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A STUDY ON USER PERCEPTION TOWARDS GOOGLE CHROME

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ABSTRACT :-

This research work was aimed at studying the major factors which determine the user preference of Google Chrome. The study also examined how users respond to the various features available on the Chrome such as performance, accuracy, speed, and appearance etc., and the innovative ideas of the Google Chrome. The impact of Google Chrome among the other browsers such as mozilla firefox, safari, opera mini, uc browser, internet explorer and the security level of Chrome to protect the information of the users. The difficulties of the Google Chrome was also determined and the satisfaction level of the users towards Google Chrome. Data used for the study was collected from both primary and secondary sources.

Keywords:- Google chrome, Other browser, sampling, primary and secondary

INTRODUCTION :-

Marketing is the study and management of exchange relationships. Marketing is the business process of creating relationships with and satisfying customers. With its focus on the customer, marketing is one of the premier components of business management. Marketing is defined by the American Marketing Association as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large." The term developed from the original meaning which referred literally to going to market with goods for sale. From

a sales process engineering perspective, marketing is "a set of processes that are interconnected and interdependent with other functions" of a business aimed at achieving customer interest and satisfaction.

OBJECTIVES OF THE STUDY: -

- To know about the factors influencing the user decision of using Google Chrome.
- Identification of primary usage of chrome with users' preference.

LITERATURE REVIEW :-

Samir Ahammed (2013) The experience was great, in any case, it is such an amazing web crawler, to the point that individuals have utilized it against me every once in a while. In light of what I said it isn't the application that has the Flies, it is our monetary framework and the general population we've been compelled to utilize devices in the midst of incredible need.

Amit Kumar (2015) The best program. No stop no slacks. You can open the same number of new tabs. There is an in secret mode likewise accessible. There is work area mode is additionally accessible which causes me a great deal. Interestingly, it enhances the execution by giving the customary updates.

RESEARCH METHODOLOGY :-

The research design undertaken for this study is descriptive research. The main objective of using descriptive research is concerned with describing the characteristics of a particular individual or a group.

ANALYSIS AND DISCUSSION :-

Percentage Analysis

Age of the Respondents

Sl. No.	Age	No. of Respondents	Percentage
1	15 – 25	54	54
2	26 – 35	22	22
3	36 – 45	11	11
4	Above 45	13	13
Total		100	100

Interpretation

The age of the 54 % respondents are 15 – 25, 22 % are 26 – 35, 11 % are 36 – 45 and 13 % are above 45. Hence the majority of the respondents belong to the age of 15 – 25 years.

Satisfaction Age	Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied	Total
<20	4	5	8	10	3	30
21-30	1	4	16	18	26	65

30<	5	10	2	3	5	25
Total	10	19	26	31	34	120

Calculated Value Chi-square value	Degree of Freedom (No. of row – 1) × (No. of column – 1)	Probability Level	Critical Chi-Square Value
3.87	8	0.05	15.51

Browser used by the respondents right now

+	Browser	No. of Respondents	Percentage
1	Google Chrome	48	48
2	Mozilla Firefox	15	15
3	Safari	6	6
4	Opera Mini	10	10
5	UC Browser	8	8
6	Android Browser	5	5
7	Internet Explorer	8	8
Total		100	100

Interpretation: -

The browser used by the respondents right now are 48 % Google Chrome, 15% Mozilla Firefox, 6 % Safari, 10 % Opera Mini, 8 % UC Browser, 5 % Android Browser and 8 % Internet Explorer. Hence the majority of the respondents are using Google Chrome right now.

SUGGESTIONS

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- Security- most of the users said that Google chrome is also having security issues like other browsers.
- Sharing files can be improved while sharing files, network is always depended.
- Downloading option can be improved downloading is not good compared to the other browsers.
- Improve RAM and ROM usage improve the capacity of RAM and ROM usage for good performance without buffering.

CONCLUSION: -

Google Chrome has quickly become one of the most popular Internet browsers since its release in September 2008. The results of this study provide evidence suggesting two of the three independent factors shown to influence behavioral intention within the Theory of

Planned Behaviour (Attitude and Perceived Behavioral Control) are significantly and positively correlated with a person's intentions to use the Google Chrome Browser. We found that Subjective Norm is not significantly correlated with Behavioral Intention in this domain. However, our findings indicate that Affect, a construct not measured in the Theory of Planned Behaviour, significantly influences intention. Future research in this area should further examine the role of Affect since it was a examine the role of Affect since it was a significant predictor in this study.

