

A Study On Customer's Satisfaction Towards Google Services With Reference To Chennai City

***R. Sreedevi and S. Merlin Vista**

Department of Commerce, Holy Cross College(Autonomous), Nagercoil - 629004.

*Corresponding Author - Email: sreewinsall@gmail.com

ABSTRACT

Google LLC is an American multinational technology company that specializes in Internet-related services and products, which include online advertising technologies, search engine, cloud computing, software, and hardware. It is considered one of the Big Four technology companies, along with Amazon, Apple and Face book. More than 70 percent of worldwide online search requests are handled by Google, placing it at the heart of most Internet users' experience. Its headquarters are in Mountain View, California. Google has become one of the fastest growing networks among today's generation. A project or assignment without Google's involvement has become impossible for students. In our country, Android phones are used highly compared to iPhone and these android based phones are completely controlled by Google Services likely Google play store, Google maps, Google play music etc. Therefore, Google plays a very important role in our day-to-day life. And these services are highly used by IT employees compared to us. Though Google holds lot of merits but it has some unspoken barriers which set it back. Google plays a very important role in our day-to-day life. And these services are highly used by IT employees compared to us. Though Google holds lot of merits but it has some unspoken barriers which set it back. So, this study is made on understanding the customer satisfaction level towards Google's well-known services. The study has been made to find out the customer's satisfaction towards Google's services with special reference to Chennai City. The most popular applications provided by Google are Map and YouTube. YouTube holds a wide number of celebrities and it even helped many people in increasing their passion. But to catch a promissory position in future world, Google must try to introduce most attractive and easily accessible services to its customers. This study is carried out on the basis of both primary and secondary sources. The total number of samples is 50 IT people and they were selected in the area of Chennai city. The relevant data were collected through online questionnaire through Google drive. The researcher used the method of convenient sampling technique.

Keywords: *Google, Services, Information Technology, Employees, Search engine*

Introduction

Google was founded in 1998 by Larry Page and Sergey Brin while they were Ph.D. students at Stanford University in California. Together they own about 14 percent of its shares and control 56 percent of the stockholder voting power through super voting stock. They incorporated Google as a privately held company on September 4, 1998. An initial public offering (IPO) took place on August 19, 2004, and Google moved to its headquarters in Mountain View, California, nicknamed the Google plex. In August 2015, Google announced

plans to reorganize its various interests as a conglomerate called Alphabet Inc. Google is Alphabet's leading subsidiary and will continue to be the umbrella company for Alphabet's Internet interests. Sundar Pichai was appointed CEO of Google, replacing Larry Page who became the CEO of Alphabet. Google.com is the most visited website in the world. Several other Google services also figure in the top 100 most visited websites, including YouTube and Blogger. Google is the most valuable brand in the world as of 2017, but has received significant criticism involving issues such as privacy concerns, tax avoidance, antitrust, censorship, and search neutrality. Google's mission statement is "to organize the world's information and make it universally accessible and useful", and its unofficial slogan was "Don't be evil" until the phrase was removed from the company's code of conduct around May 2018. Information Technology in India is an industry consisting of two major components: IT services and business process outsourcing (BPO). The sector has increased its contribution to India's GDP from 1.2% in 1998 to 7.7% in 2017. The United States accounts for two-thirds of India's IT services exports.

Statement of the problem

Google has become one of the fastest growing networks among today's generation. Google plays a very important role in our day-to-day life. Now a days a project or assignment without Google's involvement has become impossible. In our country, Android phones are used highly compared to iPhone and these android based phones are completely controlled by Google Services likely Google play store, Google maps, Google play music etc. And these services are highly used by IT employees compared to us. Though Google holds lot of merits but it has some unspoken barriers which set it back. So, this study is made on understanding the customer satisfaction level towards Google's well-known services. The study has been made to find out the customer's satisfaction towards Google's services with special reference to Chennai City.

Objectives of the study

- To find out the effects of Google services in our day-to-day life.
- To analyse the usage of Google among IT employees.

Methodology

This study is carried out on the basis of both primary and secondary sources. Primary data were collected by means of systematically prepared questionnaire in Google drive. Secondary data has been collected from various Books, Journals, Thesis and Websites.

Sampling design

Study is descriptive and analytical. It is descriptive in the sense it exists at present and it includes facts and findings. It is analytical in the sense it involves analysis of the collected data and information. The total number of samples is 50 IT people and they were selected in the area of Chennai city. The relevant data were collected through online questionnaire through Google drive. The researcher used the method of convenient sampling technique. Convenient sampling comes under the non- probability sampling method, which means, it does not provide equal opportunity to all the IT people in Chennai city.

Analysis and interpretation

Experience of the respondents

Experience always makes a person perfect. Experience in the field of work always increases the competency and the level of performance. So here the experience plays a very important role in knowing customer's viewpoint on the services of Google. The experience level of the sample respondents is given in Table 1.

Table 1
Experience of the Respondents

Experience	No. of respondents	Percentage
1-5 years	19	38
5-10 years	10	20
10-20 years	19	38
Above 20 years	2	4
Total	50	100

Source: primary data

Table 1 shows that 38 per cent of the sample respondents are having 1-5 years and 10 -20 years of experience, 20 per cent are having 5-10 years and 4 per cent of samples respondents are having above 20 years' experience. So, it can be said that, mostly Google services are used by the people with less experience.

Gadgets used by respondents

The usage of any service by the customers directly or indirectly depends upon the source they have with them. So, the gadgets used by the sample respondents are given below in Table 2.

Table 2
Gadgets used by Respondents

Gadgets	No. of respondents	Percentage
Tablet	7	14
Smart watch	3	6
Smartphone	24	48
Laptop	16	32
Total	50	100

Source: primary data

Table 2, it shows that 48 per cent of the sample respondents use Smartphones, 32 per cent of them use Laptop, 14 per cent of them use Tablet and only 6 per cent of the respondents use Smartwatch. So, it clearly proves that respondents who use smartphone and laptop use Google services to the maximum.

Effects of google service among respondents

The services offered by Google have offered many types of services to the IT employees. They have answered to its Merits and inefficiencies, in terms of Time, Energy, and Money etc. the following table will present you with the required details:

Table 3
Effects of google service among respondents

Particulars	Yes	No	Maybe
Time	35(70%)	5(10%)	10(20%)
Energy	30(60%)	5(10%)	15(30%)
Any charge	8(16%)	34(68%)	8(16%)
Easy Accessibility	50(100%)	-	-
Multitasking	41(82%)	5(10%)	4(8%)
Secured Transaction	20(40%)	8(16%)	22(44%)
Relevant results	13(26%)	37(74%)	-

Table 3 clearly signifies that 70 per cent of the sample respondents agree that their Time consumption have been reduced due to Google's services, 60 per cent of the respondents agree that their energy consumption on work have been reduced due to Google's services, 68 per cent

of the respondents say that they don't pay any kind of charges for the Google's services used by them, 100 per cent of the sample respondents agree that they have an Easy accessibility towards Google's services, 82 per cent of the respondents agree that their multitasking capability have been increased due to Google's services, 44 per cent of the respondents say that maybe Google's service-based transactions are secured, and 74 per cent of the sample respondents complain that Google search engine does not provide relevant result.

Usage of google services

Google and its services play an important role in our day to day life. In case of IT industry; it plays a very important role. The following table shows its importance among IT employees.

Table 4

Answer	No. of respondents	Percentage
YES	36	72
NO	6	12
MAYBE	8	16
Total	50	100

Source: primary data

In the Table 4, 72 per cent sample respondents agree that Google plays a very important role in their day to day life.

Usage of search engine

Google search engine is widely used for every purpose. And how many times it is used by IT employees at their workplace is represented in the following table.

Table 5

Usage of search engine

Usage	No. of respondents	Percentage
2-3 times	6	12
3-6 times	13	26
More than 6 times	26	52
I don't use at all	5	10
Total	50	100

Source: Primary data

In the table, 52 per cent of the respondents use Google's Search engine for more than 6 times in a day at their workplace, 26 per cent of the respondents say that they use nearly 3-6 times in a day, 12 per cent use 2-3 times in a day and 10 per cent say that don't use at all.

Opinion regarding the services of google

Ranking plays a very important role while considering an opinion. So here the ranking has been allotted to the Google applications as per the opinion given by the sample respondents.

Table 6
Opinion regarding the services of google

Applications	Highly Satisfied	Satisfied	Neutral	Dis satisfied	Highly Dis satisfied	Total	Mean score	Rank
Google Maps	37 (185)	10 (40)	3 (9)	–	–	234/50	4.68	I
Google Chrome	35 (175)	12 (48)	3 (9)	–	–	232/50	4.64	II
YouTube	30 (150)	20 (80)	–	–	–	230/50	4.6	III
Google Play	29 (145)	12 (48)	6 (18)	2 (4)	1 (1)	216/50	4.32	IV
Gmail	21 (105)	19 (76)	9 (27)	1 (2)	–	210/50	4.2	V
Google Drive	13 (65)	25 (100)	7 (21)	–	5 (5)	191/50	3.82	VI
Google cloud	4 (20)	18 (72)	15 (45)	6 (12)	7 (7)	156/50	3.12	VII
Google Business	3 (15)	6 (24)	16 (48)	7 (14)	18 (18)	119/50	2.38	VIII
Google Duo	2 (10)	8 (32)	22 (66)	10 (20)	8 (8)	136/50	2.72	IX
Google Plus	1 (5)	6 (24)	13 (39)	10 (20)	20 (20)	108/50	2.16	X

Sources: Primary data

Table 6 depicts that Google maps hold first rank with the mean score of 4.68. Google Chrome holds second rank with the mean score of 4.64. YouTube holds third rank with the mean score of 4.6 and Google plus holds the 10th rank with mean score of 2.16. Therefore, the ranking clearly represents the importance of Google maps in our day to day life.

Suggestions

The suggestions proposed here are mainly based on the measures suggested by the sample respondents. Suggestion only makes a chance for the growth of any business. Hence the researcher suggests the following as important suggestions for this study.

- The YouTube trending section must have worldwide videos.

- Tracking of user's location must be chosen by them itself.
- YouTube videos should have a smaller number of advertisements.
- The user's search history must be deleted permanently as per the request of the concerned person.
- Unsecure websites must be blocked.
- The security must be strengthened (non-hackable).

Conclusion

Now-a-days there are number of service providers in internet. In the present time, each and every people in the world are using internet at high scale and depended over it for their own purposes. Google plays an important role in our day-to-day life and Google is the biggest service provider in the Internet. The most popular applications provided by Google are Map and YouTube. YouTube holds a wide number of celebrities and it even helped many people in increasing their passion. But to catch a promissory position in future world, Google must try to introduce most attractive and easily accessible services to its customers. These suggestions bound to pave the way for greater success.

References

1. Service Marketing – By S. M. Jha, 2003, Himalaya Publishing House.
2. Services Marketing – By Vasanthi Venugopal And Raghu V.N ,2013, Himalaya Publishing House
3. Marketing Management – By Kumar Arun And Meenakshi. N, Vikas Publication, New Delhi.5.
4. Arenkarbnsky. Social Networking sites and the world of technology. Technological journal science, 2010; (14) 6.
5. Barnes, N. G. “Exploring the link between customer care and Brand reputation in the age of Social media”. Journal of new communications research, 2008; 3(1), 86 - 91.

<https://www.quora.com/What-services-are-from-Google>

<https://www.inc.com/business-insider/best-google-benefits.html>

<https://www.thisinsider.com/coolest-perks-of-working-at-google-in-2017-2017-7>

<https://en.wikipedia.org/wiki/Google>

<https://www.statista.com/statistics/653637/us-customer-satisfaction-with-google-play/>

<https://support.google.com/consumersurveys/answer/3184807?hl=en>

https://en.wikipedia.org/wiki/Information_technology_in_India