



## A STUDY ON USER BEHAVIOUR AND CUSTOMER ENGAGEMENT TOWARDS GOOGLE MY BUSINESS

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### ABSTRACT:

This paper explores user behavior and customer engagement through Google My Business (GMB), a pivotal platform for businesses seeking to enhance their online presence and interact with customers. Google My Business offers a free and powerful tool for businesses to manage their online information, connect with customers, and drive local traffic. Understanding how users engage with GMB is critical for businesses aiming to leverage the platform effectively. The research examines the patterns of user interaction, including how consumers search for businesses, the frequency of user actions such as clicking on business profiles, and the role of reviews and ratings in shaping customer decisions. Additionally, the study explores how businesses utilize GMB features, including posts, messaging, and the integration of business data, to enhance visibility and customer engagement. By analyzing user data, the study identifies the key factors influencing user trust, loyalty, and conversion rates. Furthermore, the study looks into the impact of GMB on local SEO (Search Engine Optimization) and its effectiveness in generating leads and conversions. Through a combination of qualitative and quantitative analysis, including surveys and case studies, the research provides insights into user preferences and behaviors. The findings highlight the importance of maintaining an active, updated GMB profile, engaging with customer reviews, and utilizing GMB's various features to foster meaningful interactions. Ultimately, this study contributes to a better understanding of the relationship between businesses and consumers on Google My Business, offering actionable insights for businesses looking to enhance their customer engagement strategies.

### KEYWORDS:

**CUSTOMER BEHAVIOR, CUSTOMER ENGAGEMENT, ONLINE BUSINESS LISTINGS, GOOGLE MY BUSINESS.**

### INTRODUCTION

In today's digital landscape, businesses rely heavily on online platforms to connect with customers, and Google My Business (GMB) has emerged as a crucial tool for enhancing visibility and engagement. This study explores user behavior and customer engagement through GMB, analyzing how consumers interact with business listings, leave reviews, seek information, and make purchasing decisions. By understanding these behavioral patterns, businesses can optimize their GMB strategies to improve customer experience, increase engagement, and drive conversions. This research aims to provide insights into the role of GMB in shaping consumer decisions and fostering business growth. Similarly, customer engagement through GMB plays a vital role in fostering trust and loyalty. Businesses that actively respond to reviews, provide timely updates, and engage with users through the platform tend to experience higher customer retention and increased brand credibility. By analyzing user interactions and engagement patterns, businesses can identify key factors that influence customer decisions and tailor their strategies accordingly. Understanding user

behavior on GMB is crucial for businesses aiming to optimize their online marketing strategies. Consumers rely on GMB listings to find business details, compare options, and make informed decisions based on ratings and reviews. The way users interact with GMB—whether through search queries, click-through rates, or review engagement—can significantly impact a business's reputation and success.

### OBJECTIVES OF STUDY

- To Evaluate business status before and after implementing GMB images on Google Search and Maps.
- To Analyze customers engagement with GMB images, like clicks and views.
- To Study how users interact with GMB images (e.g., browsing, zooming)
- To Assess the impact of GMB images on business visibility.
- To Explore how GMB images affect customer

decision-making.

- To investigate how GMB images contribute to building customers trust and credibility.

**STATEMENT OF PROBLEM**

Google My Business could refer to any issue that arises with managing your business listing on Google, such as inaccurate information, lack of customer reviews, incorrect category selection, poor visibility in local search results, difficulty managing online reputation, or inconsistency in business details across different platforms, ultimately hindering your ability to reach potential customers effectively through Google. Businesses often struggle with optimizing their profiles, responding effectively to customer feedback, and leveraging local SEO strategies to increase visibility. Additionally, there is limited research on how different engagement metrics, such as clicks, calls, and direction requests, influence conversion rates and customer trust. Without a clear understanding of these factors, businesses risk losing potential customers to competitors with stronger GMB strategies. This study aims to bridge the gap by analyzing consumer interaction patterns and identifying key factors that drive engagement on GMB. The findings will provide actionable insights for businesses to enhance their online reputation management, improve engagement strategies, and optimize their digital marketing efforts for better customer retention and growth.

**RESEARCH METHODOLOGY AND DESIGN**

- Research methodology is a way to systematically solve the Research problem. The science of method is termed as Research Methodology. It is all techniques that have used for conducting the research.
- The study title "A study on user behaviour and customer engagement towards GMB My Business" explore various types of surveys or polls can used to explore opinions.
- Respondents:100..

**FRAMEWORK OF ANALYSIS**

- Frame work in GMB were presents data across a range of different metrics, and it is important to know exactly what your data means.
- Understanding how Google defines each metric helps businesses make more accurate assessments of their websites performance.
- Properly interpreting metrics such as visits, visitors, and poageviews is essential for effective analysis and decision-making.

**CLASSIFICATION OF RESPONDENT'S**

**TABLE1**

**RESPONDENT'S SATISFACTION OF USING THE GOOGLE**

**MY BUSINESS**

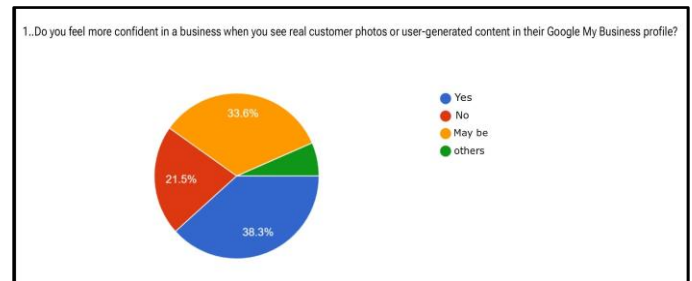
S.No	Response	No.of.Respondents	Percentage
1	Yes	35	38.3
2	No	45	21.5
3	Maybe	18	33.6
4	Others	2	0
	Total	100	100

Source: Primary data

**INFERENCE:**

The table shows the age-wise distribution of respondents in the study on user behaviour and customer engagement towards Google My business in Madurai city. The majority of respondents (50%) are from the 18-25 age group, indicating that young consumers are more influenced by advertisements. The 26-35 age group accounts for 32%, playing a significant role in product acceptability. The 36-45 age group represents 14%, while only 4% of respondents are 45 and above, suggesting that older consumers are less influenced by Google My business. This highlights that younger consumers are the key target audience for businesses promoting new products in Madurai city.

**DIAGRAM 1**



**TABLE 2**

**GOOGLE MY BUSINESS USAGES**

S.No	Factors	No.of.respondents	Percentage
1	Daily	30	21.5
2	Weekly	35	31.8
3	Monthly	20	27.1
4	Rarely	15	19.6
	Total	100	100

**INFERENCE:**

The usage of Google My Business (GMB) has proven to be a crucial factor in enhancing a business's online presence and customer interactions. The platform serves as a bridge between businesses and potential customers, allowing users to access essential information such as location, contact details, reviews, and operating hours.

DIAGRAM 2

3.How often do you look at the photos of a business on Google My Business when considering whether to visit or use their services?

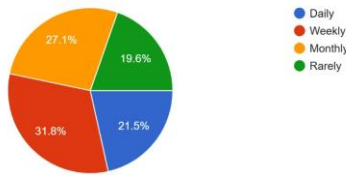


TABLE 3

OVERALL EXPERIENCE IN GOOGLE MY BUSINESS

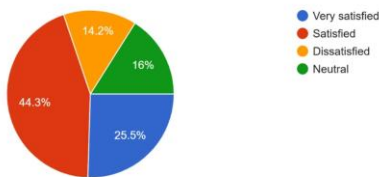
S.No	Factors	No.of.respondents	Percentage
1	Very satisfied	40	25.5
2	Satisfied	46	44.3
3	Dissatisfied	10	14.2
4	Neutral	4	16

INFERENCE:

The overall experience of Google My Business (GMB) has been largely positive for businesses and customers alike, serving as a powerful tool for business visibility, customer interaction, and online reputation management. Businesses that actively manage their GMB profiles by keeping information updated, responding to customer reviews, and utilizing features like Google Posts and Q&A tend to see better customer engagement and trust.

DIAGRAM 3

4.How satisfied are you with overall experience in Google My Business?



FINDINGS:

- Google My Business (GMB) profiles, active customer engagement, and effective local SEO strategies.
- The study found that Google My Business (GMB) is widely used for enhancing business visibility, managing customer reviews, improving local SEO, and driving customer engagement through online interactions.
- Customer engagement, higher visibility, and enhanced brand credibility, leading to a positive overall user experience.

SUGGESTION

- Optimize and Engage – Keep business profiles updated with accurate information, high-quality

images, and relevant keywords. Actively respond to customer reviews to enhance online reputation management and build trust.

- Leverage Insights and SEO – Use engagement metrics to analyze user behavior and improve conversion optimization. Implement local SEO strategies like location-based keywords and regular updates to boost business visibility and attract more customers.

CONCLUSION

Google My Business (GMB) has proven to be an essential tool for local businesses looking to enhance their online presence, improve customer engagement, and boost visibility on Google Search and Google Maps. The study of user behavior towards GMB shows that consumers primarily use the platform to access vital business information such as location, contact details, and operating hours, with reviews playing a significant role in building trust and encouraging engagement. A business with an optimized GMB profile, including high-quality images, updated posts, and prompt responses to reviews, tends to attract more interactions from customers, leading to higher conversion rates. In addition, the completeness of a GMB profile directly affects a business's visibility in local search results, making it a crucial factor for attracting potential customers. However, businesses face challenges in managing negative reviews, ensuring their information is accurate, and adapting to frequent algorithm changes. Despite these challenges, businesses that actively engage with their customers, use GMB insights to refine their strategies, and encourage reviews can foster stronger customer relationships, improve trust, and maintain a competitive edge. Overall, GMB is a powerful tool that, when used effectively, can drive significant business growth and long-term customer loyalty.

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