GOOGLE MERCHANDISE STORE ANALYSIS

NAME	Abdulla Zahin
ID	22075833
COURSE	MSC BUSINESS WITH BUSINESS ANALYTICS WITH ADVANCED PRACTICES
MODULE	MARKETING METRICS AND ANALYSIS
MODULE CODE	LD9706
PROFESSOR	REZA ABOUTALEBI
WORD COUNT	4367 (Not including tables)

Table of Contents

List of Figures

List Of Tables

1.What is Google Merchandise?

Google, an American technology corporation specializing in AI, online advertising, and search engines, also ventures into consumer electronics, cloud computing, and e-commerce. This study centers on the Google Merchandise Store (GMS), an e-commerce platform launched in 2015, offering various Google-branded products. The focus is to provide insights and recommendations for enhancing the GMS website's digital marketing strategies. The analysis covers usability, user experience, social media presence, and engagement, benchmarking against industry standards. The study emphasizes social media comments for affective analysis and employs Google Analytics and Data Studio Dashboard for a comprehensive one-year performance evaluation, offering strategic digital marketing perspectives. The report aims to deliver precise observations and recommendations focusing on digital marketing aspects.

2.1 User Experience (UX)

User experience (UX) encompasses the affective dimension of a system, surpassing conventional usability factors. The study takes into account the factors of effectiveness, efficiency, satisfaction, and emotional responses (Marques et al., 2021). UX design encompasses software usability, marketing campaigns, packaging, and after-sales support. The Garrett Model, introduced by Jesse James Garrett, delineates five planes—strategy, scope, structure, skeleton, and surface—to organise the UX design process. Beginning with the alignment of business objectives in strategy, designers proceed by delineating the content and functionality of the project (scope), organising the data (structure), developing wireframes (skeleton), and ultimately culminating in the creation of the visual design (surface). Garrett's model offers a thorough framework that is widely embraced in the field of UX design.

2.1.1 Strategy (First Layer)

The strategy level is the foundation, gathering the product data customers and business users expect. This step will identify the product's purpose and usage, target audiences, competitors, and feature that sets it apart from other company products.

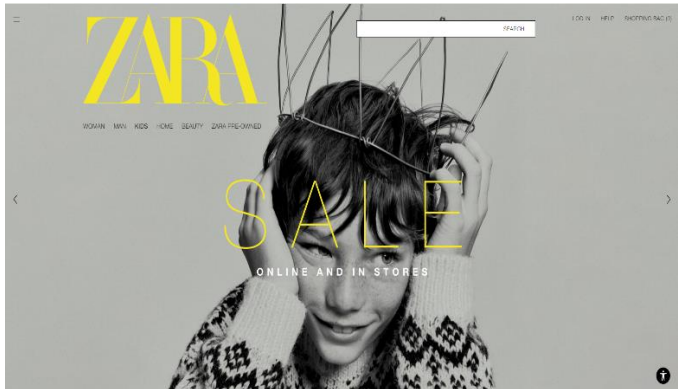| GMS	Business Objectives:
Figure 1: GMS home page **Source:** *https://shop.googlemerchandisestore.com/*	- The store made it easy to browse and purchase a wide variety of products. - The main objective of the e-commerce site is to increase the revenue and profitability of Alphabet Inc., Google's parent company. - An official merchandise store helps to maintain the brand image. - Providing customers google authorized products that can't be seen or provided elsewhere. **Consumer Needs:** - The store provides a decent quality and durable product. - If any issue arises, the store has customer services where they can return/exchange their products. - Safe and fast online purchases.
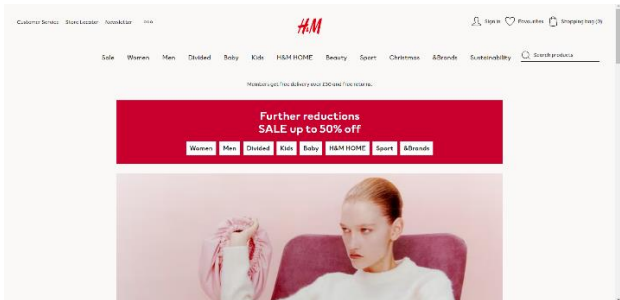
ZARA	Business Objectives:
 Figure 2: ZARA home page *Source: https://www.zara.com/ww/*	• Maintain low-cost operations, in-house productions, keeping the cost down, and effective distribution to price products competitively. • Maintaining their brand image by carefully understanding their customer, creating a positive customer experience • Enhancing their market around the globe, helps them to increase their customer base. **Customer Needs:** • Customers want to have clothes reflecting the latest seasonal trends and styles. • Better quality and durability with style at an affordable price • Wide variety and selection of clothes • Convenience of the stores, as products that can't be found in-store will be available online.
H&M	**Business Objectives:**
 Figure 3: H&M Home Page *Source: https://www2.hm.com/en_in/index.html*	• H&M invests heavily in its online store, and mobile apps, and integrates the digital and in-store experience. • H&M relies on rapid inventory turnover and quickly translating catwalk trends into affordable in-store styles. • H&M aims to increase sustainable materials and processes and influence responsible production industry-wide. • H&M continually revamps its product mix, brand partnerships, and aesthetics to align with shifting consumer preferences. **Customer Needs:** • Customers want clothes reflecting the latest fashion trends and seasonal styles at more affordable prices and decent quality materials. • Seamless shopping experience through online or in-store. • Customer assistance via online or in-store, returns/exchange process.

Table 1: Strategy comparison.

Indeed, all three retailers have built and maintained customer relationships. Zara and H&M share business goals and customer needs as fast fashion brands. H&M competes on price and sustainability, while Zara emphasises exclusivity and speed. Both need rapid youth demographic trend translation. Famous brand GMS provides its customers with the qualities they need to meet their daily needs.

2.1.2 Scope (Design Phase)

User information access, project scope details, and functional requirements are considered during product design (Scope) to align functionality with strategic objectives. Competitor analysis and content requirements are crucial, according to James Garrett. Important questions include determining functions to speed up product launch, prioritising features for future releases, and identifying customer-essential content. This strategic framework creates a goal-oriented, user-centric product development process. Garrett (2010)
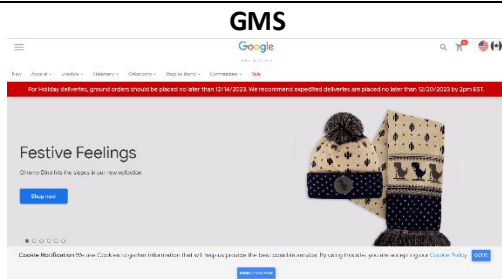
GMS	
Figure 4: GMS main page **Source:** *https://shop.googlemerchandisestore.com/*	• Extensive Google-branded merchandise, including apparel, accessories, drinkware, office supplies, bags, home goods, and collectibles. The site features over 400 products. • Google products showcase their colourful logo, brands (Android, YouTube), and creative designs for tech enthusiasts. • New items and styles are regularly added to product lines. Includes seasonal and limited-edition items. • Uses a direct-to-consumer global e-commerce model to sell a diverse Google-branded merchandise portfolio to loyal fans. The 18-language website makes global merchandise shipments easier for customers.

ZARA	• Provides trendy clothing, shoes, and accessories for women, men, and children, with over 12,000 designs annually. At 4-5 weeks from design to store, the brand launches new styles quickly. • Targets a young demographic interested in current designs across over 90 countries. Spain is the corporate office and Europe and the Americas are distribution hubs for retail stores in 96 countries. • This global fashion retailer, known for its high-end, fast fashion, and focus on inventory turnover and scarcity value, has an integrated store and online presence and quickly adapts catwalk trends. The brand is popular among price-conscious fashionistas worldwide.
Figure 5: ZARA main page *Source: https://www.zara.com/ww/*	
H&M	• H&M provides affordable, trendy fashion clothing, accessories, and cosmetics in over 3,000 stores. The brand targets young, fashion-conscious consumers in their teens to early 30s with low prices to appeal to a broad demographic. • Has over 5,000 brick-and-mortar stores in 74 countries across Europe, the Americas, Asia, and the Middle East. H&M's online store, supported by e-commerce infrastructure in over 50 markets, enables global shipments and offers omnichannel shopping through mobile apps. • Focusing on basics, replenishment, and brand collaborations, the brand positions itself as an affordable, sustainable, and value-focused fast fashion leader. With thousands of stores and a strong e-commerce operation, it targets mass-market appeal, especially among younger, trend-conscious shoppers worldwide.
Figure 6: H&M Home page *Source: https://www2.hm.com/en_in/index.html*	

Table 2: Scope comparison.

Zara and H&M, fast fashion giants, have many stores and extensive online operations in over 50 countries. Each brand offers updated clothing and accessories to a trendy, fashion-conscious younger demographic. Zara markets itself as upscale and exclusive, while H&M offers more basic items to make it more affordable. H&M promotes sustainability. Their consumer bases, speed, and global reach are similar despite their different brand strategies. However, the Google Merchandise Store prioritises a fast, safe, and convenient buying experience that integrates with users' Google accounts, eliminating the need for a separate account.

2.1.3 Structure

Structure describes how, where, and why customers use the product. The main goal is to create a product framework that shows how its many parts work, arrange content, and make sense. This stage of development benefits greatly from User Flows. User Flows show how consumers use products to achieve their goals.

GMS
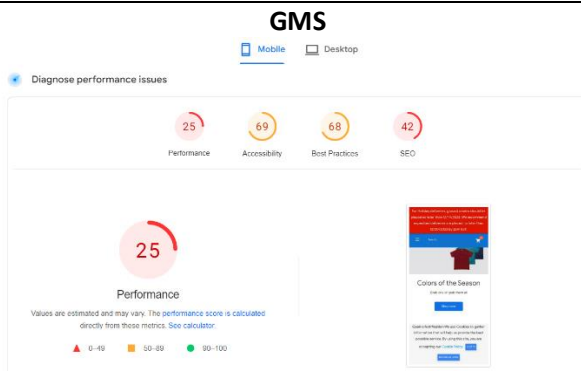
Figure 7: GMS mobile performance
Source: https://pagespeed.web.dev/
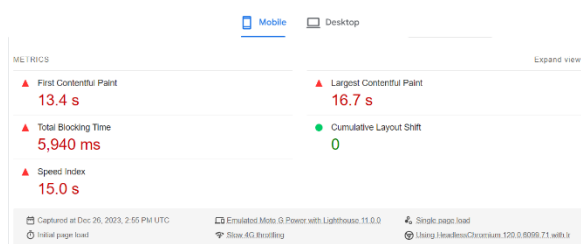
Figure 8: GMS mobile performance metrics
Source: https://pagespeed.web.dev/
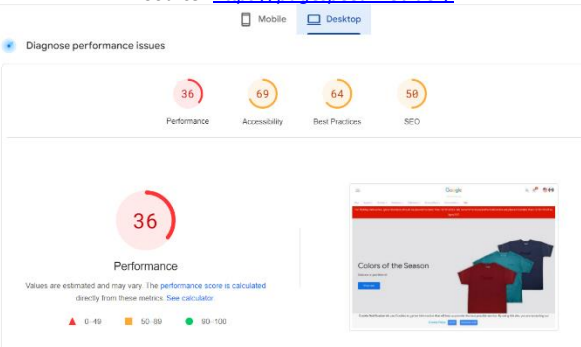
Figure 9: GMS desktop performance
Source: https://pagespeed.web.dev/
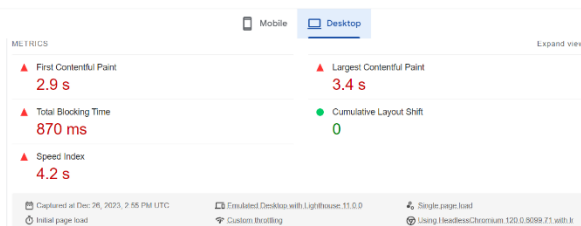
Figure 10: GMS desktop performance metrics
Source: https://pagespeed.web.dev/

First Dimension - Words:
- Menu and navigation text is concise and scannable, allowing for easy browsing.
- Strong action-oriented words used for CTAs like "Add to Cart" and "Buy Now".
- Minimal product descriptions provide basic info but lack details to inform purchase decisions.
- Small default font size makes longer menu and product text difficult to read.

Second Dimension - Visual Representations:
- Product images are high quality but lack zoom functionality for close inspection.
- Icons signify cart, search, and other key actions but are small on mobile.
- Colour scheme muted and subtle - doesn't distract but also doesn't attract attention.
- Minimal visual embellishments or displays to create an emotional experience.

Third Dimension - Physical Objects & Space:
- Website design remains stagnant across device types and doesn't dynamically resize/adapt.
- This reduces optimization for mobile, where 9.6s load time significantly lags desktop.
- Navigation suffers on mobile as the main menu becomes the left sidebar rather than the top bar.
- Performance metrics show the opportunity to improve mobile load speed and experience.

Fourth Dimension – Time:
- 24.8s engagement time on mobile, before feedback is provided, is far too long
- Contributes to high bounce rate as slow load times don't hold user attention.
- Perceived desktop loading speed of 2.3s meets expectations but mobile needs boost.
- Overall site speed and responsiveness on mobile fails to create a frictionless experience.
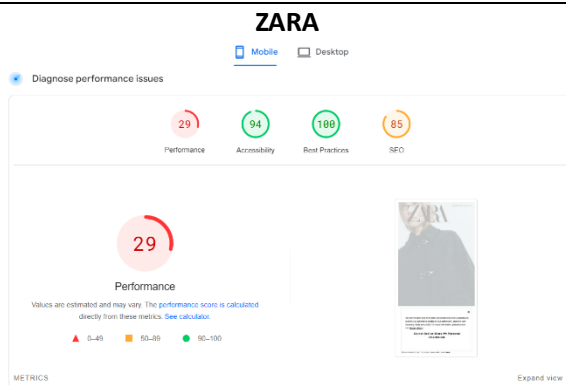
ZARA

Figure 11: ZARA mobile performance
Source: https://pagespeed.web.dev/
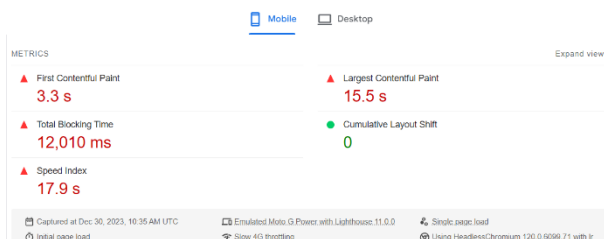
Figure 12: ZARA mobile performance metrics
Source: https://pagespeed.web.dev/
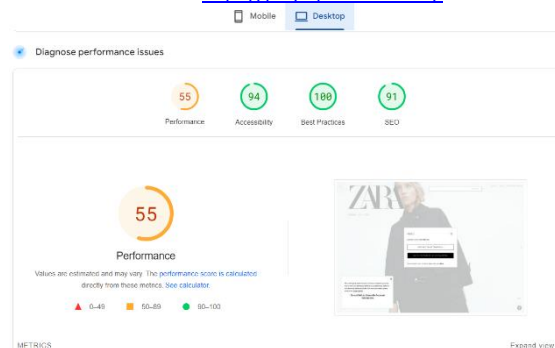
Figure 13: ZARA desktop performance
Source: https://pagespeed.web.dev/
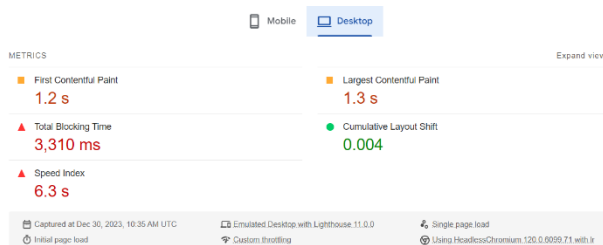
Figure 14: ZARA desktop performance metrics
Source: https://pagespeed.web.dev/

First Dimension - Words
- Short, descriptive menu and product labels enable quick scanning and navigation.
- Compelling phrases used in CTAs like "Buy it before it's gone!" drive urgency.
- Detailed product descriptions include materials, care instructions, etc.
- Ample white space prevents text from feeling cluttered or overwhelming.

Second Dimension - Visual Representations
- High-quality product images can be zoomed in for close inspection of details.
- Icons, animations, and visuals add excitement and reinforce actions like search.
- Colourful aesthetic with great image quality creates an aspirational, editorial feel.
- Playful animations and videos engage users and bring products to life.

Third Dimension - Physical Objects & Space
- Website resizes and adapts elements dynamically across desktop, tablet, and mobile.
- This optimization provides speedy load times of just 2.0s on desktop.
- Menu condenses to mobile "hamburger" toggle for easy access on smaller screens.
- Performance metrics show excellent optimization for both desktop and mobile.

Fourth Dimension - Time
- Rapid 0.9s time to first paint on mobile keeps users engaged from the start.
- Quickly interactive experience holds attention with smooth motions and scrolling.
- Strong memorability created by animations, videos, and striking visuals.
- Overall excellent speed and responsiveness across devices enable seamless browsing.
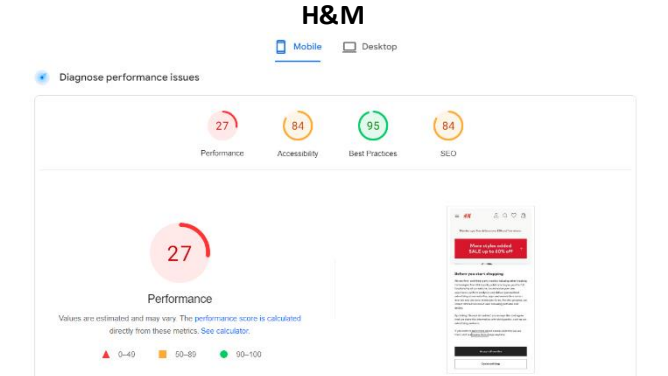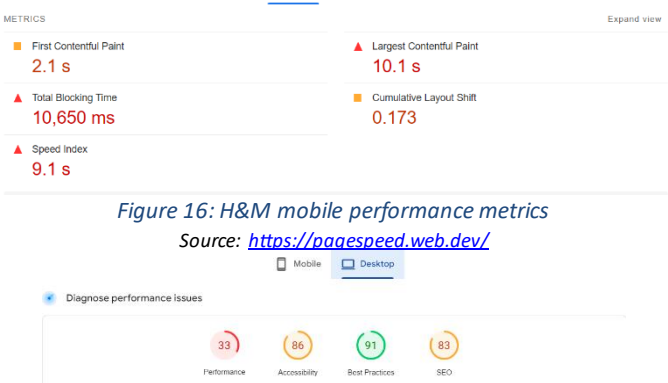
H&M	First Dimension – Words:
Figure 15: H&M mobile performance *Source: https://pagespeed.web.dev/* *Figure 16: H&M mobile performance metrics* *Source: https://pagespeed.web.dev/* *Figure 17: H&M desktop performance* *Source: https://pagespeed.web.dev/* *Figure 18: H&M desktop performance metrics* *Source: https://pagespeed.web.dev/*	• Clear, descriptive menu and product labels enable easy navigation. • Action-oriented phrases used for CTAs like "Add to bag" drive purchases. • Concise product descriptions provide key details only, avoiding overload. • Ample negative space prevents text areas from feeling too crowded. **Second Dimension - Visual Representations:** • Product images can be zoomed in for closer inspection which aids in decisions. • Icons reinforce key actions like search, account, and bag while animating for feedback. • Bold, colorful, and playful aesthetic suits the youthful target demographic. • Videos bring products to life and convey brand personality and styles. **Third Dimension - Physical Objects & Space:** • Website responsively adapts layout across desktop, tablet, and mobile screens. • Elements resize and reposition appropriately for the device, enabling usage. • Mobile "hamburger" menu toggles open for easy access on smaller screens. • Strong performance metrics on both desktop and mobile reflects optimization. **Fourth Dimension – Time:** • Excellent 1.1s Time to First Paint on mobile keeps users engaged from the start. • Fast load times, scrolling, and transitions retain visitor attention. • Striking visuals and videos aid memory and brand recall. • A speedy and seamless experience across devices enables frictionless browsing.
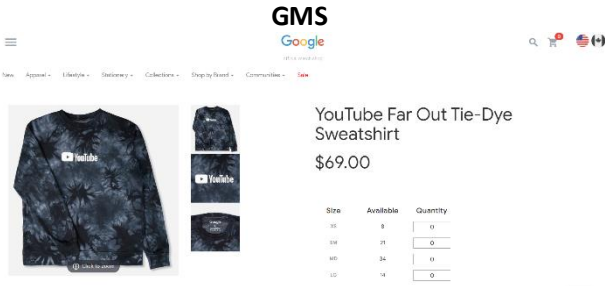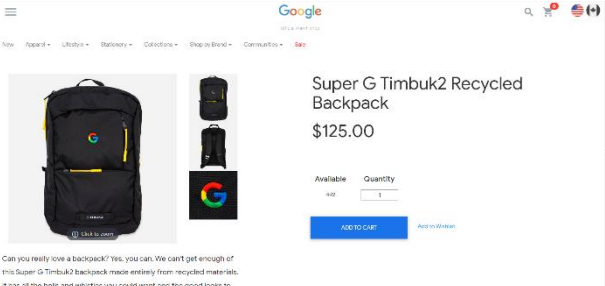
Table 3: Structure comparison.

In conclusion, H&M, ZARA, and GMS website reviews show their pros and cons. H&M excels at user-friendly experiences with clear language, captivating imagery, and responsive design. ZARA designs include dynamic layouts and multimedia. GMS struggles with website optimisation, aesthetics, and usability. H&M and ZARA prioritise responsiveness and speed, while GMS has long loading times and high mobile return rates. These domain improvements could boost GMS's online presence and user satisfaction.

2.1.4 Skeleton

According to Garrett (2010), the "Skeleton" plane connects abstract concepts to their "Surface" plane visualization. It allows user-tested changes before final development.

1. Interface Design: Designers arrange, aestheticize, and deliver information in user interfaces.
2. Navigation Design: Designers prioritize user-friendly navigation with intuitive menus, buttons, and links.
3. Data Visualizations: This stage involves using content, visuals, multimedia, and interface organization to effectively deliver information.

GMS	Interface Design
Figure 19: GMS shop menu **Source: https://shop.googlemerchandisestore.com/** *Figure 20: GMS shop menu* **Source: https://shop.googlemerchandisestore.com/**	• Minimal interactive elements like Add to Cart button and product image sliders. • Solid color blocks used for CTA buttons, lacking prominent borders or visual appeal. • Plain icons for search and cart actions don't attract attention or provide strong affordances. • Overall, very basic and functional interface elements without much visual enhancement **Navigation Design** • The top navigation menu provides access across the site but collapses poorly on mobile. • Hierarchical dropdown menus help users navigate to product categories. • Breadcrumb trails below the menu show the page path but the small text makes them tough to use. • Links under each product lead to potentially associated products. **Information Design** • Products feature Google branding prominently since merch showcases the brand. • Very minimalist product information - mainly just title, price, and product image • Notification on the cart icon informs the user of items waiting for checkout. • No personalized or contextual recommendations based on user behavior.

ZARA	Interface Design
 Figure 21: Zara shop menu *Source: https://www.zara.com/ww/* *Figure 22: Zara shop menu* *Source: https://www.zara.com/ww/*	• Interactive elements like product zoom, video, animated visuals, and 3D view engage users. • Prominent contrasting colors and borders on CTAs like "Add to basket" attract clicks. • Animated icons provide clear affordances and feedback for actions like search and bag. • Playful interface elements match brand personality and appeal emotionally. **Navigation Design** • Top navigation remains fully accessible across device types without collapsing. • Dropdown submenus ease navigation to specific categories and sections. • The Breadcrumb trail below shows the page path in bold, scannable text. • "You may also like..." suggestions expose users to related or complementary products. **Information Design** • Detailed product descriptions provide full material, wash care, and origin information. • Fit guide educates users on making the best size selection for their needs. • Reviews from other users help inform purchase decisions. • Outfit combination suggestions encourage additional purchases.
H&M	Interface Design
 Figure 23: H&M Shop menu *Source: https://www2.hm.com/en_in/index.html*	• Interactive elements like product zoom, model sliders, video, and animation engage users. • Prominent contrasting colors and borders on CTAs like "Add to bag" grab attention. • Animated icons provide clear visual affordance for actions like search and account. • Playful interface elements reflect brand personality and appeal emotionally. **Navigation Design** • Top navigation remains accessible and doesn't collapse across device types. • Dropdown submenus enables easy navigation to categories and subsections. • The breadcrumb trail below shows the page path clearly in bold, scannable text. • "Complete the look" suggestions encourage additional associated purchases. **Information Design**
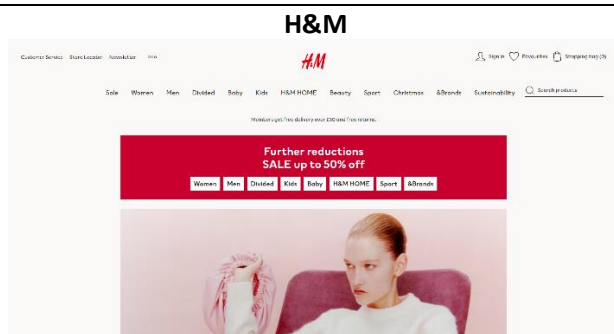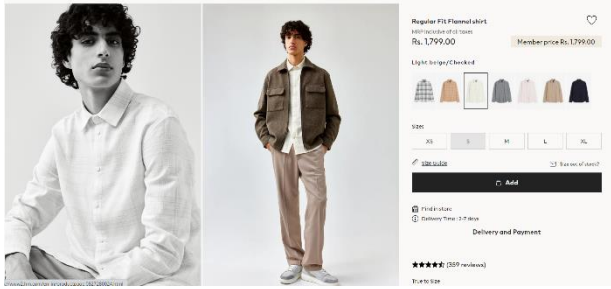
Figure 24: H&M Shop menu
Source: https://www2.hm.com/en_in/index.html

- Concise product descriptions provide key details like materials and fit.
- Size guide helps users determine what size is best for them.
- Reviews from other buyers help inform purchase decisions.
- Coordinated product suggestions to inspire complementary purchases.

Table 4: Skeleton comparison.

H&M, ZARA, and GMS have unique interface and navigation designs that improve user experience. H&M and ZARA attract customers with interactive elements, contrasting colours, and dynamic symbols. Their priority is accessibility, so they use dropdown sub menus and breadcrumb trails for easy navigation. GMS's minimalist strategy lacks visual appeal and product details. The mobile navigation menu collapses poorly, and GMS does not provide personalised recommendations. To improve user experience, GMS should update visuals and navigation.

2.1.5 Surface

The "Surface" plane encompasses the visual design and presentation components of the user interface (Garret, 2010). The "Surface" phase involves refining the user interface design and bringing the product's visual identity to fruition. The conclusion of the user experience design process is the stage where the product is polished and finalized before production and execution.

GMS	**Visual Design:** The graphic design features a minimalist style with ample white space and muted colours of greys, blacks, and blues. Using a uniform serif font maintains simplicity but lacks enthusiasm. The product photos' lack of decoration enhances the utilitarian design by prioritising clarity over visual interest. Site layout: **Website Layout:** The website has a left-aligned logo, a central search bar, and account/cart symbols in the header for easy navigation. The footer includes important links, help, and copyright information. Products have dynamic hero photos on the homepage, and category and product sections are grid-based. Vertically arranging product features ensures clarity and functionality by using negative space. The design prioritises functionality over aesthetics.

ZARA	**Visual Design:** The visual design exudes sophistication and fashion with vibrant and contrasting colours and textures. Elegant serifs and sans serifs combine in stylish typography. Large white space complements vivid, editorial product photos. Animated and interactive elements enhance user experience and reinforce activities. The design is refined, lively, and sophisticated, matching their market positioning. **Website Layout:** The website design features a clean header with logo, account, stores, bag icons, and search bar. The footer includes site sections, services, company info, and social links. The homepage features magazine-like photos of the latest fashion trends. Category pages use a tile grid to advertise products, while product detail pages use a vertical style with appealing elements. Strategic space use eliminates visual disorder among striking visuals. The design seamlessly blends function, style, and organisation.
H&M	**Visual Design:** The website's bright and colourful design gives it a lively, youthful feel. Playful serif and sans serif fonts give the typography a friendly, approachable look. A sense of equilibrium has been created by including negative space to prevent visual overload from the vibrant imagery and highlight individual elements. Animations, micro-interactions, and dynamism add flair and captivating motion and interactivity to the design. An attractive and dynamic approach ensures a captivating user experience that reflects their lifestyle energy. **Website Layout:** Their website has a well-organized header with logo, search, account, and bag icons. This icon layout maximises user accessibility. The footer links to site sections, customer service, and legal information. The homepage features the latest fashion trends, while category pages use a tile grid layout to promote products. Product detail pages are vertical and feature visuals to help users. The vibrant yet organised design emphasises images, interactions, and easy navigation for an optimal and visually pleasing user experience. It uses enough whitespace to avoid visual congestion.

Table 5: Surface comparison.

Overall, the Google Merchandise Store emphasises clarity and simplicity through a minimalist design. Zara, on the other hand, uses vibrant colours, fashionable typefaces, and animated elements to create an aspirational atmosphere for a refined audience. H&M uses bright colours, cheerful typography, and dynamic imagery to attract a young, fashionable audience. The design of each brand matches its identity, emphasising the importance of customising visual elements to reach specific audiences.

2.2 Web Accessibility

Web accessibility involves designing and developing websites, tools, and technologies for disabled users. It involves making websites readable, functional, clear, and robust for diverse users. Web accessibility is essential for providing high-quality, universal goods and services. The W3C Web Accessibility Initiative (WAI) provides accessibility solutions through technical specifications, guidelines, techniques, and supporting resources under the Web Content Accessibility Guidelines. International web accessibility standards are WCAG 2.0, 2.1, and 2.2. Making websites accessible ensures equal access to online content for everyone, including the growing number of disabled people. It's also the right thing to do, legal in many countries, and usable.
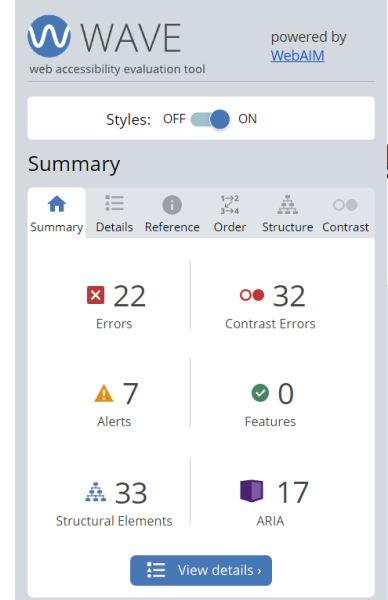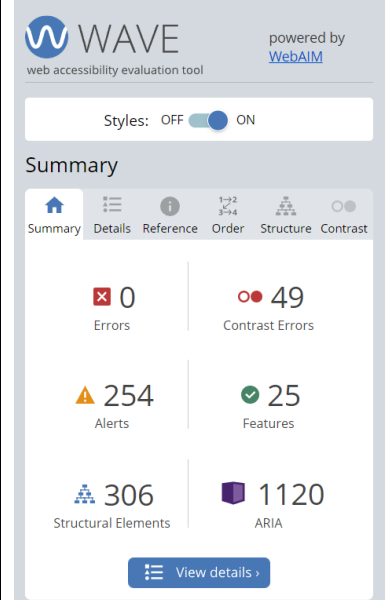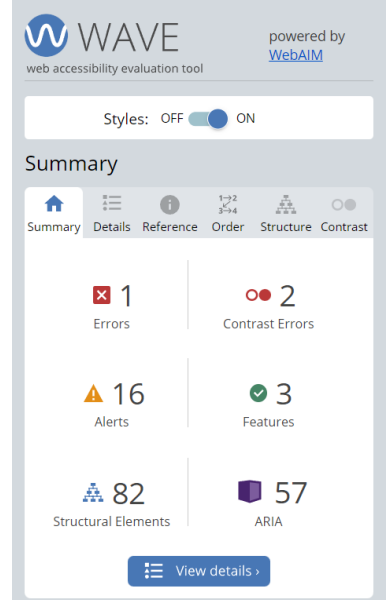
GMS	ZARA	H&M
Figure 25: GMS Wave Results 2024.	_Figure 26: Zara Wave Results 2024._	_Figure 27: H&M Wave Results 2024._

Table 6: Web Accessibility Comparison between GMS, ZARA, H&M

Source: https://wave.webaim.org/

Zara, a fast fashion brand, is praised on GMS for its accessibility. However, the company has 21 contrast errors, mostly due to the lack of text describing the web page's content and functionality. Low-vision users struggle with contrast errors. Zara has no contrast errors, unlike H&M. Its 208 ARIA attributes improve accessibility and user interaction, making it stand out. Zara differs from competitors, who only use 105 ARIA attributes. Visually impaired users struggle to use GMS and H&M websites due to lack of ARIA attributes and contrast errors. Zara should use more ARIA attributes and improve text-to-background contrast to improve accessibility. This would simplify online shopping.

2.3 Social Listening

Social listening, also known as social media monitoring, entails actively monitoring online conversations across multiple platforms to gain insights into the sentiments and opinions expressed about a business, individual, product, or brand. It surpasses mere brand mentions and instead emphasises context, sentiment, and emerging patterns. Strategic practice is essential for businesses to gain a deeper understanding of their target market, enhance their offerings, and create effective

marketing campaigns. Social listening, in contrast to tactical social monitoring, provides valuable insights for making informed decisions over a longer period. Businesses employ a variety of tools to engage in effective social listening. This report examines the social listening data for Google Merchandise Store (GMS), ZARA, and H&M on Facebook, Instagram, and X (formerly Twitter).

2.3.1 Facebook

Facebook was founded in 2004 by Mark Zuckerberg, which became the most influential social media platform globally, initially, it was founded for university students but later expanded rapidly to include users all over the globe. With more than 2.8 billion monthly users, Facebook facilitates connections, content sharing, and communication through posts, comments, and messages. Additionally, the platform includes its subsidiaries, WhatsApp, and Instagram. Facebook is a mainstay of the social media world. It is essential for business promotion, personal networking, and worldwide information sharing.

Metrics Overview							Adjust
Name	Page Performance Index	Fans	Follower Growth (in %)	Post interaction rate	Posts per day	Reach per day	Interactions per impression
Google @google	4.0%	28.4M	-0.16%	0.0028%	0.7	☆	☆
H&M (MX) @mexicohm	1.0%	2.0M	0.11%	0.0070%	1.1	☆	☆
ZARA @zara	1.0%	30.7M	-0.017%	0.0022%	0.8	☆	☆

Figure 28: Social listening comparison via Facebook.

Source: https://www.fanpagekarma.com

Zara has the most Facebook followers at 29 million. The Zara has 17% more followers than H&M. H&M outperforms Zara in user engagement with 39%, up 18%. H&M has a fantastic page performance index of 11%. Google's 5% follower growth is fastest compared to Zara's 2%. Thus, Google has great potential on this platform. Zara posts four times a day, twice as much as H&M. Though H&M's content gets fewer views, users find it more engaging. H&M outperforms Zara in engagement and page quality, but Zara has more fans.

2.3.2 Instagram

Instagram, launched in 2010 and acquired by Facebook in 2012, is a leading social media platform that lets users share their content globally. Instagram is popular for personal expression, brand promotion, and influencer marketing due to its visually driven format, diverse content, and Stories and Reels. Instagram's dynamic nature and focus on visual storytelling help individuals and businesses connect, engage, and thrive online.

Metrics Overview							Adjust
Name	Page Performance Index	Fans	Follower Growth (in %)	Post interaction rate	Posts per day	Reach per day	Interactions per impression
Google @google	6.0%	14.8M	0.47%	0.068%	0.8	☆	☆
H&M @hm	1.0%	38.5M	-0.080%	0.061%	1.1	☆	☆
ZARA @zara	1.0%	61.4M	-0.067%	0.076%	0.8	☆	☆

Figure 29: Social listening comparison via Instagram

. Source : https://www.fanpagekarma.com

Zara leads again with 25 million Instagram followers. H&M's audience is 20% smaller. However, H&M has the highest engagement score (44%), 26% higher than Zara. H&M also performs better on pages. Again, Google is growing fastest at 6%, while Zara is at 3%. Zara posts five times a day, 2.5 times more than H&M. H&M engages more with less content. Zara has more fans and posts, but H&M leads in engagement and page experience.

2.3.3 Tik-Tok

ByteDance's 2016 short-form video app TikTok has gained international popularity, especially among young users. The platform lets users make and share 15-to-60-second videos. TikTok creates a personalised "For You" feed based on user preferences using a unique algorithm. This personalised strategy has greatly increased TikTok's popularity. TikTok's intuitive interface and global community of content creators have made it famous, influencing trends and enabling creative expression worldwide.

Name	Page Performance Index	Fans	Follower Growth (in %)	Post interaction rate	Posts per day	Reach per day	Interactions per impression
Google @google	20%	1.3M	8.3%	0.41%	0.6		0.026%
H&M @hm	12%	417k	2.8%	0.72%	0.5		0.56%
ZARA @zara	5.0%	10.1M	1.0%	0.42%	0.3		0.16%

Figure 30: Social listening comparison via Tiktok

Source: https://www.fanpagekarma.com

Zara has the most TikTok followers at 32 million. The H&M fanbase is 25% smaller. H&M has 38% user engagement, 18% higher than Zara. H&M trails Zara in page performance. Google outpaces Zara's 4% growth with 7%. Zara publishes six daily articles, three times more than H&M. H&M engages more with less content. H&M outperforms Zara in page quality and engagement, but Zara leads in fan count and posts.

2.3.4 YouTube

YouTube, founded by Steve Chen, Chad Hurley, and Jawed Karim in 2005, became a hub for user-generated content like educational videos, entertainment, vlogs, and music. After Google bought YouTube in 2006, it had over 2 billion monthly users. It lets creators share and monetize content, and viewers watch a variety of videos. YouTube has transformed entertainment, education, and social engagement, making it a vital part of online culture and a powerful tool for content creators and marketers.

Name	Page Performance Index	Fans	Follower Growth (in %)	Post interaction rate	Posts per day	Reach per day	Interactions per impression
Google @google		11.6M	0.87%	0.068%			0.45%
H&M @hennesandmauritz		439k	0%	0%			⊖
zara @zara		117k	0.86%	0%			⊖

Figure 31: Social listening comparison via YouTube.

Zara leads YouTube with 37 million subscribers again. H&M has 24% fewer fans. H&M leads Zara in customer engagement with 42%, 16% ahead. Also, H&M's page performance is great. Google leads Zara with 6% growth over 3%. Zara publishes seven articles daily, 2.8 times more than H&M. H&M's engagement is higher despite producing less content. Page experience and engagement are better for H&M than Zara, but the former has more fans and content.

3. Sentiment Analysis

Natural language processing (NLP) techniques like opinion mining and sentiment analysis categorise data into positive, negative, or neutral categories based on digital text's emotional tone (Monkeylearn et al., 2018; AWS, 2023). This NLP method is used to gain customer insights for marketing, customer service, and clinical goals from reviews, online surveys, social media, and healthcare materials. Automated sentiment analysis uses hidden Markov models, Naive Bayes, Support Vector Machines, and rule-based systems to count positive and negative words (geeksforgeeks et al., 2020). This automation helps businesses eliminate subjective opinions, gather objective data, understand consumer sentiments, improve brand reputation, and make informed improvements.

3.1 Talkwalker and Social Searcher Tools Result

Social media analytics and listening platform Talkwalker. Real-time online conversation monitoring, sentiment analysis, competitor tracking, trend identification, and custom reports are available with this tool. Users can learn about brand mentions, customer sentiment, and industry trends. The platform is known for live monitoring, sentiment analysis, competitor analysis, trend detection, and influencer identification.An extensive sentiment analysis of the Google Merchandise Store (GMS), Zara, and H&M digital ecosystems was conducted using the Talkwalker tool.

google

Twitter	1.2M
Blogs	171K
Online News Other	154.6K
YouTube	44K
Other	29.1K

hm

Twitter	212K
Blogs	3.2K
Online News Other	5.2K
YouTube	2.3K
Other	5K

zara

Twitter	74.6K
Blogs	3.9K
Online News Other	8.5K
YouTube	6.4K
Other	1.5K

0   247.2K   494.4K   741.7K   988.9K   1.2M
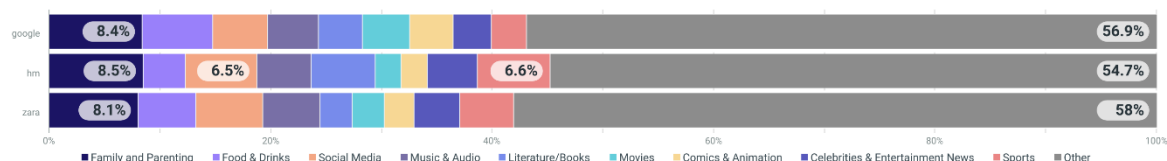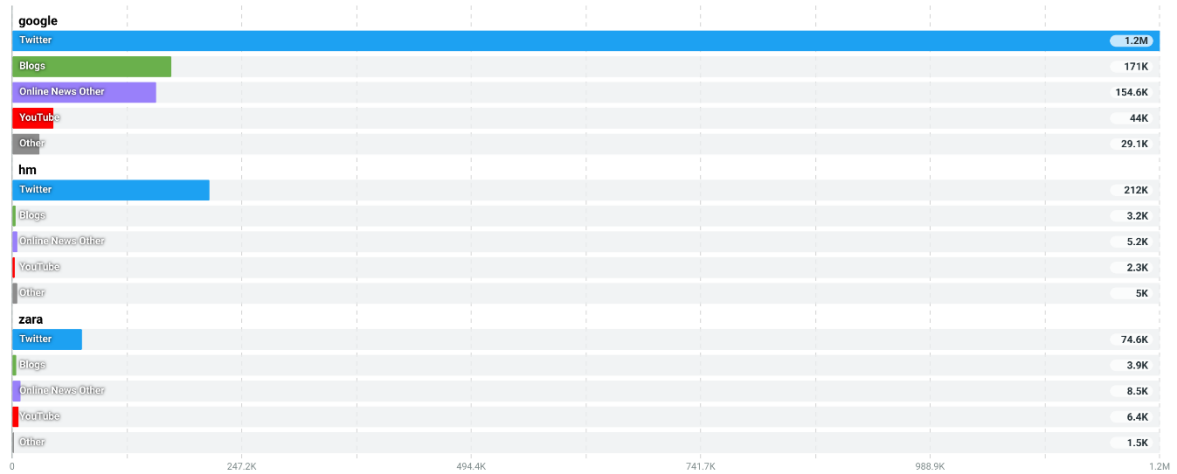
Figure 32: Google, Zara and H&M sentiment analysis comparison using talkwalker tool.

Source: https://app.talkwalker.com/app/

Google's clothing and merchandise e-commerce platform GMS received 55.6% positive feedback. Zara, owned by Inditex, had a 56.7% positive sentiment rating, close to the top. However, H&M lagged behind with 32.8% positive sentiment. GMS and Zara are more positively viewed online than H&M.

Google Merchandise Store

Figure 33: GMS Talkwalker keyword sentiment analysis results 2023.

Figure 34: GMS Talkwalker and social searcher keyword sentiment analysis results 2024

ZARA

RELATED TOPICS

Figure 35: ZARA Talkwalker keyword sentiment analysis results 2024.

#	Hashtag	Total
1	#zara	30
2	#secondlife	7
3	#fashion	6
4	#model	5
5	#gucci	5
6	#zarakids	5
7	#kidfashion	5
8	#california	5
9	#ts4	4
10	#sims 4	4

#helsinki #portrait #blogger
#si #2023 #filmphotography
#editorial #sims 4 legacy
#ts4 #kidfashion #gucci
#fashion #zara
#secondlife #model
#zarakids #california
#sims 4 #ts4 legacy #film
#35mmfilm #photography
#sexy #red #studio

Figure 36: ZARA Talkwalker and social searcher keyword sentiment analysis results 2024

H&M

Figure 37: H&M Talkwalker keyword sentiment analysis results 2024

Figure 38: H&M Talkwalker and social searcher keyword sentiment analysis results 2024
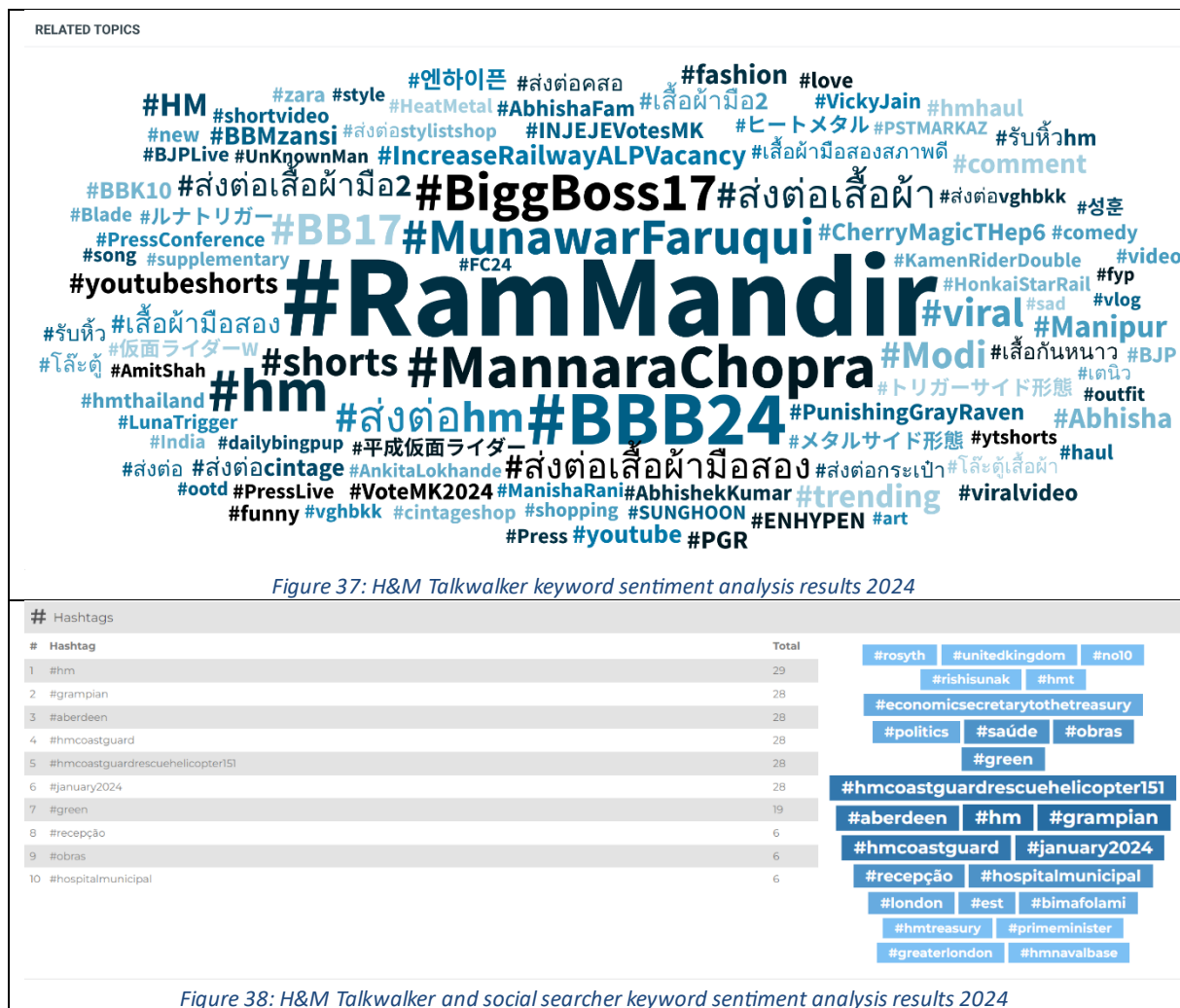
Table 7: Google, Zara and H&M keyword comparison using Talkwalker and Social Search tools.

Source: https://app.talkwalker.com/app/ & https://www.social-searcher.com/.

Amazing results were found after analysing keywords with Talkwalker and Social Searcher. Interestingly, none of the brands had negative keyword associations. However, GMS's top keywords focused on Google's tech products, such as Android and Google Maps, rather than its fashion division. Zara and H&M's keywords focused on clothing, fashion trends, and shopping, emphasising their commitment to fashion. Despite selling clothes and merchandise, GMS is a technology company.

3.2 Sentiment Viz Tool Results

Google

Figure 39: Google Sentiment Viz Analysis results 2024

H&M

Figure 40: H&M Sentiment Viz Analysis results 2024

ZARA

Figure 41: ZARA Sentiment Viz Analysis results 2024
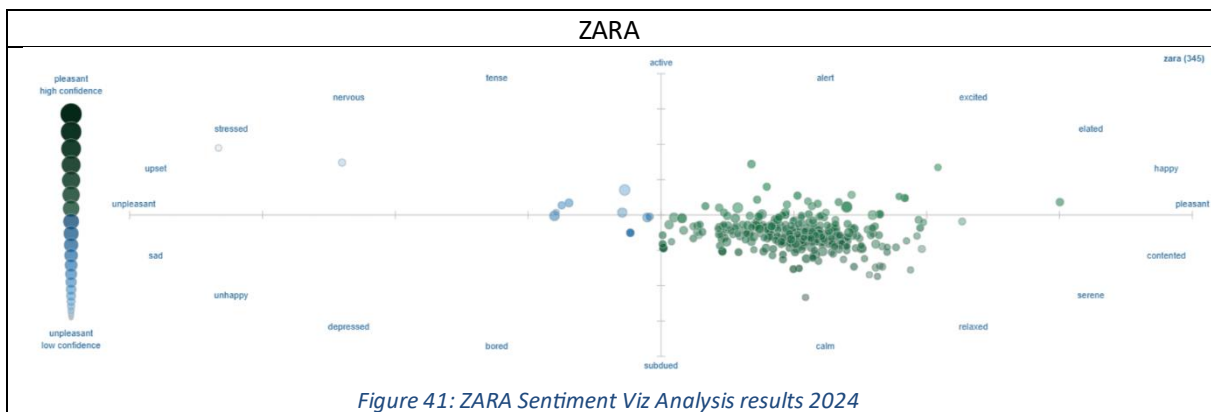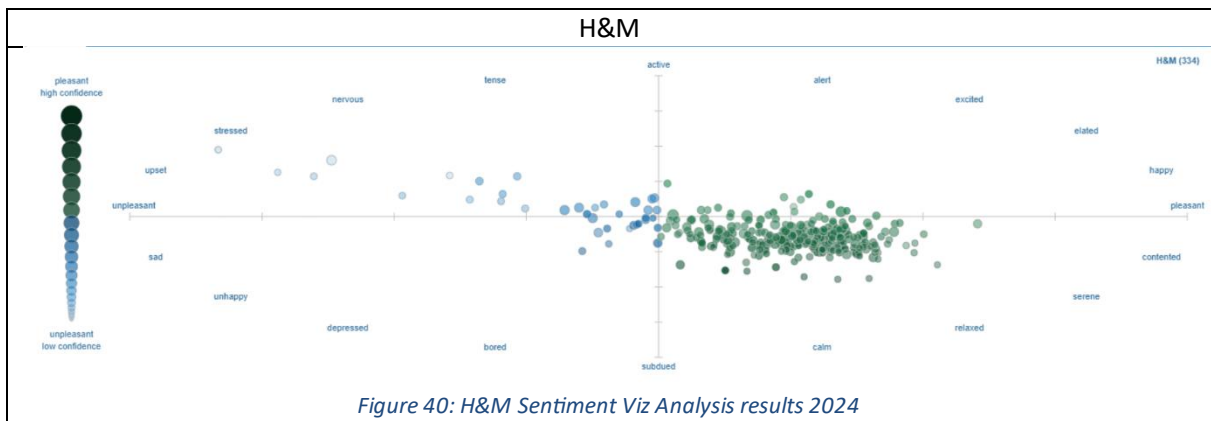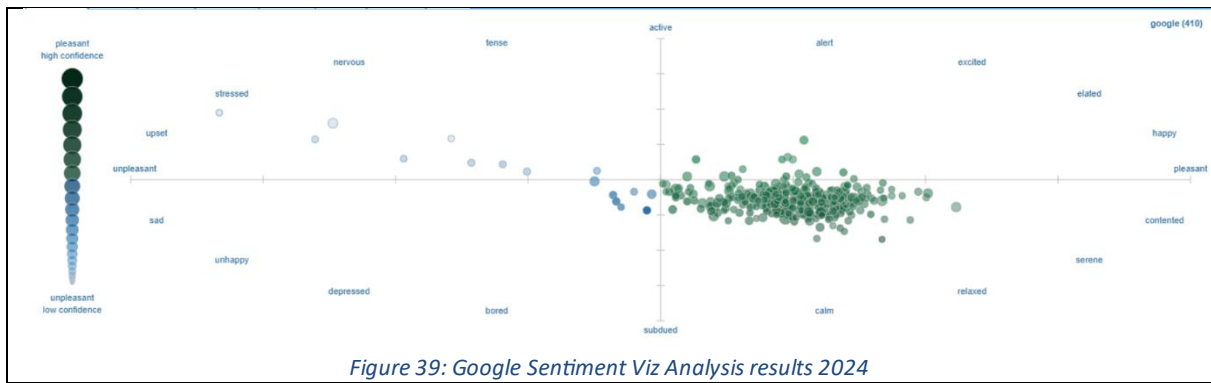
Table 8: Google, Zara and H&M sentiment analysis comparison using Tweet Sentiment Visualization tool.

Source: https://www.csc2.ncsu.edu/faculty/healey/tweet_viz/tweet_app/.

The Sentiment Viz tool dynamically visualised brand keyword tweet sentiments. GMS led in tweet volume, covering positive and negative emotions. Zara tweeted less but showed mostly neutral and calm emotions. Overall, H&M received the fewest tweets. GMS generates more in-depth brand discussions, but they may not be about fashion.

3.3 Trustpilot Reviews

Trustpilot reviews function as a valuable digital platform where customers express their experiences and opinions regarding different products and services. Trustpilot is a well-known platform that collects and compiles user reviews on businesses. It allows users to rate and provide feedback on various aspects such as product quality, customer service, and overall satisfaction.

Google	Zara	H&M
Figure 42: Google Trustpilot Reviews 2024	Figure 43: ZARA Trustpilot Reviews 2024	Figure 44: H&M Trustpilot Reviews 2024
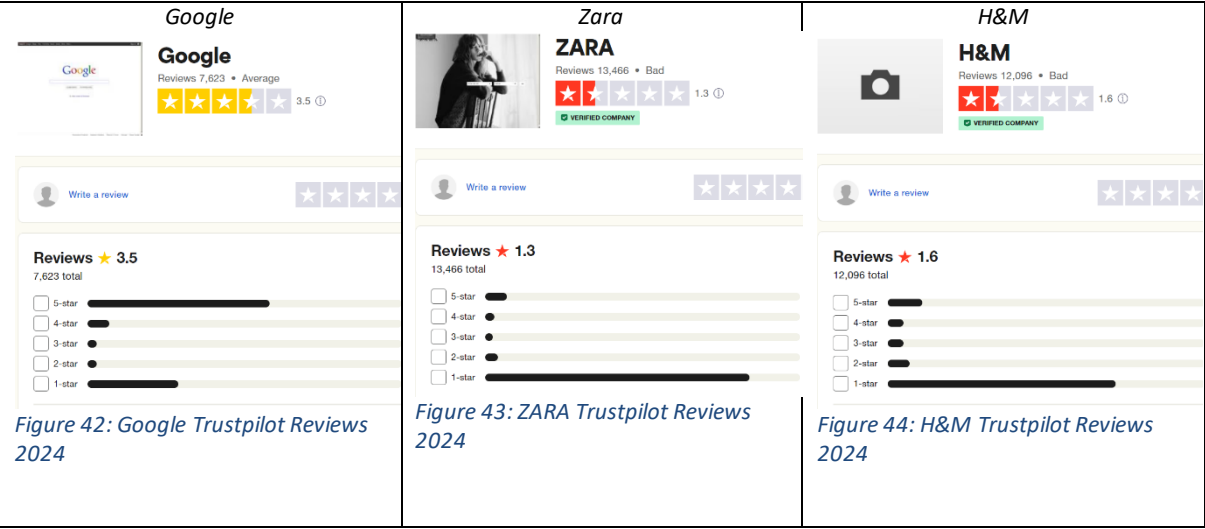
Table 9: Google, Zara and H&M Trustpilot review comparison.

Source: https://uk.trustpilot.com/.

Zara dominates fast fashion, according to Trustpilot reviews. It has 67% 5-star reviews, indicating high customer satisfaction. GMS scores well with 57% positive reviews, indicating moderate satisfaction. H&M is struggling with 83% negative reviews, indicating customer dissatisfaction. Customer satisfaction is highest at Zara, followed by GMS. However, H&M must urgently address its major issues to improve customer satisfaction.

4.Evaluating the Google Merchandise Store using the Google Analytics platform

Google Analytics (GA) is a highly valuable and free web analytics tool that provides website owners with detailed information about traffic, user behaviour, conversions, and sales. This analysis examines the performance of the Google Merchandise Store (GMS) website from January 22, 2023, to January 22, 2024. It utilises Google Analytics' essential measurements and reports in four categories: Audience, Acquisition, Engagement, and Monetization.

4.1Overview
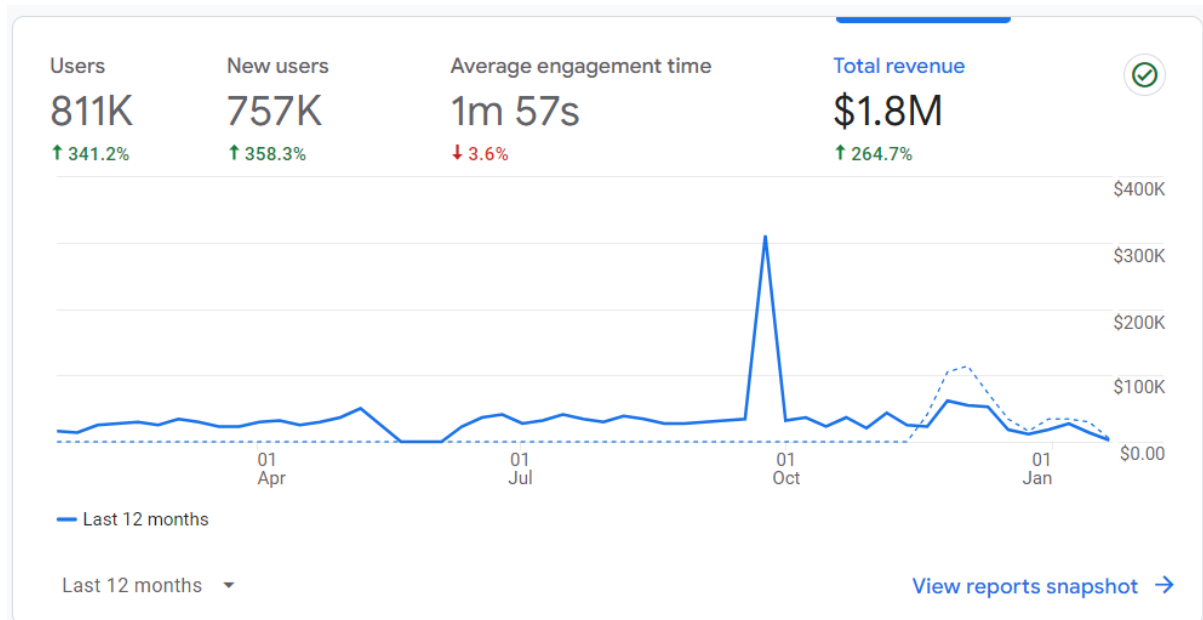
Figure 45: Google Analytics GA4 GMS overview data

. Source: https://analytics.google.com/.

The GA overview report highlights significant changes compared to the previous year. The number of new users on the GMS website has increased dramatically by 358.3%. However, the average user engagement time has slightly decreased by 3.6% to 1 minute and 57 seconds. Simultaneously, GMS experienced a significant increase of 264.7% in ecommerce revenue, indicating successful endeavours to attract new visitors and boost sales. The marginal decline in user engagement duration indicates a potential opportunity for improving the visitor experience. Nevertheless, these metrics, although favourable, emphasise the necessity for more thorough examination of user behaviour to determine GMS's capacity to transform these new visitors into devoted customers.

4.2 Audience

Analysing the attributes, population statistics, preferences, and actions of a website's audience is crucial for developing well-informed marketing strategies and improving user experience. By exploring these crucial elements, businesses can customise their campaigns to connect with particular demographics, guaranteeing a more individualised and efficient approach. Analyse user behaviour to enhance website performance by tailoring functionality, content, and layout to match the preferences of the intended audience. Utilising data to drive marketing efforts not only enables

more precise and captivating initiatives, but also cultivates an atmosphere where users perceive understanding and appreciation, ultimately leading to enhanced satisfaction and loyalty.

4.2.1 GMS User Demographic and geographic data

Users by Country

COUNTRY	USERS
United States	424K
Canada	133K
India	76K
China	23K
Japan	14K
South Korea	11K
Taiwan	11K

View countries →

USERS IN LAST 30 MINUTES

41

USERS PER MINUTE

TOP COUNTRIES	USERS
United States	24
India	10
Canada	2
Singapore	2
Indonesia	1

View realtime →

Users by City

CITY	USERS
New York	28K
Toronto	27K
Mountain View	16K
San Jose	15K
Los Angeles	13K
Chicago	12K
Sunnyvale	12K

View cities →

Users by Gender

● MALE 62.6% ● FEMALE 37.4%

View genders →

Users by Interests

INTERESTS	USERS
Technology/Technop...	147K
Media & Entertainme...	106K
Media & Entertainme...	106K
Technology/Mobile E...	104K
Media & Entertainme...	99K
Banking & Finance/A...	88K
News & Politics/Avid...	86K

View interests →

Users by Age

Age	
25-34	(~110K)
18-24	(~93K)
35-44	(~75K)
45-54	(~42K)
55-64	(~23K)
65+	(~15K)

View age ranges →

Users by Language

Language	
English	(~650K)
Chinese	
Spanish	
French	
Japanese	
Korean	
Portuguese	

View languages →

	Country ▾ +	↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events ▾	Conversions All events ▾	Total revenue
		32,133 100% of total	26,357 100% of total	23,955 100% of total	54.48% Avg 0%	0.75 Avg 0%	1m 32s Avg 0%	641,653 100% of total	9,401.00 100% of total	$69,399.73 100% of total
1	United States	15,843	12,319	13,281	59.74%	0.84	2m 07s	377,467	6,621.00	$66,446.83
2	Canada	5,298	4,432	2,397	35.83%	0.45	32s	50,566	345.00	$288.40
3	India	4,178	3,698	3,283	63.59%	0.79	54s	53,560	581.00	$0.00
4	Japan	576	472	535	62.28%	0.93	2m 02s	13,217	196.00	$114.80
5	China	525	503	170	30.47%	0.32	13s	2,883	4.00	$0.00
6	Taiwan	467	342	428	61.58%	0.92	2m 41s	12,770	196.00	$483.32
7	(not set)	464	464	76	16.34%	0.16	1s	46,720	41.00	$0.00
8	South Korea	419	332	318	49.61%	0.76	1m 05s	7,361	67.00	$0.00
9	Singapore	305	233	245	59.61%	0.80	1m 24s	4,981	108.00	$0.00
10	Australia	301	272	267	58.55%	0.89	1m 23s	5,775	49.00	$28.00

Figure 46: Google Analytics GA4 GMS demographics and geographics overview

Source: https://analytics.google.com/.

The Google Analytics Geographic report provides a comprehensive overview of the target demographic of the Google Merchandise Store (GMS) online platform. The United States accounts for more than 52% of all visitors, underscoring the brand's substantial market share in this region. Notable international presence can also be observed in Canada (16.39%), India (9.41%), and China (2.79%). GMS derives a substantial 95.71% of its revenue from the United States, underscoring the country's economic significance. The user demographic is predominately male (62.6%), with 147,000 users identifying as technology enthusiasts. The age group of 25-34 has the most physical activity (100,000+ users), whereas those aged 65 and older engage in the least. Customised content and marketing strategies are facilitated by demographic insights, which take into account language preferences (e.g., English for 600,000 users). The utilisation of this geographical information empowers targeted advertising, customised content development, and enhanced user interaction, thereby cultivating contentment and allegiance via data-centric approaches.

4.2.2 GMS User Technology Overview
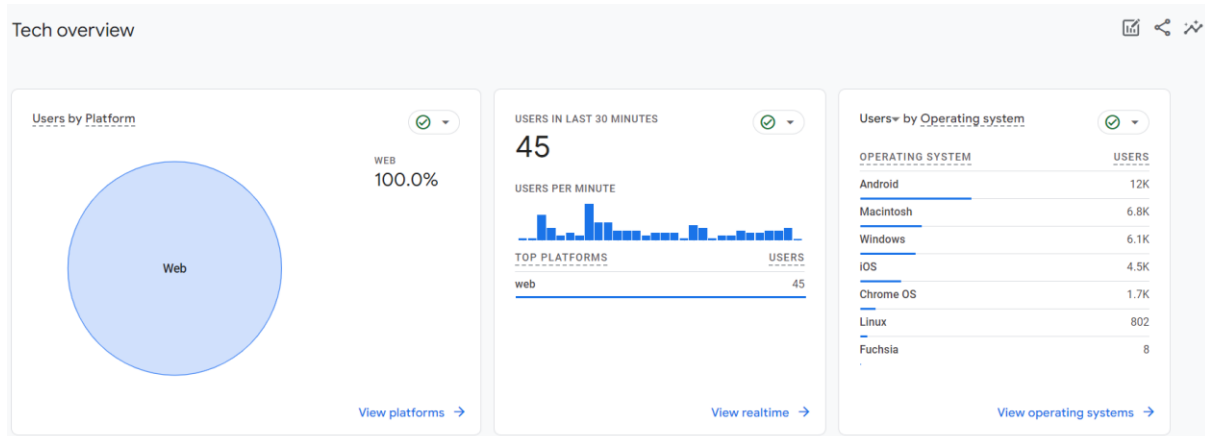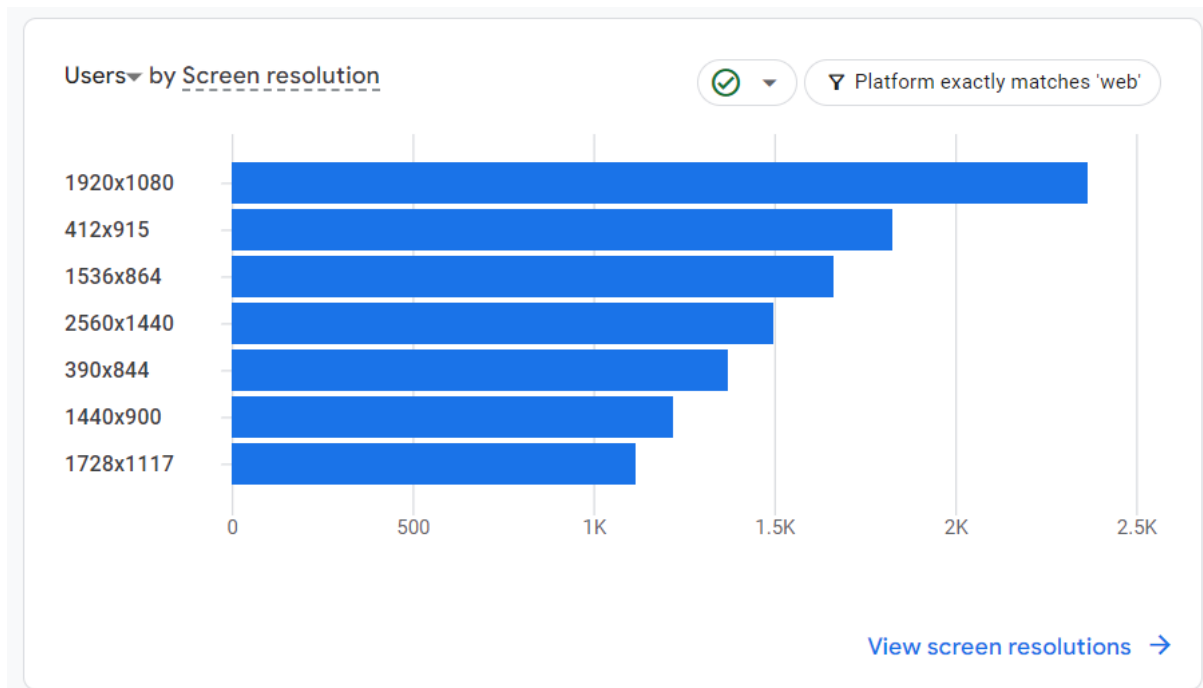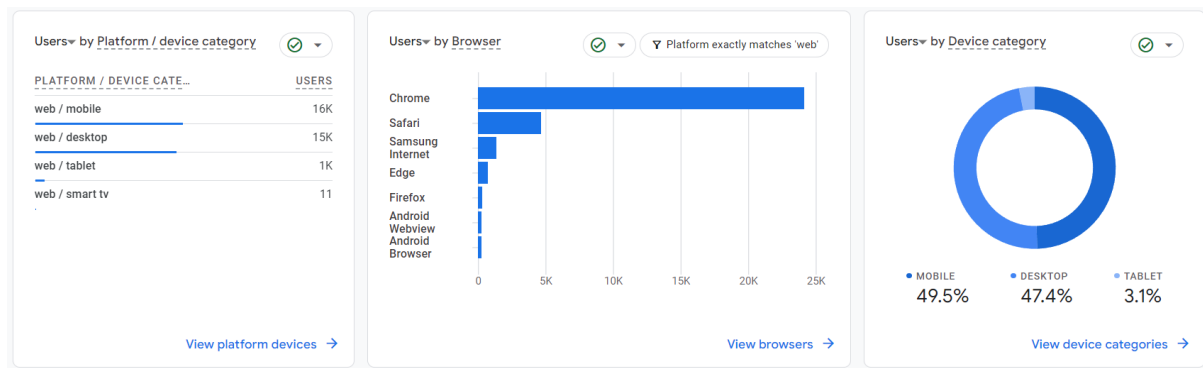
Browser	↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events	Conversions All events	Total revenue
	32,133 100% of total	26,357 100% of total	23,955 100% of total	54.48% Avg 0%	0.75 Avg 0%	1m 32s Avg 0%	641,653 100% of total	9,401.00 100% of total	$69,399.73 100% of total
1 Chrome	24,126	19,091	19,691	58.53%	0.82	1m 45s	496,889	7,947.00	$66,902.33
2 Safari	4,659	4,347	2,666	44.15%	0.57	59s	61,776	1,027.00	$1,783.20
3 Samsung Internet	1,361	1,257	366	21.72%	0.27	18s	9,590	78.00	$58.10
4 Edge	746	624	682	61.55%	0.91	1m 41s	14,593	163.00	$181.50
5 Firefox	307	256	248	62%	0.81	1m 59s	6,940	80.00	$474.60
6 Android Webview	269	239	127	42.33%	0.47	33s	2,114	12.00	$0.00
7 Android Browser	237	237	46	19.49%	0.19	0s	970	24.00	$0.00
8 Opera	131	114	96	61.94%	0.73	57s	1,741	36.00	$0.00
9 Safari (in-app)	109	105	66	48.89%	0.61	56s	1,649	28.00	$0.00
10 UC Browser	44	45	7	15.22%	0.16	0s	152	0.00	$0.00

Figure 47: Google Analytics GA4 GMS technology overview.

Source: https://analytics.google.com/.

Understanding user behaviour on the Google Merchandise Store (GMS) website improves the user experience. According to the audiences' overview report, 47.4% prefer desktops, 49.5% mobile

devices, and 3.1% other devices. This emphasises the need to optimise the website for desktop and mobile to accommodate diverse user preferences.

Google Chrome leads with 75.10%, followed by Safari (14.50%) and Samsung Internet (4.24%). Chrome's popularity is due to its compatibility, while Safari's usage shows the importance of Apple users. Therefore, GMS should prioritise Chrome and Safari compatibility and performance.

Android (38.24%) leads the operating systems, followed by Macintosh (21.08%), Windows (18.92%), and iOS (14.10%). Android is dominant, but Apple's systems are also important, so a seamless experience on both platforms is needed. GMS should optimise for Chrome, Safari, and Android/iOS to improve user satisfaction.

4.3 Acquisitions
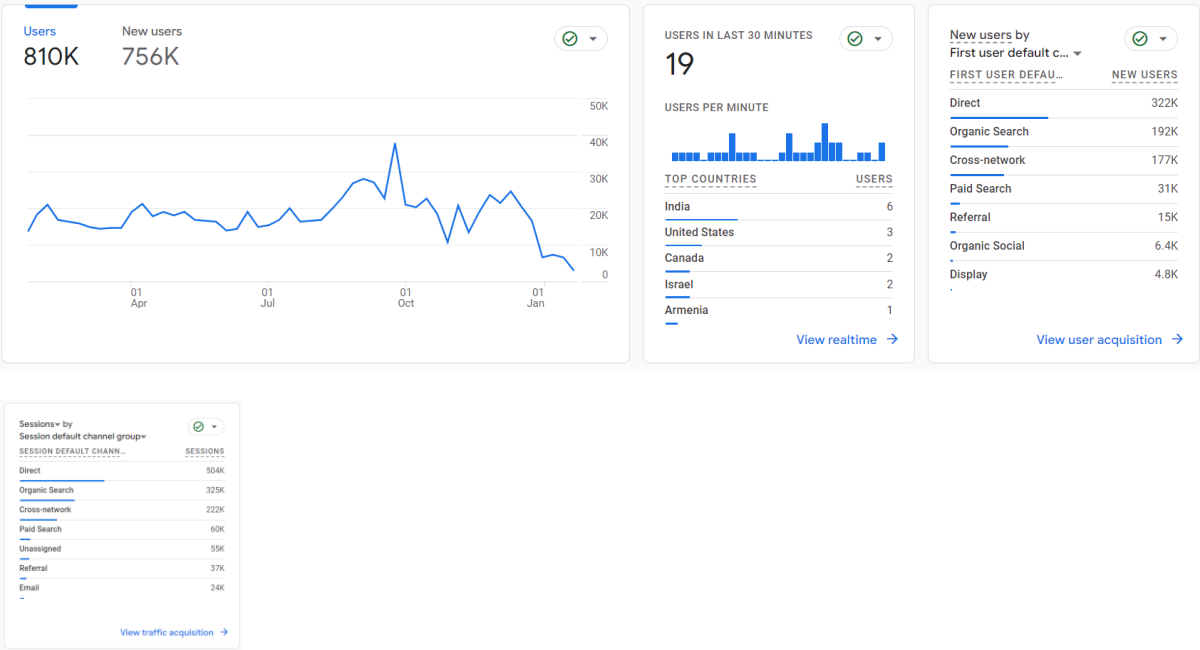
First user defa… channel group	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events	Conversions All events	Total revenue
	756,495 100% of total	1,022,166 100% of total	83.53% Avg 0%	1.26 Avg 0%	1m 57s Avg 0%	26,028,325 100% of total	4,237,303.00 100% of total	$1,770,957.71 100% of total
1 Direct	322,189	498,171	78.44%	1.36	2m 29s	14,631,883	2,038,007.00	$1,311,975.21
2 Organic Search	192,000	244,671	86.91%	1.26	1m 49s	5,981,744	957,236.00	$286,029.38
3 Cross-network	177,454	185,055	85.23%	1.03	1m 09s	2,737,994	514,846.00	$45,031.02
4 Paid Search	30,988	40,577	87.72%	1.30	22s	296,593	97,853.00	$3,043.90
5 Referral	15,396	22,776	88.57%	1.43	2m 11s	748,859	92,055.00	$40,202.00
6 Organic Social	6,388	10,231	86.19%	1.56	3m 34s	341,638	52,371.00	$29,062.98
7 Display	4,775	6,538	96.23%	1.34	48s	92,795	15,479.00	$0.00
8 Email	4,483	10,971	84.8%	2.27	6m 18s	414,529	58,104.00	$54,978.12
9 Affiliates	983	1,271	86.58%	1.29	47s	25,951	2,803.00	$0.00
10 Unassigned	881	1,110	68.39%	0.86	38s	731,374	403,501.00	$45.00

Session default channel group	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count All events	Conversions All events	Total revenue
	810,013 100% of total	1,223,734 100% of total	1,022,166 100% of total	1m 17s Avg 0%	1.26 Avg 0%	21.27 Avg 0%	83.53% Avg 0%	26,028,325 100% of total	4,237,303.00 100% of total	$1,770,957.71 100% of total
1 Direct	334,896	504,464	424,161	1m 20s	1.27	21.42	84.08%	10,807,658	1,522,034.00	$868,047.15
2 Organic Search	211,284	324,643	279,846	1m 18s	1.32	21.61	86.2%	7,015,964	1,074,941.00	$538,150.53
3 Cross-network	182,135	221,767	189,364	57s	1.04	12.58	85.39%	2,788,975	520,041.00	$51,256.21
4 Paid Search	36,464	60,262	52,630	14s	1.44	6.41	87.34%	386,475	105,067.00	$11,519.25
5 Unassigned	60,356	54,774	1,152	1m 42s	0.02	45.43	2.1%	2,488,210	691,951.00	$67,287.23
6 Referral	20,874	37,497	32,411	1m 35s	1.55	29.99	86.44%	1,124,384	135,391.00	$83,918.81
7 Email	8,272	24,057	20,361	2m 18s	2.46	31.82	84.64%	765,593	93,749.00	$106,214.10
8 Organic Social	8,983	16,753	14,530	2m 02s	1.62	29.03	86.73%	486,356	66,444.00	$42,433.38
9 Display	4,996	6,955	6,683	35s	1.34	13.91	96.09%	96,774	16,235.00	$56.80
10 Affiliates	1,087	1,507	1,299	29s	1.20	16.60	86.2%	25,021	2,726.00	$0.00

Figure 48: Google Analytics GA4 GMS acquisition overview and metrics

. Source: https://analytics.google.com/.

GA acquisition reports reveal how users reach the GMS website, their channel traffic, and their engagement. These metrics are essential for assessing marketing campaigns and determining the best visitor-acquisition channels.

India leads GMS's acquisitions, followed by the US and Canada. The initial dataset had 756,495 new users, increasing the user count to 810,013. Although revenue is $1,770,957.71, a detailed analysis shows revenue source changes. Direct search revenue dropped from $1,311,795.21 (first user data) to $868,047.15 (session default). However, organic search revenue rose from $286,029.38 to $538,150.53. This suggests user engagement has changed. The overview report emphasises direct and organic search channels, which generate 68.71% of website traffic. Organic search accounts for 25.67% and direct visits 43.04%. Small changes in various characteristics help maintain revenue levels. GMS should improve content, add features, optimise promotions, and raise brand awareness across all channels to boost visitor engagement and loyalty. This strategy aims to boost GMS's market position, user satisfaction, and revenue growth.

4.4 Engagement

	Views	Event count		
	6.6M	26M		
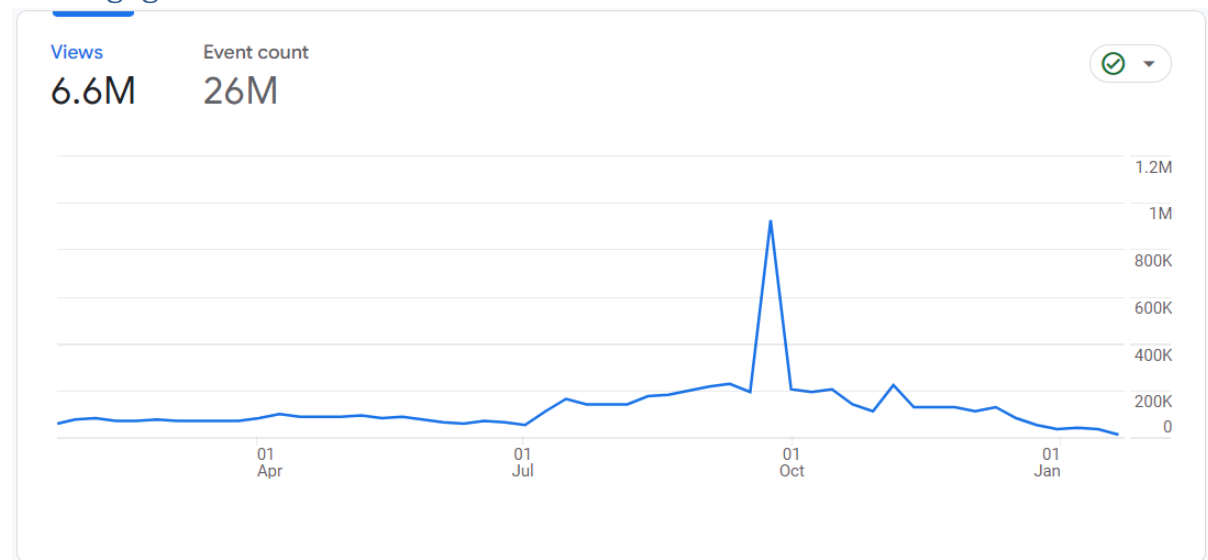
	Page title and screen class ▾ ＋	↓ Views	Users	Views per user	Average engagement time	Event count All events ▾	Conversions All events ▾	Total revenue
		6,573,602 100% of total	810,013 100% of total	8.12 Avg 0%	1m 57s Avg 0%	26,028,325 100% of total	4,237,303.00 100% of total	$1,770,957.71 100% of total
1	Home	795,372	280,541	2.84	33s	6,636,436	446,020.00	$40.00
2	Shopping Cart	407,600	63,762	6.39	1m 12s	1,135,927	318,019.00	$25.42
3	Apparel | Google Merchandise Store	324,101	130,181	2.49	51s	1,115,342	161,571.00	$0.00
4	Men's / Unisex | Apparel | Google Merchandise Store	297,802	74,268	4.01	1m 20s	934,492	77,908.00	$0.00
5	(not set)	295,977	544,071	0.54	6s	2,838,710	610,688.00	$3,781.80
6	Stationery | Google Merchandise Store	273,732	99,704	2.75	12s	701,673	135,618.00	$0.00
7	Drinkware | Lifestyle | Google Merchandise Store	259,851	116,635	2.23	37s	876,871	147,045.00	$0.00
8	Sale | Google Merchandise Store	214,621	64,224	3.34	59s	676,215	61,222.00	$0.00
9	New | Google Merchandise Store	154,435	48,750	3.17	1m 09s	512,985	43,561.00	$0.00
10	Store search results	114,333	34,516	3.31	34s	348,113	35,056.00	$0.00

	Event name ＋	↓ Event count	Total users	Event count per user	Total revenue
		638,555 100% of total	36,526 100% of total	20.76 Avg 0%	$70,648.69 100% of total
1	page_view	150,332	31,196	4.91	$0.00
2	user_engagement	127,869	22,998	5.61	$0.00
3	view_item_list	84,362	23,651	3.62	$0.00
4	view_item	42,313	14,442	2.94	$0.00
5	session_start	40,284	30,178	1.37	$0.00
6	scroll	30,075	7,852	3.85	$0.00
7	new_recent_active_user	26,961	23,281	1.31	$0.00
8	first_visit	25,163	25,016	1.01	$0.00
9	view_cart	20,167	3,136	6.46	$0.00
10	predicted_top_spenders	18,474	10,897	40.51	$0.00

	Event name	+	↓ Conversions	Total users	Total revenue
			11,823.00	3,917	$70,648.69
			100% of total	100% of total	100% of total
1	view_item		9,592.00	3,440	$0.00
2	add_to_cart		1,582.00	661	$0.00
3	purchase		624.00	586	$70,648.69
4	first_visit		21.00	21	$0.00
5	page_view		3.00	2	$0.00
6	view_cart		1.00	1	$0.00

Figure 49: Google Analytics GA4 GMS engagement overview and metrics

. Source: https://analytics.google.com/.

Market engagement is a crucial metric that assesses the level of effectiveness with which a business establishes connections with its customers. It entails comprehending customer requirements, engaging in open and clear communication, and implementing tactics such as social media and tailored experiences to cultivate a robust relationship. Within the digital domain, there have been a total of 6.6 million views and 26 million events. The Home section has accounted for 795,372 views, which represents 12.11% of the total, while the Shopping Cart section has contributed 407,600 views, equivalent to 6.21%. Although there is significant user involvement, the majority of revenue is derived from the (not set) category, amounting to $3,781.80 (0.213%). Notably, numerous pages exhibit no revenue, underscoring the necessity to assess and potentially enhance these sections for improved financial outcomes. It is essential to synchronise revenue generation with popular sections in order to achieve overall success, guaranteeing that user engagement leads to a strong financial model.

4.5 Monetization

Monetization refers to the process of generating income from a particular platform, audience, or type of content. It entails converting items or activities that do not generate revenue into cash flows, such as selling advertising space, introducing sponsored content, providing paid membership subscriptions, and other methods. (et al.,Ganti, A. (2022)

Average purchase revenue per user
$2.29

$10.00	
$8.00	
$6.00	
$4.00	
$2.00	
$0.00	

01 Apr   01 Jul   01 Oct   01 Jan

Items purchased by Item name

ITEM NAME	ITEMS PURCHA…
Google Pen White	3.8K
Google Cloud Sticker	3.4K
Google Sticker	3K
Google Black Wheat …	2.9K
Google Ombre Lime …	2.7K
Google Recycled Me…	2.2K
Google Ombre Purpl…	1.9K

View items →

Items purchased by Item list name

ITEM LIST NAME	ITEMS PURCHA…
Shop by Brand	12K
New	5.7K
Apparel	3.2K
Lifestyle	2.2K
Office	1.8K
Stationery	1.6K
writing	1.3K

View item lists →

Items viewed in promotion by Item promotion name

ITEM PROMOTION …	ITEMS VIEWED …
sip, sip, hooray!	573K
calling all youtube fa…	561K
aloha	440K
send a smile	412K
adventure awaits	375K
noteworthy notebooks	339K
the more the merrier	272K

View promotions →

	Item name	Items viewed	Items added to cart	↓ Items purchased	Item revenue
		1,043,498	8,022,914,151,085,557,000	127,890	$1,770,282.09
		100% of total	100% of total	100% of total	100% of total
1	Google Pen White	4,158	7,349	3,793	$6,246.60
2	Google Cloud Sticker	2,814	8,126	3,363	$4,102.80
3	Google Sticker	4,038	13,797	3,012	$3,740.10
4	Google Black Wheat Pen	1,642	7,453	2,866	$4,966.20
5	Google Ombre Lime Pen	1,374	5,044	2,662	$4,394.25
6	Google Recycled Memo Notebook Set	2,010	5,269	2,207	$12,908.00
7	Google Ombre Purple Pen	1,835	12,130,131,594,973	1,918	$3,168.95
8	Google Recycled Gray Notebook	1,584	3,724	1,437	$9,409.60
9	Google Ombre Yellow Pen	1,391	2,183	1,352	$2,278.30
10	Google Unisex Eco Tee Black	24	72	1,289	$29,948.40

Item list name	Items viewed in list	Items clicked in list	Item list click through rate	Items added to cart	Items checked out	Items purchased	Item revenue
	23,773,634 100% of total	0	0%	8,022,914,151,085,557,000 100% of total	323,499 100% of total	127,890 100% of total	$1,770,282.09 100% of total
1 (not set)	688,620	0	0%	9,624	323,499	93,038	$1,357,111.37
2 Shop by Brand	207,070	0	0%	20,006,681	0	11,893	$76,908.10
3 New	1,368,276	0	0%	44,951	0	5,690	$69,419.02
4 Apparel	2,793,622	0	0%	2,023	0	3,166	$117,007.54
5 Lifestyle	558,578	0	0%	1,918	0	2,233	$22,802.10
6 Office	3,262	0	0%	899	0	1,763	$5,220.80
7 Stationery	1,981,321	0	0%	1,596	0	1,646	$5,569.75
8 writing	0	0	0%	0	0	1,347	$6,317.35
9 Clearance	0	0	0%	0	0	640	$2,762.66
10 drinkware	0	0	0%	0	0	545	$8,228.93

Item promotion name	Items viewed in promotion	Items clicked in promotion	Item promotion click through rate	Items added to cart	Items checked out	Items purchased	Item revenue
	4,546,391 100% of total	35,945 100% of total	10.18% Avg 0%	8,022,914,151,085,557,000 100% of total	323,499 100% of total	127,890 100% of total	$1,770,282.09 100% of total
1	1,091,925	0	0%	0	0	0	$0.00
2 sip, sip, hooray!	572,556	2,842	1.79%	0	0	0	$0.00
3 calling all youtube fans	560,621	6,133	3.7%	0	0	0	$0.00
4 aloha	439,881	7,882	5.72%	0	0	0	$0.00
5 send a smile	411,513	0	0%	0	0	0	$0.00
6 adventure awaits	374,994	1,961	1.56%	0	0	0	$0.00
7 noteworthy notebooks	338,864	0	0%	0	0	0	$0.00
8 the more the merrier	272,295	0	0%	0	0	0	$0.00
9 happy pets ahead	156,224	819	1.66%	0	0	0	$0.00
10 it's time to party	134,392	731	2.02%	0	0	0	$0.00

Figure 50: Google Analytics GA4 GMS monetisation overview and metrics.

Source: https://analytics.google.com/.

E-commerce store performed well all year, earning $1.8 million with 13,000 initial purchases. The average user purchase revenue was $2.29. Google Pen White and Google Cloud Sticker had 4,158 and 2,874 views, respectively, and 3,793 and 3,363 purchases. The item labelled "(not set)" had 688,620 views and 93,038 purchases. The "Shop by Brand" category had 207,070 views and 11,893 purchases. Promotions helped "Missing/Blank Space" reach 1,091,925 users and "Sip, Sip, Hooray!" reach 572,556 users. The cart contained 8,022,914,151,085,557,000 items, demonstrating engagement. Item promotion click-through rate was 10.18%. The purchasing journey included 323,499 items selected for checkout and 127,890 successful purchases. These 12-month observations reveal user engagements, preferences, and E-commerce effectiveness.

5. Recommendations

5.1 User experience

Issue Description: The Google Merchandise Store (GMS) struggles with UX design, particularly aesthetics, mobile optimisation, and user engagement. The minimalist style is simple but lacks the emotional impact of ZARA and H&M. Mobile performance metrics show long loading times and poor navigation menu collapsing. Lack of tailored suggestions reduces user interaction and immersion.

Suggestions:

- Consider adding visually appealing elements like vivid colours, captivating visuals, and dynamic arrangements to create a user interface that evokes strong emotions and is visually appealing.
- Improve Mobile Performance: Address issues like prolonged loading times on mobile devices. Improve website responsiveness and load times to give users a smooth browsing experience.
- Improve system or website navigation: Redesign the mobile navigation menu for ease of use. Make sure the menu collapses and stays accessible on smaller screens to fix navigation issues.
- Create and implement personalised recommendation algorithms: Customise recommendations based on user behaviour and preferences. To improve user experience, recommend products based on preferences and past purchases using data-driven analysis.

5.2 Web Accessibility

Issue Description: Zara has been praised for its web accessibility, but the GMS website has issues that hinder accessibility, especially for visually impaired users. The 21 contrast errors in GMS indicate a text display issue that hinders content and functionality comprehension. This may make it difficult for visually impaired people to use the website. Zara's 208 ARIA attributes improve accessibility and user engagement. GMS and H&M lag behind with 105 ARIA attributes, limiting user accessibility features.

Suggestions:

- To address 21 identified contrast discrepancies on the GMS website, thoroughly review and revise text formatting and colour differentiation. Make sure visually impaired users can read the text.
- Improve accessibility and user engagement by optimising the use of ARIA attributes on the GMS website. Follow Zara's lead and add ARIA attributes to improve disability usability.
- Conduct periodic accessibility audits using WAVE to identify and address potential accessibility issues. Web accessibility standards are constantly improved with this proactive approach.

5.3 Social Listening

Issue Description: The social listening analysis uncovers discrepancies in the performance of GMS, Zara, and H&M on various social media platforms, including Facebook, Instagram, TikTok, and YouTube. Although every brand possesses unique strengths, certain aspects can be improved to enhance their social media presence and increase engagement.

Suggestions:

- Facebook: Improve Engagement Strategies: To compete with Zara and H&M, GMS should prioritise Facebook user engagement. Innovative and interactive content can boost engagement.
- Instagram: GMS should prioritise content quality over quantity on Instagram to improve content quality. This may involve creating more visually appealing posts and stories to attract viewers.
- TikTok: Improve Content Strategy: GMS should examine audience-pleasing content on TikTok to improve its strategy. Focusing on current trends and making short, engaging videos can increase user engagement.
- Site for sharing videos: Balance Content Quantity and Quality: GMS releases more content on YouTube, but it must balance quantity and quality. Make sure the content is engaging, educational, and audience-relevant.
- Create a consistent brand message and image across all social media platforms. This helps maintain brand consistency and ensures a consistent user experience across platforms.
- Social media monitoring tools: Make use of advanced analytics To better understand user sentiments, preferences, and emerging topics, invest in advanced social media listening tools. These findings can inform content and marketing strategies.
- Strategies to engage and captivate audiences: Create multi-platform interactive campaigns, surveys, and competitions to engage users. User engagement and brand camaraderie increase.

5.4 Sentiment Analysis

Issue Description: The sentiment analysis carried out using Talkwalker, Social Searcher, Sentiment Viz tool, and Trustpilot reviews has revealed different degrees of positive sentiments among consumers towards the Google Merchandise Store (GMS), Zara, and H&M. Although GMS and Zara are well-regarded, H&M is encountering difficulties due to a significantly lower level of positive sentiment and a substantial proportion of negative feedback.

Suggestions:

- GMS should prioritise enhancing its brand identity by emphasising its commitment to clothing and merchandise alongside its technological offerings. This can help align customer perceptions with the wide range of products.

- To maintain its commitment to the fashion industry, Zara should emphasise its focus on apparel, fashion trends, and the buying process. This will help it maintain its fast-fashion status. Fashion retailer H&M is famous.
- H&M must address significant customer dissatisfaction highlighted in Trustpilot reviews. Customer experience can be improved by analysing negative feedback, identifying issues, and taking action.
- Sentiment Visualisation Tool: Analyse tweets to better understand discussions. Examining the content can reveal whether GMS conversations are mostly about fashion or if brand perception needs to change.
- Promote Favourable Reviews: H&M should encourage satisfied customers to leave Trustpilot reviews. Addressing negative reviews constructively shows customer satisfaction.

Competitor analysis:

- Learn from competitors: Sentiment analysis of competitors' reviews can reveal industry benchmarks and effective strategies. This can inform future marketing and customer service strategies.
- Adapt to changing patterns: Maintain flexibility: Fashion industry sentiment changes quickly. Adapt marketing and product strategies to changing trends, customer preferences, and external factors.

5.5 Audience

Issue Description: The Google Merchandise Store (GMS) is currently encountering difficulties in accurately reaching and captivating its varied user base, as indicated by the user demographic and geographic data. Additionally, there is a need to enhance the website to cater to different user preferences, devices, and browsers.

Suggestions:

- **Localization and Cultural Tailoring:** Deploy localization tactics to accommodate the heterogeneous user demographic, particularly in regions such as Canada, India, and China. Deliver information in native languages and cater to cultural preferences to create a more customised and tailored experience.
- **Responsive design and Browser optimisation**: Give priority to the implementation of a responsive design in order to guarantee a smooth user experience on desktops, mobile devices, and other alternative devices. Allocate resources to enhance the website's performance specifically for Chrome, Safari, and Samsung Internet, taking into account the widespread usage of these browsers among users.
- **Marketing strategies that focus on specific genders and target specific age groups**: Create gender-specific marketing campaigns tailored to the primarily male demographic. Customise product promotions to correspond with the preferences of male users. Develop targeted content and promotional materials tailored to the 25-34 age demographic, which constitutes the most substantial user segment.

5.6 Acquisitions

Issue Description: The Google Merchandise Store (GMS) is observing changes in user engagement patterns, as indicated by the fluctuations in revenue from direct and organic search channels. Although there is still a significant number of direct visits, there has been a noticeable decline in revenue generated from direct search. It is crucial to identify effective strategies that can improve user engagement, loyalty, and revenue growth across different acquisition channels.

Suggestions:

- Enhance website content for a more engaging and informative user experience. Implement innovative user engagement features to ensure a smooth and enjoyable GMS website browsing experience.
- Optimize promotional offers based on user preferences and effectiveness. Customise marketing campaigns to user behaviour, preferences, and purchases.
- Enhance brand strength: Implement a comprehensive plan to increase brand recognition and familiarity across all customer acquisition channels. Creating a strong brand identity will boost user confidence, familiarity, and loyalty, increasing revenue.

5.7 Engagement

Issue Description: Although there is a substantial level of user engagement on the GMS website, there is a lack of synchronisation between the sections that are popular among users and the sections that generate revenue. The category labelled as "not set," which represents a small proportion of views, generates the majority of revenue. Certain pages demonstrate a lack of revenue, suggesting opportunities for enhancing the correlation between user engagement and financial results.

Suggestions:

- Align revenue with popular sections: Identify frequently visited areas like the Home page and Shopping Cart and develop strategies to ensure user engagement and revenue generation. Improve content, promotions, and calls-to-action to boost conversions.
- Category Analysis: (Unset) Examine the (not set) category thoroughly to understand user behaviour, preferences, and interactions. To boost this category's revenue, run targeted campaigns, promotions, or experiences.
- Analyse non-generating pages to determine the causes of decreased revenue. Improve content, design, and user experience to make these pages profitable.

5.8 Monetization

Issue Description: Although the E-commerce store demonstrated a robust overall performance, there are specific areas that require attention and consideration. The substantial quantity of views for the "(not set)" item and the disparity between the click-through rate for item promotions and the number of successful purchases give rise to inquiries regarding user behaviour and the efficacy of specific promotions.

Suggestions:

- Enhancing efficiency of "(Not Set)" item: Analyse characteristics that led to high views but low sales. Examine user engagements, preferences, and conversion barriers. Improve the item's presentation, description, or promotion to boost conversions.

- Promotion Effectiveness Analysis: Examine item promotion click-through rates, focusing on "Missing/Blank Space" and "Sip, Sip, Hooray!" Compare the high click-through rate to the number of successful transactions. Improve these promotions' content, placement, or targeting to boost conversions.

- Optimise Checkout Process: Examine factors causing the discrepancy between the high number of items added to the cart (8,022,914,151,085,557,000) and the smaller number of items selected for checkout (323,499) and successfully purchased (127,890). To increase conversions, streamline the checkout process, remove obstacles, and simplify the user experience.

6.Conclusion

The Google Merchandise Store (GMS) grows in users and revenue. However, aesthetics, mobile optimisation, and customisation need improvement. Fashion leaders Zara and H&M outperform GMS. The minimalist design and social media engagement could be improved. To accommodate changing user behaviour, direct traffic and organic search acquisition strategies must be modified. The monetization efforts have been successful, but "(not set)" categories need improvement. The disparity between high click-through rates and low purchase rates suggests a more effective promotional strategy. Engagement metrics show discrepancies between highly visited pages and revenue generation, suggesting checkout issues. To achieve long-term growth and competitiveness in the e-commerce industry, GMS should prioritise visual appeal, mobile device optimisation, social media engagement, and customer acquisition and monetization strategies.

7. References

AWS. (2023). *What is Sentiment Analysis? - Sentiment Analysis Explained - AWS*. Amazon

Web Services, Inc. https://aws.amazon.com/what-is/sentiment-analysis/

Dictionary, C. (2024). *MONETIZATION | meaning in the Cambridge English Dictionary*.

Dictionary.cambridge.org.

https://dictionary.cambridge.org/dictionary/english/monetization

Ganti, A. (2022, February 11). *Monetize Definition*. Investopedia.

https://www.investopedia.com/terms/m/monetize.asp

geeksforgeeks. (2020, July 10). *What is Sentiment Analysis?* GeeksforGeeks.

https://www.geeksforgeeks.org/what-is-sentiment-analysis/

Google. (2024a). *Google Online Store*. Www.googlemerchandisestore.com.

https://www.googlemerchandisestore.com/

Google. (2024b). *Redirecting...* Analytics.google.com.

https://analytics.google.com/analytics/web/?authuser=2#/p424413839/reports/intellig

enthome?params=_u..nav%3Dmaui

Google . (2024). *Demo account - Analytics Help*. Support.google.com.

https://support.google.com/analytics/answer/6367342?hl=en

Google Merchandise Store. (2023). *Home*. Shop.googlemerchandisestore.com.

https://shop.googlemerchandisestore.com/

Group, B. D. D. G. (2022, September 8). *What Is Engagement Marketing?* DemandGen.

https://www.demandgen.com/what-is-engagement-marketing/

Gupta, S. (2018, January 7). *Sentiment Analysis: Concept, Analysis and Applications*.

Towards Data Science. https://towardsdatascience.com/sentiment-analysis-concept-

analysis-and-applications-6c94d6f58c17

H&M. (2023). *H&M - Fashion and quality at the best price | H&M US*. H&M.

https://www2.hm.com/en_us/index.html

Interaction Design Foundation. (2019). *What is User Experience (UX) Design?* The

    Interaction Design Foundation. https://www.interaction-

    design.org/literature/topics/ux-design

Kenton, W. (2023, October 10). *What Is an Acquisition? Definition, Meaning, Types, and*

    Examples. Investopedia. https://www.investopedia.com/terms/a/acquisition.asp

Monkeylearn. (2018, June 20). *Sentiment Analysis: Nearly Everything You Need to Know |*

    MonkeyLearn. MonkeyLearn. https://monkeylearn.com/sentiment-analysis/

Norman, D., & Nielsen, J. (2021). *The Definition of User Experience (UX)*. Nielsen Norman

    Group. https://www.nngroup.com/articles/definition-user-experience/

Sentiment Viz . (2024). *Tweet Sentiment Visualization App*. Www.csc2.Ncsu.edu.

    https://www.csc2.ncsu.edu/faculty/healey/tweet_viz/tweet_app

Siang. (2021, January 29). *UX Daily: The World's Largest Open-Source UX Design library*.

    The Interaction Design Foundation. https://www.interaction-

    design.org/literature/article/what-is-interaction-design.

SocialBuzz. (2024). *Social Buzz – Free Social Mentions Search and Monitoring*.

    Www.social-Searcher.com. https://www.social-searcher.com/social-

    buzz/?wblng=&ntw=&psttyp=&searchid=&period=&value=&fbpage=&q5=zara

SocialSearcher . (2024). *Social Media Sentiment Visualization App*. Www.csc2.Ncsu.edu.

    https://www.csc2.ncsu.edu/faculty/healey/social-media-viz/production/

TalkWalker. (2024). *Loading of Talkwalker ...* App.talkwalker.com.

    https://app.talkwalker.com/app/page#/FREE_SEARCH#cid=5e7e435d-b268-4ecb-

    a5ee-

    7cd9355bf673&co=project&data=eyJyIjp7ImEiOnt9LCJpIjoiRlJFRV9TRUFSQ0giL

    CJzIjpbeyJhIjp7ImNpZCI6IjVlN2U0MzVkLWIyNjgtNGVjYi1hNWVlLTdjZDkzNT

ViZjY3MyIsImNvIjoicHJvamVjdCJ9LCJpIjoiUVVJQ0tfU0VBUkNIX0hPTUUiLCJ

zIjpbXX1dfX0=

TrustPilot. (2023). *Trustpilot*. Trustpilot; Trustpilot. https://uk.trustpilot.com/

ZARA. (2024). *Stores + Info + Info | ZARA United Kingdom*. Www.zara.com.

https://www.zara.com/uk/en/z-stores-st1404.html

Zara. (2023). *ZARA Official Website*. Zara.com. https://www.zara.com/