



# A STUDY ON UASGE OF GOOGLE SEARCH ENGINE IN CUSTOMER SERVICE

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## ABSTRACT

*Google is defined as the user-friendly service. Over 92% of the population use google search engine. Google is been crossed over more billion searches per day. User use search engine for most of their queries but they only prefer the results available on first page and 2-3% of users go on further pages (except researchers). The study on why does the usage of Google search constantly increasing day-by-day. Even though there is n-number of search engine with various technology obtained by new version, but most of customer feels Google as the user friendly then the others. A study to identify what makes customers to use Google Search and why people opted to Google Search. To identify what they are doing to attract customers and to maintain same level users and for also new users. The research survey is carried among Google search users. This empirical study aim is to identify the CUSTOMER SATISFACTION IN USAGE OF GOOGLE SEARCH ENGINE.*

## 1.INTRODUCTION

Google is also known as Google search, it is provided by Google. It is handling over 3.5 billion searches per day, and it has the global search engine market of 92 % . In the world Google is the most visited website. Larry page and Sergey Brin found Google in 1996. BackRub is known as the origin of Google, when the research project was begun while they were PhD students at Stanford University in California. Scott Hassan is known as the silent third founder unofficially involved as the lead programmer and wrote more original code for Google search engine then others, but left the company before Google is been officially recognized as the company . Later Hassan went on to pursue a career in robotics and founded the company Willow Garage in 2006.

The search result returned by google is based on a priority rank system called Page rank. The main purpose of Google Search is to search whatever the thing questioned by ourself and to define the answer in the form of image, video, document offered by web servers. Google was discovered by Larry Page, Sergey Brin, and Scott Hassan in 1996. Google Search introduced Google voice search search for spoken, rather than typed, words in June 2011. In May 2012, Google Search introduced a Knowledge Graph semantic search feature

In 2018 the BERT technology is an machine learning framework which is pre-trained using natural language processing(NLP)using text format from Wikipedia. When you type a word it show all the recent search of the word automatically which makes easy search. The BERT, which stands for Bidirectional Encoder Representations from Transformers, a deep learning model in which every output element is connected to every input element. The service in addition to Google video clips, news, Mapping the location, books, shopping, etc.. hosting service all-over the world-wide.

**OBJECTIVES:****Primary objective:**

- To study and analyse the various aspects of customer in usage of Google search engine in customer service.

**Secondary Objectives:**

- To understand the customer review towards the Google search engine.
- To understand why customer prefer Google search engine.
- To understand how frequently customers are using Google search engine per day.

**NEED FOR THE STUDY**

Now a days people using Google as the primary search engine, repeatedly all-over the world . It is recognised as the most used world-wide search engine. Need for the study is

- what features attracts them
- what makes them search frequently, it is reported that over billion people search per day.
- What made people specifically to search only in Google than the other search engine.
- For what are the purpose people make use of Google.
- What are the features through technology to be induced/added to make the customer more easy-go for the future outcomes are collected through questionnaire.

**II. PREVIOUS RESEARCH :**

**David Mracek (2019)** -The paper presents a study about learning the L2 language using Google .This study about the Google L2 language translation and learning skills of the students using Google translation in a blended- learning setting , which completely helps the student who study by self without any dependent of other persons. And this helps in learning the new languages and grow themselves by watching face to face tutorial. **Vijayakumar Varadarajan(2019)** Voice assistants (VA) like Siri, Alexa, Google Assistant, Cortana, and Bixby are increasingly becoming popular among people in mass way. In the voice assistant English is been used as the primary language, because English used by a large groups of people. So English is been selected as the primary language and their native language as the secondary language . The main aim is that the user should feel comfortable ,usability by every one and at-last the most satisfaction level of voice Assistant(VA) by customers. And at the end of the study it's being more significant for the satisfaction levels. **Paul Nieuwenhuysen(2018)** - Image plays avital role then the listening the information ,so it become more important for the retrieval of information then the text and words . Query is been explained through the text and exploring images more then the text-information. Everything is formatted as the copies of image, which allows the accurate images in the first page and all the related image according to the query of the text given. **Mohd. Kashif Adhami(2019)** – Reading of news paper is become the old fashion, and using of hard-copy is rare now-a-days. Now-a-days everyone reading through mobile phones using News search engine like Google news ,Bing news, other software apps. But most probably using Google news is more then the other app application , which parameters given accurately by the machine -learning and NLP process. **Aleksandar(2019)** In the field of eTourism, it is more important to retrieval of the accurate place without the tourists guide presence. Tourism application is rising nowadays and customers need more developed software application to find destination exactly. Thus Google Maps API is a technology provided by Google based on AJAX, which is directing the tourists through the mapping service . This paper presents the reveals the exact details about the free softwares used in the mapping , tracking the users and helps the tourists.

**III. RESEARCH METHODOLOGY:**

Moreover 90% of the population use the google search engine. The study is to identify whether people are Satisfied by the Google Search. The study is conducted to reveal the consumer's satisfaction towards usage and their preference towards the same. This study will help to find out why they prefer Google search engine then others and what they prefer in future updates. Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. The research has conducted the study in Ariyalur district The study is based upon the consumer Satisfaction towards the usage of Google search engine. The data collected for the research is fully on primary data given by the respondents. There is chance for personal bias. So the accuracy is not true .Due to storage of time and other constraints, the study has been limited 60above respondents only. Research methodology helps to find the customer satisfaction based on product. This time research methodology is framed for the purpose of finding the level of Customer satisfaction towards the usage of Google search engine.

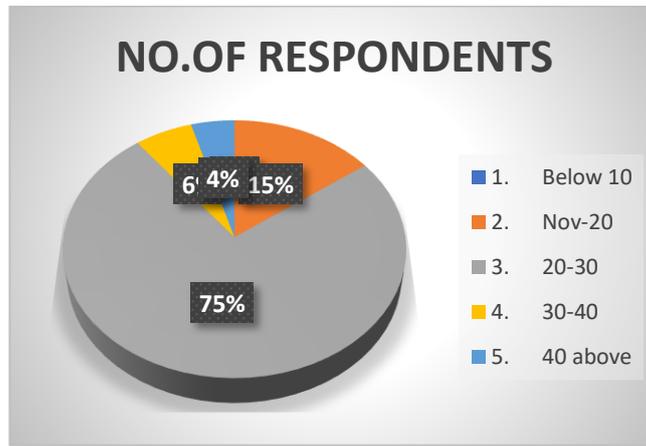
**IV. DATA ANALYSIS AND FINDING:****4.1:Age wise classification of respondent****Table I : Age wise classification of respondent**

S.NO	AGE	NO. OF RESPONDENTS	PERCENTAGE
1.	Below 10	0	0
2.	11- 20	10	14.9
3.	20-30	50	74.6
4.	30-40	4	6
5.	40 above	3	4.5
<b>TOTAL</b>		67	100.00

Source: Primary data.

From the above table it is interpreted that 14.9% of respondents are in the age category of 11-20 years, 74.6 % respondent are in 20–30 years, 6% respondent are in 30-40 and 4.5% of respondent are in age of above 40 years. Majority (74.6%) of the respondents are in the age category of 20-30 years.

**Chart 4.1: Age of the respondents**



**4.2 Overall satisfaction of respondents by google search**

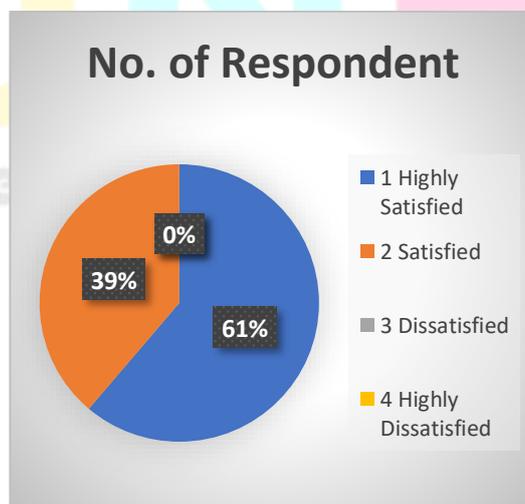
**Table. No: 4.2 Overall satisfaction of respondents by google search**

S.NO	Particulars	No. of Respondent	Percentage
1	Highly Satisfied	41	61.2
2	Satisfied	26	38.8
3	Dissatisfied	0	0
4	Highly Dissatisfied	0	0
<b>Total</b>		67	100

Source: Primary data.

From the above table it is interpreted that the overall satisfaction of google search is 61.2% of respondents are highly satisfied of search engine, 38.8% of respondents are satisfied of search engine, 0% of respondents are dissatisfied of search engine and 0% of respondent highly dissatisfied of search engine. Majority (61.2%) of respondents are Highly satisfied of using google search engine.

**Chart. No: 4.2 Overall satisfaction of respondents by google search**



**ONE-WAY ANOVA:**

**Null Hypothesis(H0)** – There is no significant relationship between age and Overall satisfaction of the Google search engine users.

**Alternative Hypothesis(H1)** – There is significant relation between age and Overall satisfaction of the Google search engine users.

**Table showing the association between age and Overall satisfaction of the Google search engine users.**

DESCRIPTIVE								
Overall satisfaction	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1.Highly Satisfied	41	2.98	.689	.108	2.76	3.19	2	5
2.Satisfied	21	2.90	.768	.168	2.55	3.25	1	5
3.Dissatisfied	3	3.00	.000	.000	3.00	3.00	3	3
4.Highly Dissatisfied	2	3.00	.000	.000	3.00	3.00	3	3
Total	67	2.96	.684	.084	2.76	3.12	1	5

AGE					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.081	3	.027	.035	.983
Within Groups	30.785	63	.489		
Total	30.866	66			

Source : Primary Data

Interpretation:

Significance level 0.983, which is above 0.05 therefore, there is no significant relationship between age and overall satisfaction of the Google search users.

## V. CONCLUSION

The aim of the present paper was to explain how the Google Search Engine can become a meaningful and long-term component all like image, video, news, map, Google Drive etc..., one that has a potential of improving learning effectiveness and enriching the learning experience in various aspects. Search engines require relatively little technical expertise from teachers and learners, although a broader, flexible approach to thinking about the use of language translate, microphone, scanning is needed if the tool is to be really helpful. As research, including the present study, suggests, an Internet-based approach is associated with positive emotions conducive to effective learning such as student motivation and might be able to help students improve their learning, writing/translation skills while, more generally, empowering them to become more autonomous learners. With learners having less and less time for regular face-to-face instruction, developing skills in effective autonomous learning may be becoming the most important objective of study. It can, moreover, be argued that the use of search engines develops more general research skills as well as other personal and cognitive qualities, including critical thinking, reflection and attention to detail, so valued by today's and tomorrow's employer. **Future work** : The future is unknown, but the evolution of algorithms is constantly changing and future SEO is unpredictable. It seems the future of SEO will depend mainly in the actual content of the web site and off-page optimization will play a minor role. Thus, building highly qualitative content will play a major role in the future.

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