A Study on 'Customer Satisfaction' and 'End-User Experience' From Google's Products Services

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Abstract:

Industrial and business growth will be achieved through the distinctive marketing policies and methods. The dynamical customer desires and needs; competition, society and Government makes way reaching impact on today's business. The marketing and sells has special significance in underdeveloped additionally as developed economies. A speedy development of economy is feasible solely by adopting the trendy of 'Marketing' which supporting to capturing the offline online market and built techniques. Satisfaction strategy is continuous method for organization to supply the customer or client or other end user's satisfaction. Its satisfaction is that the key success for today's business era. None of any business will survive while not the high level of satisfaction to the customer. Google LLC is associate American transnational technology company that makes a speciality of Internet-related services and product. Researcher was studied on YouTube, News, Blogger, Translate, Search Engine, Google+, Assistant, Books, Analytic, Form, Docs, Adwords, Gmail, AdSense, Maps, Scholar, Drive, Chrome and Android Google products services. This study focuses on to assess 'customer satisfaction' and 'end-user experience' from Google products services. Researcher was used primary and secondary data to achieve aim of a project, Sample size is 300, and these are employees who are working in the selected various IT Companies, banking, automobile, retailer, Educational organizations from Kolhapur City, convenience sampling technique and simple random sampling method used for reaching study target. This research is help full to know customer satisfaction.

Keywords: customer satisfaction, End-User Experience, Google Products services

Introduction:

In today's competition conditions, many factors cause customer satisfaction, which will change customer satisfaction at various ways. The dynamical customer desires and needs; competition, society and Government makes way reaching impact on today's business. Industrial and business growth will be achieved through the distinctive marketing policies and methods. A key motivation for the growing emphasis on customer satisfaction is that prime customer satisfaction causes a stronger competitive position resulting in higher market share and profit. Customer satisfaction is also generally assumed to be an enormous determinant of repeat sales, positive word-of-mouth, and customer loyalty. Satisfied customers return and buy more, which they tell people about their experiences. The customer are stringent fast and higher service from the service provides throughout the previous couple of year tradition of customer satisfaction goes on, special would like of promoting strategy within the perspective of promoting construct. The promoting construct Emerged within the middle of 1950, rather than product cantered, create and marketing philosophy, shifted to the customer cantered "sense and respond philosophy." Currently each day the product job isn't realized to seek out to search out the proper customer for the product or service and find the proper product services for the customer. Tailor-made product is in demand. There have been needs, have, and make sure the customer satisfaction. The professional of business policy is influence that was on the customer strategy concerning the tailor-made giving to the customer for the high level of customer gratification. Prose endures to debate the effect of the previous circumstances of satisfaction on overall consumer satisfaction. Google's headquarters at the Googolplex; it was Formerly in Google Inc. Year 1998–2017, its Kind is Subsidiary, Business based on the Internet, Cloud, computing, Computer software, Computer hardware, Artificial intelligence and Advertising. They were founded September 4, 1998; 21 years ago in Menlo Park, California, U.S., Founders were Larry Page, Sergey Brin. The website is google.com Google is extremely popular for its

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web program. If you use the online, you'd also use the Google program repeatedly. Our life on the online is typically controlled by Google. What's getting to you is doing, if you'd wish to urge an answer to an issue on the web? Probably you'll search that question on the Google program. For examples if you search for an issue like "Most Popular Products & Services from Google" you will get the foremost accurate result only from Google's program. That's why Google extremely popular for its program service. Most of Google's products and services are related to the online. People love Google's products. Google always create very innovative products and repair. Whatever they create, which can highly adopt by the online community? The foremost popular mobile OS Android has also been developed by Google. Google LLC is acquaintance American world-wide technology corporation that makes a speciality of Internet-related services and product, which embodies on-line advertising tools, computer programme; cloud computing, software and hardware. Industries are Internet, Cloud computing, Computer software, Computer hardware, Artificial intelligence and Advertising. There are many popular Google products & services which we use on each day to day. This service includes Gmail, YouTube, Google Chrome and much of others. The changing customer needs and desires competition, society and Government makes far-reaching impact on today's business. Industrial and business growths are often achieved through the unique marketing policies and methods. The marketing has special significance in underdeveloped also as developed economies. A rapid development of economy is possible only by adopting modern of 'Marketing.' Satisfaction strategy is continuous process for organization to provide the customer satisfaction. Customer satisfaction is that the key success for today's business era. Business can survive with the high level of satisfaction to the customer. Study will show variously assess of customer satisfaction and general user expertise of Google product and services.

Reviews of Literature:

[1] **Open Source article from Wikipedia (2019)** "Google": "Google LLC is associate American transnational technology company that makes a speciality of Internet-related services and product that embodies

on-line advertising technologies, computer programme, cloud computing, software and hardware. It's thought of one in each of the large technology corporations. Google was supported in Sept 1998 by Larry Page and Sergey Bring whereas they were Ph.D. students at university in American state. Along they own regarding fourteen percentages of its shares and management fifty-six presents of the shareholder balloting power through super voting stock. They incorporated Google as a Golden State in camera Command Company on Sept Gregorian calendar month, 1998, in Golden State. Google was then reincorporated in Delaware on October 2002. Associate degree initial public providing (IPO) transpire on August 2004, and Google affected to its headquarters in Mountain read, California, nicknamed the Googolplex. In August 2015, Google proclaimed plans to reorganize its varied interests as a conglomerate known as Alphabet Iraqi National Congress. Google is Alphabet's leading subsidiary and can still be the umbrella company for Alphabet's net interests. Sunder Pica was appointed chief executive officer of Google, substitution Larry Page World Health Organization became the chief executive officer of Alphabet. The company's ascension since incorporation has triggered a series of product, acquisitions, and partnerships on the far side Google's core computer programme (Google Search). It proposals services designed for work and yield (Google Docs, Google Sheets, and Google Slides), email (Gmail), scheduling and time organization (Google Calendar), cloud storage (Google Drive), instant electronic message and audio-visual chat (Duo, Hangouts), language translation (Google Translate), mapping and navigation (Google Maps, Waze, Google Earth, Street View), video sharing (YouTube), note-taking (Google Keep), and picture establishing and piece of writing (Google Photos). The corporate leads the event of the robot mobile software system, the Google Chrome application, and Chrome OS, a light-weight software system supported the Chrome browser. Google has exaggerated gradually into hardware; from 2010 to 2015, it partnered with major physical science makers within the production of its Nexus devices, and it free multiple hardware product in October 2016, together with the Google constituent smartphone, Google Home good speaker,

Google Wi-Fi mesh wireless router, and Google Daydream computer game telephone receiver. Google has additionally experimented with turning into a web carrier (Google Fibber, Google Fi, and Google Station). Google.com is that the most visited the web site within the world. Several different Google services additionally figure within the prime one hundred most visited websites, together with YouTube and Blogger. Google was the foremost valuable whole within the world as of 2017, however has received vital criticism involving problems like privacy considerations, minimisation, antitrust, censorship, and search neutrality. Google's undertaking statement is that 'to organize the world's data and create it universally accessible and useful.' The company's unofficial locution "Don't be evil" was far away from the company's code of conduct around might 2018, however reinstated by July 31, 2018"

[2] **In the article of Wikipedia (2019)** "User experience" it's a personality's emotions and attitudes regarding employing a specific product, system or service. It includes the sensible, experiential, affective, purposeful and valuable aspects of human–computer interaction and products possession. In addition, it includes a personality's perceptions of system aspects like utility, simple use and potency. User expertise could also be subjective in nature to the degree that it's regarding individual perception and thought with reference to a product or system. User expertise varies dynamically, perpetually modifying over time because of dynamical usage circumstances. Simplified, user expertise regards, however, a user interacts with and experiences, a product. They told that the total of seven UX factors that's was 'Useful', 'Usable', 'Findable', 'Credible', 'Desirable', 'Accessible', and 'Valuable.' According to Kevin George (July 2010) Customer Experience – They told that understanding the customer expertise helps a seller opt for acceptable touch point and explained vitally to not let technology drive the strategy, however to let the strategy confirm the technology. They have seen to concentrate on the patron expertise initial, and outline what that's and also the expertise users wish them to possess with the whole, then they are able to confirm that channels best deliver that have.

[3] **According to author view and study collected facts shape Google product and destiny that "Google Search Engine"** is Google application programme is that the most well-liked & wide used computer programme inside the biosphere. Quite eighty per cent of internet computer programme market share is taken by way of Google. For obtaining laptop programme visitors, webmaster initial targets Google search. Websites get a maximum of their software programme traffic from Google. "Google Chrome" can be a mutual solicitation superior by using Google. In line with a number of the stats, Google Chrome is that the most used application within the global. Chrome browser extension is downloaded from Chrome net Store. Chrome has been in the marketplace for Windows, OS X, Linux, Android, and iOS. "Gmail" is one midst the maximum operative free e mail service operated & developed via seminary substantial Google. Most of the mid-sized companies in the USA use Gmail for e-mail functions. Gmail is that the most used unfastened email provider round the world. In a few countries, customers may also send coins from their Gmail account. Gmail comes with 15GB of normal garage which can additionally live an area of Google Drive and Google+ Photos. "Android" Greatest accommodating Google Artifact; most of today's telephone is successively on the big cellular package "Android." Power-pushed os is that the Linux-based cellular OS developed by using Google. It is one among their largest comes until currently. Even pill computers, Televisions, wearable devices, and a few motors run on mechanical guy. Because of the recognition of mechanical guy OS, oldsters have become at the domestic with mistreatment apps for many of their tasks. You'll fashion the immersive net even on a low-priced mechanical guy cell phone. Smartphone has end up commonplace & lower priced because of mechanical man. You'll transfer mechanical guy apps for any project from Google Play Store. "YouTube" has presently emerged as the exceptional for on-line video compliance. YouTube may be a subsidiary of Google and became created through three preceding PayPal staff. Google bought it in 2006. You'll watch and switch videos on YouTube. All of the motion pictures on this web website online are supported Adobe Flash and HTML technology. "Google AdSense" is an advert mainly based totally platform

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tour through Google. This software from Google shows image, textual content, and video-based totally advertisements on the publisher's web site. The publisher can get hold of money once any individual clicks on it ads or advertisements is impression-based. AdSense is that the biggest on-line advertisement community operated by using Google. AdSense advertisements are strictly supported the content material of that internet web page and publish must follow some AdSense rules & policies with a view to run the ones commercials. "Google Drive" Google Drive is partner spontaneous cloud stowing provider operated with the aid of Google. Google Drive is additionally one among the popular offerings from Google. You'll 15GB of cloud garage provider which may be shared through Gmail, Google and Photos, and Google Drive. With it, you'll shop, control and synchronize your knowledge in the cloud. "Google Adwords" is a net advertising service for publicists. Most of Google's earnings came from Adwords. If you would really like to factor out your advertisements for a product or service on the net then you may contact Google Adwords. Ads are supported fee according to click on and cost according to thousand impressions. "Google Maps" Google Maps is alone one among the substantial invention from Google. With it, you may study the maps of any part of the planet. Even you'll additionally study street examine. Google Maps are available on the market for cell phone and has been extensively used on mobile devices. Its linked product is Google Earth that comes within the kind of a standalone desktop shopper. "Google News" If you would love the hottest newscast from several instructions like school, sports, international and a lot of, you'll note all that information in a single place referred to as Google News. Google News collects news titles from several information web sites and aggregates that complete in a single place. Google News is out there in twenty eight languages in sixty countries." Google+" Google and can be a not unusual communal networking net site in hand by means of Google. It has been launched lower back in 2011 and become highly regarded in quick time. It moreover presents a feature referred to as Hangouts that allows video conferencing up to ten folks. "Google Assistant" is accomplice AI-based computer-generated assistant provider developed by

means of Google. In fact, it is one the most effective unique to crust. The service is offered for each suitable phones and smart home devices. It was debuted in 2106. Now, most of the mechanical guy cell phone comes pre-installed with Google Assistant. Associate iOS app for it moreover available on the market for iOS devices. "Blogger" Blogger is probably a blog-publishing podium with the aid of Google. If you would really like to shape companion facts web website with the written article, Google Blogger is that the platform for you. It allows you to write down content and generated revenue from of it. "Google Docs" Google Docs is certainly one of the most real products from Google. it's tightly included into Google Drive. In fact, it is companion place of work suite facilitates you to form and edit documents, computer application, and presentation proper from Google Drive." Google form" It is designed to develop paperwork and collect data via it by using the creator. It is strong gear to login holder user. "Google Books" Google has scanned and store the text of assorted statistics and fortnightlies. Google makes use of optical character popularity to keep the test in their facts. "Google Translate" is one best & public language translation carrier by means of Google. You'll translate any textual content from one language to a distinctive language. A browser extension for Chrome & Firefox is moreover available on the market. "Google Analytics" Google Analytics may be a permitted net analytics service offered by Google. The provider was released on Nov. fourteen, 2005; it allows you in chase and reportage of web website online traffic. Most of the websites use this Google's analytics carrier. In fact, it's one amongst the foremost extensive used internet website analytics services. "Google Scholar" Various research papers and facts of the researcher and its research published paper data available.

Research Problems & Divergence in Research:

During the most recent decade, technology has been significantly transforming the online activities in the state. It expands greater convenience and several options for customers. But some e - services and products are still in their infancy while others are more grown-up. It looks that only a small division of the customer has adopted certain other

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services. Non-adopter still comprises the majority of the Google customers. The problem, Awareness, competitor of online services is an essential requirement for the adoption. So there is a need to assess 'customer satisfaction' and general 'end-user experience' of Google products and services. Previous Survey was not done from Western Side of Maharashtrian of Kolhapur City.

With light discussion research requires report on assess 'customer satisfaction' and 'end-user experience' from Google Products Services. Aim of research was finalized.

Objective of Study:

• To assess 'customer satisfaction' and 'end-user experience' from Google products and services.

Scope of Study:

• Geographical Scope: The geographical scope for the study within the Kolhapur Town as additional various firms are found during this Kolhapur city or town, most business growing wide. Scope is limited to only Kolhapur city

• Analytical Scope: An analytical method has been developed to check the customer satisfaction Google product, service and business. It has confined to the fulfilment of the objectives set out through data analysis and interpretation.

• Topical Scope: This study is intended for distinguishing customer satisfaction with end-user experience.

Research Methodology adopted:

Data collection: For the present study both primary as well as secondary data have been used. Primary data have been collected through questioners directly from the customer of Kolhapur city. Customers are that employees of IT Companies, banking, automobile, retailer, Educational organizations from Kolhapur City (researched was selected available of three companies from the above sectors and target set 60 employees or respondents per sector) 'That is 3 IT Companies 60 employees, 3 banking companies 60 employees, 3 automobile companies 60 employees, 3 retailer company's 60 employees and finally 3 educational organization 60 employees from population of Kolhapur city. Total 300 employees which are Google customers or

computer users or others' (Name of companies, employees and other related Information with the sector are confidential so not written in this article) Google products services like YouTube, News, Blogger, Translate, Search Engine, Google+, Assistant, Books, Analytic, Form, Docs, Adwords, Gmail, AdSense, Maps, Scholar, Drive, Chrome and Android used for study. Secondary data have been collected through newspapers, research articles, thesis, journals, the internet, e source, etc. Sampling Design: A sample size of 300 customers has been taken for the study by adopting purposive convenience sampling techniques, simple random sampling method used. This study has been undertaken only in Kolhapur City. Tools and Techniques of Data Analysis and Interpretation: Data is being analyzed by the using statistical tools, like various tables, charts and with the help of statistical techniques such as ranking, average, mean, percentage, etc. (Duration of the project is from Date 12/02/2018 to 12/02/2020)

Significance of the Study:

Google offers various products services to the customers and the facilities provide through internet. They can be carried out from their comfort of their home or office or any location but the internet require with help of running system. Google product and services help to check the all and his own specification future through online 24-7 without any hassle.

Data analysis & Interpretation:

Researcher was collected 100% (300) data and it was analyzed and interpreted below sections.

[1] Demographic Analysis: Researcher was asked personal information question to customer. Researcher gets the information of customer as"

(a) Gender Wise Response analysis shows the information of demographic variable Gender (Male and Female) availability count. Out of 100 % responses; 41% Male Respondents And 59 % Female Respondents Have Given Response. Majority Of Female Respondents Are More. (b) Age Group Response analysis shows Research gets the information of demographic variable Age wise availability count. Out of 100 % responses; From The Age Group Of (18-26) 19 %, (26-34) 48 %, (34-42) 18 %, (42-50) 11 % , (50-58) 4 % Respondents Are Given Response.

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From The Age Group Of 26-34 Are More Participants Or Customers. (c) Close Friends of user: Research gets the information of demographic variable 'close friends' group wise availability count. Out of 100 % responses, user has Close Friends that counted 'Less than 5' are 93% respondents, 'between 5 to 10' are 5 % and 'between 10 to 15' are 2 %. Majority users have less than 5 close friends. (d) OS System used to run Google application Program or Google products services: Research gets the information from customer system used to run Google application Program or Google products services. OS used by user from Out of 100 % Customers or employees, 33 % used MS Windows OS, 26 % used Linux OS, 30% used Android OS, 11% used Apple OS and 1% used Other Than above. Majority customers are used MS Windows and Android OS. (e) Researcher gets information of employees or respondents whose are working in various organizations. Out 100 % (300) respondents responded 20% from IT Companies, 20% from banking, 20% from automobile, 20% from retailer and 20% from Educational organizations from Kolhapur City.

[2] Customer stated 'uses of it' are from Google Product Services:

Research gets the information of uses of it is from listed Google Product Services. Out of 100 % (300) Customers;

Table 1 Shows Google Product Services 'Uses from Customer' response

Sr. No.	Google Products Services	Uses of it		
		Repeatedly	Normally	Irregularly
1	Google Search Engine,	40.33 %	46.67 %	13.00 %
2	Google Chrome,	16.67 %	70.67 %	12.67 %
3	Gmail,	33.00 %	47.33 %	19.67 %
4	Android,	11.33 %	85.33 %	3.33 %
5	YouTube,	10.00 %	78.00 %	12.00 %
6	Google AdSense,	30.00 %	25.33 %	44.67 %
7	Google Drive,	22.33 %	32.67 %	45.00 %
8	Google Adwords,	33.33 %	33.00 %	33.67 %
9	Google Maps,	29.67 %	60.00 %	10.33 %
10	Google News,	52.00 %	12.67 %	35.33 %
11	Google+,	43.33 %	48.33 %	8.33 %
12	Google Assistant,	42.67 %	32.67 %	24.67 %
13	Blogger,	48.33 %	33.33 %	18.33 %
14	Google Docs,	34.00 %	55.67 %	10.33 %
15	Google Form,	34.33 %	36.33 %	29.33 %
16	Google Books,	36.00 %	35.00 %	29.00 %
17	Google Translate	47.67 %	48.33 %	4.00 %
18	Google Analytic	35.67 %	36.33 %	28.00 %
19	Google Scholar	22.67 %	6.33 %	71.00 %

(Source: Primary Data, Researcher calculation)

Table 2 Shows Google Product Services 'Uses from Customer' response draws Rank

Rank	Repeatedly		Normally		Irregularly	
	Google Products Services	Response %	Google Products Services	Response %	Google Products Services	Response %
1st	YouTube,	78.00	Android,	85.33	Scholar	71.00
2nd	News,	52.00	Chrome,	70.67	Drive,	45.00
3rd	Blogger,	48.33	Maps,	60.00	AdSense,	44.67
4th	Translate	47.67	Docs,	55.67	News,	35.33
5th	Search Engine,	46.67	Translate	48.33	Adwords,	33.67
6th	Google+,	43.33	Google+,	48.33	Form,	29.33
7th	Assistant,	42.67	Gmail,	47.33	Books,	29.00
8th	Books,	36.00	Search Engine,	40.33	Analytic	28.00
9th	Analytic	35.67	Analytic	36.33	Assistant,	24.67
10th	Form,	34.33	Form,	36.33	Gmail,	19.67
11th	Docs,	34.00	Books,	35.00	Blogger,	18.33
12th	Adwords,	33.33	Blogger,	33.33	Search Engine,	13.00
13th	Gmail,	33.00	Adwords,	33.00	Chrome,	12.67
14th	AdSense,	30.00	Assistant,	32.67	YouTube,	12.00
15th	Maps,	29.67	Drive,	32.67	Maps,	10.33
16th	Scholar	22.67	AdSense,	25.33	Docs,	10.33
17th	Drive,	22.33	News,	12.67	Google+,	8.33
18th	Chrome,	16.67	YouTube,	10.00	Translate	4.00
19th	Android,	11.33	Scholar	6.33	Android,	3.33

According to above ranking observation of 'Repeatedly', 'Normally' and 'Irregularly' uses of products services. (a) it was seen that "Repeatedly" used the Google products services are top 10 as 1st Rank is YouTube, 2nd rank is Google News, 3rd rank is Blogger, 4th rank is Google Translate, 5th rank is Google Search Engine, 6th rank is Google+, 7th rank is Google Assistant, 8th rank is Google Books, 9th rank is Google Analytic, 10th rank is Google Form. (b) "Normally" used the Google products services are top 10 as 1st rank is Android, 2nd rank is Chrome, 3rd rank is Maps, 4th rank is Docs, 5th rank is Translate 6th rank is Google+, 7th rank is Gmail, 8th rank is Search Engine, 9th rank is Analytic, 10th rank is Form. (c) "Irregularly" used the Google products services are top 10 as 1st rank is Drive, 3rd rank is AdSense, 4th rank is News, 5th rank is Adwords, 6th rank is Form, 7th rank is Books, 8th rank is Analytic, 9th rank is Assistant, 10th rank is Gmail.

[3] Response of respondents Satisfaction towards Google product and services: "Researcher was asked direct question to customer regarding Satisfaction from various product and service. 100 % (300) gets response. They were responded with the reference of questioner by Five point Likert scale observation. Researcher observe and gets answer from respondents with the help of 1 is Powerfully Dissatisfy, 2 is Dissatisfy, 3 is Undecided, 4 is Satisfy, 5 is Powerfully satisfy" from him or her. Researcher catches the following primary data which was analyzed by statically tools and interpreted." He or she was Share his or her satisfaction from selective Google product services.

Table 3 shows Satisfaction towards Google products services.

Sr. No.	Google Products Services	Satisfaction Opinion					%	
		1	2	3	4	5		Mean
1	Google Search Engine,	0.70%	0.30%	1.70%	62.30%	35%	100%	3.63
2	Google Chrome,	11.30%	7.70%	1%	40%	40%	100%	3.47
3	Gmail,	7%	14.30%	2.30%	43.30%	33%	100%	3.31
4	Android,	2%	21.70%	1.30%	40.70%	34.30%	100%	3.39
5	YouTube,	11.30%	24.70%	1%	51.30%	11.70%	100%	2.73
6	Google AdSense,	8.70%	41%	1.30%	19.70%	29.30%	100%	2.96
7	Google Drive,	18.70%	10.30%	2%	36.30%	32.70%	100%	3.12
8	Google Adwords,	18%	28.30%	2.70%	33.30%	17.70%	100%	2.63
9	Google Maps,	26%	31.70%	3%	38.70%	0.70%	100%	2.09
10	Google News,	21.30%	18.30%	1.70%	40.30%	18.30%	100%	2.71
11	Google+,	43.70%	18.70%	1.70%	32.70%	3.30%	100%	1.96
12	Google Assistant,	15%	32.30%	2.30%	32.70%	17.70%	100%	2.66
13	Blogger,	29.70%	18%	2%	16%	34.30%	100%	2.85
14	Google Docs,	8.30%	19%	2.30%	26%	44.30%	100%	3.46
15	Google Form,	22.30%	29.70%	3%	28.70%	16.30%	100%	2.49
16	Google Books,	28.30%	14.70%	2.30%	20.30%	34.30%	100%	2.90
17	Google Translate	18%	6.30%	2.30%	19%	54.30%	100%	3.59
18	Google Analytic	21.30%	6.30%	1.70%	29.70%	41%	100%	3.28
19	Google Scholar	25.70%	7.70%	2%	22.30%	42.30%	100%	3.20

(Source: Primary Data, Researcher calculation)

According to study considered that the level of 'Satisfaction' score is categorized by Very low (1.0 to 1.8 mean value), low (1.8 to 2.60 mean value), medium (2.61 to 3.40 mean value), high (3.41 to 4.20 mean value) and very high (4.21 to 5.00) level of satisfaction. Collected data researcher was analysed and reporting that (a) "very low level satisfaction" found in no any (b)"low level satisfaction" found in Google Maps, Google+, Google Form; (c) "Medium level satisfaction" found in Gmail, Android, YouTube, Google AdSense, Google Drive, Google Ad words, Google News, Google Assistant, Blogger, Google Books, Google Analytic, Google Scholar; (d) "high level satisfaction" found in Google Search Engine, Google Chrome, Google Docs, Google Translate; (e) "very high level satisfaction" found in no any.

[4] **Response of respondents "End-user Experience"** towards Google product and services: "Researcher was asked direct question

to customer regarding "End-user Experience" towards Google product and services. They were responded with the reference of questionnaires by Five point **L**ikert **s**cale observation. Researcher observe and gets answer from respondents with the help of 1 is Powerfully Disagree, 2 is Disagree, 3 is Undecided, 4 is Agree, 5 is Powerfully Agree" from him or her. Researcher catches the following primary data which was analyzed by statically tools and interpreted." He or she was Share his or her "End-user Experience" of Google product services.

Table 4 shows "End-user Experience" towards Google products services.

Sr. No.	"End-user Experience" towards product and services of Google	Opinion					Mean
		1	2	3	4	5	
1	My time saves.	26.7%	11.3%	4.3%	29.0%	28.7%	3.22
2	It is easy to use.	6.7%	46.0%	6.0%	20.0%	21.3%	3.03
3	It is available 24 Hours.	7.0%	7.7%	2.3%	43.3%	39.7%	4.01
4	Provides services or run programme without internet service.	51.7%	36.7%	4.3%	4.0%	3.3%	1.71
5	Provides services or run programme without hardware system.	97.0%	1.3%	1.7%	0.0%	0.0%	1.05
6	It has low transaction cost.	28.3%	55.7%	8.0%	3.7%	4.3%	2.00
7	Google is users Searchable information was saved or recorded which will used by Google	3.0%	4.0%	6.3%	46.7%	40.0%	4.17
8	It is secure.	40.0%	15.0%	6.3%	32.7%	6.0%	2.50
9	They are user friendly.	12.0%	30.0%	18.7%	36.7%	2.7%	2.88
10	Their content is original and full-fills your desire. ("Useful").	11.3%	40.0%	2.7%	34.0%	12.0%	2.95
11	Web site is straightforward to use ("Usable").	43.7%	17.7%	6.7%	26.0%	6.0%	2.33
12	Image, identity, brand, and alternative	10.0%	40.0%	8.0%	18.7%	23.3%	3.05
	style components are carry to evoke feeling and appreciation ("Desirable").						
13	Content is passable and locatable onsite and offsite ("Findable").	16.0%	18.0%	14.3%	22.0%	29.7%	3.31
14	Content is accessible to folks with disabilities ("Accessible").	6.7%	25.7%	19.0%	7.0%	41.7%	3.51
15	They are full-fill my trust and believe of end-user ("Credible").	22.3%	8.0%	13.0%	44.0%	12.7%	3.17
	Mean of Means						2.86

(Source: Primary Data, Researcher calculation)

Graph 4 shows "End-user Experience" towards Google products services.
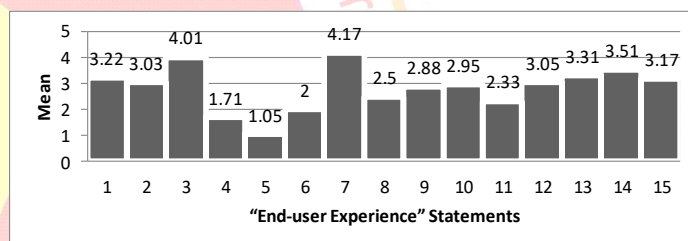
According to study researcher stating that,

1. "End-User Experience" expressed or reporting by mean score from statement Note that study Considered that "End-User Experience" expressed or reporting by mean score of each are categorized by End-User Experience shows Low (1.0 to 2.3 mean value), Medium (2.3 to 3.7 mean value), High (3.7 to 5.0 mean value).

2. "End-User Experience" expressed or reporting by *Low mean score* in the statement 'Provides services or run programme without internet service (1.71 mean), 'Provides services or run programme without hardware system (1.05 mean), 'It has low transaction cost' (2.00). According to this, it indicates that Google products Services cannot provides services or run programme without internet service, cannot run without hardware system and has low transaction cost. Number of respondents reporting low type opinion with the reference of statement.

3. "End-User Experience" expressed or reporting by *Medium mean score* in the statement 'My time saves' (3.22 mean), 'It is easy to use' (3.03 mean), 'It is secure' (2.50 mean), 'They are user friendly' (2.88 mean), 'their content is original and full-fills your desire. ("Useful") (2.95 mean), 'Web site is straightforward to use ("Usable")' (2.33 mean), 'Image, identity, brand, and alternative style components are carry to evoke feeling and appreciation ("Desirable") (3.05 mean), 'Content is passable and locatable onsite and offsite ("Findable") (3.31 mean), 'Content is accessible to folks with disabilities ("Accessible") (3.51 mean),' They are full-fill my trust and believe of end-user ("Credible") (3.17 mean). According to this, it indicates that Google products services medium type secure, content is original, full-fills customer desire. Medium type of time saves to customer and products services are easy to use reply to that Web site is straightforward to use and they are full-fill medium type customer trust and believe of end-user. Google products services are Medium type image, identity, brand, and alternative style components are carry to evoke feeling and appreciation. Medium type Content is passable and locatable onsite and offsite, Content is accessible to folks with disabilities and they are full-fill my trust and believe of end-user. Number of respondents reporting Medium type opinion with the reference of statement.

4. "End-User Experience" expressed or reporting by *High mean score* in the statement 'It is available 24 Hours' (4.01 mean), 'Google is users Searchable information was saved or recorded which will used by Google' (4.17 mean) According to this, it indicates that Google products services is available 24 Hours, Google is users Searchable information was saved or recorded which will used by Google. Number of respondents reporting High type opinion with the reference of statement.

5. Google must be look that opinion of statements 'Google is users Searchable information was saved or recorded which will use by Google' has high score, 'Google provides services or run programme without hardware system' has low score and 'Provides services or run programme without internet service' has low score. There require to implement program structure that full-fill end user requirements.

6. According to above analysis and means of mean score, it indicates that Google products Services used by customer or end-users has face or feels medium type work experience, it is not high type experience facing by using Google Products Services.

Finding:

1. Google extremely popular for its program service. Most of Google's products and services are related to the online. People love Google's products. Google always create very innovative products and repair.

2. Study seen that 41% Male Respondents And 59% Female Respondents Have Given Response. Majority Of Female Respondents Are More. The Age Group Of 26-34 Are More Participants Or Customers. Maximum users have less than 5 close friends. Most customers are used MS Windows and Android OS. Out of 100 % (300) respondents responded 20% from IT Companies, 20% from banking, 20% from the automobile, 20% from the retailer and 20% from Educational organizations from Kolhapur City.

3. Google Products services used widely and Repeatedly that are YouTube, News, Blogger, Translate, Search Engine, Google+, Assistant, Books, Analytic, Form, Docs, Adwords, Gmail, AdSense, Maps, Scholar, Drive, Chrome and Android. According to study YouTube vary repeatedly used by users.

4. High level of satisfaction found in Google Search Engine, Google Chrome, Google Docs and Google Translate, these are not very high level satisfaction found from study.

7. End-user experienced medium type feeling when he she is using Google Products Services

Suggestion

1. Google must Give Customers Hope – once an individual calls or emails a contact centre, he hopes one thing can happen, whether or not it's a resolution to his her issue or a solution to his question. Despite the question or statement, the

customer provides, continuously tell the customer.

2. Google must Actively Listen for Feelings – Contact centre associates ought to be trained to actively listen. Most representatives suppose this implies paying careful attention to what the customer is expression. Whereas this can be necessary, it's equally essential to ascertain associate emotional bond by additionally paying attention to what the customer is feeling.

3. Google must Know Your Stuff – Customers need to trust that associates are knowledgeable which they're providing correct answers. In spite of however well, you train your associates, high turnover negatively impacts customer satisfaction.

4. Google must 'Never' Tell the Customer or client No – The word "No" is that the biggest killer of loyalty. Eurostar your links to position establishment policies in encouraging ways. Customers appreciate those feelings, and it'll place them comfortable.

5. Google must Show the customer Matter – Interactions with contact centres ought to ne'er be one and done. Customers prefer to feel their business is appreciated and not taken with any consideration. After you raise the customer for associate email address and therefore the company starts causing out daily promotional messages that the customer can eventually contemplate spam, that's showing the customer he doesn't matter. It'll build your customers less prone to the competition.

8. Google must Surprise once applicable – Train associates to consider ways that to surprise customers United Nations Agency would like shocking. Maybe you hear a client say she had a recent death within the family or simply had a baby, causing an acknowledgement, or card of congratulations can build that person a time period customer.

9. Google must create Strongest Bond is between two or more folks – Loyalty is associate emotion of mind. The strongest bond is between folks. Be considering ways that you'll replicate the strongest bond in your contact centre setting.

10. There require to implement program, code, apps structure that full-fill end user requirements such

that users Searchable information was not saved or recorded for any purpose by Google, try to implement provide services or run programme without hardware system and without internet service. There must require to implement program structure that full-fill end user requirements.

Conclusion:

Wining customer satisfaction and getting user experience is special types of branches in new management field. Strategy supports to improve the behaviour and satisfaction level of the particular customer at industry stages. Customer satisfaction is not depend only product price, associate to the competitions with market value product. In this paper, Researcher highlighted that customer strategy is open eye for customer behaviour and Product service analysis. Customer service is the output of the various systems and may be defined As the Reliable provision of time and dwelling utility. In other words yields don't have value while waiting for that they are in the hands of the customer at the time and place required. Respectable customer service supports customer or consumer satisfaction, which is the output of the Entire publicizing process. Google is one of the foremost important brands within the planet. Most of the people already realize tech giant. Customer behaviour is that the estimation for strategy resending the tailor-made product. Google products services are more and it has own specification and futures. These products services are famous that are YouTube, News, Blogger, Translate, Search Engine, Google+, Assistant, Books, Analytic, Form, Docs, Adwords, Gmail, AdSense, Maps, Scholar, Drive, Chrome and Android Google products services. This is able to be helpful to the corporate, and it'll begin the word of mouth substance to the corporate for his or her giving. Satisfaction strategy is one in all the very important branches of management to supply customer expectation. High level of satisfaction found in Google Search Engine, Google Chrome, Google Docs and Google Translate, these are not very high level satisfaction found from study. End-user experienced medium type feeling when he she is using Google Products Services. In future there is demand of provide online service without use of

hardware, software system and internet provider. There may consider that gaining new customers create fourfold more costs than protecting existing customers from leaving, it is often seen that answers to those questions carry great importance for the firms. Google must Give Customers Hope, actively listen for Feelings, Know Your Stuff, Never Tell the Customer or client No, Show the customer Matter, Surprise once applicable, create Strongest Bond is between two or more folks. There's need of understanding how customer expectation and perceived service quality both variables influence the formation of the consumer or customer satisfaction is of crucial importance in entrepreneurial management.

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