

A STUDY ON CONSUMER PERCEPTION ON GOOGLE SEARCH ENGINE AS AN ONLINE PLATFORM

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Abstract: Search engine optimization (SEO), as a multi-million dollar business of search engine marketing, has hardly ever been studied from the consumers' perspective. This study aims to be the first step of researching consumers' reaction to SEO as a marketing practice and its potential impact on online search behaviours. To know the consumer perception and Preference about Google search engine as an online platform. To analyze the impact of customer satisfaction on the long-term stability of the business. This topic is about analyzing the satisfaction of the consumers towards the services provided by Google. It has come through to give a clear cut idea of the evaluations of search engines and the websites directed. Its main aim is to find out the usage and pattern of Google, and also the general attitude of the consumers. Most of the participants' online search behaviors remain unmoved except for the number of diverse searches conducted. Theoretical and practical implications are discussed.

Keywords: Search Engine, Consumers, Online platform, Marketing

INTRODUCTION

This research is based on the perception towards Google. Delivering quality service is of utmost important. They facilitate businesses and consumers to make the majority of the opportunities formed by the digital economy. Supported by the materialization of mobile devices and pervasive wireless connectivity, online platforms have altered how we live, cooperate and transact. Examples consist of search engines, online marketplaces, the joint or sharing economy, and social networks. "A number of online platforms have evolved to suit players competing in various sectors of the economy and the technique they use their market power.

Need for the study

The study is to recognize the consumer perception of the Google search engine as an online platform for information acquisition tools.

Objectives of the study

- To study the customer value analysis which includes identifying the major attributes that customer's value in an online platform, assessing the quality of the different attributes.
- To shed light on different aspects that Google must follow in order to increase its market share and for being on a continuous growth stream.
- To know the consumer perception and Preference about varieties of services offered by Google.
- To become aware of the customer expectations from Google.
- To analyze the impact of customer satisfaction on the long-term profitability of the business.

Scope of the study

The scope of the study is covering internal and the external influence of the Organization to fine-tune the areas and the main reason that its technologies fitted with the company's existing capabilities-Widely which in turn gave the study a wide and large scope for analysis.

Limitations of the study

- The respondent's individual bias may be a different factor, which is uncontrollable.
- The study does not signify classes of managerial professionals not interviewed, such as individuals from educational institutions, health-related industries, law enforcement, or global businesses.

REVIEW OF LITERATURE

David M. Szymanski and Richard T. Hise (2000) observed that e-retailers promise their customers that online experiences will be satisfying ones, understanding what creates a satisfying customer experience becomes crucial. Even though this understanding appears crucial, no studies have examined the factors that make consumers satisfied with their e-retailing experiences.

Goldsmith and Bridges (2000) found that consumers who felt that it was easy to buy over the web were more likely to buy, implying that confidence leads to greater purchase likelihood. A positive relationship between Internet experience/confidence and amount of shopping is thus found in his study.

RESEARCH METHODOLOGY

Haphazard execution of the study will end up itself in chaotic results, so to evade such happenings; the scholar is also required to plan well before he can start his work. The researcher is required to prepare a system operating procedure of action which is known as research design.

It ensures that

- (1) the study will be germane to the problem and
- (2) the study will employ economical procedures

DESCRIPTIVE RESEARCH DESIGN

The descriptive research is secondhand for this study. The main objective of consuming descriptive research is to pronounce the state of affairs as it exists at present. It mainly involves surveys and fact verdict inquiries of different classes.

Statistical Tools and Techniques

The collected data were edited and then consolidated by using simple statistical tools. The simple statistical tools are employed for the analyses of data are,

- Percentage analysis
 - Chi-square test
- Weighted average method

DATA ANALYSIS

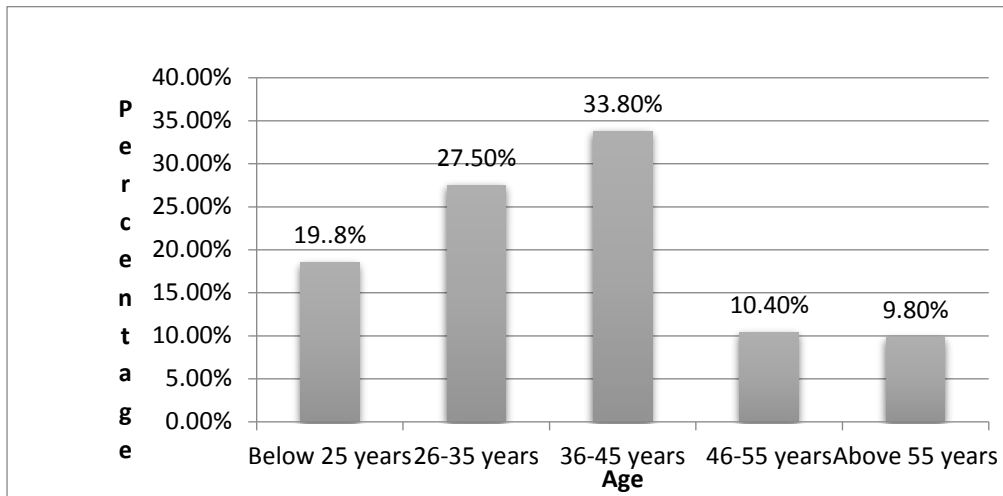
Table: 1
Age group of the Respondents

S.No	Age Group	Frequency	Percentage
1	Below 25 years	198	19.8
2	26-35 years	271	27.5
3	36-45 years	333	33.8
4	46-55 years	102	10.4
5	Above 55 years	96	9.8
	Total	1000	100

Inference

The table portrays the distribution of the respondents based on their age group. Among the respondents 33.8 per cent opined that they belongs to the age group of 36 – 45 years. This is followed by 27.5 per cent of the respondents who are between 26 – 35 years. Among the remaining respondents 19.8 per cent are below 25 years, 10.4 per cent between 46 - 55 years and the remaining 9.8 per cent are above 55 years.

Age group of the Respondents



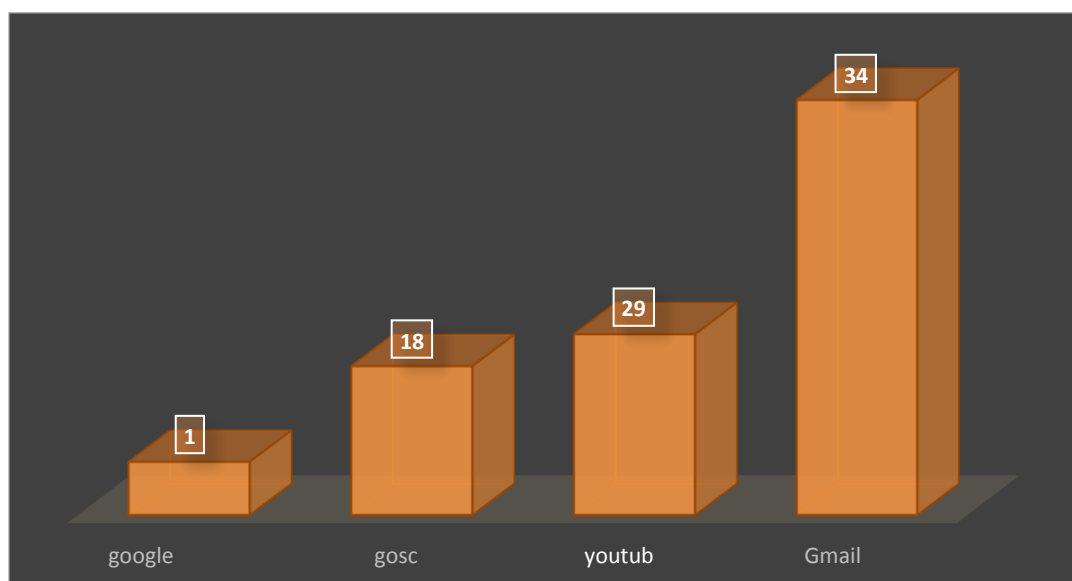
Frequently used products

S.No	Particulars	Frequency	Percentage
1	Google scholar	184	18.4
2	Gmail	348	34.8
3	Google+	174	17.4
4	YouTube	294	29.4
	Total	1000	100

Inference

Majority 34 per cent of the respondents state that they hold Gmail. Among the remaining respondents 29.4 per cent state that they hold You Tube and the least 17.4 per cent state that they have google+.

Frequently used products



CHI-SQUARE TEST

Null hypothesis (H₀): There is no association between the age of the respondents and frequently used products.

Alternate hypothesis (H₁): There is an association between the age of the respondents and frequently used products of Google.

Age of the respondent * frequently used products						
Count						
		Frequently used products of Google				Total
		Google scholar	Gmail	Google+	YouTube	
Age of the respondent	Below 15 years	70	100	50	20	240
	15-30 years	70	150	150	20	390
	30-45 years	70	80	70	30	250
	45-60 years	20	40	20	40	120
Total		230	370	290	110	1000

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	100.92217	9	0.2810815720
Likelihood Ratio	90.384445	9	0.4025694930
Linear-by-Linear Association	20.091239	1	0.1481458730
N of Valid Cases	1000		

Interpretation

The calculated value, 0.281 is less than 0.05; hence null hypothesis is accepted there is no significant relationship between the age of the respondents and frequently used products of Google.

Inference

The Test Has Proven That There Is Significant Relationship between the Age of the Respondents and frequently used products.

Findings

- Majority 34% of the age respondent is in between 36-45 percent.
- Majority 34% of the respondents frequently use Gmail.
- Majority 44% of the respondents says Google maps are mildly important.

Suggestions

- Make Google maps more users friendly.
- Enhance the quality of performance skill set of Google+ in better terms of other social networking competitors.
- Include more promotional strategies and marketing development while retaining brand equity.
- Bridge the language barrier gap by reaching out to remote locations while adapting the software to the respective languages.

CONCLUSION

Consumer behaviour is frequently studied because firm decisions are considerably affected by their behaviour or predictable actions. It can be concluded that Google strategies have been successful and there is flexibility in the strategies, as they can be changed with the changes in the market conditions as well as the targets. Google was attributed to the high quality of consistency and reliability. For instance, any location in the world can be viewed in an angle using the Google Maps and hence Google has altered our lifestyle of existence. The objectives of promotion are to introduce a new product, stimulate demand, change the short-term behaviour of the customers, and encourage repeat or greater usage by current customers of Google. It has created an ambience of utmost possibility of information around the world in order to reach the target market.



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