

# **Decoding Google Search Trends in Shopping: Key Drivers and Influences**

**Silvija Vlah Jerić<sup>1</sup>, Ivana Lolić<sup>2</sup>, Petar Sorić<sup>3</sup>**

*University of Zagreb, Faculty of Economics & Business*

## **Abstract**

The increasing reliance on search engines for product discovery has made understanding the drivers of Google search interest in shopping crucial for retailers and marketers. This study examines the key factors that influence consumer searches for shopping-related Google queries. The research utilizes Croatian data from Google Trends keywords related to retail trade. Using graph theory and network analysis, we aim to reveal patterns in shopping-related Google searches and assess the interconnectedness of different consumption drivers. Using the dynamic time warping technique, we identify the primary drivers behind consumers' shopping interest. Our results reveal various sales promotions, seasonal and holiday effects, as well as the major Croatian shopping malls, as the main drivers of the overall retail patterns. These findings offer valuable implications for businesses seeking to optimize their online presence and tailor marketing strategies based on evolving search behaviors. This paper contributes to a deeper understanding of search engine-driven consumer engagement in e-commerce, providing actionable insights for enhancing digital marketing efforts in an increasingly competitive online landscape.

**Keywords:** Google Trends; graph theory; network analysis; retail; shopping