

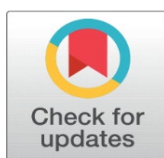
A STUDY ON THE IMPACT OF GOOGLE BUSINESS PROFILE ON BUSINESS SUCCESS

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ABSTRACT

This study focuses on how businesses could grow and show appear in local search results by using Google Business Profiles (GBPs). Before going to a store or using a service, a lot of people today perform a search on the internet, and Google Business Profile is crucial in helping local businesses connect with clients. The study examines how information such as a company's location, contact information, hours of operation, website link, reviews, and images affect consumers' choices. It also looks into how a company's visibility on Google Maps and in local searches is enhanced by an active and updated profile. The study uses surveys to learn more about how people use Google Business Profiles when searching for local goods or services to better understand this. It is expected that the results will show that businesses with detailed and regularly updated profiles bring in more customers, get better feedback, and gain more trust among consumers. Based on the study's findings, Google Business Profile is a useful and no cost marketing tool that helps businesses of all sizes grow in a competitive sector through increasing their local reach and developing relationships with their customers.

Keywords: Google Business, Study

1. INTRODUCTION

These days many people search for local stores, restaurants, or services online before going there. As a result, every local business now finds that having an online presence is important. One of the best tools for helping businesses appear in local Google searches and on Google Maps is Google Business Profile (GBP), previously known as Google My Business (GMB). Owners of businesses can use it to share important information like their address, phone number, website, hours of operation, images, and customer reviews.

A Google Business Profile that is up to date and complete makes it easier for customers to find the business and builds trust. Also, reviews and images help in the

decision of where to visit or purchase. Customers, on the other hand, may ignore or choose another company's website if it contains insufficient or missing information.

Understanding how Google Business Profile affects local search results and helps in growing a business is the main objective of this study. It analyses the ways in which different factors, such as location, reviews, website links, and contact information, affect the choices of customers. The goal is to find out whether visibility, customer engagement, and overall business success are all increased by having an active and well-maintained Google Business Profile. The study also shows how, in today's competitive digital marketplace, GBP has grown as a valuable and cost-free online marketing tool for businesses of all sizes who want to grow.

The study also highlights how people's views of local businesses change due to digital tools like GBP. It shows how important it is for companies to keep their online information up to date. Finally, it shows how better brand reputation and stronger customer relationships can result from effectively managing a Google Business Profile.

2. RESEARCH OBJECTIVE

- 1) To study the impact of Google Business Profile (GBP) on business visibility, interaction with customers, and overall performance.
- 2) To examine the influence of Google Business Profile components on how customers make decisions, including location, reviews, images, and contact information.
- 3) To evaluate the relation between a company's visibility in searches and keeping an updated GBP.
- 4) To understand how Google reviews and ratings impact an organization's reliability and reputation.

3. LITERATURE REVIEW

According to recent research, location and review signals work together to influence local search rankings. While review count and review-keyword relevance become increasingly significant within top results, distance frequently exceeds overall ranking influence [Southern \(2025\)](#). Many GBP listings are under-optimized, according to large-scale benchmarks; only a small percentage score highly on optimization metrics, most reviews lack substantive text, and many low-rated reviews go unanswered, leaving small businesses with a visibility and reputation gap (van der Sar, Filius, & Kant, 2024). In local contexts, customer evaluations have a significant impact on consumer choice: in 2022, 87% of customers used Google to assess local firms, and 76% of consumers "regularly" read online reviews while looking for local businesses [Paget \(2023\)](#). Engagement is also numerically increased by profile completeness and visual content: listings with pictures, videos, specific hours, and current details receive more calls, website clicks, and direction requests than listings with incomplete information [van der Sar, Filius, & Kant, \(2024\)](#), [Paget \(2023\)](#). However, many small companies do not take advantage of these characteristics due to practical obstacles such time constraints, low digital literacy, and uneven management [van der Sar, Filius and Kant, \(2024\)](#). Finally, the literature cautions that frequent algorithmic changes and phony or manipulated reviews make it difficult to sustain long-term visibility and confidence [Southern \(2025\)](#). When considered collectively, data shows that a well-maintained Google Business Profile significantly increases local visibility, trust, and conversions. However, the return

depends on ongoing maintenance, review strategy, and completeness [Paget \(2023\)](#), [van der Sar, Filius and Kant \(2024\)](#).

4. RESEARCH METHODOLOGY

4.1. RESEARCH DESIGN

This study uses a quantitative descriptive research approach to examine how Google Business Profile (GBP) affects business success. The goal of the study is to see how various GBP elements, including location, reviews, images, contact information, and website links, affect customer engagement and overall company performance. An online survey was used to gather information on public opinion and behaviour about Google Business Profiles.

Method of Gathering Information

1) Survey Method:

Data was gathered from clients and business owners who were familiar with Google Business Profiles using a structured online questionnaire. The objective was to collect opinions and personal experiences on how GBP increases customer reach, visibility, and trust.

2) The questionnaire's structure:

The following sections were part of the survey:

Demographic information: age, occupation, and how often businesses appear using Google.

Awareness and Usage: How frequently do respondents find businesses using Google Search or Maps?

Impact of GBP Features: Views on components such as location accuracy, reviews, images, and contact information

Customer Trust and Decision-Making: How GBP affects a customer's decision to visit or get in touch with a business.

Overall Perception: Views on whether updating a profile contributes to increased business success.

3) Sampling Size and Method

Target Audience: Customers and local business owners who use Google Maps or Search

Sampling Technique: To gather responses from people who were easy to find and ready to participate, non-probability convenience sampling was used.

Sample Size: In order to obtain a variety of opinions, a total of 80 respondents from a range of age groups and occupations took part in the survey.

4) Research Limitations

Limited Sample Size: The results may not be accurate for all business types because they are based on a small number of respondents.

Response Bias: It's possible that some participants' opinions were shaped by their own experiences or their limited knowledge of GBP.

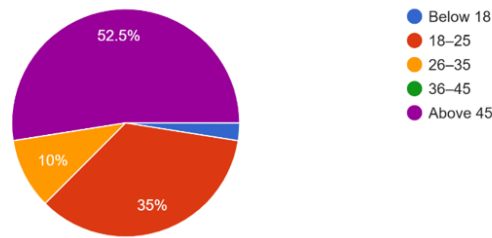
Geographic Barriers: The study primarily studied responses from a particular region, which may not accurately reflect larger trends.

Changing Digital Trends: Google regularly modifies its algorithms and features, which may have an effect on the findings' long-term validity.

5. DATA ANALYSIS AND FINDINGS

1. Age Group

80 responses

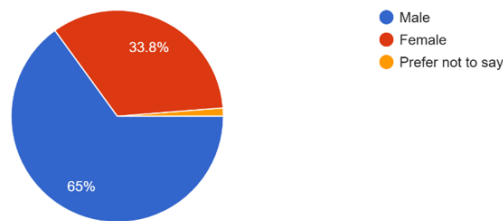


Analysis:

This survey represents a diverse mix of age groups. Most participants (52.5%) were from the Above 45 category, followed by 35% from the 18-25 group, 10% from the 26-35 group, and a small proportion (2.5%) below 18. This distribution indicates that the study gathered insights from individuals across different generational segments, ensuring a comprehensive understanding of how Google Business Profiles contribute to enhancing brand visibility and customer engagement for retail outlets. The wide demographic spread adds depth to the analysis, reflecting varied perspectives, experiences, and engagement patterns with digital business tools.

2. Gender

80 responses

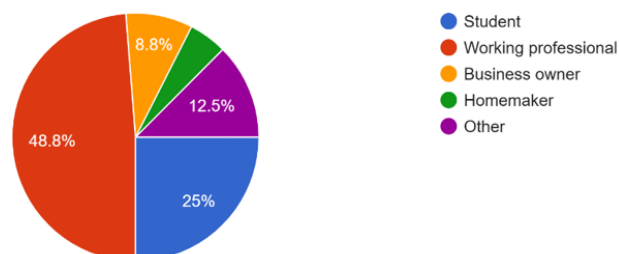


Analysis:

In the survey, 65% of respondents identified as male, 33.8% as female, and a small fraction preferred not to disclose their gender. This balanced participation from different genders ensures that the study reflects diverse viewpoints, providing a comprehensive understanding of how Google Business Profiles influence brand visibility and customer engagement in the retail sector. The inclusion of multiple gender perspectives adds depth to the analysis by capturing varied experiences and interactions with digital business platforms.

3. Occupation

80 responses

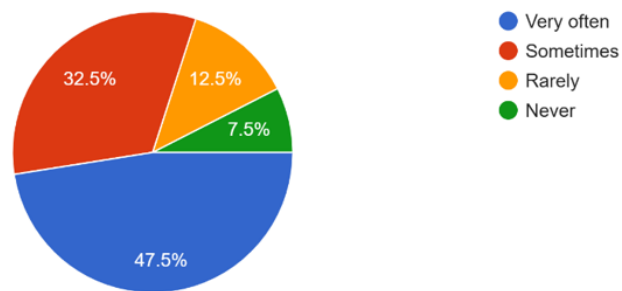


Analysis:

According to the data, 48.8% of respondents are employed professionals, 25% are students, 12.5% are classified as "other," 8.8% are self-employed individuals, and 5% are homemakers. The large proportion of working professionals suggests that those who are employed are more likely to interact with or comprehend how Google Business Profiles might improve brand visibility. Students' presence indicates that younger audiences are becoming more aware of digital marketing, while business owners' involvement demonstrates their first-hand knowledge of using these technologies to engage customers. Balance is added by including homemakers and others, who represent a variety of exposure and engagement levels with digital business platforms.

4. How often do you search for businesses on Google?

80 responses

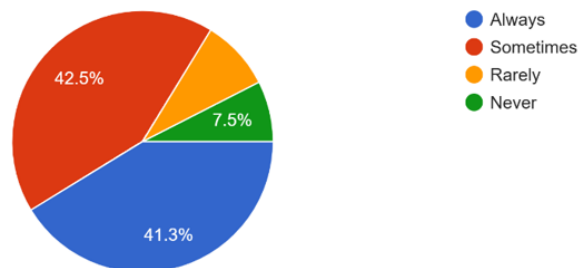


Analysis

Results show that 47.5% of respondents use Google to look up businesses frequently, 32.5% do sometimes, 12.5% rarely, and 7.5% never do so. This demonstrates Google's strong position as a primary search and discovery tool, as the majority of people actively rely on it to find company information. Given that consumers regularly search Google for brand engagement, location details, reviews, and reliability before making purchases, the huge volume of searches suggests Google Business Profiles have an important effect on customer behaviour.

5. When you search for a business on Google, do you notice its Google listings (name, address, reviews, photos, etc.)?

80 responses



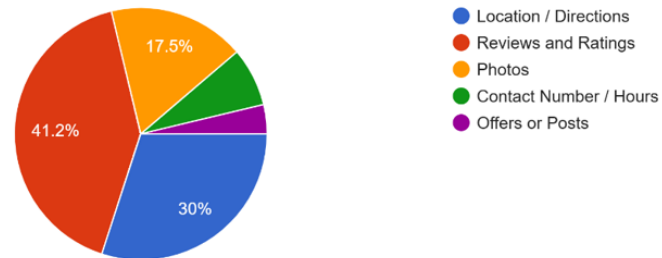
Analysis

When searching for a business, 41.3% of respondents always notice Google listings, 42.5% occasionally do, 8.8% infrequently, and 7.5% never do, according to the statistics. This suggests that a significant portion of users regularly interact with

Google Business data, including names, locations, reviews, and images. The high awareness level emphasizes how crucial it is to keep up an accurate and appealing Google Business Profile because it has a big impact on visibility, customer decisions, and trust during online searches.

6. What information do you usually check first on a Google Business Profile?

80 responses

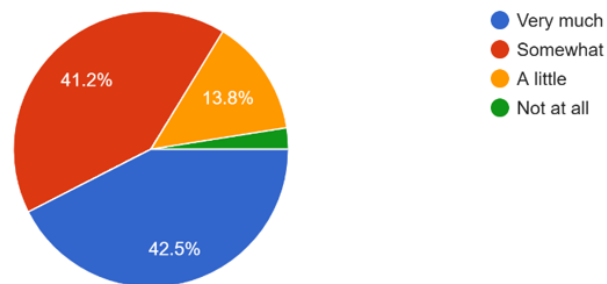


Analysis

As shown in the results, 41.2% of respondents initially looked at reviews and ratings on a Google Business Profile. This is followed by 30% looking for location or directions, 17.5% looking at images, 7.5% looking at contact information or business hours, and a tiny number looking at deals or posts. This shows that ease and credibility are important determinants of user behaviour—people use location information to make travel plans and mostly rely on reviews to assess trust. Additionally helpful in assisting users in making well-informed judgments about communicating with a business are images and contact details.

7. How much do customer reviews on Google influence your decision to visit a business?

80 responses

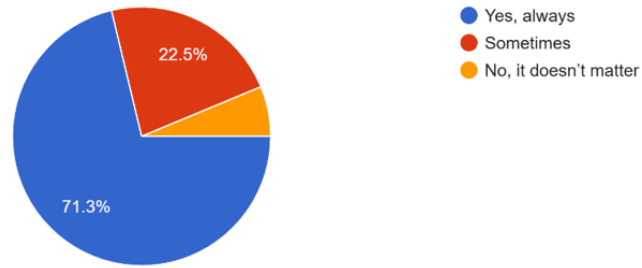


Analysis

According to the data, while deciding to visit a business, 42.5% of respondents are significantly affected by Google customer reviews, 41.2% are slightly influenced, 13.8% are somewhat influenced, and just a small percentage are not influenced at all. This suggests that consumer perceptions and decisions are greatly impacted by online reviews. Because positive evaluations increase credibility and trust, Google Business Profiles are an essential tool for companies looking to manage their reputation and bring in new clients.

8. Do you prefer businesses that have a complete Google Profile (with photos, hours, contact, and reviews)?

80 responses

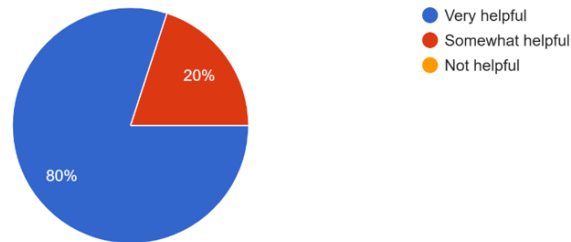


Analysis

From the findings, 71.3% of respondents said they always prefer companies that have a complete Google profile, 22.5% said they occasionally think about it, and very few said it doesn't matter. This demonstrates clearly that a well-kept Google Business Profile, complete with recent images, contact information, business hours, and reviews, has a significant impact on customer choice. A complete profile is crucial for drawing in and keeping potential clients because it develops trust, makes important information easily accessible, and increases brand reputation.

9. Do you find Google Maps helpful in locating nearby businesses?

80 responses

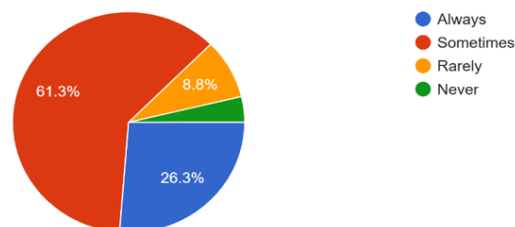


Analysis

According to the findings, 80% of respondents thought Google Maps was extremely helpful for finding local companies, 20% thought it was moderately helpful, and none thought it was negative. This makes it obvious that Google Maps is essential to improving the discoverability and accessibility of businesses. It is an effective means for linking consumers with retailers and ultimately increasing foot traffic and brand visibility, because to its accuracy, ease of use, and integration with Google Business Profiles.

10. If a business has a website link on its Google Profile, do you visit it before making a purchase or visit?

80 responses

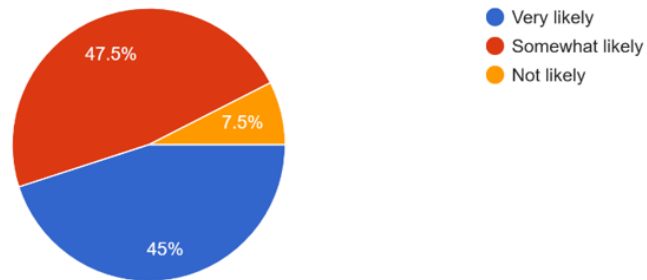


Analysis

The findings show that 61.3% of respondents frequently check a company's website link from its Google Profile before visiting or making a purchase, 26.3% always do, 8.8% rarely, and only a small percentage never do. This means that the majority of customers appreciate having a direct website link since it allows them to obtain more specific information about goods, services, and prices. An integrated online presence greatly increases client trust and engagement, as shown by the way a linked website boosts a company's reputation and facilitates informed decision-making.

11. How likely are you to choose a business that appears first on Google search results?

80 responses

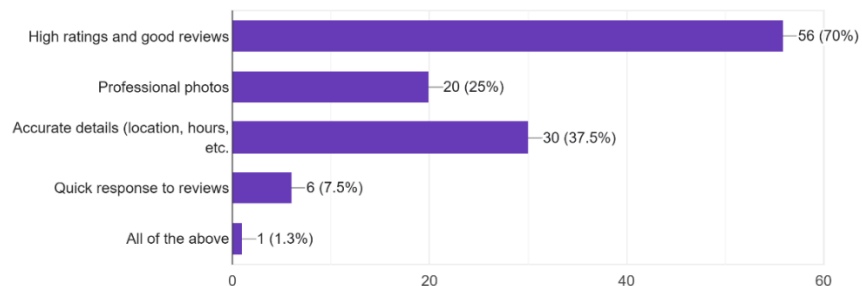


Analysis

According to the research, 45% of respondents are very likely, 47.5% are slightly likely, and just 7.5% are not likely to select the business that shows up first on Google search results. Given that increased visibility often ends in increased trust and perceived credibility, this shows that search ranking is a significant factor in consumer decision-making. A company's chances of attracting in new clients are greatly increased when it appears in the top search results, highlighting the need of keeping an updated and optimized Google Business Profile for improved online positioning.

12. What makes you trust a local business on Google?

80 responses



Analysis

The findings show that high ratings and positive reviews are the main reasons why 70% of respondents trust a local business on Google, followed by 37.5% who appreciate accurate data like location and hours, 25% who rely on professional photos, and 7.5% who think fast responses to reviews are crucial. This suggests that

the most reliable sources of trust for internet users are consumer reviews and transparency. Through Google Business Profiles, companies can greatly increase their credibility and bring in more potential clients by maintaining favourable ratings, offering current and accurate information, and utilizing high-quality images.

6. DISCUSSION

The objective of the survey was to determine how Google Business Profiles (GBP) affect customer opinion, engagement, and business visibility for retail stores. People from all backgrounds regularly utilize GBP to look for and evaluate businesses, showing its wide relevance and accessibility, based on responses from 80 participants across all age groups and occupations.

A large number of respondents regularly use Google Maps and Search to locate businesses nearby, showing the essential part that GBP play in customer discovery. Because online reputation has a major impact on purchasing decisions, reviews and ratings have been shown to be the most trusted aspects. Also, respondents preferred accurate, comprehensive descriptions with accurate information, images, and contact details which increase professionalism and credibility.

Higher search ranks were found to have a significant impact on customer choice, while Google Maps and website links were seen as useful tools for accessibility and trust-building. Overall, the results show that while incomplete or outdated Google Business profiles may prevent business growth, having an active and optimized profile greatly increases brand visibility, customer interaction, and trust.

6.1. CHALLENGES IDENTIFIED

- 1) **Incomplete or Outdated Profiles:** A lot of businesses fail to update their Google Business Profiles with accurate data including contact information, pictures, and working hours. As users mostly rely on updated listings to make decisions, this lowers visibility and customer trust.
- 2) **Limited Awareness Across Segments:** Although GBP is used among people of all ages and occupations, some business owners and less tech-savvy consumers are still unaware of its full potential, which results in missing out of its benefits.
- 3) **Improper Review and Feedback Management:** Although the majority of consumers read and trust reviews, many businesses fail to continuously track or respond to them. Ignoring complaints might damage one's reputation and turn away potential clients.
- 4) **Low Consistency in Profile Optimization:** Some businesses fail to update their profiles with new pictures, offers, or messages on a regular basis, making them appear inactive. Ranking and interaction in local search results are affected by this.
- 5) **Dependency on Search Ranking:** According to the survey, the majority of users prefer companies that show up at the top of Google search results. Even if they offer high-quality goods or services, lower-ranked companies find it difficult to attract attention.
- 6) **Limited Visual Appeal:** Businesses who don't post professional, high-quality images lose out on the chance to draw clients in visually, which is an essential part of engagement.

6.2. SOLUTIONS

1) Solution to Outdated or Incomplete Profiles

Businesses should update their Google Business Profiles on a regular basis with correct information, images, and business hours. Assigning an employee to manage changes ensures consistency and promotes trust among customers.

2) Solution to Poor Knowledge Across Segments

Store employees and managers can better understand and use GBP with the help of training sessions or simple manuals. Increasing awareness ensures that each outlet keeps an optimized and active profile.

3) Solution to Improper Evaluation and Feedback Management

Transparency and trust are increased by encouraging customers to write feedback and quickly addressing their comments. Customer loyalty and reputation are enhanced by effective review management.

4) A Solution for inconsistent Profile Optimization

The profile is kept lively and interesting by frequently posting offers, updates, and pictures. Regular presence increases a company's visibility in local searches and communicates commitment to clients.

5) Solution to Reliance on Search Ranking

Businesses should use appropriate keywords, keep correct information, and boost interaction through reviews and clicks to naturally improve ranking. Online reach and customer discovery are improved by continuous tuning.

6) Solution for Low Visual Appeal

Providing recent, high-quality images or videos of the store, employees, and products improves the appearance and draws in new clients. A clear profile helps to a positive and lasting first impression.

7. CONCLUSION

The study highlights how important Google Business Profile (GBP) is in influencing how consumers find, evaluate, and communicate with nearby businesses. It shows that GBP is a great digital marketing tool that increases visibility, brand image, and customer trust as well as to function as a listing platform. Through reviews, images, and accurate data, a well-maintained and regularly updated profile helps businesses stand out in searches, bring in more customers, and create long-lasting relationships.

However, the platform's potential remains limited for many businesses due to issues like incomplete profiles, lack of awareness, occasional updates, and poor review management. Businesses may greatly enhance their online presence by putting into practice simple yet powerful strategies like frequent updates, active customer interaction, the use of high-quality images, and search engine optimization.

Overall, the study concludes that, in today's competitive digital marketplace, increasing local search traffic, customer interaction, and long-term business success requires an optimized and regularly maintained Google Business Profile.

CONFLICT OF INTERESTS

None.

ACKNOWLEDGMENTS

None.

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Annexure

1.Age Group:

- ☐ Below 18
- ☐ 18–25
- ☐ 26–35
- ☐ 36–45
- ☐ Above 45

2. Gender:

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

3. Occupation:

- ☐ Student
- ☐ Working professional
- ☐ Business owner
- ☐ Homemaker
- ☐ Other

4. How often do you search for local businesses on Google?

- ☐ Very often
- ☐ Sometimes
- ☐ Rarely
- ☐ Never

5. When you search for a business on Google, do you notice its Google Business Profile (name, address, reviews, photos, etc.)?

- ☐ Always
- ☐ Sometimes
- ☐ Rarely
- ☐ Never

6. What information do you usually check first on a Google Business Profile?

- ☐ Location / Directions
- ☐ Reviews and Ratings
- ☐ Photos
- ☐ Contact Number / Hours
- ☐ Offers or Posts

7. How much do customer reviews on Google influence your decision to visit a business?

- ☐ Very much
- ☐ Somewhat
- ☐ A little
- ☐ Not at all

8. Do you prefer businesses that have a complete Google Profile (with photos, hours, contact, and reviews)?

- ☐ Yes, always
- ☐ Sometimes
- ☐ No, it doesn't matter

9. Do you find Google Maps helpful in locating nearby businesses?

- ☐ Very helpful
- ☐ Somewhat helpful
- ☐ Not helpful

10. If a business has a website link on its Google Profile, do you visit it before making a purchase or visit?

- ☐ Always
- ☐ Sometimes
- ☐ Rarely
- ☐ Never

11. How likely are you to choose a business that appears first on Google search results?

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Not likely

12. What makes you trust a local business on Google?

- ☐ High ratings and good reviews
- ☐ Professional photos
- ☐ Accurate details (location, hours, etc.)
- ☐ Quick response to reviews
- ☐ All of the above