

# Consumer's Attitude towards Display Google Ads

Subjects: **Business**

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The context of Display Google ads and its components has significant importance to previous studies. However, the full understanding of the variables that influence both Display Google ads avoidance and intention to click has not been thoroughly acknowledged. The data analysis results show that three independent variables positively impact the intention to click; however, credibility has the highest value, then relevance and originality, consequently., while Display Google ads prior experience had no impact on the intention to click. Finally, the research concluded different practical and theoretical implications, and future potential research, and limitations.

display Google ads

online marketing

consumers attitude

## 1. Introduction

Background: Due to the fast development of technologies and the Internet, the number of online users is increasing dramatically <sup>[1]</sup>, especially the use of social media via smartphones among young people is growing fast <sup>[2]</sup>. Currently, all countries around the world are concerned about both media literacy and digital literacy, and they have developed their own policies to expand the knowledge of both media and digital literacy <sup>[3]</sup>. At the same time, social media tools are increasingly leading to changing marketing strategies and approaches <sup>[4]</sup>. The use of social media is becoming more important for all organizations because it can be used as a strategic marketing tool <sup>[5]</sup> to improve the relationship with customers <sup>[6]</sup> by providing customers with updated information and services <sup>[1][7]</sup> and enhancing customer engagement <sup>[8]</sup>. Marketing social networking sites have been developed by organizations to build stronger relationships with online users <sup>[9]</sup>. Google advertising platforms were first introduced back in the 2000s, which acted as a medium between online users and organizations <sup>[10]</sup>. Currently, advertisers are using Google Ads as an advertising platform <sup>[11]</sup>. Google Ads uses pull marketing to attract customers toward brands, engagement, and buying <sup>[12]</sup>. Digital marketing changes marketing tools, therefore, organizations use online marketing to attract customers <sup>[12]</sup>. Social media customer perception leads to customer engagement and defines how to respond to ads <sup>[12]</sup>. Advertisements through social media tools affect consumer attitudes <sup>[13]</sup>. The Google search engine market has 87.66% of the market share while Bing and Yahoo have only 12.33%, so organizations are increasingly using Google Ads <sup>[14]</sup>. Google and Facebook Ads are the wide tools to affect brand awareness and customers' buying decisions <sup>[15]</sup>. Currently, Meta's Facebook and Google's free services are the most widely used by organizations to target customers through social media advertising <sup>[16]</sup>. Google ads affect customers' attention

and behavior through cognitive responses <sup>[17]</sup>. Organizations seek to enhance inbound marketing efforts to satisfy customers with the needed information <sup>[18]</sup>.

Google Ads are the platform used by advertising agencies to provide an advertisement <sup>[11]</sup>. Google's search engine market has 87.66% of the market share while Bing and Yahoo have only 12.33%; thus, Google increases the organizations' opportunities to better contact customers <sup>[14]</sup>. Currently, Meta's Facebook and Google's free services are the most widely used by organizations to target customers through social media advertising <sup>[16]</sup>.

Online advertisements increase recognition and purchase intentions if the user was exposed to the advertisement repeatedly <sup>[19]</sup>. Many previous studies focused on the consumer's attitude toward Sponsored Search Advertising (SSA) <sup>[20][21]</sup>. Other studies examined consumer behavior in the context of SSA <sup>[22][23][24][25]</sup>. Some studies concluded that brand image and key phrases are the most important variables that influence the consumer's behavior toward SSA <sup>[23]</sup>, along with technology, innovativeness, and trustworthiness <sup>[24]</sup>. Another research declared that positive consumer attitudes toward SSA lead to a powerful image value in the long run <sup>[25]</sup>. Other studies investigated variables affecting the intentions to click regarding SSA and the chosen keywords that enhance click-through rates <sup>[26][27][28][29]</sup>.

Google Ads uses keywords to define the effectiveness of ad promotion and product sales <sup>[11]</sup>. Google Ads affect customer perceptions of products and services with either a good image or a bad image <sup>[12]</sup>. The online ad develops customer perception to respond through a click, like, and share the content, and to buy the service and/or product <sup>[12]</sup>. There is a significant relationship between the Google ad and consumers' attitudes <sup>[13]</sup>. Google and Facebook Ads affect brand awareness and customers' buying decisions <sup>[15]</sup>. The success factors of using Google ads as a marketing tool include relevance, content, information, and experiences, which affect customers' behavior <sup>[14]</sup>. The privacy issue is the main concern of users when using social media <sup>[16]</sup>. Personal experience and confidence perform the main role to trust the advertising platform of Google Ads search engine marketing <sup>[18]</sup>. Finally, there are limited studies that focused on consumers' attitudes towards Display Google ads in terms of intention to click <sup>[10][30]</sup>.

## **2. Consumer's Attitude towards Display Google Ads**

### **2.1. Display Google Ads Creativity: Ad Relevance**

As for advertisers, examining ad relevance helps to improve the efficiency of a search page <sup>[31]</sup>. Online advertisements that are not placed relevantly on the Internet could affect the user negatively <sup>[32]</sup>. Creative and relative advertisements seek to get more attention and lead to more positive behaviors <sup>[33][34]</sup>. The more the advertisement was of interest to the user the fewer chances it will drive ad avoidance <sup>[35]</sup>. Google ad relevance is very important and its impact on consumers' attitudes <sup>[33]</sup>. Some previous studies showed the negative effect of annoyance and intrusiveness in terms of online advertisements, which can drive down behaviors toward the brand and lead to advertisement avoidance <sup>[36]</sup>. Advertisers select keywords related to their ad content <sup>[11]</sup>. For successful

online marketing, the keywords should focus on relevance [14]. The most relevant information performs the main role to trust the advertising platform of Google Ads search engine marketing [18].

## 2.2. Display Google Ads Creativity: Ad Originality

Ad originality is a non-traditional form of advertising in which it develops positive intentions rather than using traditional strategies. Originality was analyzed in the context of consumer perception [33]. The importance of ad originality is that consumers pay more attention to a unique online advertisement; the unique placement of an ad on a certain platform can dramatically increase the effect on the consumer's perception of the advertising message positively [33]. Google Ads uses pull marketing to attract customers toward brands, engagement, and buying [12]. Social media ads increase consumer liking, awareness, and action, which have a strong correlation with consumers' attitudes.

## 2.3. Display Google Ads Credibility

Credibility is the extent to which a consumer has perceived information and background with the advertisement [37]. Ad credibility was defined as the credible content of advertisements that made the ad more persuasive and convincing [38]. The trustworthiness and attractiveness of an ad can highly impact a consumer's attention [39], for example, a consumer's first impression of an ad can extremely influence its credibility of it, thus making it an important variable to be examined [38]. Positive thinking about the ad's credibility enhances customers' attitudes toward the ad [40]. Google ads create a positive image of products and/or services, and increase customer engagement and sales [12]. Trust in social media tools affects consumer attitudes [13], brand awareness, and customers' buying decisions [15]. Confidence and personal experience are important for customers' trust [18]. In the current study, credibility is described as the extent to which Display Google ads are believable to the user. It is noted that limited studies examined the effect of ads' credibility in terms of consumer attitude towards Display Google ads.

## 2.4. Prior Experience with Display Google Ads

Prior experience, within the context of consumer behavior, was defined as the information gained from experiences within SSA that act as a vital response in addition to being a predictor for future engagement [37]. Prior experience is a key factor that affects the consumer attitude in terms of intention to click [22]. Several studies found that positive prior experience could increase the impact on SSA credibility and attention to SSA [37]. A negative prior experience enhances the likelihood of an ad being avoided [41]. Prior experience is important as it depends on who sends and who receives the message [42], as the information that the receiver of the message has can perform a crucial role in the acceptance of the message [43]. Customers' prior experience and trust affect customers' attitudes and behaviors [18]. For this research, prior experience is defined as a set of previous knowledge and experiences that form consumer attitudes toward the perceived Display Google ads. It is noted that limited studies examined the effect of prior experience in terms of consumer attitude towards Display Google ads.

## 2.5. Consumer Attitude towards Display Google ads

Advertisements must be a combination of three elements, which are credibility, trustworthiness, realism, and originality to create a positive consumer attitude [44]. Unfamiliar or irrelevant brands in an ad affect customer attitudes [45]. Analyzing consumers' attitudes is an important factor when examining the consumer's response toward an advertising message [24]. Google ads' keywords content determines customers' attitudes and the effectiveness of the ad promotion [11]. Google ads privacy influences Google ad Settings, which affects attitudes toward the websites [46]. Pull marketing affects customers' intention to use social media. Customer perceptions about products and services are either a good image or a bad image affect customers' attitudes toward Google Ads [12]. Advertisements through social media tools increase consumer liking, awareness, and action affecting consumer attitudes [13]. Google and Facebook ads affect brand awareness and customers' buying decisions [15]. Google ads improve customer contact and attitudes, which affect customers' behavior [14]. Organizations target customers through social media advertising to increase information and attitudes toward products and services [16]. Positive customer attitudes toward Google ads increase trust and customer satisfaction [18]. For the current research, consumers' attitudes towards Display Google ads are the indicators of feelings and reactions of the consumer based on the factors that were listed earlier towards the advertisement. In light of this discussion, limited studies focused on consumer attitudes resulting in the intention to click on Display Google ads.

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