (2021), Lee and Lee (2022), and Rahmi et al. (2022) uncovered a

significant correlation between time risk and purchase intent, but the studies were conducted in industrialised nations and focused on various online conduits, not Google Ads. Only Beneke et al. (2012) did research in South Africa, and they utilised brick-and-mortar venues instead of Google Shopping ads.

3.4.7 Intention to purchase

The hierarchy of effects model is a marketing communication paradigm that depicts the progression of customers from awareness to action through a succession of stages. The concept is comprised of six hierarchical stages: awareness, knowledge, preference, conviction, and purchase (Kenton, 2021). The first step, awareness, requires the creation of a message that attracts the attention of the target audience and establishes brand recognition (Gordon, 2022). Mustafi and Hosain (2020) specified that the subsequent phase is knowledge, in which consumers acquire more information about the brand, product, or service. In the like phase, people form a favourable opinion of the brand, product, or service. In the preference stage, customers favour the brand above its rivals (Paramitha et al., 2021). The conviction stage entails developing a strong belief in the brand, product, or service, whereas the ultimate stage, purchase, refers to the actual purchase of the product (Yoo et al., 2010; Genc, 2019). Kenton (2021) noted that the hierarchy of effects model is a strategic approach employed to establish a systematic sequence of advertising message objectives for a specific product. This model involves a progressive series of objectives, each of which is designed to build upon the previous one, ultimately leading to the desired outcome of a sale (Gordon, 2022). The campaign's objectives are arranged in a hierarchical order of sequential delivery, starting with the initial stage of raising awareness, followed by the acquisition of knowledge, development of liking, formation of preference, establishment of conviction, and culminating in the ultimate stage of purchase (Yoo et al., 2010; Wang & Genc, 2019; Mustafi & Hosain, 2020; Kenton, 2021; Paramitha et al., 2021; Gordon, 2022; Ou et al., 2022). The hierarchy of effects model is an essential tool for marketers to comprehend how consumers think and how to design effective marketing efforts that result in purchases.

Customer purchase intention is an important aspect in forecasting consumer behaviour, which is influenced by a variety of events and conditions. Li and Zhang (2002) show that online purchasing intention refers to consumers' readiness to buy a product or service from an internet retailer. Intention to purchase is defined by Huarng et al. (2010) as the process through which a customer decides to acquire a product or service based on ads. At the stage of intent to purchase, the customer has decided to purchase and is actively seeking information to complete the deal (Harrigan et al., 2021; Paramitha et al., 2021; Alwan & Alshurideh, 2022). Marketers can affect purchase intent by designing campaigns that target each level of the hierarchy of effects model, from increasing product or service awareness to instilling a strong belief about it (Lee & Lee, 2022). By gaining an understanding of customer behaviour and the various aspects that influence

their decision-making process, marketers are able to develop successful strategies to stimulate buy intent and increase revenue (Dong et al., 2021; Purwanto, 2022; Hewei & Youngsook, 2022; Li, 2023).

This research aims to establish the impact of Google Shopping advertising on Generation Y's purchasing intentions. Brand awareness, trust, perceived value, irritation, product risk, and time risk are the drivers. Using data that can be reconstructed into functional statistics, a quantitative research technique is employed to evaluate the research problem. A literature review combined with a self-administered questionnaire facilitates a broader understanding and perception of evidence.

Numerous studies have been conducted on intention to purchase. Some studies are comprehensive in scope, examining the overall marketing strategies of Google Shopping ads, and others are specialised, focusing on certain sorts of marketing communication (see Table 3.1 below).

Table 3.1: Summary of intention to purchase usage literacy within the digital landscape

Authors and year	Purpose/aims/ objectives	Research methodology	Main findings relating to research topic
Ling et al. (2010)	This study examines the impact of individuals' shopping orientations, trust, and prior online purchasing behaviour on their intention to engage in future online transactions within the e-commerce sector.	The sample consisted of 142 students from a private university in Malaysia.	The theoretical framework posited a positive correlation between the level of trust established by consumers towards online platforms and their inclination to engage in e-commerce transactions.
Kim et al. (2011a)	To consider the impact on potential and repeat customers' online buying decisions	An online survey received 513 responses from Koreans with a mean age of 27 years.	The study showed that potential customers' buying decisions were influenced more by perceived trust than those of repeat customers relating to digital marketing efforts.
Kim et al. (2011b)	To investigate the relative impact on potential and repeat customers' online buying decisions within the e-commerce industry in Korean.	Survey method was utilised to examine the hypotheses of the study. Within Korea, 161 of the total 513 answers were from prospective consumers and 352 from returning customers.	The research findings indicate that the perceived value of a product or service has a more significant influence on the purchasing intentions of potential and repeat customers of an e-commerce platform than the perceived price.
Liu et al. (2013)	To analyse the perceived benefits, perceived risk, and trust influence on Chinese consumers' participation in institutionally organised online community buying.	An online survey reached 578 Chinese respondents between the ages of 20 and 40.	Consumers' attitudes about group purchasing were not significantly influenced by time risk, indicating that time risk does not have a detrimental effect on group online purchasing.
Ponte et al. (2015)	The study aimed to examine the relationship between perceived value, trust, and the antecedents of perceived security and privacy in shaping online purchasing intentions. Specifically, the impact of consumers' perceived information quality, privacy, and security on trust were investigated.	A total of 451 internet users' data (78.5% were aged 25 – 44 year) was collected in Spain.	The results suggest that trust plays a favourable role in shaping the online purchasing intentions and e-commerce adoption.
Yang et al. (2015)	To quantify how various uncertainties lead to different perceived risk dimensions that stymie m-payment acceptance within China.	A total of 310 internet surveys were conducted, with 71% of participants being between the ages of 25 and 35 in China.	The study concluded that time consumption has no adverse effect on consumers' perceptions of the value of mobile payments or their intention to use them. As perceived risk was found to affect intention to buy for mobile payment adoption.
Gurung and Raja (2016)	The objective was to examine the correlation between trust, privacy, and security concerns and the perceived risk associated with the adoption of e-commerce.	The survey gathered data from 273 US undergraduate business students. The respondents ranged in age from 17 to 49, but 44.5% were between 21 and 29 years old.	The results suggest that the linkage between risk perception and intention to purchase for e-commerce adoption is not supported by an e-commerce transaction.
Artola et al. (2017)	The objective of this research was to investigate the underlying factors that drive the utilisation of user-generated content for the acquisition of visitor	The study conducted in Spain employed a multiple indicators-multiple causes model and a structural equation model for empirical analysis.	The study showed that users tend to form expectations regarding visitor destinations upon receiving user-generated content, as they place their trust in such content disseminated through social media.

	information, as well as its effects on the expectations of travellers.		
Han and Kim (2017)	The aim of this study was to examine the perceptions of Chinese consumers towards Taobao as an online marketplace, specifically in the context of purchasing high and low involvement products. Additionally, the study sought to identify the types of risks that were associated with each product category and how these risk perceptions impacted consumers' confidence in Taobao as well as their intention to make a purchase on the platform.	Data was collected from 217 Chinese university students through an online survey that was self-administered.	The findings of the study indicate that there exists a negative correlation between product risk and consumers' confidence and purchasing intention, irrespective of their degree of product involvement, with regard to e-commerce adoption.
Yaraş et al. (2017)	To identify the effects of factors influencing consumers' intention to purchase from the internet among 419 Turkish participants.	Data from 419 participants was obtained in Turkey in an empirical study.	The results of the study suggest that there exists a positive relationship between time risk and purchase intention in the context of online shopping.
Jain et al. (2018)	To understand customer behaviour in the context of hyper-personalisation on online shopping users.	The data was collected from 270 respondents in India aged 18 – 45 years.	The results of the study suggested that perceived utility had a close association with purchasing intention for digital marketing efforts.
Kim et al. (2019)	This study explains why seniors use mobile social network sites by applying the theories of diffusion of innovations and uses and gratifications.	The investigation employed the innovation diffusion theory and the uses and gratifications theory to elucidate the factors that motivate elderly individuals to engage with mobile social networking platforms. Crucial explanatory factors consisted of the degree of attachment to the site and the authenticity of the experience within the Korean context.	The findings suggest that the influence of the dissemination of innovation on authentic experience was more significant compared to its influence on premise attachment. Furthermore, the impact of uses and gratifications exhibited a higher degree of significance on authentic experience in comparison with site attachment. The study also examined the moderating function that exists between the groups that made a purchase and those that did not. The impact of the dissemination of innovation on the level of attachment to a particular site and the authenticity of the experience was more pronounced among individuals who did not make a purchase, as compared to those who did, in the context of social media.
Rosillo-Díaz et al. (2019)	To examine the impact of distinct cultural dimensions on the perception of product quality, perceived risk, and purchase intention within the context of e-commerce platforms.	The ultimate sample comprised 346 Spanish consumers who engaged in online shopping, with a predominant age range of 18 to 29 years old (69.7%). Additionally, the participants were identified as frequent users of e-commerce platforms within the Spanish market.	The study's results indicate that the cultural factors of uncertainty-avoidance and collectivism are associated with a detrimental effect on the perceived risk and purchasing intention within the realm of e-commerce platforms.
Vasudevan and Kumar (2019)	The aim of this study is to examine the relatively unexplored area of brand awareness within the framework of Indian websites.	The study employed technological tools to investigate the brand discovery patterns exhibited by consumers of Indian real estate websites. The study conducted by the authors focused on the analysis of significantly altered procedures, such as the journey of brand	As per the findings of the authors, the digital realm's brand awareness can be ascribed to factors such as those generated by the firm, those generated by the user, and those initiated by experience. The modified dimensions have a significant impact on the advertising expenses of brands, including digital ones. This implies that digital

		experience, along with the origins and precursors of brand consciousness for real estate websites operating in India.	technology will play an increasingly crucial role in brand communication endeavours for digital marketing, affecting all marketers.
Harrigan et al. (2021)	This inquiry aimed to pinpoint the specific social media attributes that impact the likelihood of buying fashion-related items, with a particular focus on trust.	The age group of 18 to 24 constituted the largest proportion of participants in a survey of 150 European individuals aged between 18 and 44.	The findings suggest that the credibility of a brand has a significant impact on the purchasing intention of consumers on social media.
Hsiao (2021)	This study examined the impact of interpersonal competence on social commerce behaviour in Taiwan via the lens of perceived customer value.	The primary data was acquired from 255 respondents with a response age range primarily between 18 and 30 years old in Taiwan.	The findings indicate the connection between interpersonal competence and consumer perception of value. In addition, they highlight the influence of utilitarian value and social value on intentions to engage in social commerce behaviour.
Jain (2021)	The research endeavoured to identify the determinants that exert an impact on the intentions of consumers to purchase luxury apparel online. The study aimed to examine the potential moderating influence of perceived risk and web atmospherics on the association between attitude and intention to purchase luxury fashion products through online channels.	Data was collected from a sample of 250 Indian consumers of luxury fashion through the administration of standardised questionnaires. The study participants exhibited a wide age range, spanning from 18 to 50 years.	The results of the study indicate that there exists a positive correlation between the perceived value and the intention to purchase luxury items online, as mediated by the attitude towards purchasing within the luxury market.
Qalati et al. (2021)	This study investigated the correlation between the precursors of trust in e-commerce and the moderating influence of perceived risk on the relationship between trust and intention to purchase online in the context of Pakistan.	A total of 356 valid responses were gathered from individuals aged 18 to 35 in Pakistan through an online poll.	The study demonstrates that the element of product risk, which is a vital component of perceived risk, exerts a positive influence on the intention to make online purchases.
Sulthana and Vasantha (2021)	The objective was to analyse Indian customers' trust in social media and include their perceptions of quality in order to determine their purchase intent in India.	Using survey and purposive sampling techniques, 310 people were surveyed to acquire data. The respondents' ages ranged from 25 to 56, with the majority lying between 26 and 35 years old.	The results indicate that trust has a positive impact on the intention to purchase through social media.
Adam et al. (2022)	The objective of this study was to examine the influence of perceived risk on the adoption of e-marketing as a framework for making purchase decisions amidst the Covid-19 outbreak in Aceh Province, Indonesia.	The study employed a quantitative methodology and recruited a sample of 325 individuals who responded to an online survey administered in Indonesia.	With respect to the age of the respondents, it spanned from 30 years or less to over 50 years. The findings indicated that the perceived value of electronic marketing exerted a favourable and noteworthy impact on customers' buying behaviour.
Cabeza-Ramírez et al. (2022)	The study aimed to bridge the existing gap in literature by conducting a comprehensive review of theoretical literature pertaining to the interplay between perceived credibility, risk perception, product participation, and intention to buy.	An exploratory-descriptive approach was employed to test the resulting hypotheses on a sample of 116 Generation Y and 135 Gen X influencer followers in Spain, specifically Mara Pombo. Data was collected through a non-probabilistic online questionnaire using convenience and snowballing methods. The study's participants exhibited a wide age	The results confirmed generational cohort moderating effects on message credibility, purchase intent, and Millennials' risk perception via social media.

		range, spanning from 26 to 60 years old. The age group with the highest number of individuals fell within the range of 26 to 30 years old.	
Hameed et al. (2022)	The objective of this investigation was to ascertain the impact of perceived entertainment, perceived usefulness, perceived annoyance, the impression of trust, and perceived value on behaviour intentions towards mobile learning.	The study employed a multistage cluster sampling technique owing to its association with survey research. During the preliminary stage, a simple random sampling method was employed to a group of five universities in Pakistan. Following the removal of outliers and missing data, a convenience sampling approach was utilised to analyse a total sample size of 586 individuals. The age categories of the participants ranged from 15 to 55 years.	The findings suggest that the perceived factors of entertainment, informativeness, trustworthiness, and value exert a substantial and positive influence on attitudes towards mobile learning, while perceived irritation has a detrimental effect. The study found that perceived entertainment, credibility, and value exert a direct and significant impact on the behavioural intention towards mobile learning. Conversely, perceived irritation has a negative effect, while perceived usefulness has no discernible impact on online learning.
Han et al. (2022)	When embarking on a product search, it is crucial to take into account multiple factors such as the search topic, the device utilized, and the buying stage. To facilitate this process, it is advantageous to collect data on user clickstreams from both PC and mobile platforms. Additionally, an entropy-based metric can be employed to ascertain the extent and profundity of browsing, while topic modelling can furnish valuable insights into the subjects and characteristics of searches at various stages of the purchasing journey.	This study employed panel data comprising clickstream data from both mobile and PC searches, in combination with an entropy-based metric to map the extent and profundity of browsing, and topic modelling to obtain a deeper understanding of the characteristics and themes of searches at different stages of the purchase process in Korea.	The results suggest that, despite the use of multiple devices, consumers exhibit a preference for utilising mobile devices to conduct broad searches during the earlier stages of decision-making and for conducting in-depth searches during the later stages. These findings lend support to the concept of a two-stage decision-making process. The behaviour of consumers indicates a tendency to engage in thorough searches for a particular brand on mobile devices, while displaying a comparatively lower inclination to do so on desktop computers. Furthermore, a contrast between consumers who solely conduct online conversions through personal computers and those who use multiple devices indicates a clear inclination towards devices based on the search topics for the adoption of e-commerce.
Hewei and Youngsook (2022)	The objective of this study was to investigate the impact of social e-commerce fashion products on the continuation of purchase intention, as well as to explore the interplay between social media engagement, perceived value, and immersion experience.	An analysis was conducted on 776 surveys from Chinese participants.	The findings suggest that the perceived value of social e-commerce platforms has a significant and favourable impact on the probability of repeat purchases.
Lee and Lee (2022)	The aim of this study was to investigate the impact of parasocial interactions on consumer purchase intentions, specifically through the lenses of vicarious experience and risk perception.	The postulated research framework was corroborated by data obtained from a sample of 318 Korean females aged between 20 and 29 years.	The study found that the presence of product risk is a significant determinant of the level of perceived risk. Furthermore, the findings indicated that the perception of risk had a significant and negative impact on the purchasing intentions of YouTube content.
Ou et al. (2022)	The study focused on examining the determinants that affect consumers' intention to engage in online group buying on community e-commerce platforms. The	A total of 296 valid questionnaires were collected from respondents in Taiwan, who were asked to rate their opinions on a five-point Likert scale. The age groups represented	The study has showed that perceived risks exhibit an interference effect. Specifically, when consumers perceive a high level of risks, their engagement as customers weakens, thereby reducing their intention to make

	study developed models that incorporated conformity behaviours, perceived risks, customer engagement, and online group buying intention. Additionally, the study explored the potential mediating effect of customer engagement and the interfering effect of perceived risks.	in the sample included individuals under 25 years of age and those aged 50 years and older. Notably, the largest age group represented in the sample was individuals aged 25 years, comprising 25.3% of the total respondents.	purchases in a group setting on community e-commerce platforms.
Özdemir and Nacar (2022)	This study aims to analyse and deliberate upon the e-commerce papers that have been indexed in the Web of Science (WOS) database from 2010 to 2020. The analysis was based on various parameters such as journals, publication years, countries, sample sizes, primary objectives, theories, variables, and significant findings.	A total of 70 research articles were assessed. The eligibility requirements for the articles in question stipulated that they must be research-oriented and must have sourced data from consumers who engaged with e-commerce platforms, utilising the content analysis methodology as implemented in Turkey.	The perception of trust by consumers has a positive impact on their intentions to make a purchase and to make repeat purchases. Furthermore, the perceived usefulness, perceived ease of use, perceived value, and perceived risk are crucial factors that influence the consumers' inclination to make a purchase and engage in repeat purchases in the context of electronic commerce. Finally, it should be noted that the perception of risk has a detrimental effect on the way in which consumers perceive and intend to purchase from e-commerce platforms.
Purwanto (2022)	This study aimed test and demonstrate the effect of marketing strategy via digital marketing on purchasing decisions, mediated by brand awareness.	Information was acquired from 320 respondents who engaged with Indonesian SMEs via a questionnaire.	Digital marketing has a positive and significant impact on purchase decisions, and brand awareness, as a moderating variable, can strengthen or magnify the impact of digital marketing factors on buy decision variables.

The research delineated in the table focuses on various subjects, all centred on the impact of Google Shopping ads among Generation Y and its influence on purchase intention. Numerous studies have also advocated for the examination of a broader range of digital marketing categories, particularly social media advertising (Basheer & Ibrahim, 2010; Kim et al., 2011; Hutter et al., 2013; Furner et al., 2016; Artola et al., 2017; Ariffin et al., 2018; Rahman et al., 2018; Chakraborty, 2019; Cui et al., 2019; Wang & Genc, 2019; Chetioui et al., 2020; Dabbous & Barakat, 2020; Hosseinikhah & Mirabolghasemi, 2020; Irshad et al., 2020; Moslehpour et al., 2020; Sanny et al., 2020; Sari et al., 2021; Sung, 2020; Hsiao, 2021; Hewei & Youngsook, 2022; Kharisma et al., 2022; Lee & Lee, 2022; Li, 2023; Mishra & Mategaonkar, 2023).

Quantitative research methods, such as surveys and experiments, are employed to gather objective data for statistical analysis. Additionally, many studies have utilised quantitative research methodologies (Ling et al., 2010; Kim et al., 2011a; Kim et al., 2011b; Liu et al., 2013; Ponte et al., 2015; Yang et al., 2015; Gurung & Raja, 2016; Han & Kim, 2017; Yaraş et al., 2017; Jain et al., 2018; Rosillo-Díaz et al., 2019; Harrigan et al., 2021; Hsiao, 2021; Jain, 2021; Qalati et al., 2021; Sulthana & Vasantha, 2021; Zhao, 2021; Adam et al., 2022; Alwan & Alshurideh, 2022; Hewei & Youngsook, 2022; Kharisma et al., 2022; Lee & Lee, 2022; Purwanto, 2022; Li, 2023; Mishra & Mategaonkar, 2023). However, it is important to adapt the research methods of a study to the specific target group, including the use of language and imagery that is acceptable and relevant to that particular group.

Several studies were conducted using Generation Y (Ling et al., 2010; Liu et al., 2013; Ponte et al., 2015; Yang et al., 2015; Gurung & Raja, 2016; Han & Kim, 2017; Jain et al., 2018; Harrigan et al., 2021; Hsiao, 2021; Qalati et al., 2021). A few researchers have utilised generations and broader age groups (Kim et al., 2011a; Kim et al., 2011b; Yaraş et al., 2017; Rosillo-Díaz et al., 2019; Jain, 2021; Sulthana & Vasantha, 2021; Zhao, 2021; Adam et al., 2022; Alwan & Alshurideh, 2022; Balca & Casais, 2022; Hewei & Youngsook, 2022; Kharisma et al., 2022; Lee & Lee, 2022; Purwanto, 2022; Mishra & Mategaonkar, 2023). Other studies evaluated different cohorts (Ha and Janda, 2014; Ponte et al., 2015; Kim et al., 2019; Jain, 2021; Alwan & Alshurideh, 2022; Hameed et al., 2022; Ou et al., 2022; Özdemir & Nacar, 2022; Li, 2023).

A few studies were conducted in developing nations similar to South Africa, but each had its own unique characteristics. (Ling et al., 2010; Huy Tuu & Olsen, 2012; Hsu et al., 2013; Saadeghvaziri et al., 2013; Ponte et al., 2015; Sharifi, 2014; Yen, 2015; Ariffin et al., 2018; Chen et al., 2018; Vasudevan & Kumar, 2019; Adam et al., 2022; Sulthana & Vasantha, 2021; Qalati et al., 2021; Purwanto, 2022). Moreover, the economic situation of developing countries may vary widely, resulting in diverse consumer behaviours and purchasing power; thus, a number of studies were conducted in developed nations (Rajamma et al., 2009; Kim & Lennon, 2013; Quintal & Phau,

2013; Eun Lee & Stoel, 2014; Choo et al., 2016; Hasan, 2016; Florenthal et al., 2020; Harrigan et al., 2021; Cabeza-Ramírez et al., 2022; Han et al., 2022), but this study considered a Third World nation, namely South Africa.

This study examines the influence of consumer attitudes regarding brand awareness, trust, perceived value, annoyance, product risk, and time risk. In addition, it conducts a cross-analysis of usage patterns and demographic characteristics that influence the purchasing intentions of Generation Y in Cape Town.

3.5 Usage characteristics

This section will examine the findings of previous studies to have a better understanding of how various online use factors may influence intention to purchase among Generation Y. Consequently, a secondary objective of the study was to discover if usage parameters impact purchase intent due to Google Shopping advertisements for e-commerce enterprises.

3.5.1 Access

In terms of digital interaction and conversion metrics, Balca and Casais (2022) investigated the effectiveness of display advertising using Google Ads and Facebook Ads in two unique markets, Portuguese and Argentinian. The researchers analysed Google AdWords and Facebook data for business insights. It shows that the Portuguese and Argentinians use mobile devices substantially more frequently than desktop PCs. Han et al. (2022) accumulated knowledge on cross-device search behaviour derived from industry reports and at an aggregate level which was conducted in Korea. They used panel data consisting of clickstream from mobile and PC searches in conjunction with an entropy-based metric to chart the breadth and depth of browsing and topic modelling to gain insight into the nature and themes of the search at various locations along the path to purchase. The figures show that users prefer mobile devices for earlier stages and PCs for deeper searches in later stages, lending support to the notion of two-stage decision-making despite the use of multiple devices. Consumers exhibit a pattern of conducting extensive searches for the purchased brand on mobile devices, but not on desktop computers. In addition, a comparison of consumers whose online conversions occurred exclusively via PC versus across devices showed a distinct preference for devices based on the search topics. The objective of Lu and Du's (2020) study was to compare consumer click-through behaviour on sponsored search adverts across mobile, desktop, and tablet devices. Tablets had the highest CTR for the top sponsored search advertisement for non-branded inquiries, followed by smartphones and desktop computers.

Stewart et al. (2018) sought to build a methodology for analysing consumer responses to digital marketing and search activity. The statistics indicate that the opinions of clients towards digital

advertisements were unrelated to their device type. Access to digital advertisements interacts positively with purchasing intent, which is helpful for the current study, as demonstrated by the aforementioned research. Zhao (2021) examined the influence mechanism of contextual mobile advertising elements on Taiwanese buying intent. The validity of the model was demonstrated by analysing survey data from a representative sample of 340 mobile consumers between the ages of 18 and 50. The results of the data analysis indicate that contextual mobile advertising elements have a substantial beneficial impact on purchase intent. Zheng et al. (2016) conducted an empirical assessment of the ranking effect across multiple device types in the setting of e-commerce. By giving descriptive facts about shopping behaviour, the results show that mobile and desktop shoppers are qualitatively comparable. So, the diminished ranking effect on mobile devices may be attributable to device restrictions rather than shopper self-selection.

The objective of Xu et al. (2017) was to comprehend and quantify the causal effect of tablets on a unique data set of Alibaba sales in China. The results imply that the tablet channel can replace the PC channel or serve as a supplement to the smartphone channel. Due to the involvement of the e-commerce industry, the outcomes of the study that assessed access and had a positive attitude towards buying intent differed from the results of the present study. Miltgen et al. (2019) investigated whether the drivers and mitigating factors that influence consumer responses to social networking site advertising varied among Facebook users. As a result of general advertising, people who mostly use Facebook on a desktop computer have more positive sentiments than those who primarily use Facebook on a mobile device. Duffett (2015) investigated the influence of Millennials' Facebook opinions on their buying intent and perceptions. However, no substantial changes in access were discovered. This is relevant to the current survey because the vast majority of Millennials undertake online product searches on their mobile devices, followed by those who use laptops/desktops.

Quantitative research has showed the existence of favourable relationships between mobile device access, purchase intent, and positive interactions with sponsored search ads (Stewart et al., 2018; Lu & Du, 2020; Zhao, 2021; Balça & Casais, 2022; Han et al., 2022). However, other studies found analogous links between access and purchase intention, as well as their advantageous interactions with e-commerce industry and social commerce’s despite not on focusing on Google AdWords (Xu et al., 2017; Zheng et al., 2016; Miltgen et al., 2018), but in certain instances, no statistical significance was found (Duffett, 2015).

3.5.2 Usage length

Significant drivers of e-commerce adoption have been attributed to Ariansyah et al. (2021). These results imply that the utilisation of social media, instant messaging, email, and internet-surfing services may help differentiate early adopters from late adopters in e-commerce. The purpose of

a study by Mishra and Mategaonkar (2023) was to compare the online ad sales revenue generated by Meta and Google. The majority of survey respondents made online purchases for more than five years. The findings showed that the greater the frequency of consumption, the greater the intention to purchase. Duffett (2015) determined the effect of Millennials' behavioural attitudes toward Facebook on their intention to purchase and purchase perceptions. The findings indicated that the duration of time spent on Facebook had no effect on millennials' buying intention. Duffett (2017) examined the effect of interactive social media marketing messages on South African teens' cognitive, affective, and behavioural attitude components. Three self-administered questionnaires were used to survey nearly 13 000 learners in South Africa's colleges and high schools between the ages of 13 and 18. The findings indicate that adolescents who had used social media for at least two years had the most favourable cognitive attitudes toward social networking sites, whereas those who had used social media for less than a year had the most favourable behavioural attitudes toward social network advertising. Both investigations focused on social media, rather than on paid search advertisements.

Newman et al. (2018) examined how US consumers' interactions with retailers' data was gathered through a series of online surveys of adult consumers who had previously used retailer apps. The final sample of Study 1 was 277 adult respondent (aged 18 to 75 years) and that of study 2 included 212 adult respondents aged 18 - 69. The findings indicated that the more frequently consumers use a retailer's app more frequently their connection to the app was strengthened, resulting in an increase in intention to purchase. These results are comparable to this study’s Google Shopping ads usage frequency results. Gong et al. (2018) investigated why seasoned smartphone mobile app users continued to utilise them. By developing a conceptual model that validates the critical determinants of WeChat users' intent to continue using the app in China, the latter study was able to ascertain their continued usage. The study collected quantitative data through the use of a self-administered survey. A total of 295 valid responses were obtained. The study used a median split-in sample based on experience values and group analysis to compare two subsamples of experienced users, namely those with fewer than two years of experience (low-experience users) and those with more than two years of experience (high-experience users). Moreover, the frequency of usage had a significant impact on the continuance intention of high-experience users.

Pappas et al. (2014) sought to determine whether experience had a moderating influence on the link between antecedents and satisfaction, as well as the association between satisfaction and repurchase intention. Primary data was collected through a survey of respondents in Greece with the final sample including 393 internet buyers who completed the survey successfully. The data was divided into two categories based on the respondents' level of experience using a median

division. Thus, one group consisted of respondents who had conducted at least one online transaction but no more than five in the preceding six months (low-experience users), while the other group consisted of respondents who had conducted more than five online transactions in the preceding six months (high-experienced users). The findings indicate performance expectations and suggest that consumers are more satisfied with their online purchases the more experience they have. However, performance expectations do not appear to affect the contentment of less-experienced consumers. The results of the aforementioned studies may have been affected by the fact that they were conducted in developed/First World nations. However, because of its positive effect on the duration of behavioural interaction utilisation.

Positive associations were seen between less experienced usage length and purchase intention, as well as beneficial interactions between the e-commerce and social commerce industries, despite not focusing on Google Ads (Pappas et al., 2014; Duffett, 2017; Gong et al., 2018; Newman et al., 2018; Mishra & Mategaonkar, 2023). However, quantitative research conducted by Duffett (2015) showed no correlation between usage duration and purchasing intention within a social networking site.

3.5.3 Usage frequency

The research conducted by Tunshevavong (2022) concluded that Google Search is more useful and suited for Thai users than other search engines. Daily, Thai Millennials made use of search engines, internet platforms, and internet services. A number of quantitative researchers discovered that greater usage frequency and intent to purchase were positively correlated across a variety of age groups; however, none of the subsequent studies focused specifically on Google Shopping ads; rather, they incorporated data from a variety of other digital channels. Duffett (2017) clarifies that the average value indicates that adolescents who logged on most regularly demonstrated the most highly favourable attitudes toward social media marketing communications throughout all of the attitude stages. Furthermore, the most engaged internet users demonstrated the greatest proclivity for utilising commercial content available online to aid in purchasing decisions (Maddox & Gong, 2005). Duffett (2015) examined the impact of Millennials' Facebook behaviour on their purchase intention and perceptions, as well as the impact of various use and demographic characteristics. The findings indicate that Facebook ads have a beneficial effect on the behavioural attitudes of South African Millennials on their intention to buy and purchase, particularly their profile update frequency.

Kim et al. (2019) used the diffusion of innovations theory in conjunction with the theory of uses and gratifications to explain why seniors use mobile social networking sites. A randomly selected sample of 549 seniors aged 50 or older from across the US was used. The findings indicated that customers with a consistent log-on pattern had an effect on on-site attachment. As a result,

different queries showed varying log-on frequency outcomes, although the majority concluded that greater log-on frequencies resulted in more positive attitude responses. Artola et al. (2017) determined the effect of social media on the creation of expectations for a tourist site among 375 tourists visiting Spain. The study discovered that the bigger the scale of the intensity of social media usage directed at a tourist site, the greater the social media usage, which resulted in more positive behavioural characteristics.

While the preceding research evaluated the usage of social networking platforms rather than Google advertising directly, the findings corroborate those of the current study, as use frequency was demonstrated to connect with purchase intention. Vasudevan and Kumar (2019) updated techniques for brand identity development on real estate websites. The findings indicate that advertising awareness has a positive effect on brand awareness, which eventually results in actual purchase, indicating that there is a correlation between internet usage, brand awareness, and intention to purchase. The similarities between this study and Vasudevan and Kumar's (2019) study may be explained by both enrolling participants from underdeveloped countries.

In sum, a number of quantitative researchers found that increased frequency of usage and desire to purchase were positively associated across samples of various age groups, despite the fact that these studies explored dissimilar digital platforms and/or countries (Duffett, 2015; Artola et al., 2017; Kim et al., 2019; Vasudevan & Kumar, 2019).

3.5.4 Usage hours

Vasudevan and Arokiasamy (2021) showed that Malaysians spent more time online and are more inclined to buy online. Rahman (2015) ascertained the digital information scanning and internet usage habits of Bangladesh's Generation Y. The survey used divides Generation Y into two age groups: those aged 18-25 who were students and those aged 26-35 who were employed. This study's analysis is based on 305 face-to-face interviews utilising structured questionnaires. The data indicates that the majority of respondents in the 18-25 age range spent at least two to five hours each week on the internet. However, their Facebook usage remained very high, indicating that this group of females spent the most of their internet time on social media. Duffett (2015) found that Millennials who logged on for one hour or less had lower intention to purchase levels towards Facebook advertising compared to those who logged on to this social media platform for 2 hours. The findings align with those of the current study in terms of the cohort and developing country, except a divergent digital platform was used.

Mustafi and Hosain (2020) determined the effect of online marketing on Bangladeshi clients' smartphone purchasing intentions. While all participants had some level of expertise with smartphones, the results suggested that usage has little bearing on purchase intention, although

no correlation was identified between usage and intention to purchase. The study contributes to existing research by offering a thorough picture of the elements that drive purchasing intention, and it was conducted using e-commerce sites rather than Google Shopping advertisements. Lee and Lee (2010) examined US customers' adoption of mobile services via the aspect of channel extension. An online survey received responses from 492 participants aged from 20 – 62 years. African American respondents utilised the internet and mobile phones to listen to and download music, play games, gamble, and access information on business/finance. Additional service categories demonstrated significant connections with current internet and mobile phone usage of two hours or more. Usage hours can be considered a consideration due to the nature of their effect on behavioural interaction, as indicated in the preceding study despite the fact that it was conducted in a developed country.

In conclusion, a number of quantitative studies indicated that increased usage hours and desire to purchase were positively associated across samples predominantly composed of Millennials, despite the fact that these studies examined disparate digital platforms and/or nations (Lee & Lee, 2010; Duffett, 2015; Rahman. 2015; Mustafi & Hosain, 2020; Vasudevan & Arokiasamy, 2021; Tunshevavong, 2022).

3.6 Demographics

This section on demographic characteristics is essential to comprehend the secondary objective of this study. The structure, distribution, and size of a population comprise its demographics. Demographic information such as an individual's level of education and age are utilised to analyse and comprehend the factors that affect decision-making. Demographics affect consumption patterns both indirectly and directly, for instance through influencing the personal values and decision-making styles of individuals. The findings of this study were cross-analysed using demographic variables to determine whether there were statistically significant variations in terms of purchase intent toward Google Shopping ads.

3.6.1 Gender

In terms of digital engagement and conversion metrics, Balca and Casais (2022) investigated the effectiveness of display advertising using Google Ads and Facebook Ads in two unique Portuguese and Argentinean marketplaces. The researchers analysed Google Ads and Facebook data for business insights. The study indicated that 54% of this value was defined by the female audience, 10% by the male audience, and 37% by those who did not correctly complete the form. As per information acquired, 627 women converted into the company's promoted goods, while just 116 males represented the income earned. The purpose of a study by Mishra and Mategaonkar (2023) was to compare the online ad sales revenue generated by Meta and Google.

The results showed that males are more likely than females to act on online advertisements. Dewi et al. (2019) explored the factors that influence consumers' online buying intentions to see whether there was a substantial difference in path coefficients between males and females; 668 Indonesian online consumers were surveyed. For female consumers, anxiety has a negative and important relationship with online purchasing intention, while for male consumers, anxiety has no such relationship. Furthermore, multi-group analysis shows that most factor coefficients in the determinants of online purchasing intentions do not vary significantly between males and females. Chiu et al. (2018) examined consumers' behavioural intention to buy sporting goods online using the model of goal-directed behaviour as a research context. Korean customers who made online athletic goods purchases were sampled by mall intercept sampling and gathered 314 questionnaires (66% were between the ages of 21 and 30 years). The findings showed that male consumers had higher levels of positive intention to purchase toward online sporting goods purchases than female consumers.

Chiu and Cho (2019) investigated the effect of perceived brand leadership on customer loyalty and repurchase intention for an e-commerce website. A survey of 476 Chinese consumers who had made purchases on e-commerce websites was conducted online (77.3% of the respondents were aged 20 - 39 years). This empirical evidence was representative of all online consumers, and gender had no discernible effect on repurchase intention. More precisely, quality had a greater impact on male consumers' pleasure and repurchase intention. The research analysed gender and found males to have a higher degree of purchase intent, which contradicts the findings of the current study, which found females to have a greater level of purchase intent. This could be because the following research concentrated on the e-commerce industry and did not include any sponsored search advertising. Hazari (2018) examined attitudes toward sponsorship outcome as it relates to purchase activity, gender, sponsor patronage, sports enthusiasm, and social media consumption in the context of the 2016 Rio Olympic Games. The data collection instrument was an online survey with 265 participants (93.6 percent were aged of 18 - 25 years). The results of this investigation unveiled a significant disparity in social media consumption across genders, with females exhibiting greater levels of social media engagement and intention to purchase. Rahman et al. (2018) the explored the mediating effect of Facebook fan-page followers' engagement activities on their purchase intention among 307 Facebook fan pages associated with five Malaysian businesses. Their findings indicate that when customers followed and engaged with a fan page, gender had a positive effect on their purchase intention. Specifically, the findings imply that female engaged followers are more likely than male involved followers to have purchasing intention.

Benson et al. (2019) assessed how social media user characteristics, cognitive factors, and individual beliefs influenced purchase intent. 514 European social media users were surveyed with 41% of respondents falling within the 18 to 28 year old age bracket. The findings indicate that males have a stronger buying intention when it comes to social networking sites than females do. Handarkho (2020) investigated how social experience influenced an individual's purchasing decision in the social commerce context. A survey of 288 social commerce users (aged 20 - 41 years) in Indonesia was collected. One of the significant moderating effects for subjective norms on intention to purchase was gender. From a gender viewpoint, it is discovered that the influence of subjective norms on a customer's purchasing decision was slightly greater for males than females. However, the aforementioned research focused exclusively on social commerce and excluded sponsored search advertising. Both Hazari (2018) and Rahman et al. (2018) discovered that females have a higher level of purchase intent, which is consistent with the findings of this study; whereas Benson et al. (2019) and Handarkho (2020) examined gender and discovered that males exhibit a greater degree of purchasing intent.

Arora and Sandhu (2018) assessed what factors influenced customers' use of electronic banking services in India. A total of 600 respondents were surveyed with 52% aged 25 – 34 years. The study discovered that demographic variable such as gender had a substantial impact on how customers used e-banking services: male respondents' utilisation was significantly lower than female respondents. Despite the fact that customers' uptake of mobile services was tested, the following investigations were done in developing nations.

Lee and Lee (2010) investigated US customers' adoption of mobile services via the viewpoint of channel extension. In various service categories, gender was found to have a significant effect on customers' current use of internet and mobile services, as well as their future plans to utilise mobile services. Male respondents were more likely than female respondents to utilise information services relating to entertainment, travel, business, and shopping, as well as educational services, shipment tracking, and location-based services. However, the preceding studies concentrated a on first world country, not on a developing country like South Africa.

As an outcome, a number of quantitative research found a positive correlation between female Millennials and desire to purchase across samples dominated by Millennials (Arora & Sandhu, 2018; Hazari, 2018; Rahman et al., 2018, Balca & Casais, 2022). Alternatively, some researchers found a positive correlation between male Millennials and desire to purchase (Lee & Lee, 2010; Chiu et al., 2018; Benson et al., 2019; Chiu & Cho, 2019; Dewi et al., 2019; Handarkho, 2020; Mishra & Mategaonkar, 2023), despite the fact that these studies explored dissimilar digital platforms and countries.

3.6.2 Age

Balca and Casais (2022) investigated the effectiveness of display advertising utilising Google Ads and Facebook Ads in two unique markets, Portuguese and Argentinean, based on digital engagement and conversion metrics. The researchers analysed the information provided by Google Ads and Facebook to get business insights. In Portugal, customers with the highest potential to convert purchases were found between the ages of 16 and 44, and in Argentina, between the ages of 35 and 44. The authors, Cabeza-Ramírez et al. (2022), conducted a literature review to examine the theoretical underpinnings of the associations among perceived credibility, risk perceptions, product participation, and intent to purchase. The aim of this endeavour was to fill the existing research gap in this area. The results confirmed that both Generation X and Millennial had a favourable association with purchase intention.

Mishra and Mategaonkar (2023) evaluated the online ad sales revenue generated by Google and Meta. They found that the most popular category was consumables, which were predominantly purchased by men between the ages of 23 and 40. Chiu and Cho (2019) examined the effect of an e-commerce website's perceived brand leadership on customer loyalty and repurchase intention. In terms of age gaps, consistency had a greater impact on satisfaction for customers over 40 years old than on younger consumers. Additionally, the impact of innovativeness on satisfaction and repurchase intention was greater for customers in their twenties than for those over forty years old. Though the aforementioned research indicated that age had a favourable effect on purchase intention, the age groupings do not correlate with the current study's findings and are not based on paid search advertising.

Rahman et al. (2018) assessed the mediating impact of Facebook fan-page followers' engagement activities on their purchase intention, as well as the moderating influence of followers' demographic profile and trust level in Malaysia. Three age groups were utilised: 20-40 years old, under 20 years old and above 40 years old. Between the three age groups, the middle-aged participants (20-40 years old), who were engaged followers, were likely to have the most intense buy intention, followed by the younger age group (under 20 years old) and adults (above 40 years old). Benson et al. (2019) investigated how the characteristics of social media users, cognitive factors, and individual beliefs affected purchase intent. The questionnaire was distributed across main social media networks to 514 European social media users (41% were aged 18 to 28 years). The findings determined that male users in their twenties (18-28 years old) had much higher purchasing intentions than male users in other age groups.

The aforementioned research demonstrates in general that age is positively connected with purchase intent in digital platform-based interaction, despite the concentration of the research on social media. Arora and Sandhu (2018) explored the elements that influenced customers' use of

electronic banking services in India. The study discovered that demographic variable such as age had a significant impact on how users interacted with online banking services. The absolute highest coefficient was of the age group “more than 45” years old. This shows that the usage of customers who are 45 or more than 45 years old was significantly lower than the customers who were less than 25 years old. Despite the study's focus on electronic banking services, the aforementioned research shows that age is positively associated with purchase intent in digital platform-based engagement. Bittner and Shipper (2014) examined the motivational effects of gamification in product ads and the age gaps associated with these. 101 participants (with an average age of 29 years) from the Netherlands and Belgium were surveyed. Gamification efficacy was thought to be influenced by age and previous experience with interactive games. Age differences imply that younger consumers aged 15-21, followed by those aged 22-38, had a larger desire to purchase the gamified product, evaluated it as more valuable, and reported better flow and enjoyment than consumers 39 years and older. The investigation was conducted in developed nations, despite the fact that gamification was evaluated. Regardless, the study identified age as a contributing factor towards intention to purchase.

Finally, these studies demonstrate older Millennials in a way that is consistent with the positive impact of consumer demand across businesses, social media platforms, financial services, and gamification (Bittner & Shipper, 2014; Arora & Sandhu, 2018; Rahman et al., 2018; Benson et al., 2019; Chiu & Cho, 2019; Balca & Casais, 2022; Cabeza-Ramírez et al., 2022; Mishra & Mategaonkar, 2023). The primary emphasis of the present study centred on Google Shopping advertisements; however, a distinct age cohort exhibited noteworthy findings.

3.6.3 Education level

The purpose of a study by Kizgin et al. (2021) was to examine the agential role of social media in terms of its influence on acculturation and consumption. The study collected data from over 500 respondents aged 16–74 years old in the Netherlands using a self-administered questionnaire. The respondents' educational attainment was classified into three distinct groups based on their degree of schooling. Group 1 respondents stated their highest level of education was defined by secondary education. Group 2 consisted of individuals who had completed a higher education programme, whereas Group 3 consisted of those who had earned a doctoral degree. The study found that schooling modifies the association between enculturation and purchasing intentions, resulting in a stronger association for Group 2 and a lower association for Group 3. The findings imply that offline preference for heritage culture preservation has a greater impact on purchase intentions for persons with a medium level of education than on those with a high level of education. Despite the presence of social media, the study examined education level and had a favourable attitude toward purchase intent, resulting in similar findings to the current study.

Matharu et al. (2018) examined the differential influence of television and print media advertisements on the purchase intentions of 400 respondents in India. The responses were gathered using a self-designed questionnaire using a five-point Likert scale, but no demographic information about the respondents' ages was acquired. The findings suggested that while postgraduate degree holders' intention to purchase was more important for print media advertisements, television advertisements appeared to be more effective for undergraduate respondents. Arora and Sandhu (2018) established the factors influencing customers' utilisation of electronic banking services in India. Education characteristics also had a significant positive effect on e-banking adoption, which is consistent with the favourable effect of education on internet use for banking services. The master's category of education, in particular, is also significantly and positively distinct from the elementary through high school category of education. Both studies were conducted in a developing country and produced comparable findings to the current one, despite the fact that traditional advertisement and electronic banking were evaluated. Regardless, both research studies indicated education levels as a factor influencing purchase intention.

In summary, Arora and Sandhu (2018), Matharu et al. (2018) and Kizgin et al. (2021) established that more education had a positive effect on Millennials' intention to purchase traditional marketing services, but they did not focus on Google Ads or underdeveloped nations.

3.6.4 Population group

Cabeza-Ramírez et al. (2022) reviewed theoretical contributions on the relationships between perceived trustworthiness, perceived risk, product involvement, and purchase intention. The results confirmed moderating effects of the generational cohort on message credibility, purchase intent, and Millennials' risk perception. Regarding Generation Y, perceived trustworthiness has a positive and significant relationship the coefficient is statistically higher for Generation X respondents. Therefore, followers of influencers between the ages of 41 and 60 are more influenced by message credibility than younger respondents. On the other hand, the influence of risk perception on purchase intention is negative and significant among Millennials, but not statistically significant among Generation X. Therefore, the first group is more influenced by the risk they perceive when purchasing a fashion product. Duffett (2015) investigated the effect of Millennials' behavioural attitudes on Facebook. The findings indicate that White Millennials showed lower purchase intention a towards Facebook advertisements than Black and Coloured Millennials. The study assessed a demographic segment and found that they had a favourable attitude toward intention to purchase, giving results comparable to those of the current study. Whereas the intention to purchase attitudinal responses of the Black and Coloured demographic group pertained to Google Shopping, not social media.

Butt and de Run (2010) examined the differences in attitude and behaviour between ethnic advertisements' target and non-target classes. The research sample consisted of 1 600 adolescents between the ages of 14 and 19 years from various states in Malaysia. The findings suggest a statistically important group distinction between target and non-target responders to the advertisement. Additionally, it demonstrates that race is a feasible goal variable for Malaysia's majority and minority ethnic groups.

Lee and Lee (2010) examined US customers' adoption of mobile services via the perspective of channel extension. An online survey was used to collect data among 492 with a mean age of 41 years. Ethnicity was found to have major effects on consumers' existing use of internet and mobile services, as well as their plans to use mobile services, in some service categories. Only among African American respondents did current internet purchases strongly indicate intention to utilise the same service via mobile. Both the studies by Butt and de Run (2010) and Lee and Lee (2010) focused on advertising rather than Google Ads. However, they were consistent with the current study's finding that population groupings have a direct effect on purchase intention.

Lin and Xu (2017) aimed to determine how consumers respond to electronic word-of-mouth and the effect of reviewer ethnicity, review valence, and social distance on perceived reviewer trustworthiness, brand attitude, and purchasing intention for a product evaluated by reviewers from three distinct ethnic groups in the US. The sample consisted of 620 respondents, with an average age of 19.19 years. Reviewers with a shared racial/ethnic identity had a greater influence on post-exposure purchase intention than reviewers with distinct racial/ethnic identities. In addition, the interaction between reviewer ethnicity and review valence was not significant; therefore, there were no significant differences in purchase intent between the three ethnic reviewer situations. The research was conducted in a developed nation with a focus on electronic word-of-mouth. Despite this, the study highlighted the significance of population segments in influencing purchasing intent.

To summarise, several quantitative studies found a link between ethnicity and buying desire among Millennials (Lee & Lee, 2010; Butt & de Run, 2010; Duffett, 2015; Lin & Xu, 2017; Cabeza-Ramírez et al., 2022), regardless of the fact that these inquiries took into account a variety of digital platforms and/or nations.

3.7 Summary

In this chapter, the theory was centred on the target response group for the investigation of Generation Y. Understanding the innovativeness and economic effect, as well as the mobile technology usage patterns of Generation Y consumers on the worldwide market, were among the

key topics of focus relative to Generation Y customers. Internal and external consumer impacts on behaviour were covered in the second segment of this chapter.

The final component of the literature review centred on three different research models – hierarchy of effects model, advertising value model, and perceived risk model – which were relevant to the research constructs such as brand awareness, trust, perceived value, irritation, product risk, and time risk contained in the conceptual model of this study. This chapter's last section focused on current and prior research studies related to the study's antecedents, use variables relating to access, usage duration, usage frequency, and usage hours, and demographic components including gender, age, education level, and population group.

CHAPTER 4
RESEARCH METHODOLOGY

4.1 Introduction

This chapter offers a description of the research methods carried out for this study. A post-positivist methodology was implemented in the analysis via a cross-section of the population utilising a questionnaire. The study uses a theoretical approach, and the literature review is a tool for greater interpretation and confirmation of previous literature. The sample unit was Generation Y within the Cape Town area to determine the influence of the constructs of intention to purchase for Google Shopping ads which is inclusive of brand awareness, trust, perceived value, irritation, product risk and time risk. The sample size was 5 808 along with a minimum confidence level of 95% and margin of error of 5%. The research used an empirical research framework evaluating the research techniques to ensure the correct configuration of the research instruments. This chapter discusses information relevant to the research model and the effective research methods used to answer the research hypotheses.

4.2 Paradigmatic approach

This study's empirical research framework uses a post-positivist philosophical approach via deduction reasoning. Henderson (2011) clarifies that post-positivism utilises qualitative information with optimism in the significance of subjective reality but does not forsake the principle of conventional positivism. Ryan (2006) defines the attribute of post-positivism as wide, conveying practice and theory, which permits appreciation and reassurance for the investigators' obligations and motivations to the subject matter, and recognises that numerous accurate techniques can be applied for collecting and analysing data. Post-positivism contends that individuals can make reasonable deductions about an occurrence by incorporating logical reasoning employed with empirical observations, which is often seen as probabilistic to engage in understanding social reality better (Bhattacherjee, 2012). Therefore, a post-positivist approach was selected to obtain the relevant knowledge; yet it is also implicitly an evaluation of the nature of society. This approach will complement the quantitative study and the research design and framework on how the influence of Google Shopping ads investigation will be conducted and structured in order to test the hypotheses.

4.3 Research design

The section provides a descriptive overview of the research to discuss the underlying concepts of the investigation. The research utilises a quantitative method and the literature review is a mechanism that provides better insight into and clarification of previous investigations. Furthermore, to achieve the necessary outcomes in this investigation, emphasis is placed on choosing a suitable research design, approach and data collection techniques. A research design can be defined as a model or strategy for an internal and external reasoning research project (Neuman, 2000; Mckay, 2006; Paltridge & Phakiti, 2010; Griffee, 2012). A further definition is provided by Aaker et al. (2019) and Sileyew (2019), who describe a research plan as the comprehensive blueprint used to direct an analysis against its objectives. The nature of a research thesis depends on multiple choices. The most important choice for the study is selecting the research methodology, which influences the kind of knowledge that can be gathered. The study selected should be able to provide knowledge that can be included in decision-making processes for marketing intelligence. Stockemer (2019) explains that quantitative techniques not only allow researchers to numerically define a certain occurrence, but also assist in determining relations between two or more variables. Regoniel (2015) concurs that quantitative techniques are research procedures which contain numbers for rationalisation of a phenomenon, which are formulated from impartial scales of measurement of the units of analysis named variables.

This research employed a descriptive research design for the quantitative data collection using a questionnaire to substantiate the constructs of intention to purchase for Google Shopping ads which are inclusive to brand awareness, trust, perceived value, irritation, product risk and time risk. Survey analysis is the most comprehensive and systematic form of research. The written survey may be written in more organised, standardised language, or it can be open-ended (McKay, 2006). Furthermore, Kothari (2004) notes that survey-type study surveys are frequently conducted since response rates are often poor (20 and 30 percent). Hence, the survey approach collects data from a number of respondents at a given point in time, which is referred to cross-sectional research. Survey analysis is concerned with describing, documenting, assessing, and understanding the circumstances of a community (Kothari, 2004; Bhattacherjee, 2012; Cherry, 2022). Consequently, the research was conducted in Cape Town, South Africa, and a number of usage characteristics (access, usage duration, usage frequency, usage hours) and demographic factors were analysed (gender, age, education level, population group).

4.4 Sampling

4.4.1 Research population

The research population comprises people or things from which the sample is selected with the intent to solve marketing research problems (Van Minden, 1987; Greener, 2008; Bohm & Zech, 2010; Griffee, 2012). This investigation's population consisted of Millennial/Generation Y aged between 18–37 years old, which was further restricted to Millennial/Generation Y e-commerce consumers of Google Shopping ads in the Cape Town area.

4.4.2 Sample frame

A sample frame is an accessible region of the target population from which a sample can be drawn (Fellegi, 2003; McDaniel & Gates, 2006; Bhattacherjee, 2012; Griffee, 2012). The sample frame for this study was a self-generating one, in the form of respondents in Cape Town who had prior experience of Google Shopping ads.

4.4.3 Sample unit

A sample unit is the building block of a data collection; an individual of the population, a community of members. It must be described as part of the foundation of any statistical analysis or study in specific terms (McDaniel & Gates, 2006; Griffee, 2012; Haydam & Mostert, 2013; Canela et al., 2019). The sample unit was Generation Y within Cape Town area for this study.

4.4.4 Sample element

Cape Town is the sample frame, which resulted in the sample elements constituting a wider domain of the geographic area (Kothari, 2004; McDaniel & Gates, 2006; Greener, 2008; Greener & Martelli, 2018). Furthermore, Neuman (2000) defines a sample element as a term for a case or single unit that will be sampled. The research study sampling elements consisted of Generation Y (Millennials) aged between 18 to37-year-old e-commerce consumers of Google Shopping ads within the Cape Town area.

4.4.5 Sampling method

Non-probability sampling is described as sampling where the researcher does not know the likelihood that a prospective respondent is chosen for the sample (Rea & Parker, 1992; Griffee, 2012). Furthermore, Kalton (1983) and Warner (2008) concur that non-probability sampling is widespread. Griffee (2012) identifies four methods of non-probability sampling; convenience, purposeful, snowball, and quota sampling. This research utilised a non-probability sampling approach and convenience and snowballing sampling strategies.

4.4.6 Sampling procedure motivation

This investigation utilised a non-probability sampling technique for two reasons: firstly, Since the cost and resources of maintaining and designing a sample frame are eliminated; and secondly, it is more practical and efficient to use when there are limitations in terms of resources.

4.4.7 Sampling method motivation

The rationale behind using a convenience sampling technique is justified by allowing data collection to be more affordable, simpler and efficient (Bhattacherjee, 2012; Griffee, 2012). Neuman (2000) states that snowball sampling is a process of sampling or selecting a network of cases or units. Snowball technique is a multi-stage strategy. It starts with one or more entities or cases and extends on the basis of connections to original cases. Furthermore, it allows the researcher or fieldworkers to administer the study in convenient areas and interview a sizeable number of participants (Neuman, 2000; Haydam & Mostert, 2013).

4.4.8 Sample size

The sample size arises from the process of selecting the number of observations or replicates to include within a statistical sample (Rea & Parker, 1992; Kothari, 2004). The sample size is a significant concern: if the sample is too large, the survey will become unfeasible; however, if the sample is too small it will not be possible to generalise the findings for the population (Kothari, 2004; Griffee, 2012; Greener & Martelli, 2018). Rea and Parker (1992) clarify that generalising for the population usually implies a fairly large sample size for a confidence interval of 95 percent or 99 percent in terms of scores plus or minus three, five, or ten. A sample size that creates a level of confidence is vital. The sample size of the investigation was 5 808 along with a minimum confidence level of 95% and margin of error of 5%. The following studies focused on digital advertising and supported the large sample size (Duffett, 2015; Duffett, 2017; Stewart et al., 2018).

4.4.9 Sample errors

Any scientific analysis would inevitably have some errors in a particular study. In a research sample, the cumulative error refers to the difference between the real interest value and the measured value. The sampling error depicts the degree to which the findings derived from a sample differs from the findings derived from a population (Neuman, 2000; Greener & Martelli, 2018; Stockemer, 2019). Kothari (2004) explains that researchers need to ensure that the procedure causes relatively minor sampling errors and must help manage structural partial distortion in a better way when choosing the sampling method.

Two errors occurred during the study; non-response errors and administrative errors. Non-responses errors arise when respondents refuse to partake in the questionnaire. The respondents were asked if they wished to take part in the questionnaire. In comparison, the first question determined those who were not eligible to participate, or respondents who had not engaged with Google Shopping ads. Administrative errors arise if data is incorrectly captured within the computer program for scrutiny. The questionnaires were counted and coded, which made it easier to correct mistakes when an error was identified during the checking process via the SPSS software. Furthermore, a manual and computer check was utilised to monitor the procedure to minimise such errors.

4.5 Data collection and questionnaire design

Chapelle and Duff (2003) define data collection as exhibiting the perspectives and interpretation of research respondents' behaviour and social competence. The exercise of data collection is conducted after a research problem has been outlined and research design has been finalised (Kothari, 2004).

The research data collection commenced at the District Six campus of CPUT. Authorisation was acquired from CPUT, and a self-administered questionnaire were distributed to student respondents (i.e., convenience sampling).

Thereafter, a snowballing technique was used to obtain a number of other respondents across the Cape Town area via both paper and online questionnaires. The snowball method involves continuously sampling potential respondents and requesting referrals from those who meet the criteria (Naderifar et al., 2017).

Respondents were 18 years of age and older and classified within the Generation Y category.

The questionnaire included the following factors; usage (access, usage length, usage frequency, usage hours) and demographic (gender, age, education level, population group). For usage factors, customers devote greater visual attention to adverts displayed on a smartphone than on a desktop screen, according to research (Schultheiß & Lewandowski, 2021). Newman et al. (2018) indicate that the more frequently consumers utilise a retailer's app, the stronger their connection to the app becomes, leading to a rise in purchase intent. Moreover, the most engaged internet users have the largest propensity to use online commercial content to inform their purchasing decisions (Maddox & Gong, 2005). Duffett (2015) found that Millennials who were online for less than an hour had a lower propensity to buy online advertising than those who were online for more than two hours. For demographic factors, Sabwa and Weideman (2010) explain that females use Google at a rate 7.3% higher than males. Consequently, gender has a higher positive effect on the purchasing intent of female respondents than male respondents. The

influence of older respondents on purchasing intent was more favourable than that of younger respondents. Education levels significantly influenced respondents with a higher level of education, whereas ethnic orientation positively influenced the behavioural views of Black South African Millennials. Hence, this study considers the influence of these factors on intention to purchase to establish if they produce analogous results due to Google Shopping ads.

The Likert scale was calculated on a five-point scale. One point indicated strong disagreement, whereas five points indicated strong agreement. The findings of prior research literature were used to select the statements that were implemented for the constructs in the model. This study focused on two elements from the notion of the hierarchy of effects: cognitive and behavioural, namely awareness and intention to purchase (Mentzer et al., 1997; Hu & Tsai, 2009). The study offers insight on the behavioural views of South African Millennials toward Google Ads, as well as many use characteristics and demographic variables that have a positive influence on brand awareness and buy intent perceptions. Similarly, views toward advertising have been recognised as a great indicator of advertising's efficacy (Lin & Hung, 2009; Yoo et al., 2010; Sanny et al., 2020; Paramitha et al., 2021; Raza & Zaman, 2021; Tan et al., 2021).

Ducoffe (1995) introduced the concept of advertising value as a key phrase for evaluating the performance of web-based advertisements. This study re-examines the advertising value model to better comprehend how internet consumers evaluate product advertisement placements on Google SERPs. This study investigates three components of the Ducoffe advertising value model: credibility/trust, perceived value, and irritation. Note that some experts feel that trust and irritation influence the willingness to purchase a product (Kim et al., 2011; Gangadharbatla & Daugherty, 2013; Saadeghvaziri et al., 2013; Ponte et al., 2015; Bakr et al., 2019; Mustafi & Hosain, 2020; Abbasi., 2021).

The perceived risk model, created by Peter and Ryan (1976), encompasses the chance of unintended consequences occurring as well as the negative effects of bad brand selection or loss. However, the categories of product risk and time risk are explored in the context of perceived risk for the objectives of this study. In prior studies, it was determined that the perception of risk affected the propensity to purchase (Javadi et al., 2012; Zhang et al., 2012; Ariff et al., 2014; Ariffin et al., 2018; Arruda Filho et al., 2020; Tran, 2020; Rahmi et al., 2022).

Lastly, Table 4.1 provides a detailed measurement of the constructs: brand awareness, trust, perceived value, irritation, product risk, time risk, and intention to purchase, as well as the corresponding sources from which the measurement indicators were adapted.

Table 4.1: Construct measurements and sources

Constructs	Measurement indicator	Source
Brand awareness	The brands are safe to use. The brands are well priced. The brands are very reliable. The brands are of good quality.	Shah et al. (2012) Ng (2013)
Trust	Transactions via online websites are safe. Online transactions are reliable. Security measures for Google Shopping ads are adequate. I can trust the online company.	Kim et al. (2011) Ponte et al. (2015)
Perceived value	Google Shopping ads are a good source of product information. I perceive Google Shopping ads as better than organic links. I perceive Google Shopping ads as useful.	Kim et al. (2011) Ponte et al. (2015)
Irritation	Google Shopping ads are annoying. Google Shopping ads are irritating.	Saadeghvaziri et al. (2013)
Product risk	I am not satisfied with the quality of the product. I might not receive the exact quality of a product that I purchased. I am unable to find the desired product. The size description of the product may not be accurate. The product may not be delivered appropriately.	Forsythe et al. (2006) Ariffin et al. (2018)
Time risk	Buying a product online can involve a waste of time. It is difficult to find appropriate websites. Finding the right product through online is difficult.	Forsythe et al. (2006) Ariffin et al. (2018)
Intention to purchase	Google Shopping ads increase purchase intent of featured products. I will buy featured product via Google Shopping ad in the near future. I desire to purchase a featured product promoted through Google Shopping ads. Google Shopping ads have a positive influence on my purchase decisions. I will use Google Shopping ads to purchase a featured product.	Mentzer et al. (1997) Hu and Tsai (2009)

4.6 Reliability and validity

Testing the variables used in creating a customer satisfaction model for Google Shopping ads is crucial for ensuring its reliability and validity. To evaluate the reliability, convergence, and discriminating validity of the measuring model used in this research, confirmatory factor analysis and a matrix of component correlation were employed. A measuring instrument is considered reliable if it delivers consistent results (Kothari, 2004). One way to test for reliability is to use Cronbach's α, which requires only one test administration for a given test. Cronbach's α is the mean value of the reliability coefficients that can be obtained by dividing them into two half measures with all potential product combinations with acceptable values starting at 0.70 (Gliem & Gliem, 2003; Hill, 2011; Tavakol & Dennick, 2011; Vaske et al., 2017). In this study, the Cronbach's α values ranged from 0.765 to 0.900, indicating strong internal consistency. The CR values, which ranged from 0.856 to 0.936, reflected a reasonable coefficient of reliability.

According to Bagozzi and Yi (1988) and Aguirre-Urreta et al. (2013), values greater than 0.60 are desirable. Factor loadings and AVE were used to evaluate the convergent validity of the attitude constructions. The AVE rates ranged from 0.636 to 0.879, while the factor loading rates ranged from 0.666 to 0.939, satisfying the criterion for convergent validity since all values exceeded 0.5 (Farrel, 2009; Bertea & Zait, 2011; Hamid et al., 2017).

4.7 Data analysis

Data analysis is the method of systematically applying statistical and logical methods to explain and demonstrate, condense and evaluate data (Dawson, 2002; McKay, 2006). Furthermore, Shamoo and Resnik (2003) elucidate that different analytical techniques offer a means to derive inductive conclusions from data and discern between substantial variations in figures in the data.

The SPSS software package is an analytical tool for social sciences, which is used for transforming, analysing and depicting different patterns of characteristics between data variables. Producing quality and accurate data is a tedious and complex process; however, SPSS software can effortlessly manage and operate information in large sets of variable data formats by utilising different techniques. SPSS software is used in various industries and organisations such as marketing, education, and health care, etc. (Foley, 2018; Thomas, 2018). This study utilised SPSS software to examine and decipher the collected data, as it is an effective tool for recognising elements of participant differences and attributes (Stumm, 2011). All completed questionnaires were carefully reviewed for completeness and consistency of the survey in general. The questionnaire included questions of the Likert scale type, which were designed so that respondents could not pick a single column around the Likert scale.

The structural equation modelling (SEM) goodness-of-fit measure was used for this research. Hooper et al. (2008) stated that for an appropriate measurement model fit, the SEM goodness-of-fit measurements must satisfy specified criteria. Relative χ^2 / df 3.00-5.00; NFI > 0.90; CFI > 0.90; TLI > 0.90; GFI > 0.90; RMSEA 0.08-0.10; SRMR. This research used the generalised linear model (GLM) analysis, while the Wald χ^2 test and post-hoc Bonferroni comparisons were used to determine whether the variables in the previous mentioned variables had substantial differences. The term GLM refers to traditional linear regression models with a continuous response variable given continuous and/or categorical predictors. Included are multiple linear regression and analysis of variance (ANOVA) (PennState Eberly College of Science, n.d.). Refer to Chapter 5 for a greater insight into the comprehensive SEM analysis findings.

4.8 Summary

This chapter focused on the methodological hypotheses that were identified and applied to the present analysis. The present study delved into the theoretical underpinnings and methodological framework employed to evaluate the inclination to buy Google Shopping advertisements, as well

as the key antecedents that could potentially drive purchase intent in the realm of electronic commerce. Furthermore, the chapter delineated the methodology employed for sampling, wherein a non-probability sampling technique and a convenience sampling approach were utilised. The present study adopted quantitative methodology to gather primary data through a self-administered questionnaire, with the aim of investigating responses to Google Shopping advertisements among Generation Y in Cape Town, involving the completion of 5 808 questionnaires. The survey instrument comprises three discrete sections, namely consumption, demographics, and customer attitudes. This section presents a study utilising SEM to assess hypotheses and GLM analysis to examine the influence of usage and demographic variables on customer satisfaction attitudes. The study employs the Wald $\chi 2$ and Bonferroni post hoc adjustment procedures. The present chapter has also dealt with the methodologies employed for data collection and statistical analyses utilised to validate the outcomes.

CHAPTER 5
SUMMARY OF FINDINGS

5.1 Introduction

The primary aim of this chapter was to present the outcomes pertaining to Google Shopping advertisements among the Generation Y cohort in Cape Town. The statistical analysis was conducted using a total of 5 808 questionnaires. The survey instrument consisted of three distinct factors, namely usage, demographic, and attitudes. The significance of the results section in a research report lies in its presentation of the findings derived from the analysis conducted in accordance with the research objectives. This section comprises graphical representations in the form of bar charts and diagrams that elucidate the principal findings pertaining to the primary and secondary objectives of the research. The stability and convergent validity of the test model were assessed through the utilisation of a confirmatory factor analysis and a variable correlation matrix. This section comprises an examination of SEM to evaluate theories, as well as a GLM to appraise the impact of usage and demographic variables on consumer satisfaction attitudinal responses, utilising the Wald $\chi 2$ and the Bonferroni post hoc adjustment measures.

5.2 Google Shopping ad usage factors

5.2.1 Online product purchase categories

This question was asked in order to establish if the various online product purchase categories were used by the respondents.

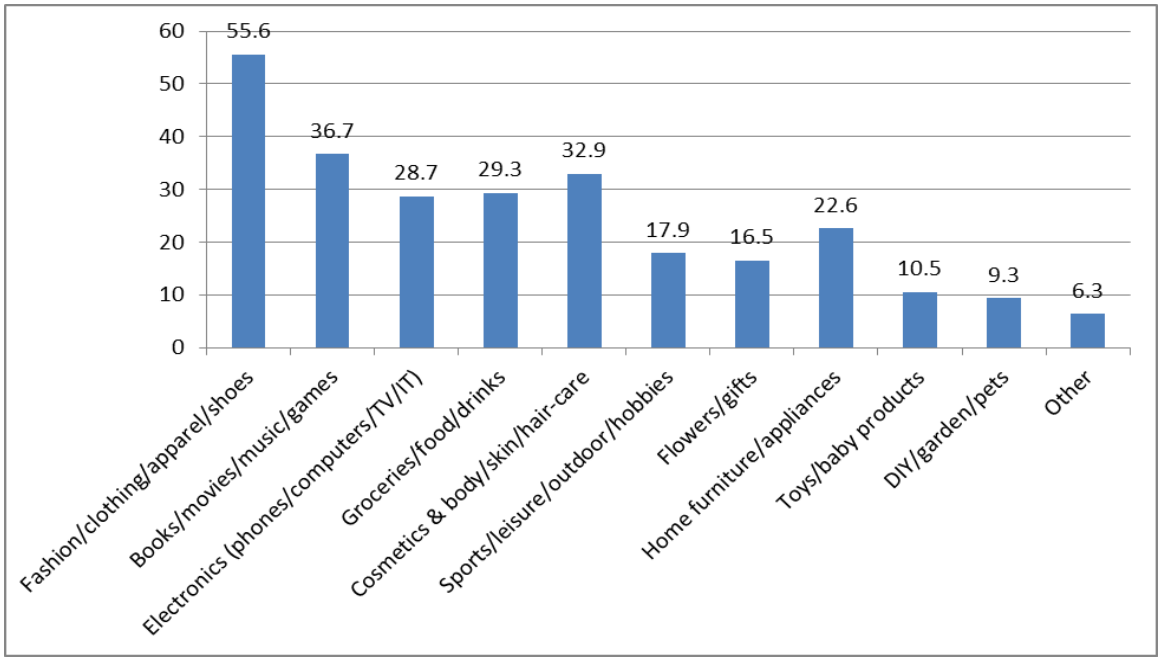

Figure 5.1: Online product purchase category frequency

A majority of Generation Y respondents noted that they had made online purchases in terms of fashion/clothing/apparel/shoes (55.6%), followed by books/movies/music/games (36.7%) and

cosmetics & body/skin/hair-care (32.9%). Other (6.3%), DIY/garden/pets (9.3%), while toys/baby products (10.5%) were the least reported online product purchase categories.

5.2.2 Access

This investigation sought to ascertain how respondents search for products online (i.e., the devices used). Access was used to conduct cross-analysis regarding intention to purchase to determine if there was a significant difference in terms of how Google Shopping ads were accessed.

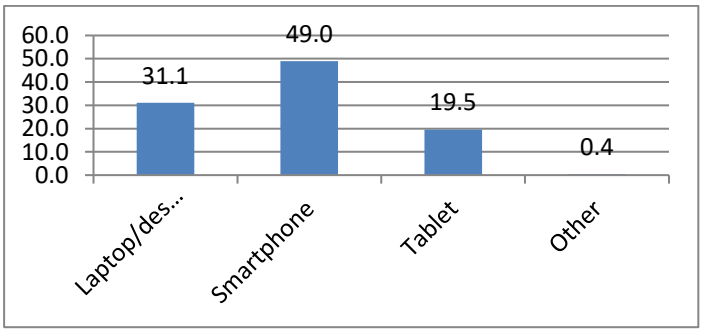

Figure 5.2: Access rate

A near majority of Millennials search for products online via smartphones (49%) followed by those who used laptops/desktops (31.1%), tablets (19.5%) and other devices (0.4%).

5.2.3 Usage length

The research determined the length of usage for respondents. The question also performed a cross-analysis of different attitudes for usage length.

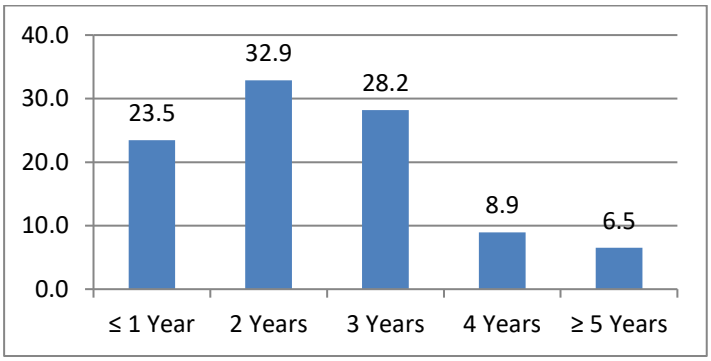

Figure 5.3: Usage length frequency

Some respondents indicated usage level of two years (32.9%), followed by three years (28.2%), less than one year (23.5%), four years (8.9%), and for five years (6.5%).

5.2.4 Usage frequency

This research determined how often respondents engaged with Google Shopping ads with regard to online items. Usage frequency was used to carry out cross-analysis in terms of intention to purchase.

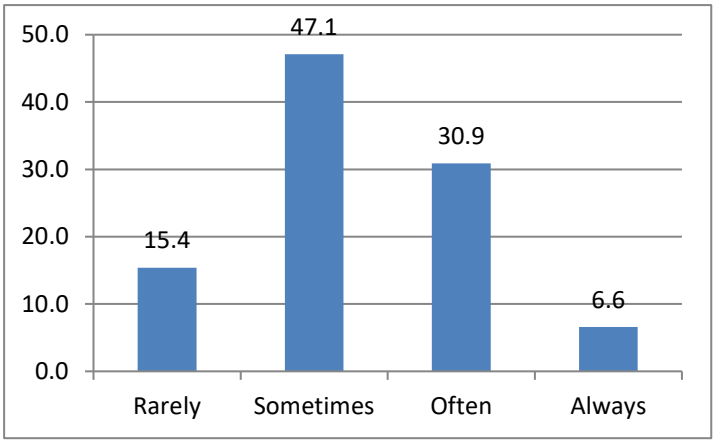

Figure 5.4: Usage frequency prevalence

The finding yielded a number of respondents selected Google Shopping ads sometimes (47.1%), often (30.9%), rarely (15.4%) and always (6.6%)

5.2.5 Usage hours

This inquiry shows how long respondents have interacted with Google Shopping ads. A cross-analysis of Google Shopping ads usage hours was determined regarding intention to purchase.

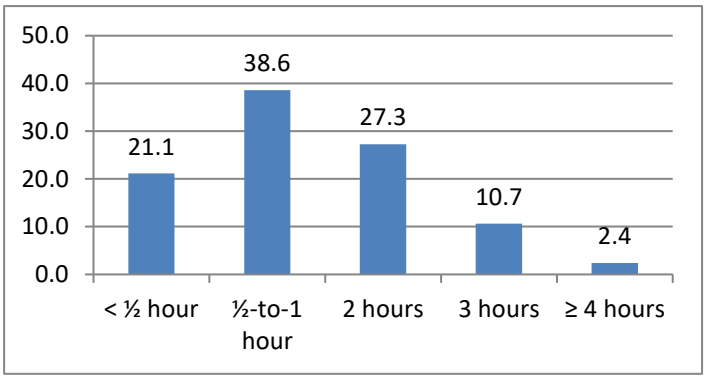

Figure 5.5: Usage hours incidence

Some respondents indicated that they spent up to half an hour to one hour (38.6%) interacting with Google Shopping ads in comparison with spending two hours (27.3%), less than a half an hour (21.1%), three hours (10.7%) and four hours or more (2.4%).

5.3 Demographic factors

5.3.1 Gender

It was important to ascertain the gender of respondents since a cross-analysis was conducted to determine whether gender had an influence on intention to purchase attitudinal responses regarding Google Shopping ads.

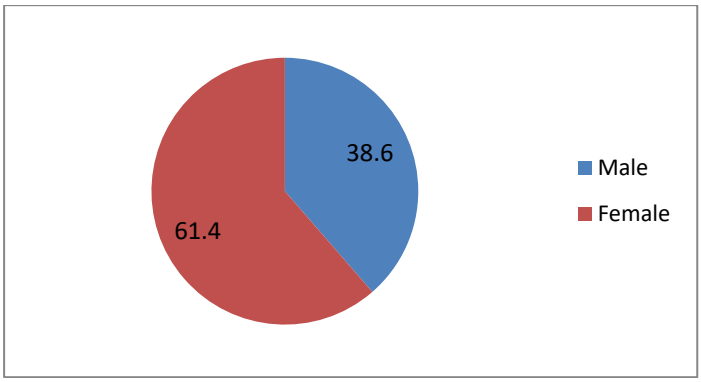

Figure 5.6: Gender prevalence

A majority were female (61.4%) and 38.6% were male.

5.3.2 Age

The age of respondents was used for cross-analysis with intention to purchase attitudinal responses regarding Google Shopping ads.

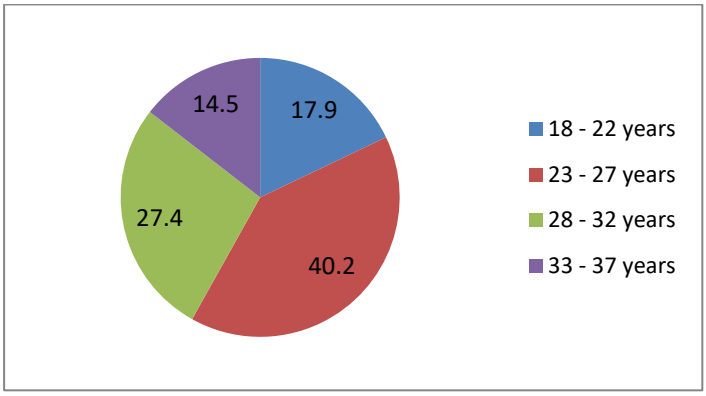

Figure 5.7: Age incidence

A number of the respondents were aged 23 - 27 years (40.2%); followed by 28 - 32 years (27.4%); 18 - 22 years (17.9%); and 33 - 37 years (14.5%).

5.3.3 Education level

The education level of respondents was important to establish, since a cross-analysis was conducted to ascertain the intention to purchase attitudinal responses concerning Google Shopping ads.

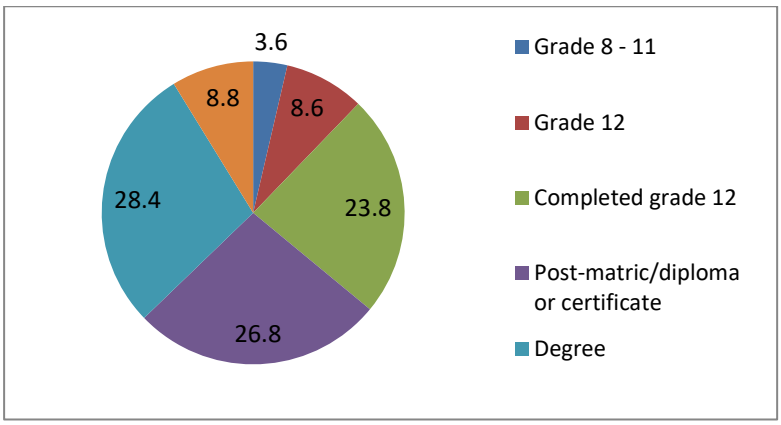

Figure 5.8: Education level incidence

Some respondents specified that they had completed a degree (28.4%); followed by post-matric/diploma or certificate (26.8%); completed grade 12 (23.8%); postgraduate degree (8.8%); grade 12 (8.6%) and Grade 8-11 (3.6%).

5.3.4 Population group

For this research, it was essential to determine population group demographics to subsequently conduct a cross-analysis to determine intention to purchase attitudinal responses regarding Google Shopping ads.

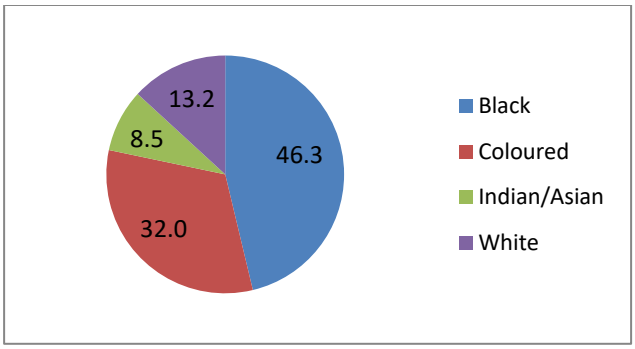

Figure 5.9: Population group frequency

The Black population group accounted for 46.3%, the Coloured population group comprised 32.0%; the White population group made up 13.2% and the Indian/Asian population group 8.5%.

5.4 Consumer attitudes

The mean values and standard deviations with regard to Google Shopping ads are exhibited in Table 5.1, while the weighted averages of the constructs are graphically depicted via bar charts.

Table 5.1: Google Shopping ads construct attitude scales (means, standard deviations)

	M	SD
Brand awareness	3.70	0.753
Trust	3.61	0.761
Perceived value	3.73	0.779
Irritation	2.81	1.115
Product risk	2.30	0.698
Time risk	2.22	0.755
Intention to purchase	3.78	0.763

5.4.1 Brand awareness

Four Likert scale questions were utilised to establish the brand awareness by computing the weighted average.

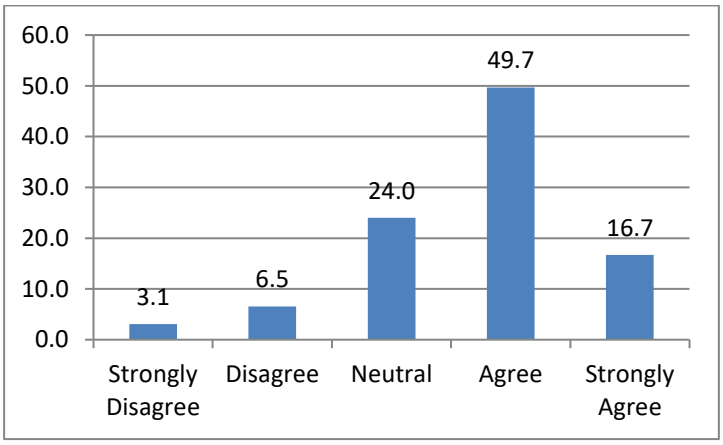

Figure 5.10: Brand awareness frequency

A strong majority of Millennial respondents (66.4%) agreed (strongly agreed and agreed) in comparison with 9.6% who disagreed (strongly disagreed and disagreed) that Google Shopping ads resulted in brand awareness.

5.4.2 Trust

Four Likert scale statements were used to ascertain the trust scale by calculating the weighted average.

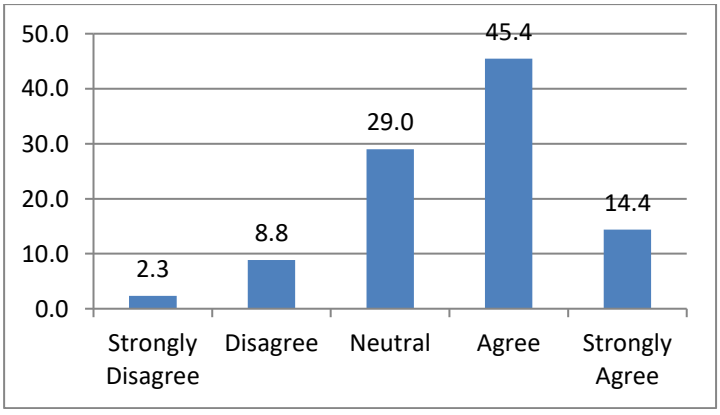

Figure 5.11: Trust frequency

A significant majority of Generation Y respondents (59.8%) agreed (strongly agreed and agreed) that Google Shopping ads resulted in trust versus 11.1% who disagreed (strongly disagreed and disagreed).

5.4.3 Perceived value

Three Likert scale questions were utilised to establish the perceived value through computing the weighted average.

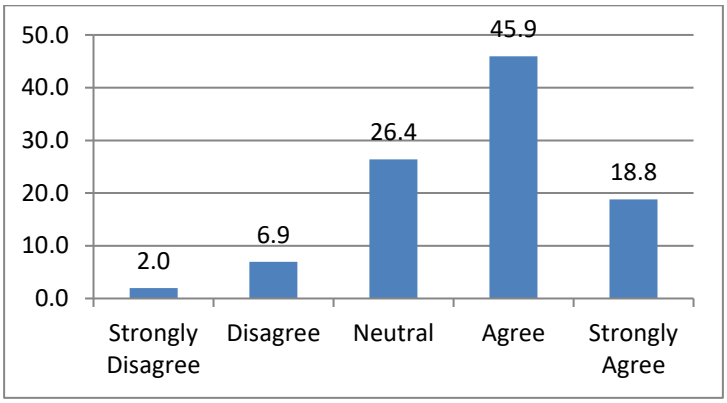

Figure 5.12: Perceived value frequency

A significant majority of the respondents agreed (64.7% strongly agreed and agreed) as opposed to 8.9% who disagreed (strongly disagree and disagreed) that Google Shopping ads resulted in perceived value.

5.4.4 Irritation

The irritation construct was probed by two Likert scale statements, which were used to calculate the weighted average of this scale.

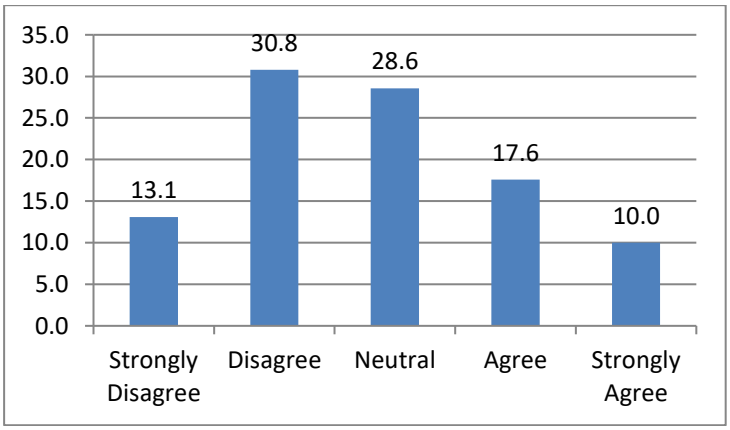

Figure 5.13: Irritation rate

A substantial percentage 43.9% of respondents disagreed (strongly disagreed and disagreed) that Google Shopping ads were irritating in relation to 27.6% who agreed (strongly agree and agreed).

5.4.5 Product risk

Product risk was probed by five Likert scale questions by computing the weighted average.

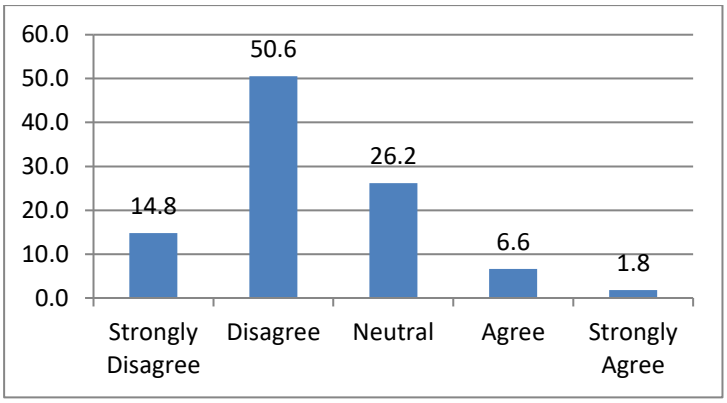

Figure 5.14: Product risk incidence

Of the respondents, 64.7% disagreed (strongly disagree and disagreed) that Google Shopping ads posed a product risk, and only 8.4% agreed (strongly agree and agreed).

5.4.6 Time risk

The time risk measure included 3 Likert scale statements to ascertain the desired weighted average of this measure.

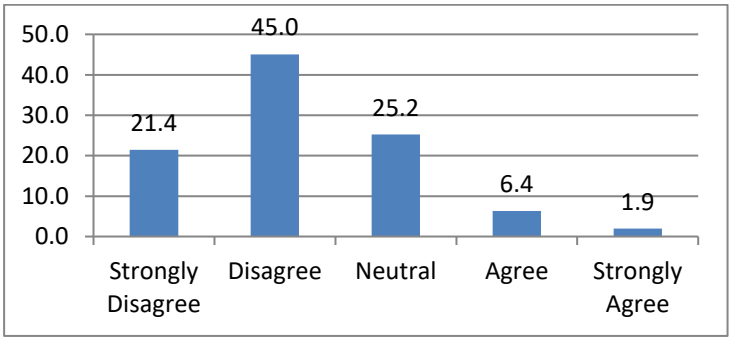

Figure 5.15: Time risk rate

A strong majority of the respondents (66.4%) disagreed (strongly disagree and disagreed) that Google Shopping ads posed a time risk, and 8.3% agreed (strongly agree and agreed).

5.4.7 Intention to purchase

Five Likert scales statements were utilised for the intention to purchase in relation to Google Shopping ads by calculating the weighted average for the construct.

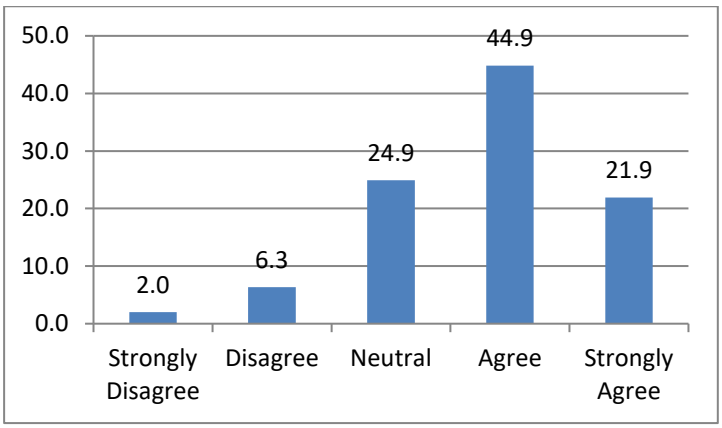

Figure 5.16: Intention to purchase frequency

A strong majority of Generation Y respondents (66.8%) agreed (strongly agreed and agreed) that Google Shopping ads increased intention to purchase while 8.3% disagreed (strongly disagree and disagreed).

5.5 Factor analysis

SPSS was used to perform a principal component analysis (PCA) on the 26 Likert scale items in the questionnaire in order to assess various statistical elements of the Google Shopping ad constructs. The KMO tests the partial correlations of multicollinearity and varies between 0 and 1 (to > 0.50). The Kaiser-Meyer-Olkin (KMO) measure was used to consider the sampling adequacy, which was found to be excellent with a value of 0.937 (Field, 2009). Bartlett's test of sphericity is a measure of how likely the original correlation matrix is and needs to be < 0.05. The reliability of the instrument was evaluated by means of tests for internal consistency (Jakobsson, 2009). Bartlett's Test of Sphericity was used to assess the correlation matrix factorability. The test showed that the correlations were large enough between the items, since it was significant at $p <$ 0.001 (Field, 2009; Pallant, 2010; Silva et al., 2014).

5.5.1 Eigenvalues and scree plot

The principal component analysis (PCA) was utilised to ascertain the number of factors through eigenvalues and the total variance explained.

The PCA yielded seven components (factors), which had eigenvalues greater than one, and with an explained variance of 9.886%, 2.011%, 1.613%, 1.420%, 1.269%, 1.104%, and 1.051% respectively. The sum of the components explained 70.59% of the variance, which shows high correlation in the factor analysis (refer to Table 5.2).

Table 5.2: Eigenvalues and total variance explained

Components	Initial Eigenvalues			Rotation Sums of Squared Loadings
	Total	% of Variance	Cumulative %	Total
1	9.886	38.022	38.022	9.886
2	2.011	7.736	45.758	2.011
3	1.613	6.205	51.963	1.613
4	1.420	5.460	57.423	1.420
5	1.269	4.880	62.303	1.269
6	1.104	4.246	66.549	1.104
7	1.051	4.041	70.590	1.051
8	0.633	2.434	73.024	
9	0.525	2.019	75.042	
10	0.509	1.957	76.999	
11	0.479	1.842	78.841	
12	0.459	1.764	80.605	
13	0.454	1.745	82.350	
14	0.431	1.659	84.009	
15	0.428	1.648	85.656	
16	0.411	1.579	87.236	
17	0.396	1.524	88.760	
18	0.393	1.510	90.270	
19	0.379	1.459	91.728	
20	0.367	1.412	93.141	
21	0.356	1.369	94.510	
22	0.329	1.266	95.776	
23	0.321	1.234	97.010	
24	0.308	1.186	98.197	
25	0.298	1.145	99.342	
26	0.171	0.658	100.000	

5.5.2 Scree plot

The scree plot was utilised to establish which components should be retained due to the PCA.

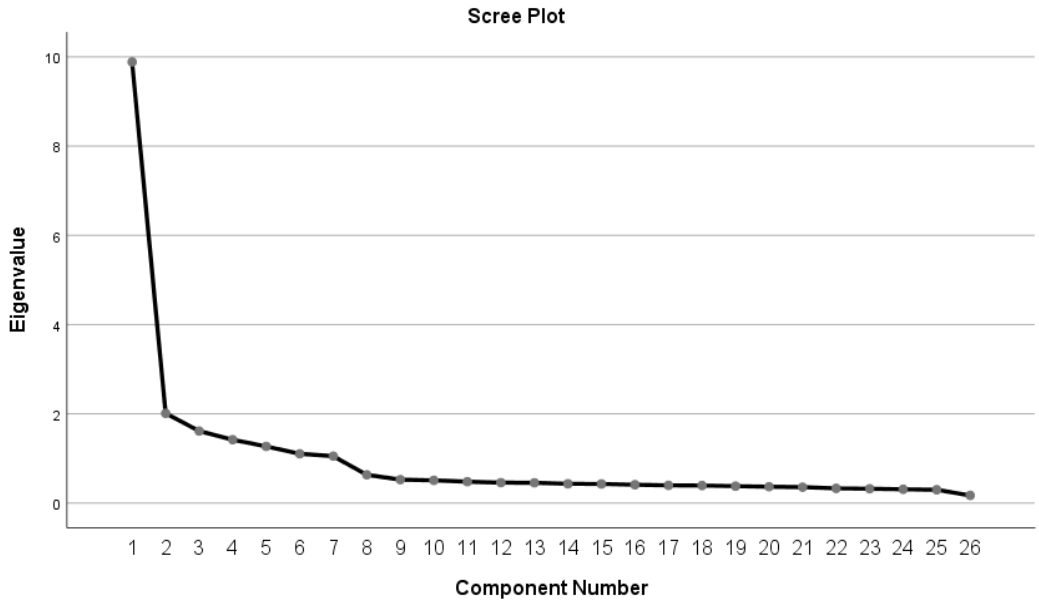

Figure 5.17: Scree plot

The scree plot exhibits a clear point of inflection between components 7 and 8; hence only the components prior to this point should be retained (Field, 2009). Therefore, the first seven components were retained (refer to Figure 5.17).

5.5.3 Pattern matrix (factor loadings)

The pattern matrix displayed seven clear components with two or more factors each, as well as factor loadings of over 0.5, so these were retained (Pallant, 2010). Refer to Table 5.3.

Table 5.3: Pattern matrix

Likert scale items	Component						
	1	2	3	4	5	6	7
The brands are safe to use.	-0.020	0.037	-0.065	0.887	0.015	-0.050	0.006
The brands are well priced.	0.078	0.026	-0.019	0.812	0.081	0.103	0.114
The brands are very reliable.	-0.053	-0.060	0.064	0.779	-0.051	-0.037	-0.047
The brands are of good quality.	0.005	-0.025	0.061	0.749	-0.046	-0.011	-0.080
Transactions via online websites are safe.	0.124	-0.021	0.788	-0.004	0.029	0.073	0.110
Online transactions are reliable.	-0.049	0.027	0.885	-0.001	-0.023	-0.056	0.004
Security measures for Google Shopping ads are adequate.	-0.012	0.016	0.790	0.031	0.011	-0.038	-0.030
I can trust the online company.	-0.030	-0.029	0.810	-0.010	0.012	0.015	-0.068
Google Shopping ads are a good source of product information.	-0.015	0.021	-0.010	0.024	0.861	-0.052	0.048
I perceived Google Shopping ads as better than organic links.	0.017	0.006	0.035	0.002	0.833	0.046	-0.051
I perceive Google Shopping ads as useful.	0.007	-0.031	0.000	-0.018	0.821	-0.007	-0.047
Google Shopping ads are annoying.	-0.010	-0.017	0.005	-0.031	-0.036	-0.007	0.936
Google Shopping ads are irritating.	-0.027	0.028	-0.001	0.035	-0.002	-0.019	0.939
I am not satisfied with the quality of the product.	0.018	0.706	-0.004	-0.007	-0.110	-0.003	0.081
I might not receive the exact quality of a product that I purchased.	0.014	0.833	0.013	0.000	-0.042	-0.046	0.015
I am unable to find the desired product.	0.012	0.826	0.059	-0.004	-0.032	0.029	-0.012
The size description of the product may not be accurate.	-0.024	0.858	-0.044	0.016	0.094	-0.024	-0.025
The product may not be delivered appropriately.	-0.042	0.753	-0.028	-0.014	0.063	0.070	-0.030
Buying a product online can involve a waste of time.	-0.067	0.064	0.039	-0.014	-0.083	0.748	-0.209
It is difficult to find appropriate websites.	0.028	-0.054	-0.038	0.016	0.010	0.893	0.045
Finding the right product online is difficult.	0.017	0.027	-0.008	-0.005	0.043	0.800	0.099
Google Shopping ads increase purchase intent of featured products.	0.666	0.039	0.022	-0.011	0.047	-0.162	-0.066
I will buy featured products via Google Shopping ads in the near future.	0.826	-0.021	0.001	-0.021	0.053	0.012	0.074
I desire to purchase a featured product promoted through Google Shopping ads.	0.866	-0.008	0.007	0.008	0.042	0.077	0.035
Google Shopping ads has a positive influence on my purchase decisions.	0.852	0.026	-0.069	0.026	-0.071	-0.054	-0.146
I will use Google Shopping ads to purchase a featured product.	0.858	-0.043	0.047	0.000	-0.058	0.058	0.030

5.5.4 Reliability and validity

It is critical that the variables used to create the customer satisfaction model for Google Shopping ads are tested in terms of reliability and validity. In order to assess the reliability, convergence and discriminating validity of the measuring model for this research, confirmatory factor analysis and a matrix of components correlation were used. Table 5.4 and Table 5.5 demonstrate reliability and convergent validity indicators.

Table 5.4: Google Shopping ads constructs confirmatory factor analysis (means, standard deviations, factor loadings, AVE, CR and Cronbach's α)

Google Shopping ads constructs	M	SD	Fact. load.	AVE	CR	Cronb. α
Brand awareness (BA)						
The brands are safe to use.	3.64	0.947	0.887	0.653	0.882	0.831
The brands are well priced.	3.68	1.001	0.812			
The brands are very reliable.	3.71	0.889	0.779			
The brands are of good quality.	3.78	0.852	0.749			
Trust (Tru)						
Transactions via online websites are safe.	3.63	0.977	0.788	0.671	0.890	0.848
Online transactions are reliable.	3.56	0.899	0.885			
Security measures for Google Shopping ads are adequate.	3.61	0.883	0.790			
I can trust the online company.	3.62	0.908	0.810			
Perceived value (PV)						
Google Shopping ads are a good source of product information.	3.76	0.903	0.861	0.703	0.876	0.815
I perceive Google Shopping ads as better than organic links.	3.68	0.921	0.833			
I perceive Google Shopping ads as useful.	3.75	0.910	0.821			
Irritation (Irri.)						
Google Shopping ads are annoying.	2.82	1.159	0.936	0.879	0.936	0.900
Google Shopping ads are irritating.	2.79	1.180	0.939			
Product risk (PR)						
I am not satisfied with the quality of the product.	2.31	0.855	0.706	0.636	0.897	0.866
I might not receive the exact quality of a product that I purchased.	2.31	0.874	0.833			
I am unable to find the desired product.	2.29	0.861	0.826			
The size description of the product may not be accurate.	2.34	0.878	0.858			
The product may not be delivered appropriately.	2.26	0.857	0.753			
Time risk (TR)						
Buying a product online can involve a waste of time.	2.10	0.934	0.748	0.665	0.856	0.765
It is difficult to find appropriate websites.	2.27	0.900	0.893			
Finding the right product online is difficult.	2.30	0.912	0.800			
Intention to purchase (IP)						
Google Shopping ads increases purchase intent of featured products.	3.71	0.867	0.666	0.651	0.881	0.885
I will buy featured product via Google Shopping ads in the near future.	3.79	0.942	0.826			
I desire to purchase a featured product promoted through Google Shopping ads.	3.78	0.944	0.866			
Google Shopping ads has a positive influence on my purchase decisions.	3.76	0.889	0.852			
I will use Google Shopping ads to purchase a featured product.	3.87	0.966	0.858			

Cronbach's α is a type of test for reliability, which requires only one test administration for a given test. Cronbach's α is the mean value of the reliability coefficients that can be obtained by dividing them in two half measures with all potential product combinations with acceptable values starting at 0.70 (Gliem & Gliem, 2003; Hill, 2011; Tavakol & Dennick, 2011; Vaske et al., 2017).

The Cronbach's α values ranged from 0.765 to 0.900, indicating a strong internal consistency (refer to Table 5.4). The CR values extended from 0.856 to 0.936 which reflected a reasonable coefficient of reliability. Furthermore, Bagozzi and Yi (1988) and Aguirre-Urreta et al. (2013) show that values greater than 0.60 are desirable.

Factor loadings and AVE were used to evaluate the convergent validity of the attitude constructions. The AVE rates were between 0.636 to 0.879 and the factor loading rates ranged from 0.666 to 0.939, which implied the legitimacy of convergent validity, since all of the values surpassed 0.5 (refer to Table 5.2) (Farrel, 2009; Bertea & Zait, 2011; Hamid et al., 2017).

Table 5.5: Component correlation matrix

Constructs	BA	Tru	PV	Irri.	PR	TR	IP
Brand awareness	**0.808**						
Trust	-0.558	**0.819**					
Perceived value	0.515	-0.522	**0.838**				
Irritation	0.472	-0.491	0.545	**0.937**			
Product risk	0.569	-0.505	0.487	0.472	**0.797**		
Time risk	-0.396	0.483	-0.340	-0.368	-0.404	**0.816**	
Intention to purchase	-0.224	0.315	-0.220	-0.121	-0.205	0.297	**0.807**

Table 5.5 shows the square root value of each attitudinal AVE and the standard value of correlations between the constructs. Discriminant validity was evident, since the square root AVE values for each construct were found to be greater than the correlations (Bertea & Zait, 2011; Hamid et al., 2017).

Table 5.6: Heterotrait-monotrait ratio

Constructs	BA	Tru	PV	Irri.	PR	TR	IP
Brand awareness							
Trust	0.668						
Perceived value	0.587	0.608					
Irritation	-0.159	-0.265	-0.283				
Product risk	-0.594	-0.622	-0.620	0.379			
Time risk	-0.480	-0.443	-0.539	0.341	0.617		
Intention to purchase	0.564	0.613	0.686	-0.295	-0.656	-0.516	

The conceptual model's discriminant validity was also assessed using the heterotrait-monotrait ratio. Henseler et al. (2015) stipulate that a value of less than 0.85 is the acceptable upper limit for the heterotrait-monotrait ratio, which was achieved by the ratios shown in Table 5.6.

5.6 SEM analysis

This study yielded a very good overall statistical model fit according to the Ramayah and Lee (2012) and Sharma et al. (2017) thresholds for the SEM goodness-of-fit statistics. The goodness-of-fit thresholds were as follows: χ^2/df = 2.707; RMSEA = 0.017; NFI = 0.994; TLI/NNFI = 0.993; CFI = 0.996; GFI = 0.993; and SRMR = 0.013.

The common method bias test was used to compare the constrained and unconstrained common method factor models via the χ^2 test, which displayed a significant difference at $p < 0.001$. Thus significant shared variance was exhibited between the models, which resulted in the adoption of the unconstrained common method factor model. The Cook's Distance test shows that there were no individual responses, which displayed abnormal Cook's Distance; accordingly, all the responses were upheld.

Table 5.7: Multi-collinearity statistics

	Tolerance	**VIF**
Brand awareness	0.604	1.655
Trust	0.586	1.706
Perceived value	0.631	1.586
Irritation	0.863	1.159
Product risk	0.546	1.830
Time risk	0.700	1.428

The SEM attitude constructs were evaluated through a multi-collinearity test to ascertain if the constructs were not overly correlated with each another, which might adversely influence the regression coefficients' reliability (Hair et al., 2010; Ramayah & Lee, 2011; Sharma et al., 2017). The Google Shopping ads construct tolerances were extended from 0.546 to 0.863 (greater than 0.1) and the variation inflation factors (VIF) extended from 1.428 to 1.830 (less than 3), which is indicative that the Google Shopping ads attitude constructs were not overly correlated with each other (refer to Table 5.7).

SEM was used to measure hypothesised Google Shopping ads attitudinal associations. Brand awareness, trust, perceived value, irritation, product risk, and time risk explained 46.1% of the intention to purchase variance for Generation Y due to Google Shopping ads. The standardised path beta coefficients (β) and significance, as well as the total variance are displayed in Figure 5.18.

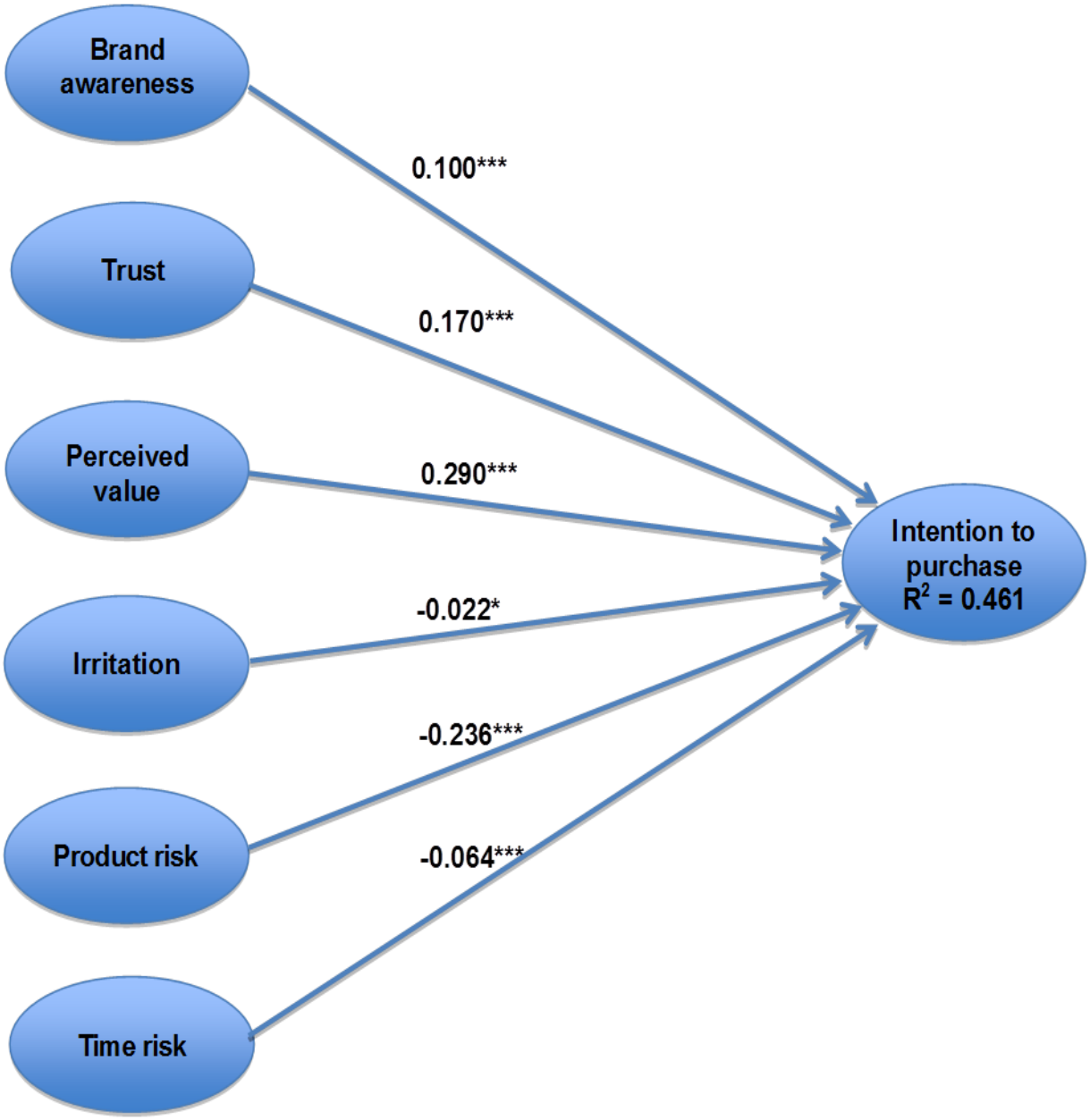

Figure 5.18: SEM analysis

***p < 0.001; **p < 0.01; *p < 0.05

5.7 Hypothesis testing

H1: Brand awareness → intention to purchase

The standardised path coefficients showed a positive effect for the brand awareness → intention to purchase association (β = 0.100, p < 0.001) due Google Shopping ads, therefore, H1 was supported (refer to Figure 5.18 and Table 5.8).

H2: Trust → intention to purchase

The standardised path coefficients showed a positive effect for the trust → intention to purchase association (β = 0.170, p < 0.001) owing to Google Shopping ads, therefore, H2 was supported (refer to Figure 5.18 and Table 5.8).

H3: Perceived value → intention to purchase

The standardised path coefficients showed a positive effect for the perceived value → intention to purchase association (β = 0.290, p < 0.001) due Google Shopping ads, therefore, H3 was supported (refer to Figure 5.18 and Table 5.8).

H4: Irritation → intention to purchase

The standardised path coefficients showed a negative effect for the irritation → intention to purchase association (β = -0.022, p < 0.05) owing to Google Shopping ads, therefore, H4 was supported (refer to Figure 5.18 and Table 5.8).

H5: Product risk → intention to purchase

The standardised path coefficients showed a negative effect for the product risk → intention to purchase association (β = -0.236, p < 0.001) due Google Shopping ads, therefore, H5 was supported (refer to Figure 5.18 and Table 5.8).

H6: Time risk → intention to purchase

The standardised path coefficients showed a negative effect for the time risk → intention to purchase association (β = -0.064, p < 0.001) owing to Google Shopping ads, therefore, H6 was supported (refer to Figure 5.18 and Table 5.8).

Table 5.8: Hypotheses

Hypotheses	Significance	Support
H1	p<0.001	Yes
H2	p<0.001	Yes
H3	p<0.001	Yes
H4	p<0.05	Yes
H5	p<0.001	Yes
H6	p<0.001	Yes

5.8 Generalised liner model - Intention to purchase attitude construct

A GLM, which was based on the Wald χ^2 measure, showed a significant difference at p < 0.001 for the intention to purchase construct (M = 3.78, SD = 0.763) due to Google Shopping ads. The Bonferroni post hoc adjustment measure was employed to assess if there were significant differences between Generation Y's usage and demographic factors and intention to purchase due to Google Shopping ads (refer to Table 5.8)

Table 5.9: Usage and demographic factors influence on intention to purchase

	Wald Chi-Square	Degrees' freedom	Sig
Access	51.499	3	0.000***
Usage length	21.417	4	0.000***
Usage frequency	122.372	3	0.000***
Usage hours	100.827	4	0.000***
Gender	16.800	1	0.000***
Age	12.490	3	0.006**
Education level	124.419	5	0.000***
Population group	25.607	3	0.000***

*** $p < 0.001$; ** $p < 0.01$; * $p < 0.05$

Access ($p < 0.001$): Respondents who utilised laptops/desktops (M = 3.66, SE = 0.024) to access Google Shopping ads displayed less favourable purchase intent attitudinal responses in comparison with smartphones (M = 3.74, SE = 0.022) and tablets (M = 3.85, SE = 0.027).

Usage length risk ($p < 0.001$): Respondents who engaged with Google Shopping ads for 3 years (M = 3.61, SE = 0.045) displayed less favourable intention to purchase attitudinal responses compared to those who engaged with Google Shopping ads for one year or less (M = 3.74, SE = 0.048).

Usage frequency ($p < 0.001$): Respondents who always (M = 3.78, SE = 0.053), often (M = 3.77, SE = 0.045) and sometimes (M = 3.74, SE = 0.045) clicked on Google Shopping ads displayed more positive intention to purchase attitudinal responses than those who rarely (M = 3.42, SE = 0.050) clicked on Google Shopping ads.

Usage hours ($p < 0.001$): Respondents who used Google Shopping ads for half an hour or less (M = 3.47, SE = 0.046) showed less favourable purchase intent attitudinal responses compared to those who used Google Shopping ads for half an hour to 1 hour (M = 3.72, SE = 0.044), 2 hours (M = 3.69, SE = 0.045), 3 hours (M = 3.81, SE = 0.051) and 4 or more hours (M = 3.70, SE = 0.073).

Gender ($p < 0.001$): Female respondents (M = 3.71, SE = 0.043) showed more positive purchase intent sentiments than male respondents (M = 3.64, SE = 0.044).

Age ($p < 0.001$): Respondents who were aged 23 - 27 years (M = 3.70, SE = 0.044) and 28 - 32 years (M = 3.70, SE = 0.045) showed more positive intention to purchase predispositions in comparison those aged 18 - 22 years (M = 3.61, SE = 0.048).

Education level ($p < 0.001$): Respondents with Grade 8 – 11 (M = 3.50, SE = 0.064) displayed more unfavourable intention to purchase attitudinal responses versus those who were in Grade 12 (M = 3.71, SE = 0.052), completed Grade 12 (M = 3.88, SE = 0.046) and had completed a degree (M = 3.70, SE = 0.044).

Population group ($p < 0.001$): Respondents who were of Black ethnicity (M = 3.70, SE = 0.043) showed the most positive purchase intent attitudinal responses due to Google Shopping ads compared to the Coloured (M = 3.60, SE = 0.044) population group.

5.9 Summary

This chapter conducted the reliability analysis of the various Google Shopping Ads constructs via CR and Cronbach's α. For exploratory purposes, a PCA was also performed for the decoding of data sects, using statistical variables such as factor loadings and AVE. The data collection was then computed for descriptive statistics. In order to check the attitude scale hypothesised relationships, SEM was employed. Brand awareness, trust and perceived value antecedents were found to have a positive effect on intention to purchase. Conversely, irritation, product risk and time risk antecedents were found to have a negative effect on intention to purchase. A GLM was also conducted using the Wald χ^2 test where major variations were found between the Google Shopping ads use characteristics of the respondents and demographic variables. The post-hoc check of the Bonferroni adjustment was used to show where the large variations in independent variables were detected.

The usage characteristics demonstrated that access via smartphones and tablets had a stronger favourable influence on Millennials' propensity to purchase than other devices. Respondents with less experience displayed a more favourable effect on intention to purchase in comparison with those with more experience. Usage duration suggested that individuals who clicked on Google Shopping advertisements regularly showed greater purchase sentiments than those who seldom clicked on Google Shopping advertising. In terms of use hours, respondents who spent more time on Google Shopping advertising displayed more favourable intention to purchase sentiments than those who spent less time on this platform. Furthermore, there were substantial disparities in demographic variables. Google Shopping advertising had a more favourable effect on female respondents' intention to purchase than male respondents. In comparison with younger respondents, Google Shopping ads had a more favourable influence on purchasing intention among elder respondents. Moreover, the demographic factor education suggested that Google Shopping ads had a greater favourable influence on purchasing intention among respondents with a higher degree of education. Google Shopping adverts also had a more favourable influence on the Black population group than on the Coloured population group in terms of intention to purchase.

CHAPTER 6
DISCUSSION

6.1 Introduction

Search engines on the internet have produced significant economic benefits, and individuals who use the internet often initiate their information-seeking process through search engines. This chapter aims to enhance comprehension and perception regarding the purchasing inclinations of Generation Y consumers. The study examined several conceptual components, including brand awareness, trust, perceived value, irritation, product risk, and time risk. Moreover, this chapter provides a summary of the results and examines the interconnected themes addressed in the preceding chapters. It presents a comprehensive analysis of the statistical results, the impact of the relevant literature, and the author's personal reflections. The present study examines consumer attitudes towards the usage factors of Google Shopping ads, including access, usage length, usage frequency, and usage hours, as well as demographic factors such as gender, age, education level, and population group. The investigation draws on relevant literature and the researcher's own insights, which are informed by reasoned analysis.

6.2 Consumer attitudes

The primary aim of the analysis was to determine whether the antecedents, as established by the hypothetical test model, were indicative of the intention to make a purchase through Google Shopping ads for commercial purposes. Numerous prior investigations have examined each of the postulated constructs, and these inquiries are juxtaposed with the outcomes of the present study.

6.2.1 Brand awareness → intention to purchase

The data indicated that Google Shopping advertisements had a favourable influence on brand awareness and intention to purchase, with a sizable majority of Millennial respondents believing that Google Shopping ads boosted brand awareness. Cheng et al. (2017) report that by increasing consumer awareness of a company's brand, customers will conduct more brand keyword searches, resulting in improved search advertising success. Furthermore, Gupta and Mateen (2014) indicate that sponsored search advertising increase customer knowledge of the brand and that clients are more inclined to click on advertisements featuring well-known brands. Makrides et al. (2019) state that self-evident small and medium-sized businesses may improve brand awareness globally if they provide added value to their customers through customised digital marketing methods, which includes online advertising. Tunuguntla et al. (2023) built a multi-period, dynamic programming model that determined the optimal portfolio of generic and branded

proposals for a retailer. The results demonstrated that by leveraging the advantages of transfer over from generic to branded keywords, a retailer can save on generic bids, increase brand awareness and customer retention, and reduce price variation among consumer reservations.

Li (2023) examines if video advertisement has a positive ROI. The research indicates that consumers recall video advertisements longer than search and display advertisements, which can lead to increased sales. Moreover, the researcher concludes that rather than evaluating ad campaigns based on click-conversion data, executives should assess the efficacy of video advertising as a brand-building tool. Kharisma et al. (2022) investigated if the effect of amusement, informativeness, legitimacy, personalisation, and aggravation on ad values influence brand awareness and brand image, which ultimately leads to purchase intent in online video advertising. The ad value on YouTube influenced both brand awareness and brand image. The brand image had a positive impact on purchase intent; however, brand awareness had no impact. Purwanto (2022) demonstrated the effect of marketing strategy via digital marketing on purchasing decisions, mediated by brand awareness. The research indicates that digital marketing exerts a constructive and noteworthy influence on purchase determinations. Furthermore, brand awareness, as a moderating factor, has the potential to reinforce or intensify the impact of digital marketing factors on variables related to purchasing decisions. Gómez-Carmona et al.'s (2021) primary objective was to analyse the level of brand recognition achieved by various ads. In Google Ads, the major findings show that a bottle without a label attracts the viewer's attention more quickly than a bottle with a label since ads containing bottle packs with labels garner more attention than ads with bottle packs without labels.

Tan et al. (2021) investigated the influence of systematic advertisement cues, such as ad persuasiveness and ad informativeness, and heuristic ad cues, which is a category of ad posters, on consumer brand awareness and the sequential influence on consumer purchase intention. The results show that the informativeness and persuasiveness of commercials contribute to an increase in consumer brand identification and purchase intent. Stewart et al. (2018) sought to build a paradigm for comprehending consumers' responses to digital marketing and search activity. Purchase intentions were shown to be highly associated with brand awareness attitudes. Lee et al. (2017) investigated the correlation between advertising and the intention to purchase. The research findings indicate that due to the absence of tangible attributes in products or services, brand attitude exerts a greater influence on consumer purchase intention compared to advertising attitude. Studies conducted by Stewarts et al. (2018), Lee et al. (2017), Gómez-Carmona et al. (2021), Kharisma et al. (2022), and Purwanto (2022) have focused on digital advertising. This is in line with the present study, as it has been established that brand awareness has a significant impact on purchase intention. Alwan and Alshurideh (2022) examine the impact of digital marketing, social media marketing, and electronic word-of-mouth on purchase intention,

while considering the moderating role of brand equity. The findings suggest that digital marketing has a robust positive impact on purchase intention, with brand equity serving as a noteworthy moderator. Furthermore, the authors explain that brand equity encompasses other pivotal elements, such as brand recognition.

Dabbous and Barakat (2020) presented an empirical approach for assessing the influence of content quality and brand interactivity on social media platforms on consumers' brand awareness and purchase intentions. The results showed a rise in users' hedonic motivation and online engagement, as well as their brand familiarity. This increased consumer participation and brand awareness online enhanced offline purchase intent for these brands. Hutter et al. (2013) evaluated social networking behaviours and user experiences on the Facebook page of an automobile manufacturer. The results indicate that contact with a Facebook page has a positive impact on customer awareness and propensity to purchase. Sari et al. (2021) investigated the formativeness, amusement, and reputation of social media among the parents of Millennial Muslims in West Sumatra, Indonesia. The investigation demonstrated a positive effect on brand awareness and intent to purchase. The following studies assessed brand awareness and found a favourable attitude toward buying intent, similar findings to the current study, though social media were considered in these inquiries. Vasudevan and Kumar (2019) examined the methods associated with brand identity development on real estate websites, determining the origins and antecedents of brand recognition. Commercial recognition was found to be a source of brand awareness for websites, with a favourable association with final purchase. Sharifi (2014) examined the influence of cognitive involvement, emotive, and conational tendencies on possible purchasing intentions. It was discovered that cognitive testing influences prospective buying intent. Both investigations, Sharifi (2014) and Vasudevan and Kumar (2019) were also conducted in developing nations, although websites and laptops were evaluated. Regardless, both studies identified brand awareness as a contributing factor towards intention to purchase. Chakraborty (2019) highlights the mediating function of brand equity in consumers' purchasing intentions in relation to online reviews for e-commerce sites. The study indicated that marketers had to place a greater emphasis on brand recognition, which influenced consumers' purchase intentions.

In summary, a number of studies also quantitatively verified that brand awareness and intention to purchase were positively associated among predominantly Millennials samples (Hutter et al., 2013; Sharifi, 2014; Lee et al., 2017; Stewart et al., 2018; Chakraborty, 2019; Vasudevan & Kumar, 2019; Dabbous & Barakat, 2020; Sari et al., 2021; Gómez-Carmona et al., 2021, Tan et al., 2021; Alwan & Alshurideh, 2022; Kharisma et al., 2022; Purwanto, 2022; Li, 2023; Tunuguntla et al., 2023), though these inquiries considered divergent digital platforms and countries.

6.2.2 Trust → intention to purchase

This study showed that Google Shopping ads resulted in a positive effect for trust towards intention to purchase association. Danescu-Niculescu-Mizil et al. (2010) explain that non-commercial organic findings are deemed trustworthy by individuals, and being comparable to organic results can be perceived as an indication of high quality. However, excessive similarity between advertisements and organic results may be viewed as redundant information. Kobylanski et al. (2012) and Balioglu (2020) suggest that customers tend to compare sponsored search ads with other forms of internet advertising that are perceived to be more reliable, given that customers are generally cautious. Customers would be more receptive to clicking on advertising featuring familiar companies, as this would foster a sense of familiarity and trust (Gupa & Mateen, 2014). Stewart et al. (2018) sought to establish a theoretical understanding of consumers' reaction to digital ads (including search activity). The results indicate that consumers hold a favourable perception of credibility and trustworthiness and respond positively to the implementation of digital advertisements. This, in turn, leads to a positive correlation with the intention to make a purchase. The present study has methodologically applied the theory of trust towards digital advertisements, and the finding is in line with this theoretical framework. Hameed et al. (2022) examine the impact of perceived entertainment, perceived informativeness, perceived irritation, perceived trust, and perceived value on behavioural intention towards mobile learning. The findings suggest that the perceived trust and value factors exert a notable and immediate impact on the behavioural intention towards mobile learning.

Ozdemir and Nacar (2022) examine and discuss the Turkish e-commerce papers indexed in the Web of Science (WOS) database between 2010 and 2020. The consumers' perceptions of trust positively affect their purchase and repurchase intentions. Cabeza-Ramírez et al. (2022) conducted a review of theoretical literature to examine the connections between perceived trustworthiness, risk perceptions, product participation, and intent to purchase. The purpose of this review was to fill a gap in the existing research. The results confirmed that the moderating effects of generational cohort on perceived trustworthiness has a significant and positive relationship with purchase intent. Ling et al. (2010) investigate how individuals' shopping attitudes, trust, and past online purchasing behaviour influence their decision to make future online purchases. The theory demonstrated a positive correlation between online trust and the desire of consumers to do online transactions. Ponte et al. (2015) present a model for generating online purchasing intentions based on perceived value, trust, and the antecedents of perceived security and privacy, and explore the impact of perceived information on consumers' trust. The results show that trust influences online shopping intentions positively. Kim et al. (2011) examine the effect on the online purchasing decisions of prospective and returning customers. The aforementioned research shows that purchase intent is positively correlated with trust in digital

platform-based engagement. Ngo et al. (2022) investigate the factors impacting the online purchase intent of Vietnamese consumers using TikTok. TikTok ads affect the purchasing inclinations of Generation Z buyers.

Harrigan et al. (2021) identify the particular social media traits that influence the intention to purchase fashion-related products, with an emphasis on the significance of trust. The results imply that brand credibility affects buying intent. Sulthana and Vasantha (2021) analyse customers' trust in social media and incorporate perceived quality to determine their purchase intent in India. The findings of this study demonstrate that trust influences social media purchasing intent positively. Irshad et al. (2020) examine whether customers' trust influenced their online purchasing intentions across current social media networks. In the association between online intent and sales, trust compensates for a lack of empowerment-motivation to drive purchases. Moslehpour et al. (2020) study the use of social media by Indonesian airline consumers and their purchasing intentions. The results demonstrate that trust mediates the association between social media contact factors and shows a significant connection with purchase intent. Sanny et al. (2020) examine the influence of social media marketing on brand image and brand trust, with respect to the purchase intent of male Indonesian Millennials who possess an interest in skincare. The findings of this research suggest that the utilisation of social media marketing has a significant impact on the perception of brand image, brand trust, and purchase intention.

Rahman et al. (2018) explored the mediating impact of engagement activities of Facebook fan-page followers on their purchase intention, while also examining the moderating effects of demographic characteristics and trust level of the followers. The study showed that trust plays a crucial role in mediating the association between followership and engagement, particularly in terms of purchase intention. Favourable purchase intentions were observed to be influenced by trust-related attitudes.

Sung (2020) investigated the factors that impact the association between brand trust of consumers and their intentions to purchase after being exposed to mobile app advertisements that are tailored for holiday seasons. The relationship between brand trust and purchase intentions is moderated by advertiser attitudes across various product categories and discount rates. Ha and Janda (2014) examined the influence of satisfaction and trust on online travel purchase intentions using four models from various cultures. Neither data set supported the hypothesis that there is a correlation between trust and purchase intent. Furner et al. (2016) aimed to model trust and purchase intent in relation to product feedback using three theories: electronic word-of-mouth, encoding, and knowledge overload in the hospitality business. The study found that an increase in information load positively affected both trust and buying intent. Hsu et al. (2013) investigated if readers' trust in bloggers correlated with their usefulness and whether this

had an impact on their attitude and purchase behaviour. Based on the research findings, the attitude and purchase behaviour of online consumers were significantly influenced by the perceived usefulness of blog evaluations and trust. Although their focus was on the hospitality industry and bloggers, both researchers found that trust is a factor that influences purchase intent among Generation Y. Basheer and Ibrahim (2010) established how mobile marketing influences customer perceptions and purchasing decisions. Prior reactions and trust exhibited a negative link. Purchase intent was negatively affected by consumers' reluctance to provide personal information in response to text message advertisements when they held negative sentiments regarding direct marketing.

In summary, several quantitative inquiries found analogous trust and intention to purchase relationships among mainly Millennials (Ling et al., 2010; Kim et al., 2011; Hsu et al., 2013; Ha and Janda, 2014; Furner et al., 2016; Rahman et al., 2018; Irshad et al., 2020; Sanny et al., 2020; Sung, 2020; Moslehpour et al., 2020; Harrigan et al., 2021; Sulthana and Vasantha, 2021; Cabeza-Ramírez et al., 2022; Hameed et al., 2022; Ngo et al., 2022; Özdemir & Nacar, 2022), but these investigations examined various digital platforms and mostly in developed countries. Stewart et al. (2018) included search activity in their digital ad research, and also found a positive credibility/trust and intention to purchase association. Only Basheer and Ibrahim (2010) found a divergent result where trust had a negative impact on purchase intention, but this study did not specifically consider paid search advertising.

6.2.3 Perceived value → intention to purchase

This research showed that Google Shopping ads resulted in a positive effect for the perceived value towards intention to purchase association. In recent years, internet advertising has been the fastest expanding advertising channel, with paid search ads accounting for the largest share of this revenue. For non-brand terms, Blake et al. (2015) observed that while ads positively influence new and infrequent users, more frequent users whose purchase behaviour is unaffected by ads. In accordance with Bayer et al. (2020), paid search advertising exerts a more significant positive impact on sales compared to offline advertising. This finding is reasonable since paid search advertising is situated closer to the point of purchase and provides better targeting capabilities. Hameed et al. (2022) investigate the impact of various factors, including perceived entertainment, perceived informativeness, perceived irritation, perceived trust, and perceived value, on the behavioural intention towards mobile learning. The results suggest that the perception of value has a substantial and direct impact on the intentions of individuals to engage in mobile learning. Ozdemir and Nacar (2022) examined the Turkish electronic commerce literature that has been indexed in the Web of Science (WOS) database from 2010 to 2020. The results indicate that the perception of value holds a noteworthy positive correlation with the

intention of consumers to make purchases and engage in repeat purchases in the context of electronic commerce.

Adam et al. (2022) examined the influence of perceived risk on the adoption of e-marketing as a framework for making purchase decisions amidst the Covid-19 outbreak in Aceh Province, Indonesia. The study findings indicate that the perceived value of electronic marketing exerted a favourable and noteworthy impact on customers' buying behaviour. Dong et al. (2021) identified the optimal strategy (out of two) for enhancing online purchase intention on an e-commerce platform in Pakistan. The study's findings imply that both strategies have a favourable impact on customers' online purchase inclinations and the digital economy's viability. However, social media advertising is more effective when it emphasises perceived product advantages. Jain (2021) highlighted the factors that influence consumers' decisions to purchase luxury clothes online. Second, the study explored the moderating effect of perceived risk and web atmospherics on the relationship between attitude towards purchasing luxury fashion items online and intent to do so. The findings indicate that perceived value has a positive link with online luxury purchase intention via attitude. Chakraborty (2019) shows how brand equity effects consumers' purchasing intentions while comparing online reviews for e-commerce websites. The study recommends that marketers prioritise perceived value because it influences consumers' purchasing inclinations. Jain et al. (2018) aimed to comprehend customer behaviour in the setting of hyper-personalisation among online shoppers. They found that perceived usefulness had a strong correlation with purchasing intent. While the aforementioned study focused on perceived utility and the e-commerce industry, its findings are congruent with those of the current study.

Kim et al. (2011) scrutinised the relative influence on new and repeat customers' online purchasing decisions within the Korean e-commerce business. The findings of the study indicate that the perceived value of a product or service has a greater influence on the purchasing intentions of potential and recurring customers of an online retailer, compared to the perceived price. Hewei and Youngsook (2022) investigated the impact of fashion products in the realm of social e-commerce on the intention to continue purchasing, as well as the correlation between involvement in social media, perceived value, and immersion experience. The findings indicate that the perception of value exerts a significant and favourable impact on the propensity to engage in repeat buying behaviour. Hsiao (2021) considered the impact of interpersonal competency on social commerce behaviour in Taiwan, with a focus on customer-perceived value. The results suggest a correlation between interpersonal competence and the manner in which consumers perceive value. Furthermore, the authors emphasised the impact of utilitarian and social values on individuals' propensity to participate in social commerce activities. Sulthana and Vasantha (2021) examined the level of trust that customers place in social media platforms and the impact of perceived quality on their purchasing intentions within the context of India. The findings of this investigation indicate that the perceived quality of products or services has a significant impact

on the intention to purchase through social media platforms. Chetioui et al. (2020) evaluated the relationship between customer attitudes regarding fashion influencers, brand attitudes, and intent to purchase. This research demonstrates that customer attitudes about fashion influencers have a beneficial effect on brand attitudes regarding perceived value and intent to purchase. Moslehpour et al. (2020) analyse the use of social media by Indonesian airline consumers and their intent to purchase. The results showed that perceived value moderates the association between social media contact variables and exhibit a strong correlation between purchase intent and social media contact variables. Chen et al. (2018) assess the elements that influence customer behavioural intention on social commerce platforms in Taiwan, as well as the consumers' overall purchase intentions based on cognitive assessment. The results show that perceived value variables have an impact on customers' purchasing decisions and behavioural intentions. The aforementioned research shows that perceived value is positively related to buy intent in interactions with social commerce platforms, notwithstanding the absence of sponsored media promotion. Ponte et al. (2015) evaluate the intention of online purchasing in Spain by analysing the perceived value. The results demonstrate that the perceived value of interactions through digital media is positively correlated with purchase intent. The data indicate that the perceived value of digital advertisement interactions is positively associated with purchase intent. Although evaluating online purchase behaviour and mobile advertising, both studies were done in industrialised nations and produced comparable results to the present study.

To summarise, a number of quantitative research studies confirmed that perceived value and intention to purchase were positively associated among samples primarily of Millennials (Kim et al., 2011; Ponte et al., 2015; Chen et al., 2018; Jain et al., 2018; Chakraborty, 2019; Wang and Genc, 2019; Chetioui et al., 2020; Dong et al., 2021; Jain, 2021; Moslehpour et al., 2020; Sulthana & Vasantha, 2021; Hsiao, 2021; Adam et al., 2022; Hameed et al., 2022; Hewei & Youngsook, 2022; Özdemir & Nacar, 2022), despite the fact that these inquiries examined disparate digital platforms and were conducted in different countries.

6.2.4 Irritation → intention to purchase

This finding showed that Google Shopping ads resulted in a very small negative effect for the irritation towards intention to purchase association. As a result, respondents did not find Google Shopping ads to be irritating (i.e. respondents generally disagreed that Google Shopping ads were irritating), and so positively influenced purchase intention. Gupa and Mateen (2014) state that customers would be more likely to click on adverts featuring well-known companies, as this would foster a sense of familiarity rather than a sense of alienation. Thus, while advertisements do have a favourable effect on new and infrequent users, by more frequent users whose buying behaviour is unaffected by advertisements (Blake et al., 2015). Deng et al. (2022) examine the influence of positive social signals on users' avoidance responses to sponsored search results in

a C2C e-commerce context. To reduce behavioural and affective avoidance, a social indicator must enhance users' perceptions of sponsored search results by addressing their active implicit concern regarding sponsored search results. Consequently, irritation has a detrimental influence on purchase intent. Hameed et al. (2022) examined the impact of various factors such as perceived entertainment, perceived informativeness, perceived irritation, perceived trust, and perceived value on the intention to engage in mobile learning behaviour. The results suggest that the perception of irritation exerts an adverse influence on the intentions of individuals to engage in mobile learning behaviour.

Purwatiningsih et al. (2022) investigate the effects of ad blockers on the concentration and energy levels of millennials during their online media browsing activities for information. The utilisation of ad blockers by participants is motivated by a wish to circumvent digital advertisements. Consequently, any form of irritation arising from such ads has an adverse impact on the participants' purchasing intention.

Mustafi and Hosain (2020) determined the impact of online ads on Bangladeshi customers' smartphone purchase intentions. Frustration had a positive and substantial impact on purchasing intention. Despite the absence of paid media promotion, the aforementioned research established a positive correlation between irritation and purchase intent in interactions with mobile online ads.

Irritation was found to be associated with a negative attitude and thereby decreased purchasing intent. The results of the study showed that the relationship between ad irritation and attitude towards the advertisement was inverse, whereas attitude towards the advertisement had a direct impact on the intention to purchase the promoted product. In developed economies, the presence of excellent execution is often associated with the occurrence of ad annoyance, whereas in emerging economies, the impact of such execution remains negligible. Lee et al. (2017) examine the purchasing intention of consumers in relation to mobile advertisements within the South Korean market. The results suggest that irritation negatively impacts the perceived worth of mobile advertisements and the likelihood of making a purchase.

Florenthal et al. (2020) provide an explanation of the factors that drive the Millennial generation to make charitable donations through social media channels. The results of the study suggest that experiencing frustration can have a negative impact on individuals' intentions to engage with non-profit organisations on social media platforms. The research mentioned above presents a conflicting viewpoint to the present study. However, it is important to note that the former was carried out in developed nations and primarily centred on mobile advertising and social media engagement, as opposed to Google Ads. As reported by Wu et al. (2016), emerging economies, similar to South Africa did not exhibit the same influence of irritation.

Hosseinikhah and Mirabolghasemi (2020) examine how viral marketing strategies' levels of content, entertainment, frustration, and source credibility affect people's buying intentions for eco-labelled goods within the Pars area of Tehran, Iran. The study found frustration is negatively related to eco-labelled product purchase intention. The findings are incongruous with those of the present investigation; however, the aforementioned inquiry centred on viral marketing as opposed to search advertising in particular. The authors assert that despite the widespread adoption of online shopping as a significant commercial platform for both merchants and customers, the scholarly literature has not adequately addressed the issue of irritation in online shopping environments. As such, further investigation into the phenomenon of irritation in online shopping contexts is deemed necessary (Hosseinikhah & Mirabolghasemi, 2020).

Kharisma et al. (2022) investigate the effect of amusement, informativeness, legitimacy, personalisation, and irritation on ad values that influence brand awareness and brand image, which ultimately leads to purchase intent in online video advertising. The results indicate that entertainment, informativeness, credibility, and personalisation have a favourable effect on ad value; on YouTube for buying content however irritation has a negative effect on ad value on YouTube for buying intent.

Ashraf et al. (2021) investigate the impact of four distinct components of YouTube advertising, namely amusement, informativeness, customisation, and irritation, on the purchase intent of consumers in Pakistan. The findings of the study indicate that the presence of advertisements on YouTube can lead to a decrease in the willingness to purchase, due to the level of annoyance they generate.

Paramitha et al. (2021) examine the influence of commercial value on YouTube users' levels of amusement, informativeness, credibility, and irritation. The study showed that the presence of YouTube advertisements induces a sense of irritation, which in turn has a detrimental impact on the consumers' purchase intention. Hasan (2016) examines the influence of website design features, such as visual, navigational, and informational aspects, on the perceived frustration of American consumers while shopping online.

Saadeghvaziri et al. (2013) analyse the perceptions and viewpoints of Iranian consumers regarding online advertising. Additionally, the research explores the interconnections between belief factors and attitudes towards online advertising. The research findings indicate that consumers' irritation with online advertisements is a noteworthy factor that negatively influences their online advertising engagement and their intention to make a purchase.

All of the current study hypotheses were supported by the findings, which showed inverse correlations between website design factors, online video advertising and perceived annoyance

which reduced intention to purchase. The findings of the preceding studies demonstrated a negative link with purchase intent, but these studies did not consider paid search advertising.

Although many prior studies, viz. Saadeghvaziri et al. (2013), Hasan (2016), Lee et al. (2017), Wang and Genc (2019), Florenthal et al. (2020), Hosseinikhah and Mirabolghasemi (2020), Ashraf et al. (2021), Paramitha et al. (2021), Deng et al. (2022), Hameed et al. (2022), Kharisma et al. (2022) and Purwatiningsih et al. (2022) have demonstrated that irritation has a detrimental effect on purchase intention, Mustafi and Hosain (2020) demonstrate that when buyers view smartphone advertisements to be significant, useful, attractive, and valuable, they will readily view them. Wu et al. (2016) however show that similar levels of irritation were not observed in emerging economies comparable to South Africa.

6.2.5 Product risk → intention to purchase

This study showed that Google Shopping ads resulted in a negative effect for the product risk towards intention to purchase association. The existence of a negative link between product risk and satisfaction are deemed ambiguous in a particular transaction, since different aspects of product risk might result in a range of outcomes when satisfaction and/or attitudes are considered (Tsiros & Heilman, 2005; Han & Kim, 2017). Thus, for this research respondents did not perceive product risk for Google Shopping advertisements (i.e. respondents generally disagreed that Google Shopping ads resulted in product risk), which favourably influenced purchase intention.

Cabeza-Ramírez et al. (2022) conducted a review of theoretical literature to examine the connections between perceived trustworthiness, risk perceptions, product participation, and intent to purchase. The objective of this study was to address a research gap in the current literature. The findings confirmed that risk perception has a significant and negative impact on the intention to purchase. Ou et al. (2022) explored the determinants of consumers' online group buying intention on community e-commerce platforms. The researchers developed models that incorporated conformity behaviours, perceived risks, customer engagement, and online group buying intention. Additionally, the study investigated the potential mediating effect of customer engagement and the interfering effect of perceived risks. The research findings indicate that perceived risks exhibit an interference effect, whereby heightened risk perceptions among consumers lead to a reduction in their inclination to engage in online group purchasing. Adam et al. (2022) investigated the utilisation of e-marketing as a framework for purchasing decisions that are impacted by perceived risk amidst the Covid-19 pandemic in Aceh Province, Indonesia. The findings indicate that consumer buying behaviour is significantly and directly influenced by the perceived risk during the Covid-19 outbreak.

Lee and Lee (2022) examined the impact of parasocial interactions on consumer purchase intentions through the lens of vicarious experience and risk perception. The study showed a

noteworthy association between product risk and perceived risk. Furthermore, the results indicated that the perception of risk had a significant and negative impact on the intentions to purchase.

Dong et al. (2021) analyse the means of enhancing perceived benefits and reducing perceived risks related to online products or businesses. The results suggest that consumers' purchase intentions are negatively affected by their perception of risk. However, including product details reduces perceived online risks.

Jain (2021) investigates the moderating impact of perceived risk and web atmospherics on the association between attitude and intention to procure luxury fashion commodities through online channels. The statistical analysis showed that the predictive power of online luxury purchase intention was not significantly influenced by the interaction effect of attitude and perceived risk.

Qalati et al. (2021) examine the correlation between the precursors of trust in e-commerce and the moderating impact of perceived risk on the relationship between trust and intention to purchase online in Pakistan. The results indicate that the perceived risk associated with a product, which is a crucial dimension, has a favourable impact on the intention to purchase while shopping online.

Rosillo-Díaz et al. (2019) investigate the impact of distinct cultural dimensions on the perceived quality of products, perceived risk, and purchase intention in the context of e-commerce platforms. The results indicate that within the realm of e-commerce platforms, the cultural dimensions of collectivism and uncertainty-avoidance have a detrimental effect on both perceived risk and purchasing intention.

Han and Kim (2017) examine the perceptions of Chinese consumers towards Taobao as an online marketplace, specifically when purchasing products with varying levels of involvement. The research also delves into the types of risks that are associated with each product and how these risk perceptions impact the consumers' confidence in Taobao, as well as their intention to make a purchase.

Gurung and Raja (2016) considered the relationship between trust, privacy, and security issues and the risk perception of e-commerce adoption. The findings indicate that an e-commerce transaction does not support the relationship between risk perception and intention to purchase. The results showed that consumers' confidence and purchasing intention were negatively correlated with product risk regardless of their level of product involvement. The preceding research contradicts the current study, though it was mainly conducted in developed nations and concentrated on the product risk link with e-commerce uptake and not specifically on Google Ads.

Eun Lee and Stoel (2014) examine the signalling implications of high and low price discounts for online goods. The authors integrate prior research on price discounts, perceived risks, and

purchasing intentions in the US in conducting their investigation. The results suggest that the impact of risk perceptions on customers' purchase intentions is comparatively less adverse, as the price discount rises for discounts with lower prices. However, it becomes increasingly negative for discounts with higher prices.

Yen (2015) evaluates the impact of perceived risk on consumer loyalty in the context of e-commerce. Additionally, the study examines the mediating role of switching costs in the relationship between perceived risk and loyalty. The findings indicate a novel strategy for enhancing customer retention in the realm of e-commerce. Specifically, a business could potentially mitigate consumers' perceived risk, which in turn may bolster switching costs and ultimately lead to greater customer retention and purchase intent. Despite the absence of paid media advertising, the prior research indicated a negative correlation with purchase intent while also offering a holistic perspective of the interactions between the variables.

Ariffin et al. (2018) examine the correlation between five distinct perceived risk factors and the online purchasing intentions of consumers. The research suggests that the perceived risks associated with online purchases have a noteworthy adverse impact on consumers' inclination to engage in such transactions. Huy Tuu and Olsen (2012) investigate the impact of perceived certainty, product risk, and expertise on the relationship between satisfaction and purchase intention in the canned product industry. The research was conducted in the context of a new product evaluation in Vietnam. This study demonstrates that product risk interacts with negative aspects of the product in a synergistic manner to influence purchase intention. This finding is compatible with the concept of perceived risk connected with e-commerce and the canned goods sector, which was also applied to a developing country.

Cui et al. (2019) investigate how the spread of food safety information through social media influences customers' purchasing decisions in China. Perceived risk has a significant negative impact on consumers' purchase intentions. The study's findings differ from those of the current study, which can be ascribed to its utilisation of social media in comparison with paid search adverts.

In summary, multiple quantitative studies discovered comparable product risk and buy intention associations primarily among Millennials, viz. Huy Tuu and Olsen (2012), Eun Lee and Stoel (2014), Yen (2015), Gurung and Raja (2016), Han and Kim (2017), Ariffin et al. (2018), Cui et al. (2019), Rosillo-Díaz et al. (2019), Dong et al. (2021), Jain (2021), Qalati et al. (2021), Adam et al. (2022), Cabeza-Ramírez et al. (2022), Lee and Lee (2022) and Ou et al. (2022). However, these investigations focused on a variety of digital and conventional sectors and were primarily conducted in industrialised countries.

6.2.6 Time risk → intention to purchase

This result showed that Google Shopping ads resulted in a small negative effect for the time risk towards intention to purchase association. Time risk will further prevent potential consumers from purchasing online if it takes an extended period of time to locate a suitable online merchant or website (Forsythe & Shi, 2003; Forsythe et al., 2006). Thus, respondents in this study did not perceive time risk associated with Google Shopping adverts (i.e. respondents generally disagreed that Google Shopping ads resulted in time risk), which had a positive influence on purchase intention. Lee and Lee (2022) examined the impact of parasocial interactions on consumer purchase intentions, specifically through the mediating factors of vicarious experience and perception of risk. The study showed that the variable of time risk exhibited a statistically significant association with the perception of risk. Additionally, the results indicated that the perception of risk had a significant and negative impact on the intention to purchase. Qalati et al. (2021) assessed the correlation between the precursors of trust in e-commerce and the moderating impact of perceived risk on the relationship between trust and online purchase intention in the context of Pakistan. The aforementioned deduction suggests that the element of time risk, which is a significant dimension of perceived risk, exerts a positive impact on the intention to make online purchases. Yaraş et al. (2017) determined the impact of various factors on consumers' inclination to engage in online purchasing activities. The results suggest that there is a positive association between time risk and purchase intention.

Yang et al. (2015) quantify how various uncertainties lead to different perceived risk dimensions that stymie m-payment acceptance within China. The study concluded that time consumption has no adverse effect on consumers' perceptions of the value of mobile payments or their intention to use them. While the preceding report examined perceived time risk, the findings are consistent with those of the current study, as perceived risk was found to affect intention to buy.

Liu et al. (2013) examined the impact of perceived benefits, perceived risk, and trust on the participation of Chinese consumers in institutionally organised online community buying. Consumers' attitudes about group purchasing were not significantly influenced by time risk, indicating that time risk does not have a detrimental effect on group purchasing. The aforementioned research demonstrates that time risk is positively connected with purchase intent in digital platform-based interactions, notwithstanding the absence of paid media advertising. Rajamma et al. (2009) evaluated the determinants that led to the abandonment of shopping carts by customers during the final stage of transaction completion. According to the findings of the research, the perceived inconvenience associated with the purchase process was the most prominent determinant of the abandonment of shopping carts, leading to a decrease in the levels of intention to purchase.

Kim and Lennon (2013) investigated the impact of reputation and website quality on the emotional state, perceived risk, and purchase intention of consumers who shop online. The study showed that the perception of risk had a notable adverse impact on the intention to purchase. The significance of this matter pertains to online enterprises due to the elevated level of risk involved, encompassing financial, performance-related, psychological, and perceived time and convenience loss, in contrast to physical stores. Moreover, in the online milieu, consumers divulge more than merely their credit card and personal details.

Quintal and Phau (2013) examined the impact of various factors such as brand recognition, extrinsic attributes, self-assurance perceived effectiveness, and six aspects of perceived risk on the purchasing intentions of prototypical and me-too MP3 player brands. Time risk had a negative mediating effect on the relationship between perceived purchase intentions. Choo et al. (2016) explained what factors influence equestrians' willingness to participate in equestrian tourism. This study discovered that perceived risk factors significantly influenced involvement factors, which in turn significantly influenced the intention to return to equestrian tourism. Additionally, time risk had the strongest negative effect on advertising participation. The antecedent inquiries established an inverse association between the risk of time and the intention to purchase, while also furnishing a broad comprehension of the interconnections between the variables. However, Quintal and Phau (2013) study was carried out in emerging economies and did not explicitly contemplate remunerated exploration promotion.

Chen (2013) provides an analysis of the impact of various factors such as the diffusion and adoption of mobile banking services, perceived risk, brand awareness, and brand image of mobile banking service providers on the attitude towards and intention to use mobile banking services. The results indicate that temporal risk factors are comparatively insignificant constituents of perceived risk. The impact of perceived risk on purchase intention is noteworthy and adverse. As noted above, Ariffin et al. (2018) explore the correlation between five distinct perceived risk factors and the online purchasing intentions of consumers in Malaysia. The results suggest that the perceived time risks of consumers during online purchases have a significant negative impact on their intention to make such purchases. The two aforementioned inquiries were carried out in emerging economies and produced dissimilar outcomes in comparison with the present study, notwithstanding the fact that they examined mobile banking and online purchasing instead of Google Ads.

Beneke et al. (2012) investigated which risks consumers in South Africa associated with premium grocery private label products, and which of these risks had a major impact on their purchasing intention. The results indicated that consumer purchasing intentions for premium grocery private label brands were significantly negative influenced by functional and time risk. The investigation

produced results that differed from those of the current study, but it was focused on brick and mortar shopping rather than Google Shopping ads.

To conclude, the research findings indicate that purchase intent in digital platform-based interactions is positively correlated with time risk, even in the absence of paid media advertising (Liu et al., 2013; Yang et al., 2015; Yaraş et al., 2017). However, several studies, namely Rajamma et al. (2009), Chen (2013), Kim and Lennon (2013), Quintal and Phau (2013), Choo et al. (2016), Ariffin et al. (2018), Qalati et al. (2021) and Lee and Lee (2022) showed a negative association between time risk and purchase intent but were done in developed countries and focused on banking and online purchases rather than Google Ads. Only Beneke et al. (2012) was conducted in South Africa and produced results that were inconsistent with those of the current study due to the investigation's focus brick and mortar locations rather than Google Shopping advertisements.

6.3 Usage factor influences on intention to purchase

This section aims to provide a comprehensive review of existing literature to enhance the understanding of how different usage aspects can influence the overall outcomes of a research study. Consequently, the secondary objective of the study was to investigate whether usage factors exert an impact on Google Shopping advertisements for electronic commerce enterprises.

6.3.1 Access

The findings of the current study showed that Google Shopping ads resulted in a greater positive effect for Millennials' access via smartphones and tablets compared to other devices toward intention to purchase. In terms of the device on which the advertisements are displayed, it was found that users pay more visual attention to advertisements on a smartphone than on a desktop screen (Schultheiß & Lewandowski, 2021; Kharisma et al., 2022). This outcome is unsurprising, given that on a smartphone, only advertisements were accessible without scrolling down. Kim et al. (2016) previously demonstrated that small screen users pay more visual attention to the top results. This demonstrates how critical it is for results to be placed in positions that are visible without scrolling down. According to a white paper published by Marin Software (2013), mobile search advertising obtains a higher click rate, lower cost, and lower conversion rate than their desktop equivalents. A study conducted by Han et al. (2022) pertaining to cross-device search behaviour was based on industry reports and was carried out at a collective level in Korea. The empirical evidence suggests that, notwithstanding the use of various technological devices, individuals exhibit a preference for mobile devices during preliminary stages of information

gathering, while they tend to favour personal computers for more in-depth and advanced inquiries during later stages.

Balça and Casais (2022) investigate the efficacy of display advertising through the utilisation of Google Ads and Facebook Ads in two separate markets located in Portugal and Argentina. The research focuses on digital interaction and conversion metrics. The investigators analysed the data provided by Google Ads and Facebook to gain commercial intelligence. The data suggests that the utilisation of mobile devices among individuals from Portugal and Argentina is notably greater in comparison with that of desktop computers. Lu and Du's (2020) study compared consumer click-through behaviour on sponsored search adverts across mobile, desktop, and tablet devices. Tablets had the highest CTR for the top sponsored search advertisement for non-branded inquiries, followed by smartphones and desktop computers. Stewart et al. (2018) sought to build a methodology for analysing consumer responses to digital marketing and search activity. The statistics indicate that the opinions of clients towards digital advertisements were unrelated to their device type. Access to digital advertisements interacts positively with purchasing intent, which supports the present study. Zhao (2021) evaluated the influence mechanism of contextual mobile advertising features on intent to purchase in a Taiwanese study. The results of the data analysis suggest that contextual mobile advertising features have a strong positive effect on purchase intent.

Zheng et al. (2016) conducted an empirical assessment of the ranking effect across multiple device types in the setting of e-commerce. Consistently, the data indicate that ranking has less of an impact on mobile devices. By giving descriptive facts about shopping behaviour, the results show that mobile and desktop shoppers are qualitatively comparable. The objective of a study by Xu et al. (2017) was to comprehend and quantify the causal effect of tablets on a unique data set of Alibaba sales in China. The results imply that the tablet channel can replace the PC channel or serve as a supplement to the smartphone channel. Due to the involvement of the e-commerce industry, the outcomes of both studies that assessed access and had a positive attitude towards buy intent differed from the results of the present study. Miltgen et al. (2019) investigated whether the drivers and mitigating factors that influence consumer responses to social networking site advertising vary among Facebook users. In response to general advertising, people who mostly use Facebook on a desktop computer have more positive sentiments than those who primarily use Facebook on a mobile device. Duffett (2015) investigated the influence of Millennials' Facebook opinions on their buying intent and perceptions. However, no substantial changes in access were discovered. This is relevant to the current survey because the vast majority of Millennials undertake online product searches on their mobile devices, followed by those who use laptops/desktops.

In essence, quantitative studies demonstrated that analogous connections exist between mobile device access and purchase intention and their beneficial interactions with sponsored search adverts (Stewart et al., 2018; Lu & Du, 2020; Balça & Casais, 2022; Han et al., 2022); whereas other studies showed parallel relationships between access and purchase intention, as well as their beneficial interactions with the e-commerce and social commerce industry despite not on focusing on Google Ads (Duffett, 2015; Xu et al., 2017; Zheng et al., 2016; Miltgen et al., 2018; Zhao, 2021).

6.3.2 Usage length

This study indicated that Google Shopping advertising had a greater beneficial influence on less experienced respondents than more experienced respondents in terms of intention to purchase. The objective of a study by Mishra and Mategaonkar (2023) was to compare the online ad sales revenue generated by Meta and Google. The majority of survey participants had made purchases online for more than five years. The findings showed that the greater the consumption frequency, the greater the purchase intent. Duffett (2015) determined the effect of Millennials' behavioural attitudes regarding Facebook on their purchase intent and perceptions of purchases. The data showed that the length of time spent on Facebook had no effect on the purchasing intent of millennials. Duffett (2017) examined the impact of interactive social media marketing messages on the cognitive, affective, and behavioural attitude components of adolescents in South Africa. The findings indicate that teenagers who had engaged with social media for a minimum of two years exhibited the most favourable cognitive attitudes towards social networking platforms. Conversely, those who had used social media for less than a year demonstrated the most favourable behavioural attitudes towards social network advertising. The primary emphasis of both inquiries centred on social media rather than paid search advertisements.

Newman et al. (2018) investigated how actual interactions between US customers and store apps affected these outcomes. A series of online surveys were administered to adult consumers who had previously utilised a store app. The research showed that the more frequently consumers use a retailer's app, the stronger their engagement with the app became, leading to an increase in purchase intent. These results are comparable to the usage frequency findings of this study regarding Google Shopping advertising. Gong et al. (2018) investigated the reasons behind the utilisation of mobile applications for smartphones by experienced users and found that the impact of usage frequency on the intention to continue among users with significant proficiency was significant. Pappas et al. (2014) examined the potential moderating effect of experience on the association between antecedents and satisfaction, as well as the link between satisfaction and repurchase intention. The data indicates that there exists a correlation between performance expectations and user satisfaction levels in online purchases, with higher levels of user

experience leading to greater satisfaction. Yet, performance expectations do not appear to affect the pleasure of less-experienced clients. The results of the aforementioned research may have been affected by the fact that it was done in developed/first-world nations. Nonetheless, because of its favourable effect on the duration of behavioural interaction utilisation, it contributes to this study.

Similar associations were seen between less experienced usage length and purchase intention, as well as beneficial interactions between the e-commerce and social commerce industries, despite not focusing on Google Ads (Pappas et al., 2014; Duffett, 2017; Gong et al., 2018; Newman et al., 2018; Mishra & Mategaonkar, 2023); whereas quantitative research conducted by Duffett (2015) showed no correlation between usage duration and purchasing intention within a social networking site.

6.3.3 Usage frequency

The results of the current study indicate that Millennials who clicked on Google Shopping ads more frequently displayed more positive intention to purchase sentiments compared to those who rarely clicked on Google Shopping ads. Research conducted by Tunshevavong (2022) indicated that Google Search is more useful and appropriate for Thai users than other search engines. Every day, Thai Millennials utilised search engines, internet platforms, and internet services. Several quantitative researchers discovered that greater usage frequency and purchase intent were positively correlated across a variety of age groups; however, none of the subsequent studies focused specifically on Google Shopping ads; rather, they incorporated data from a variety of other digital channels. In accordance with Duffett's (2017) findings, there is a notable emphasis on the average figure which indicates that adolescents who engaged in frequent online activity exhibited the most favourable attitudes towards social media marketing communications across all stages of attitude. Furthermore, according to Maddox and Gong's (2005) study, individuals who are highly engaged with the internet are more likely to utilise online commercial content as a means of informing their purchasing decisions. This finding was supported by a positive correlation between engagement level and propensity to use online commercial content (p. 686). Duffett (2015) examined the impact of Facebook behaviour of Millennials on their purchase intent and perceptions, along with the influence of demographic and usage factors. The results indicate that Facebook advertisements exert a favourable impact on the behavioural attitudes of South African Millennials, particularly in terms of their purchase intention and frequency of profile updates.

The utilisation of mobile social networking sites by senior citizens was explained by Kim et al. (2019) through the integration of the diffusion of innovations theory and the theory of uses and

gratifications. The outcomes of various inquiries showed heterogeneous outcomes regarding log-on frequency. However, a majority of the studies indicated a positive correlation between higher log-on rates and favourable attitude responses. Artola et al. (2017) assessed the influence of social media on the formation of expectations regarding a particular tourism destination. The research showed a positive correlation between the intensity of social media usage directed towards a tourist destination and the level of social media engagement, which demonstrated favourable behavioural characteristics. Prior research primarily focused on examining the utilisation of social networking platforms as opposed to directly assessing Google advertising. However, the present study's results are substantiated by the association observed between the frequency of use and the intention to make a purchase. The authors Vasudevan and Kumar (2019) conducted a revision of the strategies employed in building brand identity for real estate websites. The empirical evidence indicates that an increase in advertising awareness has a positive impact on brand awareness, resulting in tangible purchases. This suggests a significant association between internet usage, brand awareness, and purchase intention. The concurrence of the results of the aforementioned studies could potentially be attributed to the shared characteristic of the participants being sourced from developing nations.

Thus, a number of quantitative researchers found that increased frequency of usage and desire to purchase were positively correlated across samples of various age groups, despite the fact that these studies focused on dissimilar digital platforms and/or countries (Duffett, 2015; Artola et al., 2017; Kim et al., 2019; Vasudevan & Kumar, 2019).

6.3.4 Usage hours

In this study respondents who used Google Shopping ads for the higher number of hours resulted in a more positive effect than those who spent less time using this platform regarding intention to purchase. Rahman (2015) studied the digital information scanning and internet usage behaviours of Bangladesh users. The majority of 18- to 25-year-old respondents spend between two and five hours per week on the internet, according to the research. Yet, their Facebook usage remained quite high, demonstrating that this group of women devotes most of their online time to social media. According to a study conducted by Duffett (2015), Millennials who logged on for one hour or less had a lower propensity to purchase in response to Facebook advertisements than those who logged on for two hours. In terms of cohort and developing country, the findings are comparable to those of the present study, despite the use of a different digital platform.

Mustafa and Hosain (2020) analysed the impact of online marketing on the smartphone purchasing intentions of Bangladeshi consumers. The findings indicated that usage has little effect on buying intent. The study supports previous research by providing a comprehensive

picture of the factors that influence purchasing intent, and it was conducted utilising e-commerce sites as opposed to Google Shopping ads. Lee and Lee (2010) investigated the adoption of mobile services by US customers from the perspective of channel expansion. Other service categories exhibited substantial correlations with current internet and mobile phone usage of at least two hours. Despite the fact that the study was done in a developed nation, usage hours can be regarded a factor due to the nature of their effect on behavioural interaction, as evidenced by its findings.

Despite the fact that these studies evaluated various digital platforms and nations, a number of quantitative studies concluded that increased usage hours and the intention to make a purchase were positively correlated in samples mostly constituted of Millennials (Lee & Lee, 2010; Duffett, 2015; Rahman. 2015; Mustafi & Hosain, 2020).

6.4 Demographic factors' influence on intention to purchase

The secondary objectives of this study are contingent upon the examination of the impact of respondents' demographic variables, making this section of utmost importance. All demographic variables exerted a significant influence on the overall intention to purchase. However, specific demographic variables, namely gender, age, education level, and population group, had a notable impact, as elaborated upon below.

6.4.1 Gender

The data in the current study indicated that Google Shopping advertising had a more favourable influence on female respondents compared to male respondents regarding intention to purchase. Sabwa and Weideman (2010) found that female users used Google at a rate of 7.3 percent higher than males. Additionally, data demonstrates that 10% of male utilise Google, but 1.8 percent of females have never used it. It is important to note that younger generations of Generation Y, particularly females, have already made purchases online, emphasising the importance of this market segment to the e-commerce business (Rahman, 2015). Mishra and Mategaonkar (2023) compare the online ad sales revenue generated by Google and Meta. However, males are more prone to respond to online advertisements than females, according to the results. Balca and Casais (2022) conducted a study to investigate the effectiveness of display advertising through Google Ads and Facebook Ads in two separate markets in Portugal and Argentina, with a focus on digital engagement and conversion metrics. Based on the results of the study, the promoted products are purchased by 627 women, whereas only 116 men make a contribution to the company's earnings.

Dewi et al. (2019) identified the elements that influence the online purchasing intentions of customers. For female customers, anxiety has a negative and significant link with their propensity to purchase online, whereas for male consumers, no such relationship exists. In addition, multi-group analysis shows that the majority of factor coefficients in the predictors of online shopping intentions do not differ significantly between genders. Chiu et al. (2018) analysed customers' behavioural intention to buy sporting items online using the model of goal-directed behaviour as a research environment. Male customers reported higher levels of positive intent to purchase sporting products online than female consumers, according to the research. Chiu and Cho (2019) explored the impact of perceived brand leadership on customer loyalty and desire to repurchase for an e-commerce website. The study examined the relationship between gender and purchase intent and found that males exhibit a greater degree of purchase intent. This finding stands in contrast to the results of the present investigation, which suggest that females demonstrate a higher level of intention to purchase. The absence of sponsored search advertising in the subsequent research, which centred on the e-commerce industry, may account for this outcome.

Hazari (2018) examined the perceptions pertaining to sponsorship outcomes in the context of the Rio Olympic Games, with a focus on factors such as buying behaviour, sex, sponsor patronage, sports fervour, and social network usage. This study demonstrated significant gender differences in social media consumption, with females reporting higher levels of social media usage and purchasing intent.

Rahman et al. (2018) examine the moderating impact of engagement behaviours of Facebook fan page followers on their purchase intention. The findings of this investigation demonstrate that the gender of customers exerts a positive influence on their purchase intent when they engage with and participate in a fan page. The data indicates that female followers who are actively engaged are more inclined towards purchasing than their male counterparts who are also actively engaged. Benson et al. (2019) consider the impact of social media user attributes, cognitive factors, and personal attitudes on the intention to purchase. The findings indicate that male individuals exhibit a higher propensity to engage in purchasing activities on social media platforms compared to their female counterparts. Handarkho (2020) investigates the impact of social experience on the consumer behaviour of individuals in the context of social commerce. Research findings indicate that subjective norms have a greater impact on the purchasing behaviour of male customers compared to their female counterparts, when analysed through the lens of gender. The study in question was constrained to the realm of social commerce and did not encompass sponsored search advertising. This study's findings are congruent with those of Hazari (2018) and Rahman et al. (2018), who also discovered that females exhibit a higher level of buy desire. Although Benson et al. (2019) and Handarkho (2020) evaluated gender and found that males

demonstrate a higher level of purchasing intent. Arora and Sandhu (2018) evaluate the factors that influence the utilisation of electronic banking services by Indian customers. They found that male respondents' use is considerably lower than that of female respondents. While the adoption of mobile services by customers was evaluated, the above research was conducted in underdeveloped nations. Lee and Lee (2010) examined the uptake of mobile services by American customers from the perspective of channel extension. Male respondents were more likely than female respondents to utilise leisure, travel, business, and shopping-related information services, as well as educational services, shipment tracking, and location-based services. Yet, previous research focused on developed nations, not developing nations like South Africa.

As a result, several quantitative studies discovered a favourable link between female Millennials and their propensity to make purchases across samples that were predominately made up of Millennials (Arora & Sandhu, 2018; Hazari, 2018; Rahman et al., 2018, Balca & Casais, 2022 Mishra & Mategaonkar, 2023). Instead, despite the fact that these studies looked at various digital platforms and nations, some researchers discovered a positive correlation between male Millennials and purchase intent (Lee & Lee, 2010; Chiu et al., 2018; Benson et al., 2019; Chiu & Cho, 2019; Dewi et al., 2019; Handarkho, 2020).

6.4.2 Age

The findings of the current study suggested that Google Shopping advertising had a more favourable effect on older respondents compared to younger respondents in relation to purchase intention. Rahman (2015) explains that pop-up ads are Generation Y's least favourite feature. They like creative and interactive advertisements that showcase new product information. Additionally, they frequently click on web advertisements featuring discount coupons and similar offers. Generation Y is motivated by advertisements depicting societal benefits. The findings contradict the findings of Sabwa and Weideman (2010) in which it is evident that younger consumers are wary of using paid results and around 85 percent of respondents were below 23 years old. Furthermore, it was found that advertisers targeting young consumers must get a high ranking on organic results pages, as 81 percent of young consumers prefer organic results over sponsored results. Balca and Casais (2022) conducted a study to evaluate the effectiveness of display advertising through Google Ads and Facebook Advertising in two separate marketplaces.

Cabeza-Ramrez et al. (2022) conducted a review of theoretical literature to address the gap in understanding the relationships between perceived credibility, perceived danger, product participation, and intent to purchase. The findings indicated that both Generation X and

Generation Y exerted a favourable influence on the intention to purchase. Mishra and Mategaonkar (2023) evaluated Google and Meta's online ad sales revenue. They found that the most popular category was consumables, which were primarily purchased by males aged 23 to 40. Chiu and Cho (2019) investigated how consumer loyalty and repurchase intention are affected by an e-commerce website's perceived brand leadership. Likewise, customers in their twenties saw higher levels of satisfaction and repurchase intention than those over the age of forty. Notwithstanding the findings of the study mentioned earlier, which indicated a positive influence of age on purchase intent, it is worth noting that the age groups employed in that investigation differed from those utilised in the research and were not predicated on paid search advertising. Rahman et al. (2018) examine the mediating role of engagement activities of Facebook fan-page followers on their purchase intention. Individuals within the age range of 20-40 years who exhibit high levels of engagement, are more inclined to possess a robust intention to purchase in comparison with the other two age cohorts that were considered.

The influence of social media user traits, cognitive variables, and personal opinions on purchase intent was examined by Benson et al. (2019). The results show that, compared to other age groups, male users in their twenties (18–28 years old) had much higher purchasing aspirations. Despite focusing on social media, the aforementioned research shows that age is generally positively correlated with purchase intent in digital platform-based engagement. Arora and Sandhu (2018) identified the factors influencing Indian consumers' utilisation of electronic banking services. The survey found that demographic factors like age have a big influence on how people use online banking services. The aforementioned research shows that age is positively associated with purchase intent in digital platform-based engagement, despite the study's focus on electronic banking services. Bittner and Shipper (2014) look at the age differences in product ads and the motivational benefits of gamification. Age differences were highlighted, in that consumers aged 15 to 21 and 22 to 38 showed the greatest desire to buy the gamified goods. Although it was gamification that was considered, the analysis was carried out in poor countries and came to conclusions that were comparable to those of the present study. However, the research showed that age played a significant role in purchase intention.

In conclusion, these studies show older Millennials in a manner consistent with the positive effect of desire to purchase across industries, social media networks, financial services, and gamification (Bittner & Shipper, 2014; Arora & Sandhu, 2018; Rahman et al., 2018; Benson et al., 2019; Chiu & Cho, 2019; Balca & Casais, 2022; Cabeza-Ramírez et al., 2022; Mishra & Mategaonkar, 2023). However, a different age grouping was significant in the current study, which was solely focused on Google Shopping Ads.

6.4.3 Education level

The data in the current study indicates that Google Shopping advertising had a more positive influence on respondents with higher education levels (in Grade 12, completed Grade 12, and completed a degree) compared to those with lower education levels (Grade 8 - 11) regarding intention to purchase. Kizgin et al. (2021) examine the role of social media as an agent in the context of acculturation and consumption. The findings suggest that the offline inclination towards safeguarding heritage culture has a more pronounced impact on purchase propensities among individuals with moderate educational attainment as compared to those with advanced educational qualifications. The present study examined the relationship between education level and purchase intention in the context of social media usage. The findings were consistent with those of a prior investigation, indicating a positive attitude towards buying behaviour.

Matharu et al. (2018) compared how advertisements in print and television media affect consumers' propensity to buy. The results showed that while television commercials appeared to be more effective for undergraduate respondents, print media advertisements appeared to be more important for postgraduate degree holders' propensity to purchase. The characteristics that affect how Indian consumers use electronic banking services were established by Arora and Sandhu (2018). Consistent with the positive influence of education on the utilisation of online banking services, educational attributes exhibit a robust affirmative effect on the adoption of electronic banking as well. The master’s level of education exhibits a notable and advantageous contrast in comparison with the primary and secondary levels of education. Despite comparing traditional advertising with electronic banking, both studies conducted in underdeveloped nations produced results that were comparable to those of the present one: both studies found that purchasing intentions were influenced by education levels.

In conclusion, research by Arora and Sandhu (2018), Matharu et al. (2018), and Kizgin et al. (2021) shows that Millennials with higher levels of education are more likely to choose traditional marketing and banking services rather than relying solely on Google AdWords or developing countries.

6.4.4 Population group

The findings of the current study show that Google Shopping advertisements had a stronger effect on the Black population group versus the Coloured population group in terms of propensity to purchase. Sierra et al. (2010) elaborate that ethnic consumers should identify with and respond more favourably to advertisements that target their ethnicity, as well as advertisements that incorporate ethnic characteristics. Research has indicated that a significant level of resemblance

between the observer and the characters portrayed in advertisements heightens the observers' conviction that they are the target audience for the advertisement. This, in turn, leads to a more favourable disposition towards both the advertisement and the product being advertised (Aaker et al. 2000; Appiah & Liu, 2009). Furthermore, recognising that a source has a particular attribute in common with one's own gender or ethnicity can lead to an inference that the source shares additional qualities, which can heighten identification (Feick & Higie 1992). Duffett (2015) examined the influence of Millennials' online behaviour on Facebook. The data showed that White Millennials' purchasing intent towards Facebook marketing was lower than that of Black and multiracial Millennials. The study evaluated a demographic segment and found that they had a positive attitude towards buy intent, yielding equivalent results to the present study. In contrast, the Black and Coloured demographic group's buy intent attitudes was in reference to Google Shopping ads and not social media.

Butt and de Run (2010) investigate the variations in attitude and behaviour exhibited by the target and non-target ethnic advertisement classes. The findings suggest that a statistically significant differentiation exists between the group of advertisement respondents who were targeted and those who were not. Moreover, empirical evidence demonstrates that race constitutes a valid independent variable for both the majority and minority ethnic groups in Malaysia. Lee and Lee (2010) studied the uptake of mobile services by US customers through the lens of channel expansion. Only African Americans strongly indicated intending to use the same service via mobile devices when asked about their present internet purchases. Both Butt and de Run (2010) and Lee and Lee (2010) focused on advertising as opposed to Google Ads, but their findings were consistent with the current study's observation that demographic groups have a direct impact on purchase intent. Lin and Xu (2017) study how customers react to electronic word-of-mouth. The impact of reviewers on post-exposure purchase intention is likely to be more pronounced when they share the same racial/ethnic background, as opposed to when they come from different racial/ethnic groups. Furthermore, the absence of a significant interaction between the ethnicity of the reviewer and the valence of the review indicates that there were no noteworthy variations in purchase intention among the three ethnic reviewer conditions. The study was carried out in a developed country, with a particular emphasis on electronic word-of-mouth. However, the research emphasised the importance of demographic groups in shaping consumer buying behaviour.

Thus, a number of quantitative research studies discovered a correlation between ethnicity and purchasing intent among Millennials (Lee & Lee, 2010; Butt & de Run, 2010; Duffett, 2015; Lin & Xu, 2017), despite the fact that these studies considered a range of digital platforms and/or countries.

6.5 Summary

The world of marketing has shifted dramatically in recent years, and Google Ads is one of the platforms responsible for this shift. Admittedly, Google Ads is one of the most effective paid online advertising platforms available. Google Ads enables businesses to communicate with anyone who uses Google to conduct online searches for information, products, and services. When used properly, Google Ads has the potential to direct a large number of people to a company's website who are specifically looking for what the company has to offer.

The present chapter facilitated a deeper comprehension and discernment of the procurement inclinations of Generation Y consumers. The study investigated various conceptual attitudinal factors such as brand awareness, trust, perceived value, irritation, product risk, and time risk. The findings showed that these factors have an impact on the purchase intention of Google Shopping ads. This chapter provides a comprehensive review of the pertinent literature and the researcher's observations on the usage factors of a given phenomenon. These factors encompass access, duration, frequency, and hours of use, as well as demographic variables such as gender, age, education level, and population group. Several scholarly articles have reported both congruent and divergent results with respect to this study.

CHAPTER 7
CONCLUSIONS AND RECOMMENDATIONS

7.1 Introduction

Internet search engines have generated so much commercial value that online users frequently begin their information searches with search engines. These advertisements appear in the right column of the SERP, which internet users quickly recognise as paid advertisements, resulting in a perception of distrust and bias toward these advertisements. The amount that an advertiser is willing to pay for a click on their ad is referred to as a keyword bid. A critical factor in determining whether a search engine will display an ad is the bids served, the impressions served, and the ad rank in comparison with other ads.

Google Ads assists advertisers in ranking higher in search results faster via PPC advertising, but it can also assist advertisers in remaining competitive against other firms in their field. The principal aim of this investigation is to validate the impact of Google Shopping advertising on the purchasing intentions of Generation Y. The intention of Generation Y to purchase with regards to Google Shopping ads is influenced by various factors such as brand awareness, trust, perceived value, irritation, product risk, and time risk.

This chapter summarises the findings and recommendations from the preceding chapters in terms of consumer behavioural attitudes, Google Shopping ad usage, and demographic characteristics associated with Google Shopping advertisements among Generation Y in Cape Town. The chapter also discusses the contribution of the study to current knowledge, managerial implications, and limitations and future inquiry direction.

7.2 Consumer attitude influences for Google Shopping ads

This study aims to enhance the existing knowledge on Google Shopping advertising by providing a comprehensive understanding and insight into the purchasing intentions of Generation Y participants.

7.2.1 Positive brand awareness → intention to purchase association

The study determined that there was a favourable association between brand awareness and purchase intention due to Google Shopping advertisements among Cape Town's Generation Y. Importantly, a number of studies quantitatively confirmed that brand awareness and intention to purchase were positively correlated with Google Ads (Jansen et al., 2007; Cheng & Cantu-Paz, 2010; Gupta & Mateen, 2014; Stewart et al., 2018), while further studies examined various digital

platforms (Jalilvand et al., 2011; Shah et al., 2012; Hutter et al., 2013; Lee et al., 2017; Chakraborty, 2019; Vasudevan & Kumar, 2019; Dabbous & Barakat, 2020; Sari et al., 2021; Gómez-Carmona et al., 2021; Tan et al., 2021; Alwan & Alshurideh, 2022; Kharisma et al., 2022; Purwanto, 2022; Li, 2023; Tunuguntla et al., 2023). These findings are consistent with the fact that if users have prior knowledge of the company, they will be less hesitant to purchase from them.

Recommendations

The primary purpose of Google Shopping advertisements is to drive conversions; however, since the ads display the company's name, there is also a secondary objective of brand awareness. Making certain that the company's name is clearly shown and that it is included within the product's name is one strategy for increasing brand awareness through the use of Google Shopping ads.

7.2.2 Positive trust → intention to purchase association

This study found that Google Shopping advertising increased trust in the intention to purchase association. Numerous quantitative studies have found comparable trust and intent to purchase relationships among Millennials, although Kim et al. (2011) specifically relates to Google Ads whereas the other studies focused on other digital platforms (Everard & Galletta, 2005; Jones & Leonard, 2008; Ling et al., 2010; Weisberg et al., 2011; Hsu et al., 2013; Ha & Janda, 2014; Furner et al., 2016; Rahman et al., 2018; Irshad et al., 2020; Moslehpour et al., 2020; Sanny et al., 2020; Harrigan et al., 2021; Sulthana & Vasantha, 2021; Cabeza-Ramírez et al., 2022; Hameed et al., 2022; Özdemir & Nacar, 2022). This makes sense, given that users must have a feeling of trust in order to finish the purchasing process. Specifically, modern consumers generally conduct extensive research on a product or service prior to making a purchasing choice.

Recommendations

Advertisers and businesses must promote the correct product and pricing for people to trust their Google Shopping ads. The aforementioned aspects are deemed crucial in the realm of advertising. In the event that a user interacts with an advertisement and is directed to a web page where the product and its corresponding price differ from what was initially presented, the user may exhibit a sense of caution. To ensure that this does not occur; websites could employ plugins to prevent manual pricing and product fluctuations.

7.2.3 Positive perceived value → intention to purchase association

The findings of this study indicate that the utilisation of Google Shopping advertisements has a positive impact on the association between perceived value and intention to purchase. Similarly, several quantitative research studies have demonstrated a positive correlation between perceived value and purchase intention, primarily among the Millennial demographic. Although the studies mentioned below do not exclusively examine Google Shopping advertisements, they do assess various other digital platforms (Dodds et al., 1991; Grewal et al., 1998; Petrick & Backman, 2002; Al-Sabbahy et al., 2004; Netemeyer et al., 2004; Kim et al., 2011; Ponte et al., 2015; Chen et al., 2018; Jain et al., 2018; Chakraborty, 2019; Wang and Genc, 2019; Chetioui et al., 2020; Moslehpour et al., 2020; Hsiao, 2021; Sulthana & Vasantha, 2021; Adam et al., 2022; Hameed et al., 2022; Hewei & Youngsook, 2022; Özdemir & Nacar, 2022). The justification is that Google Shopping ads provide value to customers by displaying the product's image, business name, and price. Typically, consumers would need to navigate to multiple websites, and the shopping advertisements provide an e-catalogue experience with items from various firms.

Recommendations

An approach for enhancing perceived value is to mitigate perceived risk. Implementing a money-back guarantee is one way to accomplish this, as well as prioritising security, which is an issue that customers are growing increasingly worried about in the e-commerce and digital advertising industries (Google Shopping ads). Investing in professional packaging design, high-quality product photography, and aesthetically attractive layout advertising are key steps in increasing perceived value. This is critical, since Google Shopping ads include product photos, which are frequently the first thing customers' view.

7.2.4 Negative irritation → intention to purchase association

Google Shopping advertisements were found in this study to have a minor adverse impact on the correlation between irritation and the intention to make a purchase. Millennial respondents showed a general lack of irritation toward Google Shopping advertising, which favourably influenced purchase intention. The public prefers digital advertisements that are educational, interesting, or annoying (Vinayagalakshmi, 2022). Numerous research studies show a negligible unfavourable impact on the irritation towards intention to purchase association, although the following studies did not focus only on Google Shopping advertising: Stewart and Pavlou (2002); Liu et al. (2012), Martins et al. (2019), Saadeghvaziri et al. (2013), Hasan (2016), Lee et al. (2017), Florenthal et al. (2020), Hosseinikhah and Mirabolghasemi (2020), Lin et al. (2021), Deng et al.

(2022), Hameed et al. (2022), Kharisma et al. (2022), Purwatiningsih et al. (2022) and Vinayagalakshmi (2022) investigated a variety of digital platforms. Wang and Genc (2019) showed that the perception of significance, usefulness, attractiveness, and value of smartphone advertisements by buyers positively influenced their willingness to view them. The presence of a Google Shopping ad that lacks relevance to the user's search query or contains inaccurate product information is likely to exert a limited adverse impact on the user's purchase intention.

Recommendations

A product feed must be uploaded in order to display several goods on Google Shopping ads. However, this is a critical step since incorrect products may show in a wrongly-worded search. Furthermore, by conducting keyword optimisations, the objective of search query mining or keyword sculpting ensure that wide phrase, and exact match phrases in accounts are relevant and trigger results from the appropriate ad group. At least once every week, it is also suggested to review Google's recommendations report. This will produce a list of keywords connected to a campaign that may have been overlooked at the campaign's inception. By adding these new keywords from the report of search terms and adding keywords to lists of negative keywords, the keywords and ad quality will be improved. Consequently, the likelihood of the incorrect term being activated is decreased, as is the possibility for user annoyance while looking for their items (Lugbill, 2021). This is a crucial recommendation since, if an advertiser fails to identify inaccurate phrases in a timely manner, it can result in needless ad expenditure and account suspension (Tunshevavong, 2022).

7.2.5 Negative product risk → intention to purchase association

This study established a negative product risk-intention and intention to purchase association, which indicates that Millennial respondents did not observe a product risk in terms of Google Shopping advertisements. Teo (2002), Huy Tuu and Olsen (2012), Zheng et al. (2012), Dai et al. (2014), Eun Lee & Stoel (2014), Yen (2015), Gurung and Raja (2016), Han and Kim (2017), Ariffin et al. (2018), Cui et al. (2019), Rosillo-Daz et al. (2019), Dong et al. (2021), Jain (2021), Qalati et al. (2021), Adam et al. (2022), Cabeza-Ramírez et al. (2022), Lee and Lee (2022) and Ou et al. (2022) discovered comparable associations between product risk and purchase intention primarily among Millennials, but did not rely exclusively on Google Shopping ads, though they did investigate a variety of digital channels. These findings are plausible given that people may be apprehensive when they encounter Google Shopping advertisements from unfamiliar retailers or when the product displayed in the ad is different.

Recommendations

Advertisers and businesses need to ensure that all Google Ads have a sense of transparency which has become one of the most essential qualities a company can possess. Advertising enhances customers' propensity to acquire the marketed goods because its informational content answers part of the ambiguity faced by risk-averse consumers, hence reducing the product's risk. An individual's degree of distrust and product risk may rise if they make a purchase online. To minimise this issue marketers, need to showcase the rating of their items when customers are browsing through their product listings on Google Shopping ads. The higher the star ratings, the more buyers are enticed to click on the product. While product descriptions are helpful, the star ratings and product reviews provide buyers additional insights to pick their chosen items and minimise product risk and uncertainty. Moreover, Google Shopping ads enable users to view the actual item for sale; therefore, marketers must guarantee the image is free of blur, noise, and other visual flaws such as pixelation and fringing. Another recommendation would be to ensure that advertisers should regularly employ a white or light grey background. Add depth with shadows, and garments should be displayed on a model's body to showcase shape and fit which is essential for producing professional, consistent product shots (Pixelz, 2019).

7.2.6 Negative time risk → intention to purchase association

This investigation showed a small negative time risk and intention to purchase association, which shows that Millennials did not perceive a product risk regarding Google Shopping ads. As stated by Rahmi et al. (2022), economic risk, timing risk, shipment risk, and security risk were identified as significant constituents of perceived risk. Time risk is a minor detriment to purchase intent in digital platform-based interactions; however, none of the following studies focused specifically on Google Shopping advertising; rather, they included a variety of digital platforms (Forsythe & Shi, 2003; Forsythe et al., 2006; Rajamma et al., 2009; Chen 2013; Kim and Lennon, 2013; Liu et al., 2013; Quintal & Phau 2013; Choo et al. 2016; Yang et al., 2015; Yaraş et al., 2017; Ariffin et al 2018; Paramitha et al., 2021; Qalati et al., 2021; Lee & Lee, 2022; Rahmi et al., 2022). The conclusions are based on the assumption that users' time is valuable, and that Google Shopping advertising reduces the time required for a general organic search via a website. Thus, if a user clicks on an ad it should not contain adverse information like the stock availability term "out of stock".

Recommendations

One strategy for mitigating the potential of time risk is to provide more details in Google Shopping ads, which includes a variety of product sizes, as well as the tax and total cost of shopping. Before

even viewing the landing page, this will provide the customer access to all of the product-related information that is available. Advertisers must provide information about shipping prices and delivery times when submitting items to the Google Merchant Centre. This is a crucial step for advertisers since shipping speed and cost are two of the most prominent reasons why clients abandon their shopping carts, thus shipping parameters should always be exact and up to date (Google Merchant Centre Help, 2022).

7.3 Usage and demographic characteristic influences

7.3.1 Mobile access

The inquiry proposed that Google Shopping advertising had a stronger favourable influence on Millennials' intention to purchase when accessed via smartphones and tablets compared to other platforms. The quantitative research demonstrated similar correlations between mobile device access and purchase intent, as well as positive interactions between the two, although the studies did not consider only Google Shopping ads, but a variety of digital platforms (Duffett, 2015; Xu et al., 2017; Zheng et al., 2016; Miltgen et al., 2019; Stewart et al., 2018; Lu & Du, 2020; Majeed, 2021; Zhao, 2021; Balca & Casais, 2022; Han et al., 2022). This result is expected considering advertising is viewable without scrolling down on a smartphone. Kim et al. (2016) previously established that small screen users pay greater visual attention to the top results. This makes sense since the vast majority of people have mobile devices and use them to do general online searches and make purchases on the internet. Therefore, despite the fact that smartphone and tablet users are using a more advantageous device type than desktop users, they will still see the advertisements on numerous search networks, thereby increasing the brand's exposure and purchase probability.

Recommendations

Businesses and marketers must ensure that their Google Shopping ads are relevant and readily digestible on mobile devices like tablets and smartphones. Advertisers may alter their bids by device regardless of whether they are implementing an automatic bidding strategy from Google or a manual CPC technique (Vallaeys, 2021). Therefore, Google's algorithm will prioritise mobile users above desktop users in an effort to encourage a conversion or sale. Even if mobile traffic continues to surpass desktop traffic in terms of volume, it does not convert as well as desktop traffic (Parks, 2022). The vast majority of Google Shopping traffic might be mobile if advertisers do not modify their bids properly, resulting in a lower conversion rate percentage if they do not make proactive bid modifications.

7.3.2 Less experienced users

This research suggested that Google Shopping advertising had a greater favourable effect on less experienced respondents' intention to purchase than on more experienced respondents. The cognitive attitudes towards social networking sites were found to be most favourable among adolescents who had been using social media for a minimum of two years. Conversely, those who had been using social media for less than a year exhibited the most favourable behavioural attitudes towards social network advertising (Duffett, 2017). Ariansyah et al. (2021) has identified significant determinants of e-commerce adoption. These findings suggest that the usage of social media, instant messaging, email, and internet-surfing services might help distinguish early adopters from late adopters in e-commerce. Similar correlations between less experienced usage duration and purchase intention were observed, as well as favourable interactions between the e-commerce and social commerce industries (Pappas et al., 2014; Gong et al., 2018; Newman et al., 2018; Mishra & Mategaonkar, 2023). The findings make sense, since users who have previously shopped online would be able to recognise a Google Shopping ad, despite the fact that it is labelled as an advertisement, but a person who has never shopped online might mistake it for a typical organic listing.

Recommendations

More knowledge consumers may be able to distinguish between organic listings and sponsored ads, regardless of their degree of experience. Google Shopping ads must be competitively priced and relevant to the user's online search in order to enhance the likelihood of a purchase. A shopping campaign may boost brand familiarity while also increasing the visibility of a company's items across Google platforms. If the company’s campaign is set to include search partners, this refers to websites that are part of the Google search network, therefore the ad will be displayed on YouTube, Gmail, and Google Discover (Radd Interactive, 2022). Therefore, both less-experienced and more-experienced consumers will see the ad on numerous search networks, which will boost the brand's exposure and purchase probability.

7.3.3 Greater usage frequency

This investigation shows that Millennials who frequently clicked on Google Shopping advertisements had a more favourable intention to purchase sentiment than those who rarely clicked on Google Shopping advertising. The average result shows that teenagers who logged in the most frequently had the most favourable views toward social media marketing communications throughout all attitude phases (Duffett, 2017). Tunshevavong (2022) stated that compared to other search engines, Google Search was more useful and appropriate for Thai

users. The Thai millennials utilised search engines, internet platforms, and internet services daily. A number of quantitative researchers discovered that higher usage frequency and intention to purchase were positively associated across a range of age groups. Although none of the following studies focused on Google Shopping ads specifically, they did take into account data from a variety of other digital channels (Duffett, 2015; Artola et al., 2017; Kim et al., 2019; Vasudevan & Kumar, 2019). This result is supported by the fact that customers who click on an ad already have a direct interest in the content that is presented in the ad. As a result, the user desires to review all of the information on the landing page directly related to their search question before making the purchase.

Recommendations

Advertisers and companies should focus on ensuring that their Google Shopping adverts accurately link to the right keywords or search inquiry as a means to increase Google Shopping advertising user frequency. One technique to execute is to submit a customer watch list, which enables a firm to upload its customer email list to Google in order to match it with its consumers or frequent users. These lists can assist advertisers in targeting consumers who have previously purchased from them but are currently searching on Google for a product they are unaware the company sells. In addition, when an advertiser utilises Customer Match, they may increase their bids on Google when someone on their list searches for products (Curry, 2022). Consumers with a higher usage frequency may not convert the first or second time they see an ad, but if the advertiser implements smart shopping campaigns, the algorithm will test various combinations of product feeds, assets, and performance to determine which product ads are the most relevant, which will increase the likelihood of a purchase (Radd Interactive, 2022).

7.3.4 Higher usage hours

The study proposes that spending more time on Google Shopping advertising had a more favourable influence on respondents' propensity to purchase than those who spent less time on this platform. In accordance with Rahman's (2015) findings, a significant proportion of participants aged 18-25 dedicate a minimum of two to five hours per week to browsing the internet. Vasudevan and Arokiasamy (2021) found that Malaysians were spending more time online and demonstrating an increased willingness to purchase things online. Further, a number of quantitative investigations showed a favourable correlation between higher usage hours and a desire to purchase across samples primarily consisting of Millennials (Lee & Lee, 2010; Duffett, 2015; Mustafi & Hosain, 2020; Vasudevan & Arokiasamy, 2021; Tunshevavong, 2022). This discovery is based on the premise that buyers who spend more time on shopping ads are more likely to compare many product types and pricing to get exactly what they are looking for.

Recommendations

Advertisers and businesses should focus on ensuring that their Google Shopping ads correctly link to the relevant keywords or search enquiry as a way to promote greater usage of Google Shopping advertising. Advertisers may create their perfect audience by stacking several targeting choices at the campaign or ad group level. Therefore, advertisers may target respondents who spend more time on a certain landing page by setting a special targeting parameter to target visitors who spend at least one minute on a particular landing page. Typically, this implies that the user has engaged with the landing page's content. By integrating this targeting criteria with a remarketing campaign, it is possible to increase ad relevancy, brand recall, and sales probability. Alternately, providing extra incentives, such as discount coupons or free shipping, may be effective.

7.3.5 Female gender

This research suggested that Google Shopping advertising had a higher favourable effect on female respondents' intention to purchase than on male respondents. Ermiş (2021) states that when choosing an endorsement, marketers must consider the age and gender of the influencer. When it comes to promoting a product, marketers should prioritise younger social media influencers as well as female social media influencers. As a result, a number of quantitative studies found a positive association between gender and willingness to purchase among Millennial groups. Moreover, these studies, while not exclusively based on data from Google Shopping ads, looked at a variety of other digital channels. (Lee & Lee, 2010; Chiu et al., 2018; Benson et al., 2019; Chiu & Cho, 2019; Dewi et al., 2019; Handarkho, 2020; Nissen & Krampe, 2021; Zhang et al. 2021; Mishra & Mategaonkar, 2023). However, Arora and Sandhu (2018), Hazari (2018), Rahman et al. (2018), Ermiş (2021) and Balca and Casais (2022) found a positive correlation towards female Millennials. Women are more inclined to follow the most recent fashion trends and are more interested in shopping for home furniture while men sought travel services, IT goods, living accommodation, footwear, and automobiles (Tunshevavong, 2022).

Recommendations

It is possible for advertisers and companies to go to the demographic part of Google Shopping ads and choose or deselect gender types for a specific campaign, although this would rely on the product since it will need to only resonate with one gender. Bid modification can assist in focusing a company’s campaign on the demographic with the best conversion rate. By applying this method, advertisers may optimise their advertising budget and impression share, decreasing possible rivalry within the same product field (Sinton, 2019). Additionally, if the marketer is

targeting a certain gender, the ad content should be tailored to the users rather than utilising general ad language (Oliver, 2022).

7.3.6 Older Generation Y

The inquiry indicated that Google Shopping advertising had a greater favourable influence on purchase intention on older respondents than on younger respondents. Dabbous and Barakat (2020) found that increased online consumer involvement among Millennials, along with a rise in online consumer brand knowledge, results in an increase in offline purchase intention for the businesses under consideration. Several studies characterise older Millennials in a way that is consistent with the beneficial influence of willingness to purchase across industries (Bittner & Shipper, 2014; Arora & Sandhu, 2018; Rahman et al., 2018; Benson et al., 2019; Chiu & Cho, 2019; Sanny et al., 2020; Vasudevan & Arokiasamy, 2021; Balca & Casais, 2022; Cabeza-Ramírez et al., 2022; Cavazos-Arroyo & Máynez-Guaderrama, 2022; Mishra & Mategaonkar, 2023). An explanation of the results is that older users have more disposable income in comparison with those who are younger.

Recommendations

To successfully target a certain age group, marketers and companies can adjust the age criteria inside the demographic part of Google Shopping advertising, essentially excluding other age groups from viewing the ad. Since Generation Y is incredibly tech-savvy and has grown up with online advertising, marketers must focus on offering genuine value when creating Google Shopping ads (Patel, 2022). Lastly, the ads must appeal to the ideals of millennials and be aligned with the company's beliefs in order to enhance user experience and the chance of a sale (Niculescu, 2022).

7.3.7 Higher education levels

The study show that Google Shopping advertising had a greater favourable effect on respondents with higher education levels (in Grade 12, finished Grade 12, and earned a degree) on their intention to purchase than on respondents with lower education levels (Grade 8 - 11). A greater education level translates into a higher income level in both public and private organisations, as well as a more positive attitude toward innovation. This naturally has a beneficial influence on individuals' online buying behaviours (Akimov et al., 2021). Furthermore, Arora and Sandhu (2018); Matharu et al. (2018); Akimov et al. (2021); and Kizgin et al. (2021) demonstrate that better educated Millennials have a favourable effect on purchase intention. This result is based

on the observation that individuals with a greater degree of education tend to have a higher income than those with a lower level of education.

Recommendations

To effectively target consumers based on their degree of knowledge, marketers and businesses must define their audience targeting for education levels with three types of audiences: affinity, which reaches users based on their passions and interests; in-market, which reaches users based on their recent purchase intent; and life events, which reaches users when they are in the midst of significant life milestones, such as having recently graduated (Hopkins, 2021; Curry, 2022; Ďurica, 2022). While there are three categories of audiences that target education level particularly, this does not indicate that all of them will be advantageous to a campaign. Advertisers must still consider these audience segments at a later point when calculating their cost per click or cost per conversion to find the optimal audience for ad spending.

7.3.8 Black population group

This research suggests that Google Shopping adverts benefited the Black population group more than the Coloured population group in terms of buy inclination. Multiple quantitative research studies discovered a correlation between Black ethnicity and Millennials' purchasing intention. Although none of the following studies focused on Google Shopping ads specifically, they did take into account data from a variety of other digital platforms in their analyses (Lee & Lee, 2010; Butt & de Run, 2010; Duffett, 2015; Lin & Xu, 2017; Smith, 2022). Since a considerable segment of the population in South Africa identifies as belonging to the Black demographic. This is supported by Statista (2021b), which estimates that South Africa's population expanded to nearly 60 million in 2021, with approximately 48.6 million Black Africans being the majority.

Recommendations

Advertising efforts are usually confined to a number of nations, cities, or even city streets. Therefore, geo-targeting, a feature that allows the advertiser to tailor search advertising to only display to customers in a certain place or collection of locations, must be implemented (Bell, 2022). The advertiser's ad budget will not be wasted on clicks from individuals outside of their target region, and the probability that people who click on ads are qualified to purchase their products or services will increase. Geo-targeting is essential if an advertiser wishes to optimise the efficacy of their advertising expenditure. Language and location targeting can boost the likelihood of influencing the Black populace with Google Shopping ads. Google Ads audience’s selection are one of several methods for targeting prospective consumers (Ďurica, 2022; Oliver,

2022). Marketers have the option of targeting specific audiences by finding certain interests or events that connect with the Black community. By integrating all of these variables, advertisers and businesses may successfully target the Black community and guarantee that suitable products are offered to them.

7.4 Contribution of the study to current knowledge

Over the last few decades, extensive research on consumer attitudes toward advertising has showed that consumer attitudes about advertising have a direct effect on intention to purchase. Similarly, attitudes regarding advertising have been recognised as an excellent metric for determining the effectiveness of advertising (Lin & Hung, 2009; Yoo et al., 2010; Sanny et al., 2020; Paramitha et al., 2021; Raza & Zaman, 2021; Tan et al., 2021).

The hierarchy of effects model has received significant attention from both academic and marketing professionals as a comprehensive explanation of the functioning of advertising. As a result, it serves as a fundamental basis for evaluating advertising effectiveness (Mentzer et al., 1997; Hu & Tsai, 2009; Yoo et al., 2010; Wang & Genc, 2019; Mustafi & Hosain, 2020; Paramitha et al., 2021). Despite this well-established theoretical paradigm, insufficient research has been conducted on the influence of online advertising. Accordingly, this study used the hierarchy of effects paradigm to examine the effects of Google Shopping advertising. The present research focuses on two factors from the hierarchy of effects model: cognitive and behavioural, more precisely, awareness and intention to purchase. This study provides insights into the behavioural attitudes of South African Millennials towards Google Ads, along with various usage characteristics and demographic variables that positively impact brand awareness and purchase intention perceptions. The study has produced noteworthy novel findings on a relatively recent subject matter, particularly within the African milieu. These outcomes will prove advantageous to entities that presently employ or intend to employ Google Shopping advertisements as a potent promotional mechanism, as well as to scholars who specialise in the advancement of attitude theories.

The present investigation provides support for the effectiveness of the communications of effect pyramid model, which was originally formulated in the context of conventional advertising research. The inquiry is significantly influenced by the hierarchy of effects, as it provides a precise and effective means of measuring Generation Y's propensity to buy Google Shopping advertising (Mentzer et al., 1997; Hu & Tsai, 2009). As per this paradigm, the attainment of higher-level hierarchical objectives, such as intention to buy, becomes progressively arduous as one ascends the pyramid. Consequently, the potential consumer base diminishes.

Gupta and Mateen (2014) found that sponsored search advertising increases customer awareness of a brand and increases the likelihood that customers will click on advertisements showcasing well-known companies. Brooks (2004) reported that the higher a sponsored link is ranked on the SERP, the more likely it will be selected by an interested user, which was confirmed for organic results. Makrides et al. (2019) state emphatically that self-evident small and medium-sized firms can increase perception by providing added value to their clients using customised digital marketing tactics, which include online advertising. Hotchkiss (2004) shows that as the online search process grows more specialised, the likelihood that internet users may examine sponsored results increases. The application of the communications of effect pyramid model in advertising on Google Shopping ads is consistent with the principles of traditional advertising. The present investigation constitutes a noteworthy contribution to the domain of research on Millennial attitudes and the advancement of theoretical frameworks.

The findings show that Google Shopping ads result in a greater positive effect for Millennials' method of access, usage length, usage frequency and usage hours toward intention to purchase. In terms of the device used to display the commercials, it was shown that customers pay greater visual attention to advertisements displayed on a smartphone than on a desktop screen (Schultheiß & Lewandowski, 2021). Newman et al. (2018) show that the more frequently consumers use a retailer's app, the stronger their engagement with the app becomes, resulting in an increase in intention to purchase. Moreover, the most engaged internet users exhibited the highest tendency for utilising commercial content available online to assist in purchasing decisions (Maddox & Gong, 2005). According to Duffett (2015), Millennials who logged on for less than an hour had a lower intention to purchase for online advertising than those who went on for more than two hours. As per Sabwa and Weideman (2010), females use Google at a rate that is 7.3 percent greater than males.

Gender thus has an effect, in that female respondents' intention to purchase is greater than that of male respondents. Age was influential among older respondents who had more frequent purchasing intention in comparison with younger respondents. The level of education had a more positive impact on the respondents with higher educational attainment, while the behavioural attitudes of Black Millennials in South Africa were positively influenced by their ethnic orientation. The present study's results make a noteworthy contribution to the theoretical underpinnings of attitudinal research in the domain of online advertising. This is because there exists a dearth of research that investigates the impact of usage and demographic factors on the higher levels of communication in the effect pyramid model.

Ducoffe (1995) proposed the notion of advertising value as an essential term in the WWW to analyse the success of web-based advertisements. Moreover, the concept of advertising value

pertains to the personal evaluation made by a consumer regarding the perceived significance or usefulness of advertising (Ducoffe, 1995). Thus, measuring the value consumers place on advertising is useful for determining potential spending abilities for short-term promotion strategies, in order to better understand consumers' needs and gain a better understanding of how and why consumers form different perceptions of advertising (Ducoffe, 1995). The major rationale for using this model is to validate the study findings to determine whether they remain the same or if they change with a different targeted demographic of this study. Moreover, the study re-examined the advertising value model in order to better understand how internet users value product advertisement placements on Google SERPs. The present investigation scrutinised three components of the Ducoffe advertising value model, namely, credibility/trust, perceived value, and irritation. According to this study, the utilisation of Google Shopping ads resulted in an increase in perceived value and trust in the intention to purchase association. However, it was found that Google Shopping advertising had a minimal adverse impact on the relationship between irritation and inclination to purchase. This study contributes to the existing literature on the impact of Google Shopping ads on the purchasing intentions of young consumers in developing countries. Specifically, the investigation examined the influence of trust, perceived value, and irritation on consumer attitudes towards these ads. The findings of this study provide valuable insights for both academic researchers and organisations operating in this field. Furthermore, some researchers believe that credibility, trust, and annoyance all have an impact on the desire to acquire a product (Kim et al., 2011; Gangadharbatla & Daugherty, 2013; Saadeghvaziri et al., 2013; Ponte et al., 2015; Bakr et al., 2019; Mustafi & Hosain, 2020; Abbasi., 2021).

The perceived risk model developed by Peter and Ryan (1976) encapsulates the likelihood of inadvertent consequences happening as well as the negative repercussions of poor brand selection or loss, which is perceived risk. Furthermore, it is divided into five components: financial risk, social risk, psychological risk, safety risk, and time risk. Several research studies have similarly described it as a single multidimensional entity (Liu et a., 2013; Chang et al., 2016; Kamalul et al., 2018; Martin et al., 2019; Matos & Krielow, 2019). However, for the purposes of this study, the notions of product risk and time risk are examined within the context of perceived risk. This study showed a small negative link between product risk, time risk, and intention to purchase, indicating that Millennial respondents did not perceive a risk associated with Google Shopping adverts. The analysis adds to the limited body of information on the field in developing nations by examining whether Google Shopping advertisements impact young customers' intention to purchase via product risk and time risk, from which these attitude models were constructed. In previous studies, it was found that the perception of risk had an impact on the intention to purchase (Javadi et al., 2012; Zhang et al., 2012; Ariff et al., 2014; Ariffin et al., 2018; Arruda Filho et al., 2020; Tran, 2020; Rahmi et al., 2022).

This study has made a valuable contribution to the existing body of knowledge on Google Shopping ads in a developing country, with a specific focus on the Generation Y cohort. The research utilised a large sample size and employed a quantitative research approach, which involved cross-analysis of various usage and demographic variables. As a result, this study has helped to fill the gaps in the current understanding of these areas. The present research study has made a noteworthy contribution to the theoretical and practical discourse surrounding the hierarchy of effects model theory, Ducoffe advertising value model theory, and perceived risk model theory. The impact of usage and demographic characteristics largely due to the influence of Google Ads on attitudinal correlations within a single generational cohort from an emerging nation perspective has not been extensively studied in academic research. The aforementioned discoveries offer fresh insights that can assist enterprises in leveraging digital marketing prospects by implementing more sustainable promotional tactics. This can be achieved by furnishing more accurate assessments of the unpredictable purchasing patterns and consumer conduct of Generation Y.

7.5 Managerial implications

South African businesses could have used Google Ads to help offset the economic instability caused by the Coronavirus outbreak by increasing customer confidence and reducing product risk through utilising e-commerce retailers. Businesses should consider the fact that customers' need for better value exhibited a favourable effect on brand awareness as a result of advertising exposure, indicating that the association between brand awareness and intention to buy was more likely and the hypothesis valid. It is recommended to allocate resources towards investing in premium Google Shopping advertisements and implementing various tactics to enhance brand user engagement. These factors are crucial in informing and capturing online users, ultimately leading to heightened brand recognition and influencing their purchase decisions. The current study indicated that trust as a construct supported the theory, because this idea that Google advertisements had a favourable impact on consumers' intent to buy and was supported. Effective ad performance optimisation may significantly impact the outcome of a marketing campaign. A low CTR may indicate a lack of trust in the ad, as well as a bad quality score for the Google Shopping advertisements themselves. In an e-commerce context, consumers may consider web sites with slowly loading images or broken links as a disincentive to buying intent and with a lack of trust. Subsequently, an advertiser is recommended to tailor the landing page to optimise the consumers' reaction and engagement rates. Evidently, the perceived value of Google Ads has a favourable impact on customers. The perceived worth of the offer is what motivates clients to pay for the value exchange. To be worthwhile in their view, the product or service must match their wants and elicit a specific desire. Perceived value is what motivates customers to make

purchases from businesses. Individuals are constantly eager to pay a premium for a superb deal; and they evaluate the offer based on how it is presented by concentrating on minimising apparent risk and then increasing the true value of the offer. Nowadays, online shoppers behave differently. They will conduct research prior to making a purchase. This is when reviews of products or services are useful. Reviews from reputable sites bolster trustworthiness, i.e., reviews mitigate risk. They demonstrate that the offer is worthwhile, and that people are talking about it, and it is even better if the reviews come from reputable sources. Customers desire greater value at a lower price. Competitive price is one strategy for increasing an offer's emotional appeal. Furthermore, for internet marketing campaigns that use Google advertising because the survey's standardisation showed very little frustration for purchasing intent expansion. It should be ensured that all pertinent information, including material terms of an offer, is included in a Google Shopping advertisement. This should be mentioned in conjunction with, or clearly related to, the primary assertion. It is imperative that the pricing of goods aligns with the advertised rates and encompasses all obligatory expenses, including value-added tax and booking fees. The essence of advertising lies in the art of portraying a product in the most favourable manner, while refraining from making hyperbolic assertions that may potentially deceive the audience. Hyperboles are expressions that are unlikely to be interpreted literally and thus unlikely to mislead the typical consumer. The use of qualifying language, such as small print or footnotes, is permissible in advertising to clarify a claim. However, it is not appropriate to employ such language in a manner that obscures significant information or contradicts the main assertion of the advertisement.

The data from the survey suggests the expected order could be positive for internet marketing strategies that use Google Ads, which may mean that the product risk may not have negative factors and/invalidate the assertion. It is imperative for marketing professionals and enterprises to comprehend that the likelihood of consumers purchasing the advertised product is heightened due to their exposure to advertising. This is because the informative nature of advertising helps to alleviate some of the uncertainty that cautious consumers experience, thereby mitigating the risks associated with the product. Transparency has become one of the most significant characteristics that a firm may have. This is especially important if a consumer needs warranty repair or replacement, or if they want to return something they bought. If they make their purchase online, their degree of mistrust may rise dramatically. By having returns procedures as straightforward and clear as possible, businesses can win confidence and client loyalty. Calvo-Porral and Levy-Mangin (2016) and Dong et al. (2021) stated that innovative and creative design, digital media advertisements, and the rewards and risks associated with online purchase intents all have a direct impact on customers' purchasing behaviour. Web retailers have prioritised aesthetics, colours, and real-time services, as well as providing all relevant information to minimise uncertainty (Qalati et al., 2021). Time risk showed positive associations between exposure to Google advertising and to intention to purchase. It should be recognised that

customers will analyse the information provided in advertising about products, services, and brands to increase buy intent and decrease risk in purchasing choices. As a result, digital adverts for products, services, or brands should provide up-to-date and correct information. Specifically, if marketing professionals and organisations are not careful, they may end up misinterpreting simple e-commerce terms such as delivery dates, shipping dates, projected shipment dates, and shipping speeds. As a consequence, it may confuse customers.

A secondary goal of the research was to determine if user behaviour and demographics have an effect on Google Shopping adverts for e-commerce businesses. There was a stronger favourable effect of Google Shopping advertisements on Millennials' propensity to buy via smartphones than other devices. Companies and advertisers should make certain that they generate relevant Google Shopping advertising that people can readily consume via handheld devices such as tablets and smartphone. Furthermore, the landing page and website must be mobile-friendly. Google also offers a free mobile-friendly test to determine whether or not a website is mobile-friendly. In terms of purchase intention, the results showed that less experienced respondents were more influenced by Google Shopping ads than more experienced respondents. In order to retain good sentiments, businesses and advertisers must guarantee that customers of all levels of experience can connect to all digital marketing efforts easily. Moreover, establishing the appropriate audience targeting characteristics is critical to ensuring that the relevant material is engaging. The results show that Millennials who clicked on Google Shopping advertisements more frequently had higher buy intentions than those who rarely clicked. A remarketing strategy could be used to increase ad relevance, aiding in brand recall, and the possibility of purchase. Alternatively, additional incentive such as discount vouchers or free delivery can be offered. The data showed that using Google Shopping ads for a longer period of time had a greater impact on purchase intent than using it less. Exposure to advertising improves customers' tendency to acquire the advertised goods as a result of the informational content. However, it is critical to strike a balance between the frequency with which the advertisement is displayed to users, since the advertisement should not cause irritation but rather brand retention.

In terms of purchase intent, Google Shopping ads influenced female respondents' more than male respondents. Marketers and businesses may use gender targeting in a variety of ways. The prevalent approach involves utilising gender-specific incentives or promotional initiatives on their electronic commerce platforms, such as competitions, price reductions, vouchers, coupons, and other promotional offers. According to the data, the impact of Google Shopping ads on purchase intentions was more pronounced among older respondents as compared to their younger counterparts. Consequently, it is imperative for businesses to exert more effort in establishing a robust connection with their target market and persist in promoting their merchandise and amenities through Google Shopping advertisements. The objective is to enhance brand

recognition among the Generation Y demographic, with the aim of engaging with current and potential customers and eliciting positive behavioural and attitudinal responses. This will be achieved by augmenting online frequency, influencing online behaviour, fostering customer loyalty, and cultivating a favourable perception of the e-commerce platform.

The figures prove that Google Shopping ads had a greater impact on respondents with higher education levels than those with lower education levels. This is understandable since a higher educational level is associated with a higher level of household income, which results in a greater availability of discretionary expenditure. Thus, marketers and businesses should place a premium on advertising messages and the value proposition of their service or product. In terms of purchase intent, the findings suggest that Google Shopping advertising favoured the Black population group more than the other groups. Finally, it is recommended that advertisers and businesses explore strategies to exert a constructive impact on all demographic cohorts via Google Shopping advertisements. In order to enhance population engagement, it is possible to subdivide target audiences into distinct categories based on various criteria, including but not limited to purpose, geography, and interests. The practise of interest targeting involves segmenting individuals into distinct groups based on their varied interests, including but not limited to hobbies and recreational pursuits. The development of data-driven, highly personalised messages can facilitate effective communication between advertisers and their audience, thereby enhancing brand loyalty. It is advisable for marketers to delineate customer segments that exhibit a particular interest in a given product, by concentrating on specific keywords. This will aid advertisers in comprehending the essential aspects of their target audience, enabling them to craft a tailored message that caters to their requirements. Subcultures pertain to communities of individuals who possess a shared experience, such as music genres or entertainment fandoms. It is imperative to incorporate heightened literacy awareness and enhanced functionality in the pursuit of novel technological advancements and the revitalisation of existing ones, as individuals who are employed or socially involved possess significant purchasing power. Numerous determinants have been identified as significant influencers of the inclination to procure with regards to Google Shopping advertisements. Analysis of the findings underscores the need to consider certain factors if e-commerce retailers and businesses aim to enhance the purchasing behaviour of their clientele.

7.6 Limitations and future inquiry direction

This study focused primarily on intention to purchase via shopping campaigns; however, Google Ads have various types of digital advertising (display campaigns, video campaigns, app campaigns, local campaign, smart campaigns), where subsequent investigations may look at them as distinct entities to determine whether they produced different results. Moreover, the study

focused on participants belonging to Generation Y, whereas alternative research endeavours may centre on distinct cohorts such as Generation X or Generation Z. The study employed a quantitative research methodology; however, the inclusion of qualitative research could offer significant value by providing a deeper comprehension of the underlying reasons behind customers' perceptions of Google Shopping ads. Longitudinal research, which is characterised by its extended duration, yields more definitive outcomes compared to cross-sectional research. Furthermore, it is recommended that forthcoming studies delve deeper into the examination of demographic factors such as age, gender, marital status, education, and employment status. The Covid-19 pandemic's worldwide impact has had a significant impact on consumer buying patterns in the e-commerce industry. A potential avenue for investigation is the comparative analysis of consumer purchasing patterns prior to and following the onset of the viral outbreak. The study's sample was constrained to participants residing exclusively in the Western Cape province of South Africa. Furthermore, non-probability sampling methods often fail to provide a random and representative sample of a population, resulting in the study's findings being limited in their applicability to the entire Generation Y population. This is because the sample may not accurately represent the demographic's diversity. As a result, the study's ability to gain insights into the variability of opinions, behaviours, and attitudes toward Google Shopping ads may be restricted. Lastly, future research may consider alternative regions within South Africa and other global locations to enable the generalisation of findings.

7.7 Conclusion

As marketing began to examine various approaches to speak to consumers, new business possibilities began to arise in the marketplace (Chong et al., 2010). Traditional advertising channels such as television, radio, and print continue to be effective, although emerging advertising platforms such as the internet have demonstrated greater efficacy, experiencing significant growth in recent times. Though this study is important because it fills a gap in the literature, it has been carried out on a body of knowledge that is still novel and has substantiated the drivers of Google Shopping ads on intention to purchase behaviour among South African Generation Y participants. The empirical data discovered that, on the whole, the Generation Y participants generally display positive Google Shopping ads sentiments. Several of the study's important results include that brand recognition, trust, and perceived value has a favourable effect on purchase intent as a result of Google Shopping adverts. It was established that irritation, product risk, and time risk had no adverse influence on purchase intention as a result of Google Shopping advertising.

Research for the secondary purposes found that Google Shopping ads usage patterns of young consumers were highly influenced based on their positive intention to purchase attitudes in terms

of Google Shopping ad usage. In terms of purchasing motive, participants who used desktops/laptops to access Google advertising were observed to be less responsive than people who used tablets or smartphones. Respondents who indicated that they always, often and sometimes used Google to search for shopping, indicated a stronger desire to buy positive brand attitudes. With regard to usage time, t those who used Google search for half an hour or less showed less intent to buy; those who used it for one to two hours after making different purchases showed attitudes that were far more neutral; while respondents who used it for three to four hours had the greatest likelihood of making a purchase. Another theme among Generation Y participants involved demographic features that reflected positive beliefs, such as the following: women were more inclined to buy than males, owing to their favourable views of Google Shopping advertising. Among the various age groups, with regard to those who displayed higher purchase intentions, respondents between the ages of 23–27 and 28–32 expressed interest (or intentions) and were less concerned than those aged 18–22 years. Those in grades 8–11 had lower purchase intention than those with a university degree. Google Ads appealed more to the Black population group, which resulted in a much more optimistic attitude toward purchasing than other ethnic groups.

This study's conceptual model showed that multiple variables had a strong impact on Generation Y shoppers, and all hypothesised elements were validated as influencing purchase intentions arising from Google Shopping advertising. Google Shopping ads has grown exponentially and has become a vital integrated marketing communications tool, which will continue to expand as digital space evolves. Therefore, it is hypothesised that this study will foster enhanced comprehension among scholars, marketing professionals, enterprises, and customers.

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APPENDICES

APPENDIX A: RESPONDENT INFORMED CONSENT FORM

INFORMED CONSENT TO CONDUCT AN EMPIRICAL RESEARCH

Dear Participant

The attached questionnaire represents a survey of Generation Y at the Cape Peninsula University of Technology (CPUT). The study intends to investigate the Influence of Google Shopping ads on intention to purchase among Generation Y in Cape Town. The outcome will substantiate the correlation between the different constructs and determine the extent of intention to purchase among Generation Y participants for Google Shopping ads. The survey is part of a research project towards the completion of the Master of Marketing degree which will be submitted to the CPUT.

Your agreement to participate in the questionnaire is voluntary. You are hereby assured that all information will be treated confidentially, and participation is voluntary. Should you wish to withdraw for any reasons at any time during the study, you are welcome to do so without any objection to your decision. All findings will be dealt with anonymously. You are also allowed to omit any questions you don't feel comfortable answering.

Instructions are provided on each page of the questionnaire and should take between 10 and 15 minutes to complete.

Your cooperation which is crucial to the study and its success will be appreciated. Thank you for your participation.

Yours faithfully

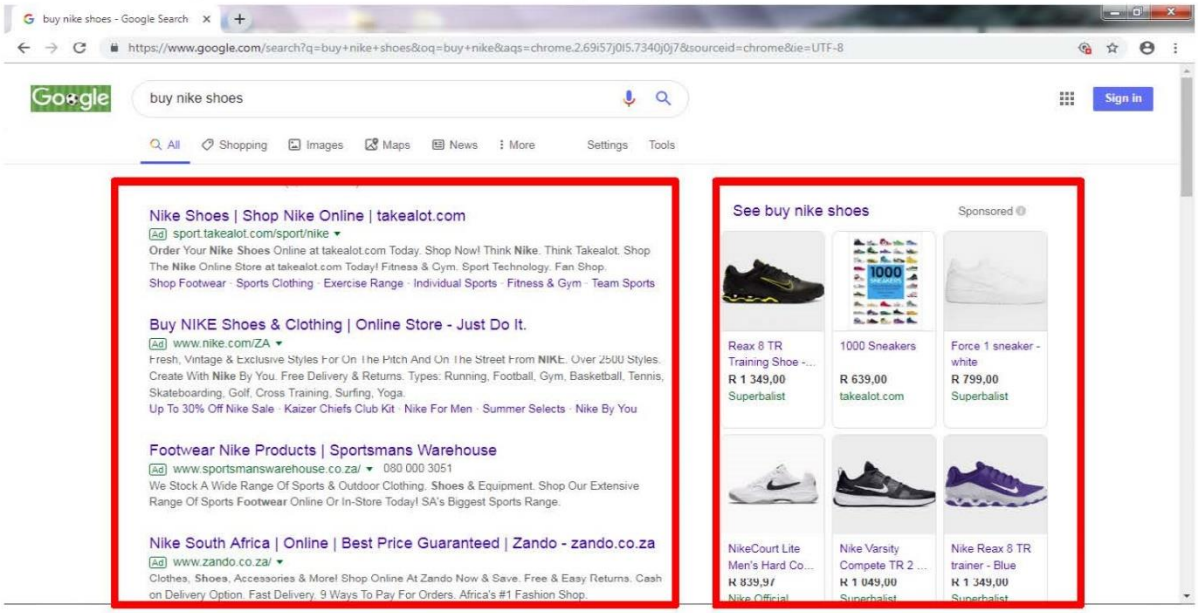
Jaydi Charles (Researcher) Mobile: 074 427 4452 Email: jaydicharles@gmail.com

Participant Name/Signature: Date: 17/09/2019

APPENDIX B: QUESTIONNAIRE

Google Shopping Ads – Intention to Purchase Survey

Thank you for voluntarily participating in this Google shopping ads (an example is provided below) study. The survey will not take longer than 10 minutes to complete and no personal particulars are requested. Responses are confidential and will provide valuable information on Google shopping ads that will be used for academic purposes.



Filter: Have you engaged in Google shopping ads? No ☐ Yes ☐

1. Which products do you purchase online? Tick **ALL** that apply.

Fashion/clothing/apparel/shoes ☐ Books/movies/music/games ☐ Electronics (phones/computers/TV/IT) ☐

Groceries/food/drinks ☐ Cosmetics & body/skin/hair-care ☐ Sports/leisure/outdoor/hobbies ☐

Flowers/gifts ☐ Home furniture/appliances ☐ Toys/baby products ☐

DIY/garden/pets ☐ Other ☐ Please specify: _____

2. Which device do you prefer to use when searching for products online? Tick **ONE**

Laptop/desktop ☐ Smartphone ☐ Feature phone ☐ Other ☐ Please specify _____

3. How long have you engaged with Google shopping ads? Tick **ONE**

≤ 1 year ☐ 2 years ☐ 3 years ☐ 4 years ☐ ≥ 5 years ☐

4. How often do you click on Google shopping ads? Tick **ONE**

Rarely ☐ Sometimes ☐ Often ☐ Always ☐

5. How many hours do you SPEND on Google shopping ads per occasion? Tick **ONE**

Less than ½ hour ☐ ½-to-1 hour ☐ 2 hours ☐ 3 hours ☐ 4 hours or more ☐

6. Demographic Factors

6.1. What is your gender? Male ☐ Female ☐

6.2. Your age (in years)? 18-22 ☐ 23-27 ☐ 28-32 ☐ 33-37 ☐

6.3. Your highest level of education? Grade 8-11 ☐ Grade 12 ☐ Completed grade 12 ☐

Post-matric diploma/certificate degree ☐ Postgraduate degree ☐

6.4. With which population group do you associate yourself most?

Black ☐ Coloured ☐ Indian/Asian ☐ White ☐

7. Please indicate the extent to which you agree/disagree regarding your Google shopping ads experience statements (TICK ONE block per statement):

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Brand awareness					
The brands are safe to use.					
The brands are well priced.					
The brands are very reliable.					
The brands are of good quality.					
Trust					
Transactions via online websites are safe.					
Online transactions are reliable.					
Security measures for Google shopping ads are adequate.					
I can trust the online company.					
Perceived value					
Google shopping ads are a good source of product information.					
I perceived Google shopping ads as better than organic links.					
I perceive Google shopping ads as useful.					
Irritation					
Google shopping ads are annoying.					
Google shopping ads are irritating.					
Product risk					
I am not satisfied with the quality of the product.					
I might not receive the exact quality of a product that I purchased.					
I am unable to find the desired product.					
The size description of the product may not be accurate.					
The product may not be delivered appropriately.					
Time risk					
Buying a product online can involve a waste of time.					
It is difficult to find appropriate websites.					
Finding the right product through online is difficult.					
Intention to purchase					
Google shopping ads increases purchase intent of featured products.					
I will buy featured product via Google shopping ad in the near future.					
I desire to purchase a featured product promoted through Google shopping ads.					
Google shopping ads has a positive influence on my purchase decisions.					
I will use Google shopping ads to purchase a featured product.					

Thank you for your time!

APPENDIX C: ETHICS CLEARANCE CERTIFICATE

Cape Peninsula University of Technology

P.O. Box 1906 • Bellville 7535 South Africa •Tel: +27 21 4603291 • Email: fbmsethics@cput.ac.za
Symphony Road Bellville 7535

Office of the Chairperson Research Ethics Committee	Faculty: BUSINESS AND MANAGEMENT SCIENCES

The Faculty's Research Ethics Committee (FREC) on **17 October 2019**, ethics **Approval** was granted to **Jaydi Rejuan Charles (213204355)** for research activities of **Master of Marketing** at Cape Peninsula University of Technology.

Title of dissertation/thesis/project:	**Influence of Google shopping ads on intention to purchase among Generation Y in Cape Town** Lead Supervisor (s): Prof R. Duffett

Comments:

Decision: Approved

	20 October 2019
Signed: Chairperson: Research Ethics Committee	Date

Clearance Certificate No | 2019FOBREC720

APPENDIX D: COPY EDITOR CERTIFICATE

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Editing and research writing services

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+27(0)829289038

18-08-2023

To whom it may concern

This is to certify that I have copy-edited the following thesis by Jaydi Rejuan Charles:

> INFLUENCE OF GOOGLE SHOPPING ADS ON INTENTION TO PURCHASE AMONG GENERATION Y IN CAPE TOWN

Please note that this does not cover content, conceptual organisation, or textual changes made subsequent to the editing process.

Best regards

KEN BARRIS

APPENDIX E: TURNITIN ORIGINALITY REPORT

Influence of Google Shopping ads on intention to purchase among Generation Y in Cape Town

ORIGINALITY REPORT

13%	11%	7%	4%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

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