

***A study on identifying awareness of google maps***

***Submitted in partial fulfillment of the requirements for the award of  
Bachelor of Business Administration***

*By*

**S. ASWARIYA**

***Register No. 38280023***



***SCHOOL OF BUSINESS ADMINISTRATION***

**SATHYABAMA**

***INSTITUTE OF SCIENCE AND TECHNOLOGY  
(DEEMED TO BE UNIVERSITY)***

***Accredited with Grade "A" by NAAC I 12B Status by UGC I Approved by AICTE***

***JEPPIAAR NAGAR RAJIV GANDHI SALAI, CHENNAI - 600119***

***April – 2021***



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**JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI- 600 119**

**SCHOOL OF MANAGEMENT STUDIES**

**BONAFIDE CERTIFICATE**

*This is to certify that this Project Report is the bonafide work of **S. ASWARIYA** 38280023 who carried out the project entitled "**A study on identifying awareness OF GOOGE MAPS**" under my supervision from January 2021 to March 2021.*

***Internal Guide***

***External Guide(if Applicable)***

***Dr. BHUVANESWARI .G, MBA., Ph.D***

***Dean – School of Management Studies***

---

***Submitted for Viva voce Examination held on***

***Internal Examiner***

***External Examine***

## ***DECLARATION***

***S. ASWARIYA 38280023 hereby declare that the Project Report entitled A Study on identifying awareness of google maps done by me under the guidance of Dr. Madhan.N at is submitted in partial fulfillment of the requirements for the award of Bachelor of Business Administration degree.***

***DATE:***

***PLACE:***

***SIGNATURE OF THE CANDIDATE***

## ***ACKNOWLEDGEMENT***

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**S. ASWARIYA**

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## **Chapter 1**

### ***Abstract.***

*The google maps very Essential for every person, let it be travelling from one place to another or to find the distance between multiple locations or to get information about a place. This paper gives the review of different web based applications which are used in Mumbai for travelling by many users. This paper gives us a study of different applications used for travelling to multiple destinations via different modes of transportation i.e. Bus, Train, Taxi, Metro, etc. Each and every application have some pros and cons because the working of all the applications are different and Each and every application tries to solve a single problem.*

*Keywords: Navigation system, fastest route, Mumbai transportation system.*

### **1.1.1Introduction.**

*IN today life The importance of topic is the user, s opinion towards the benefits of google maps in time and money are very important in today life It travelling on a long route, instead of shorts route The google maps can guide those using GSP to reach their destination. Google maps help users to choose different types of transportation I. e bus, train, car, etc. Google map is used for getting location of different city . Google maps also gives the distance and for traveling one place to another*

### **1.2 Industry profile :**

***Google Maps is a web mapping service developed by Google. It offers satellite imagery, aerial photography, street maps, 360° interactive panoramic views of streets (Street View), real-time traffic conditions, and route planning for traveling by foot, car, bicycle, air (in beta) and public transportation. In 2020, Google Maps was used by over 1 billion people every month.[citation needed]***

### **1.3 Company profile :**

***Google Maps began as a C++ desktop program at Where 2 Technologies. In October 2004, the company was acquired by Google, which converted it into a web application. After additional acquisitions of a geospatial data visualization company and a real time traffic analyzer, Google Maps was launched in February 2005.[1] The service's front end utilizes JavaScript, XML, and Ajax. Google Maps offers an API that allows maps to be embedded on third-party websites,[2] and offers a locator for businesses and other organizations in numerous countries around the world. Google Map Maker allowed users to collaboratively expand and update the service's mapping worldwide but was discontinued from March 2017. However, crowdsourced contributions to Google Maps were not discontinued as the company announced those features would be transferred to the Google Local Guides program.[3]***

### ***1.4 Need for the study.***

- 1) To study the customer satisfaction of users opinion towards the benefits of google maps***
- 2) To study the enhancement of benefits of google maps.***
- 3) To know the opinion about the benefits of google maps.***
- 4)It travelling on a long route, instead of shorts route***
- 5) The google maps can guide those using GSP to reach their destination***
- 6) Google maps help users to choose different types of transportation I. e bus, train, car, etc***

7) *Google map is used for getting location of different city .*

8) *Google maps also gives the distance and for traveling one place to another to the user.*

### **1.5 Scope and significance of study**

- *User, s opinion towards the benefits of google maps .*
- *It was opened in February 8 2005 google maps was first launched .*
- *Today google maps is used by more than 1 billion people all over the world every month.*
- *The take it to street views may 29,2007 marked the debut of street views*

### **1.6 Objectives of the study:**

#### **Primary objective :**

*Customer satisfaction user, s opinion towards the benefits of google maps in Chennai*

#### **Secondary objective :**

*To investigate the customer satisfaction towards the benefits of google maps*

*To study about the benefits of google maps*

*To analysis of customers satisfaction expectation of google maps.*

## **CHAPTER 2**

### **Review of Literature**

- 1) *Borrego. A (2020) – Google maps and have been reviewed by users usually with however recent year have seen proliferation of web platform that allows consumer to review.*
- 2) *CV. sundermann (2019)- There are many definition of context in the literature depending on the application area text is usually very large it is necessary to use opinion.*
- 3) *Folstand and kvale (2018)- The customer experience journey are maps of a series of observable touch point or interactions between the service provider and the customers.*
- 4) *Chained Chen (2017)- Google Maps systematic review of literature concerning major aspect of science mapping to serve two primary first demonstrated the use of science mapping second to identify major.*
- 5) *F. Cordella (2016)- The google Scholar database of systematic review the*

*inclusion criteria for selecting the publication relevant for the review purpose.*

- 6) *RE. ROTH (2015)- user centered design for interactive maps. A case study in crime analysis by report E we contribute to the expending literature on USD for interactions maps in two ways.*
- 7) *Collins (2014)- The approach aims at mapping a vast literature framed by a broad theme and report it's spatial temporal conceptual and thematic trends.*
- 8) *Oliea and Mateo Tomas (2013)- Google Maps and street views in related scientific fields only a few criminological studies have tapped into the power of online mapping technology for research purposes.*
- 9) *Dodsworth and Nicholson (2012)- Google Maps pro is open source software that includes many tools that help visualize a location at different spatial and temporal scale measure distance.*
- 10) *Fujita (2011)- The street views imagery allowed the research to estimate the number of vehicle parked on street segment in Newark, new jersey's as well as their make model and generation.*
- 11) *Taylor Francis (2010)- Google Maps is reviewed in the work in small teams and members review each others work through a peer review system .*
- 12) *R. Kamadjeu (2009)-The mapping available to a new set of public health user in developing apart from traditional GIS software notably it's limited spatial data processing analysis and modelling.*

- 13) *Machine and my. Evey (2008)- The approach two mapping by core Ideas or description developed from keyword in research topics and mapping by author these maps can be subdivided by categories process based on theories definition chronology*
- 14) *Romer. W (2007)- The graphical organising software as a tools as writing system in proceeding of the first international conference on concept mapping.*
- 15) *Kamler and Thomas (2006)- Research field maps provide tangible evidence of a student understanding and interpretation of the research domain which can be shared with both peer and supervisor.*
- 16) *Boots and Beile (2005)-A thoroughly sophisticated review literature is even more important in education research within its messy complex problems than in most others fields and disciplines*
- 17) *Budd. J. W (2004)- The mind maps as class room exercise journal of economic education from thought to conceptual maps tools as writing system in proceeding of the first one conference on concept mapping.*
- 18) *Heinrich (2001)- The advise students to use Google mind maps as a process of deduction mapping specific to general concepts.*
- 19) *Canter and Hodge (2000)-sketch maps drawn by hand are valuable instruments to tap into offenders knowledge of their physical environment and the offense that take place there.*
- 20) *Pringle (2010)- Google Maps as an alternative to expensive commercial satellite imagery to assess the habitat of certain animal species for instance geographer reply on aerial photography from Google Maps .*

## **Conclusion :**

*A literature review constitute an essential of thesis dissertation ,ormay be self-contained review of writing on a subject ,In either case ,It purpose is to place each work in context of its contribution to understanding of subject under reviews.*

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

## *Descriptive research design*

*Descriptive Research design is the framework for conducting a research which includes all the steps necessary to obtain information for set objectives. Quantitative research can be undertaken if the researcher wants to scientifically test a hypothesis with the use of definite numbers. Surveys and questionnaires form the means by which quantitative data can be collected.*

### **3.2 Source of Data**

*The study involved both primary and secondary data collected for making a meaningful influence on the topic of study.*

#### **Primary Data:**

*The number of participants to be included in the study contributed to the sample size. The researcher aimed at having 150 samples. Totally 20 questionnaire were distributed to the customers, but managed to get 12 questionnaires from the respondents.*

#### **Secondary Data:**

*The Secondary information gathered through internet, magazine, Journals, Text Book and company website.*

### **3.3 Sampling Technique**

#### *Convenience Sampling Method*

*Convenience sampling is a type of sampling where the first available primary data source will be used for the research without additional requirements.*

### **3.4 Period of Study**

*The duration of study: From Dec 2020 to Mar 2021.*

### **3.5 Structure of Questionnaire**

*Questionnaires are divided into two sections. First part was designed to Customer general information and second part was designed to customer experience about google maps*

### **3.6 Analytical Tools**

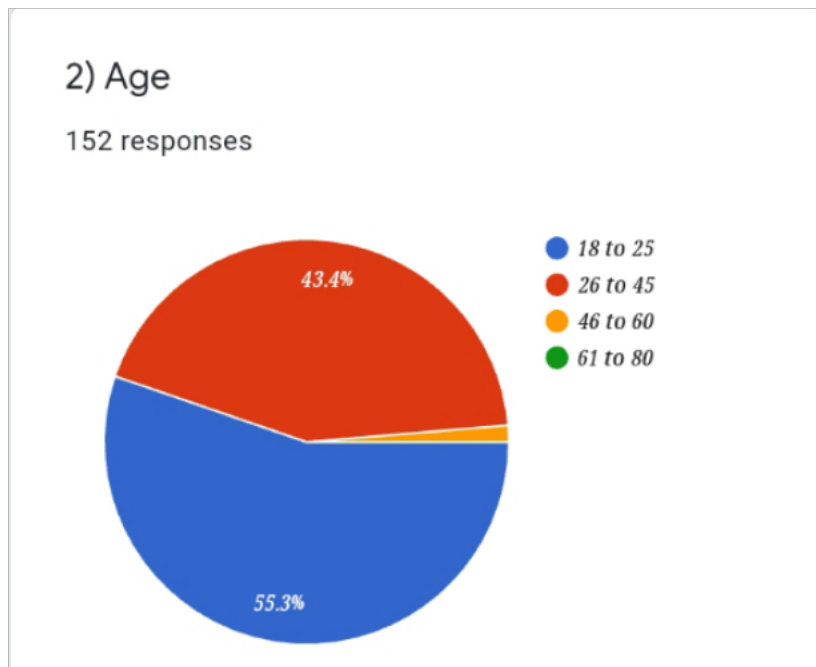
*Percentage analyzes, Pie-Chart.*

## CHAPTER 4

### DATA ANALYSIS AND INTERPRETATION

#### 4.1.1 Age of the respondents

| S. NO | PARTICULARS | NO. OF RESPONDENTS | PERCENTAGE |
|-------|-------------|--------------------|------------|
| 1     | 18-25       | 86                 | 55.3%      |
| 2     | 26-45       | 65                 | 43.4%      |
| 3     | 46-60       | 2                  | 1.3%       |
| 4     | 61-80       | 0                  | 0%         |
| TOTAL |             | 152                | 100        |



***Interpretation :***

***From the above table ,it is interpreted that the number of respondent between 18-25 age are respondents are 55.3% between 26-45 age of respondents are 43.4% between 46-60 age of respondents are 0%between 61-80 age of respondents are 0%***

***Inference :***

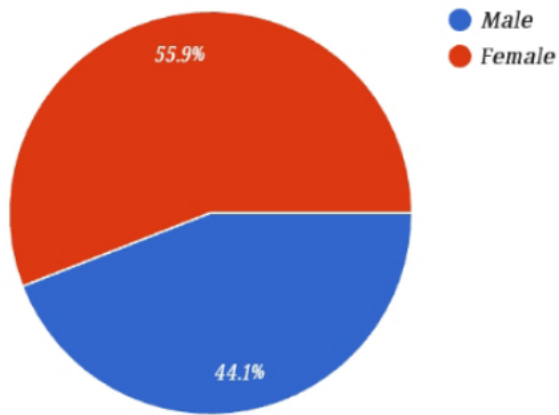
***Majority (55.3%)of the respondents are age between 18 to 25***

***4.1.2 GENDER OF THE RESPONDENTS***

| <b><i>S. NO</i></b> | <b><i>PARTICULARS</i></b> | <b><i>NO. OF RESPONDENTS</i></b> | <b><i>PERCENTAGE</i></b> |
|---------------------|---------------------------|----------------------------------|--------------------------|
| <b><i>1</i></b>     | <b><i>MALE</i></b>        | <b><i>67</i></b>                 | <b><i>44.1%</i></b>      |
| <b><i>2</i></b>     | <b><i>FEMALE</i></b>      | <b><i>86</i></b>                 | <b><i>55.9%</i></b>      |
| <b><i>TOTAL</i></b> |                           | <b><i>152</i></b>                | <b><i>100</i></b>        |

### 3) Gender :

152 responses



#### *Interpretation :*

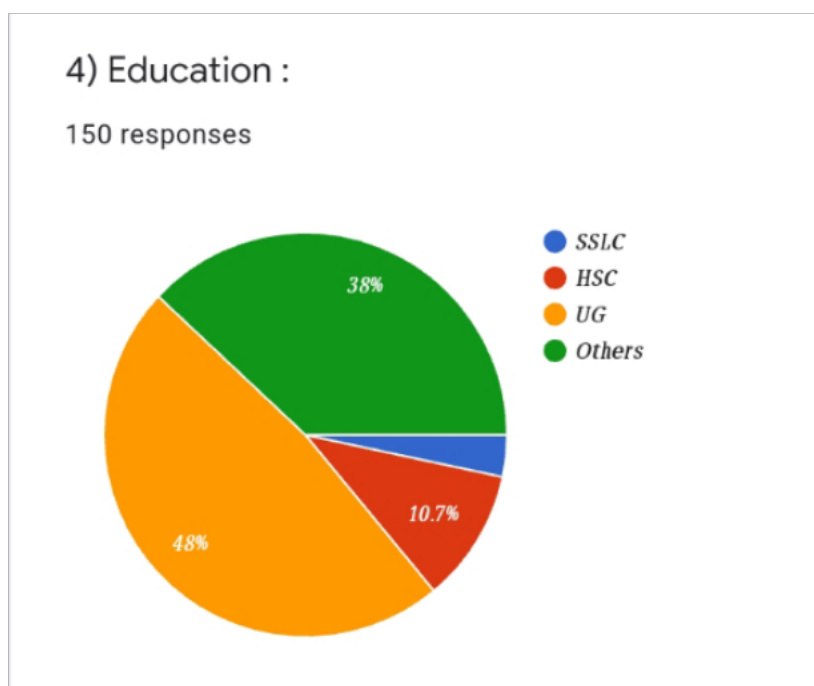
*From the above table, it is interpreted that number of female respondents is 55.9% and male respondents is 44.1%*

#### *Inference :*

*Majority (55.9%) of respondent are female*

### **4.1.3 EDUCATION OF THE RESPONDENTS**

| <i>S. NO</i> | <i>PARTICULARS</i> | <i>NO. OF RESPONDENTS</i> | <i>PERCENTAGE</i> |
|--------------|--------------------|---------------------------|-------------------|
| <i>1</i>     | <i>SSLC</i>        | <i>5</i>                  | <i>3.3%</i>       |
| <i>2</i>     | <i>HSC</i>         | <i>17</i>                 | <i>10.7%</i>      |
| <i>3</i>     | <i>UG</i>          | <i>74</i>                 | <i>48%</i>        |
| <i>4</i>     | <i>OTHERS</i>      | <i>57</i>                 | <i>38%</i>        |
| <i>TOTAL</i> |                    | <i>152</i>                | <i>100</i>        |



***Interpretation :***

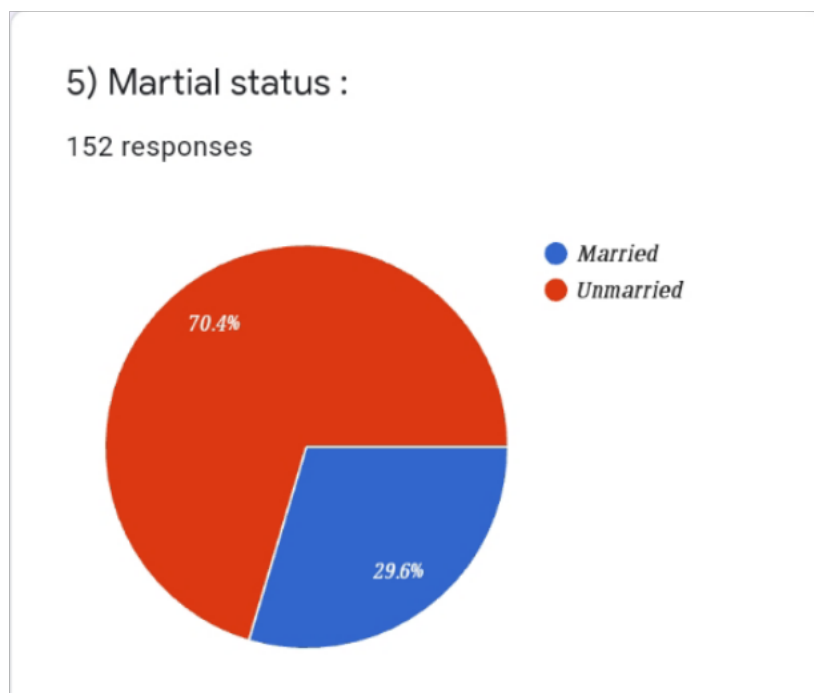
***From the above table it is interpreted that the number of respondents SSLC is 5 % HSC is 10.7% UG is 48% others are 38%***

***Inference :***

***Majority (48%)of the respondents are UG***

#### 4.1.4 MARTIAL STATUS OF THE RESPONDENTS

| <i>S.NO</i>  | <i>PARTICULARS</i> | <i>NO. OF RESPONDENTS</i> | <i>PERCENTAGE</i> |
|--------------|--------------------|---------------------------|-------------------|
| <i>1</i>     | <i>MARRIED</i>     | <i>45</i>                 | <i>29.6%</i>      |
| <i>2</i>     | <i>UNMARRIED</i>   | <i>108</i>                | <i>70.4%</i>      |
| <i>TOTAL</i> |                    | <i>152</i>                | <i>100</i>        |



***Interpretation :***

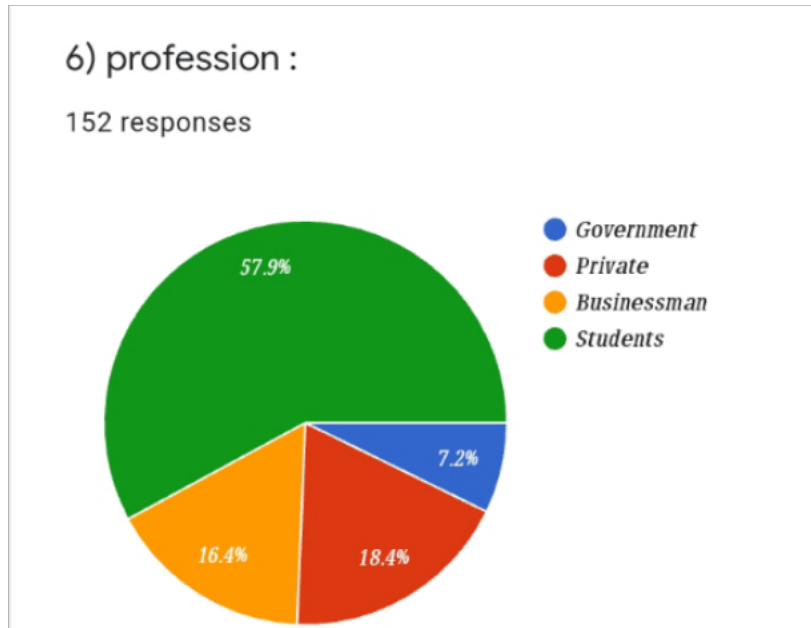
***From above table it is interpreted that the number of respondents are were unmarried is 70.4% and married is 29.6%***

***Inference :***

***Majority (70.4%)of the respondents are unmarried***

***4.1.5 PROFESSION OF THE RESPONDENTS***

| <b><i>S. NO</i></b> | <b><i>PARTICULARS</i></b> | <b><i>NO. OF RESPONDENTS</i></b> | <b><i>PERCENTAGE</i></b> |
|---------------------|---------------------------|----------------------------------|--------------------------|
| <b><i>1</i></b>     | <b><i>GOVERNMENT</i></b>  | <b><i>9</i></b>                  | <b><i>7.2%</i></b>       |
| <b><i>2</i></b>     | <b><i>PRIVATE</i></b>     | <b><i>28</i></b>                 | <b><i>18.4%</i></b>      |
| <b><i>3</i></b>     | <b><i>BUSINESSMAN</i></b> | <b><i>24</i></b>                 | <b><i>16.4%</i></b>      |
| <b><i>4</i></b>     | <b><i>STUDENTS</i></b>    | <b><i>87</i></b>                 | <b><i>57.9%</i></b>      |
| <b><i>TOTAL</i></b> |                           | <b><i>152</i></b>                | <b><i>100</i></b>        |



*Interpretation :*

*From above table, it is interpreted that the number of respondents of Government is 7.2% and private number of respondents are 18.4% and Businessman is 16.4% and students respondents is 57.9%*

*Inference :*

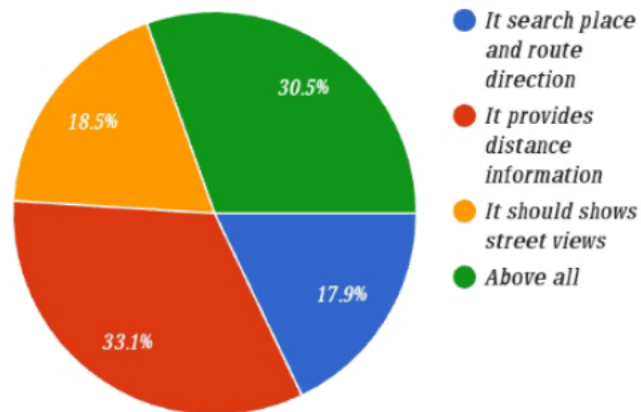
*Majority (57.9%) of the respondents are students*

#### **4.1.6 FEATURE PROVIDE GOOGLE MAPS PREFERRED BY THE RESPONDENTS**

| <i>S. NO</i> | <i>PARTICULARS</i>                         | <i>NO. OF RESPONDENTS</i> | <i>PERCENTAGE</i> |
|--------------|--------------------------------------------|---------------------------|-------------------|
| <i>1</i>     | <i>IT SEARCH PLACE AND ROUTE DIRECTION</i> | <i>28</i>                 | <i>17.9%</i>      |
| <i>2</i>     | <i>IT PROVIDES DISTANCE INFORMATION</i>    | <i>51</i>                 | <i>33.1%</i>      |
| <i>3</i>     | <i>IT SHOWS STREET VIEWS</i>               | <i>26</i>                 | <i>18.5%</i>      |
| <i>4</i>     | <i>ABOVE ALL</i>                           | <i>47</i>                 | <i>30.5%</i>      |
| <i>TOTAL</i> |                                            | <i>152</i>                | <i>100</i>        |

7) what are the feature provide google maps?

151 responses



***Interpretation :***

***From above the table it is interpreted that the number of respondents it search place and route direction is 17.9% and it provides distance information is 33.1% and it shows street views is 18.5% and above all respondents is 30.5%***

***Inference :***

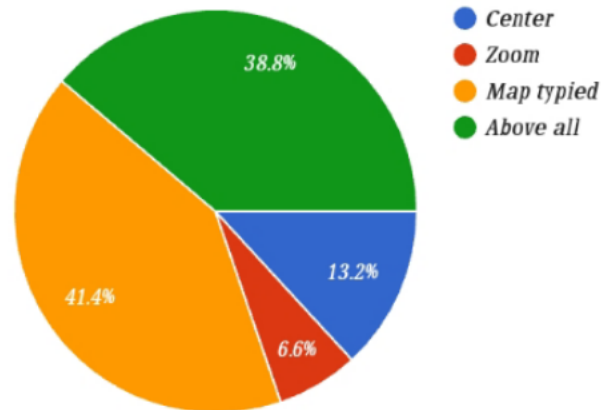
***Majority (33.1%) of the respondents of distance information***

***4.1.7 GOOGLE MAPS OPTIONS AVAILABLE IN APP***

| <b><i>S. NO</i></b> | <b><i>PARTICULARS</i></b> | <b><i>NO. OF RESPONDENTS</i></b> | <b><i>PERCENTAGE</i></b> |
|---------------------|---------------------------|----------------------------------|--------------------------|
| <b><i>1</i></b>     | <b><i>CENTER</i></b>      | <b><i>19</i></b>                 | <b><i>13.2%</i></b>      |
| <b><i>2</i></b>     | <b><i>ZOOM</i></b>        | <b><i>12</i></b>                 | <b><i>6.6%</i></b>       |
| <b><i>3</i></b>     | <b><i>MAP TYPIED</i></b>  | <b><i>62</i></b>                 | <b><i>41.4%</i></b>      |
| <b><i>4</i></b>     | <b><i>ABOVE ALL</i></b>   | <b><i>59</i></b>                 | <b><i>38.8%</i></b>      |
| <b><i>TOTAL</i></b> |                           | <b><i>152</i></b>                | <b><i>100</i></b>        |

8) what are the google maps options available in app ?

152 responses



*Interpretation :*

*From above table ,it is interpreted that number of respondents are center is 13.2% and zoom is 6.6% are respondents and mapping typed are 41.4% and above all are respondents is 38.8%*

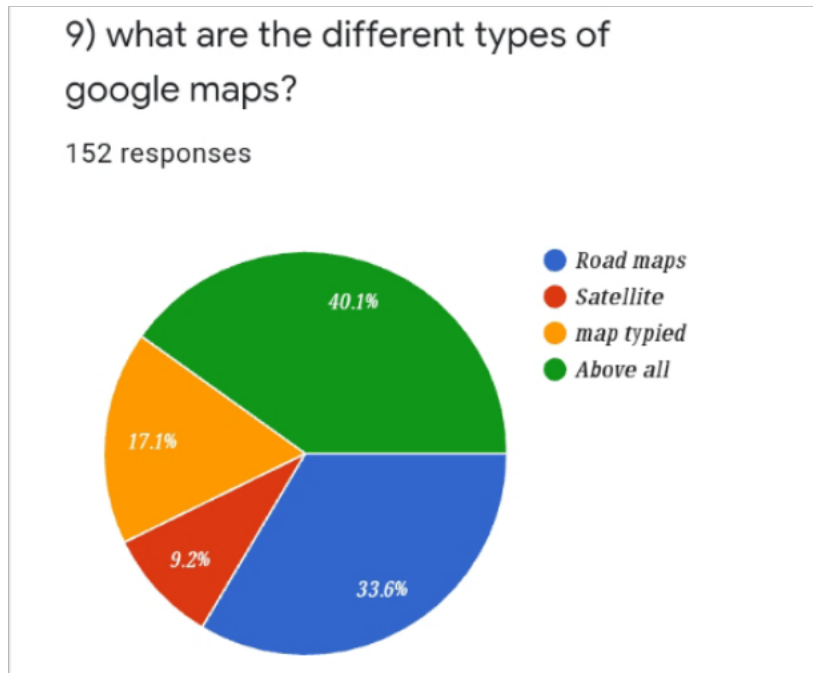
*Inference :*

*Majority (41.4%)of the respondents are maps typed*

#### **4.1.8 DIFFERENT TYPES OF GOOGLE MAPS**

| <i>S. NO</i> | <i>PARTICULARS</i> | <i>NO. OF RESPONDENTS</i> | <i>PERCENTAGE</i> |
|--------------|--------------------|---------------------------|-------------------|
| <i>1</i>     | <i>ROAD MAPS</i>   | <i>51</i>                 | <i>33.6</i>       |
| <i>2</i>     | <i>SATELLITE</i>   | <i>14</i>                 | <i>9.2%</i>       |

|       |            |     |       |
|-------|------------|-----|-------|
| 3     | MAP TYPIED | 27  | 17.1% |
| 4     | ABOVE ALL  | 61  | 40.1% |
| TOTAL |            | 152 | 100   |



***Interpretation :***

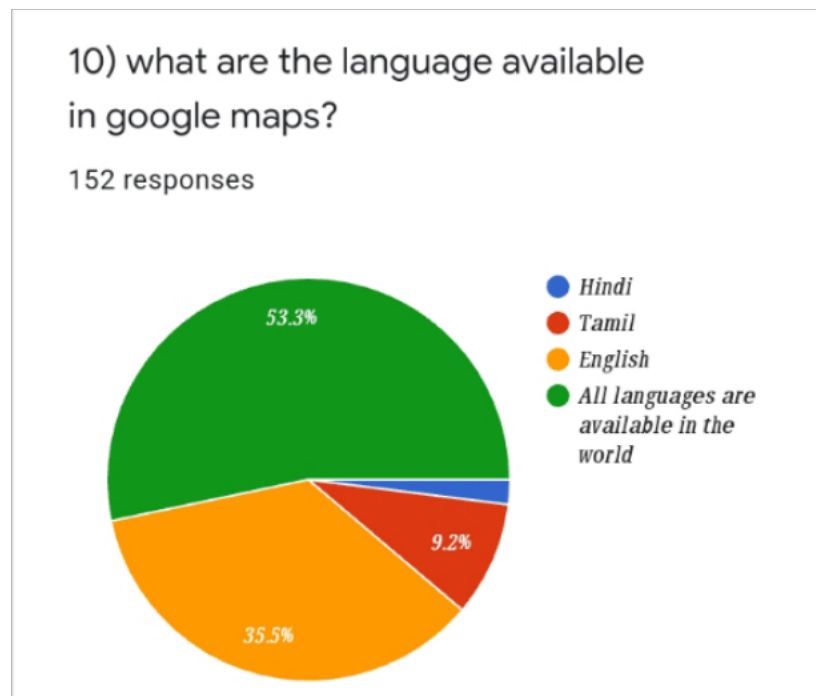
***From the above table it is interpreted that number of respondents is road maps is 33.6% and satellite of respondents is 9.2% and mapping typed are 17.1% and above all respondents are 40.1%***

***Inference :***

***Majority (40.1) of the respondents are above all***

#### 4.1.9 LANGUAGES AVAILABLE IN GOOGLE MAPS

| <i>S. NO</i> | <i>PARTICULARS</i>                              | <i>NO. OF RESPONDENTS</i> | <i>PERCENTAGE</i> |
|--------------|-------------------------------------------------|---------------------------|-------------------|
| <i>1</i>     | <i>HINDI</i>                                    | <i>3</i>                  | <i>4%</i>         |
| <i>2</i>     | <i>TAMIL</i>                                    | <i>14</i>                 | <i>9.2%</i>       |
| <i>3</i>     | <i>ENGLISH</i>                                  | <i>54</i>                 | <i>35.5%</i>      |
| <i>4</i>     | <i>ALL LANGUAGES ARE AVAILABLE IN THE WORLD</i> | <i>81</i>                 | <i>55.3%</i>      |
| <i>TOTAL</i> |                                                 | <i>152</i>                | <i>100</i>        |



***Interpretation :***

***From above the table it is interpreted that number of respondent of language in google maps is Hindi 0% and Tamil is 9.2% and English is 35.5% and all languages are available in the world is 55.3%***

***Inference :***

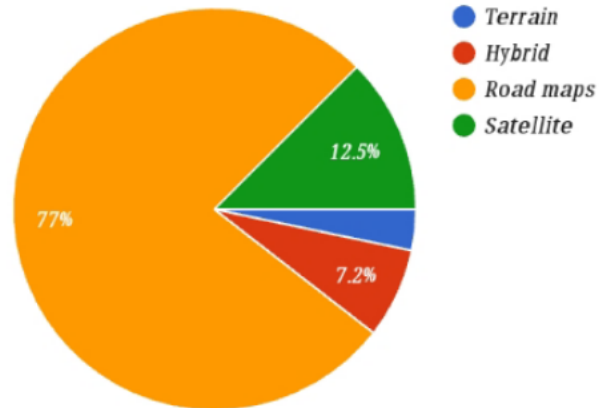
***Majority (53.3%) of the respondents are all languages are available in the world***

***4.1.10 ROAD MAPS PREFERRED BY RESPONDENTS***

| <b><i>S. NO</i></b> | <b><i>PARTICULARS</i></b> | <b><i>NO. OF RESPONDENTS</i></b> | <b><i>PERCENTAGE</i></b> |
|---------------------|---------------------------|----------------------------------|--------------------------|
| <b><i>1</i></b>     | <b><i>TERRAIN</i></b>     | <b><i>5</i></b>                  | <b><i>0%</i></b>         |
| <b><i>2</i></b>     | <b><i>HYBRID</i></b>      | <b><i>11</i></b>                 | <b><i>7.2%</i></b>       |
| <b><i>3</i></b>     | <b><i>ROAD MAPS</i></b>   | <b><i>117</i></b>                | <b><i>77%</i></b>        |
| <b><i>4</i></b>     | <b><i>SATELLITE</i></b>   | <b><i>19</i></b>                 | <b><i>12.5%</i></b>      |
| <b><i>TOTAL</i></b> |                           | <b><i>152</i></b>                | <b><i>100</i></b>        |

11) which road maps do you use ?

152 responses



***Interpretation :***

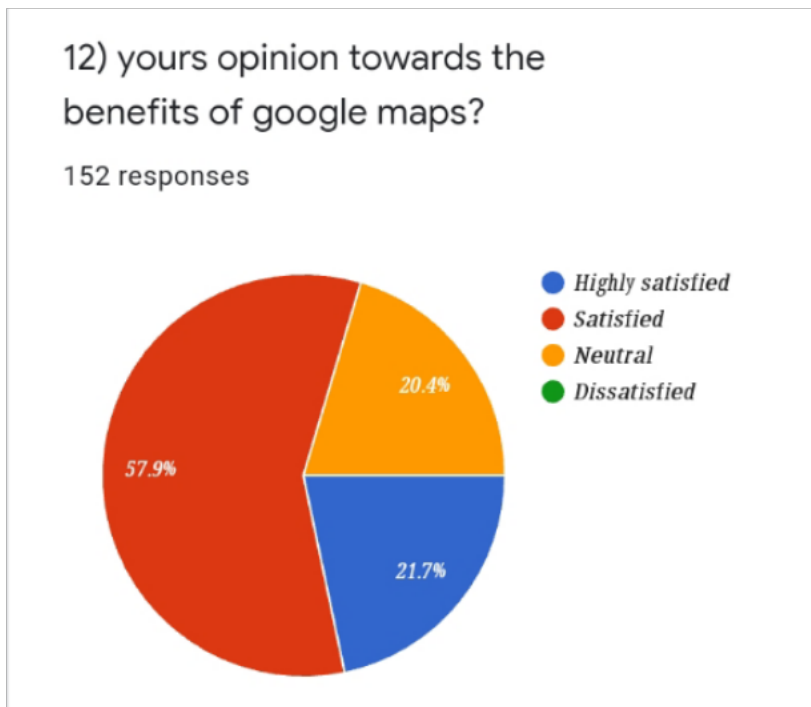
***From the above table it is interpreted that number of respondents are terrain are 4% and Hybrid are 7.2% and road maps are 77% and satellites are 12.5%***

***Inference :***

***Majority (77%) of respondents are Road maps***

#### 4.1.11 RESPONDENTS OPINION TOWARDS BENEFITS OF GOOGLE MAPS

| <i>S. NO</i> | <i>PARTICULARS</i>      | <i>NO. OF RESPONDENTS</i> | <i>PERCENTAGE</i> |
|--------------|-------------------------|---------------------------|-------------------|
| <i>1</i>     | <i>HIGHLY SATISFIED</i> | <i>33</i>                 | <i>21.7%</i>      |
| <i>2</i>     | <i>SATISFIED</i>        | <i>88</i>                 | <i>57.9%</i>      |
| <i>3</i>     | <i>NEUTRAL</i>          | <i>31</i>                 | <i>20.4%</i>      |
| <i>4</i>     | <i>DISSATISFIED</i>     | <i>0</i>                  | <i>0%</i>         |
| <i>TOTAL</i> |                         | <i>152</i>                | <i>100</i>        |



*Interpretation :*

*From the above table it is interpreted that number of respondents of google maps is highly satisfied is 21.7% and satisfied are 57.9% Neutral is 20.4% and dissatisfied are 0%*

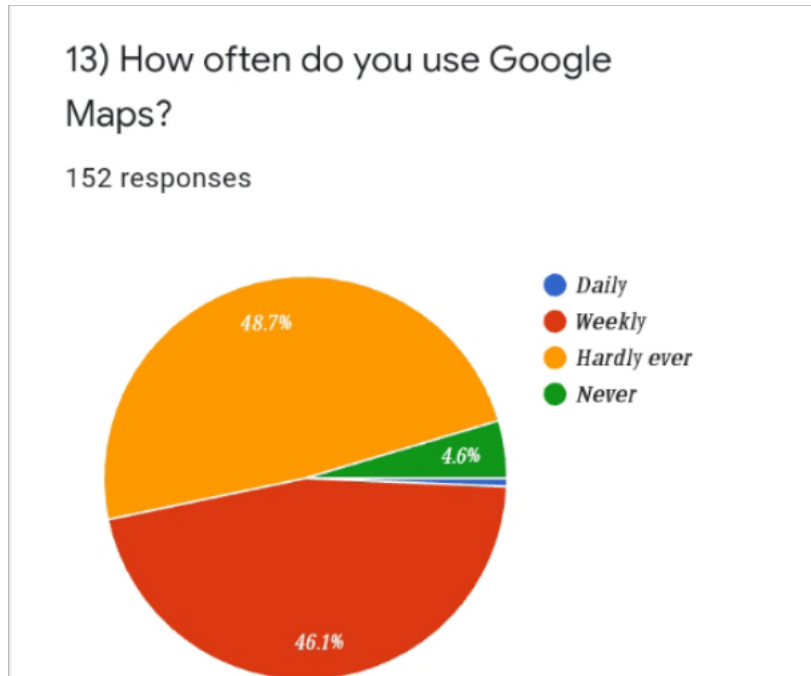
*Inference :*

*Majority ( 57.9%) of respondents are satisfied*

#### **4.1.12 RESPONDENTS OFTEN USE GOOGLE MAPS**

| <b><i>S. NO</i></b> | <b><i>PARTICULARS</i></b> | <b><i>NO. OF<br/>RESPONDENTS</i></b> | <b><i>PERCENTAGE</i></b> |
|---------------------|---------------------------|--------------------------------------|--------------------------|
| <b><i>1</i></b>     | <b><i>DAILY</i></b>       | <b><i>1</i></b>                      | <b><i>6%</i></b>         |
| <b><i>2</i></b>     | <b><i>WEEKLY</i></b>      | <b><i>70</i></b>                     | <b><i>46.1%</i></b>      |
| <b><i>3</i></b>     | <b><i>HARDLY EVER</i></b> | <b><i>74</i></b>                     | <b><i>48.7%</i></b>      |
| <b><i>4</i></b>     | <b><i>NEVER</i></b>       | <b><i>7</i></b>                      | <b><i>4.6%</i></b>       |
| <b><i>TOTAL</i></b> |                           | <b><i>152</i></b>                    | <b><i>100</i></b>        |

*Interpretation :*



*From the above table it is interpreted that number of respondent often use Google Maps is daily are 6% and weekly is 46.1% and hardly ever is 48.7% and never is 4.6%*

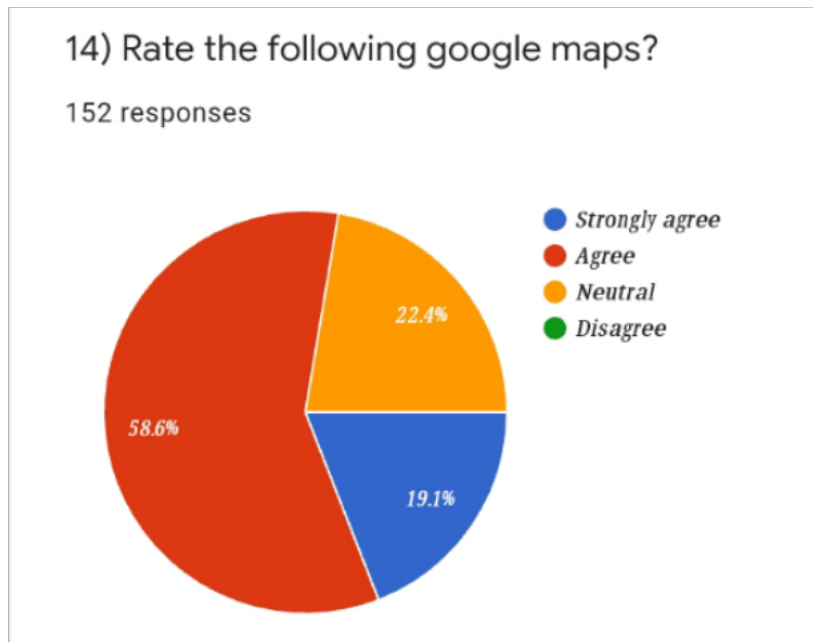
*Inference :*

*Majority (48.7%) of respondents are hardly ever*

#### **4.1.13 RESPONDENTS RATE THE FOLLOWING GOOGLE MAPS**

| S. NO | PARTICULARS | NO. OF RESPONDENTS | PERCENTAGE |
|-------|-------------|--------------------|------------|
|-------|-------------|--------------------|------------|

|              |                           |            |              |
|--------------|---------------------------|------------|--------------|
| <i>1</i>     | <i>STRONGLY<br/>AGREE</i> | <i>29</i>  | <i>19.1%</i> |
| <i>2</i>     | <i>AGREE</i>              | <i>89</i>  | <i>58.6%</i> |
| <i>3</i>     | <i>NEUTRAL</i>            | <i>34</i>  | <i>22.4%</i> |
| <i>4</i>     | <i>DISAGREE</i>           | <i>0</i>   | <i>0%</i>    |
| <i>TOTAL</i> |                           | <i>152</i> | <i>100</i>   |



*Interpretation :*

*From the above table it is interpreted that number of respondents rate of following in google maps is strongly agree is 19.1% and agree is 58.6% and neutral is 22.4% and disagree are 0%*

*Inference :*

*Majority (58.6%) of respondent are agree*

**4.1.14 GOOGLE MAPS ENCOURAGES PEOPLE TO VISIT WEBSITE**

| <i>S. NO</i> | <i>PARTICULARS</i>     | <i>NO. OF RESPONDENTS</i> | <i>PERCENTAGE</i> |
|--------------|------------------------|---------------------------|-------------------|
| <i>1</i>     | <i>AGREE</i>           | <i>118</i>                | <i>78.3%</i>      |
| <i>2</i>     | <i>DISAGREE</i>        | <i>4</i>                  | <i>2.6%</i>       |
| <i>3</i>     | <i>NEUTRAL</i>         | <i>29</i>                 | <i>19.1%</i>      |
| <i>4</i>     | <i>HIGHLY DISAGREE</i> | <i>0</i>                  | <i>0%</i>         |
| <i>TOTAL</i> |                        | <i>152</i>                | <i>100</i>        |



#### *Interpretation*

*From above table it is interpreted that number of respondent are encouraged the people to visit website are agree is 78.3% and disagree is 2.6% and neutral is 19.1% and highly disagree is 0%*

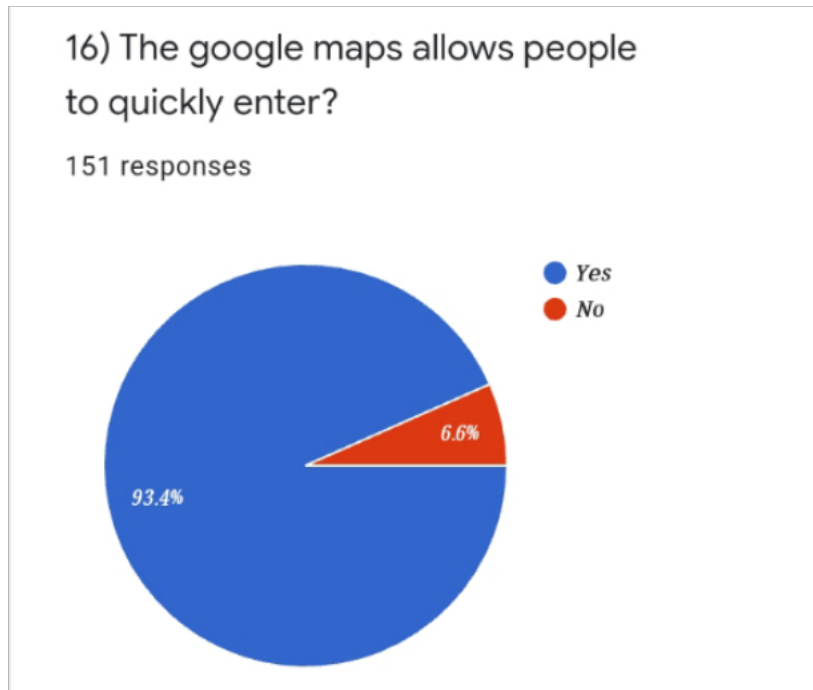
#### *Inference :*

*Majority (78.3) of respondents are agree*

#### **4.1.15 THE GOOGLE MAPS ALLOWS PEOPLE TO QUICKLY ENTER**

| S. NO | PARTICULARS | NO. OF RESPONDENTS | PERCENTAGE |
|-------|-------------|--------------------|------------|
| 1     | YES         | 142                | 93.4%      |

|              |           |     |      |
|--------------|-----------|-----|------|
| 2            | <i>NO</i> | 10  | 6.6% |
| <i>TOTAL</i> |           | 152 | 100  |



***Interpretation :***

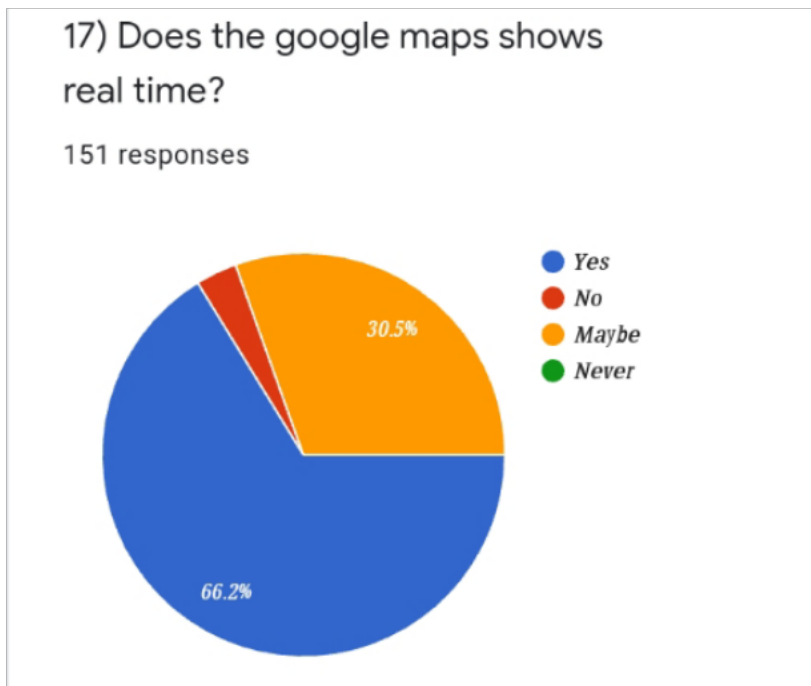
***From the above table it is interpreted that number of respondents are people quickly enter is yes is 93.4% and No are 6.6%***

***Inference :***

***Majority (93.4%) are respondents is yes***

#### 4.1.16 THE GOOGLE MAPS SHOWS REAL TIME

| <i>S. NO</i> | <i>PARTICULARS</i> | <i>NO. OF RESPONDENTS</i> | <i>PERCENTAGE</i> |
|--------------|--------------------|---------------------------|-------------------|
| <i>1</i>     | <i>YES</i>         | <i>102</i>                | <i>66.2%</i>      |
| <i>2</i>     | <i>NO</i>          | <i>45</i>                 | <i>3.3%</i>       |
| <i>3</i>     | <i>MAYBE</i>       | <i>5</i>                  | <i>30.5%</i>      |
| <i>4</i>     | <i>NEVER</i>       | <i>0</i>                  | <i>0%</i>         |
| <i>TOTAL</i> |                    | <i>152</i>                | <i>100</i>        |



*Interpretation*

*From the above table it is interpreted that number of respondents are maps shows the real time yes 66.2% and No is 0% and maybe is 30.5% and never is 0%*

*Inference :*

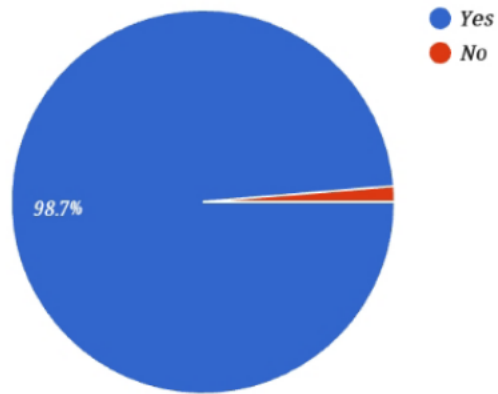
*Majority (66.2 %) of respondents are yes*

**4.1.17 IN GOOGLE MAPS SHOWS THE CORRECT PLACE**

| <i>S. NO</i> | <i>PARTICULARS</i> | <i>NO. OF RESPONDENTS</i> | <i>PERCENTAGE</i> |
|--------------|--------------------|---------------------------|-------------------|
| <i>1</i>     | <i>YES</i>         | <i>150</i>                | <i>98.7</i>       |
| <i>2</i>     | <i>NO</i>          | <i>2</i>                  | <i>1.3%</i>       |
| <i>TOTAL</i> |                    | <i>152</i>                | <i>100</i>        |

18) In google maps shows the correct place ?

152 responses



*Interpretation :*

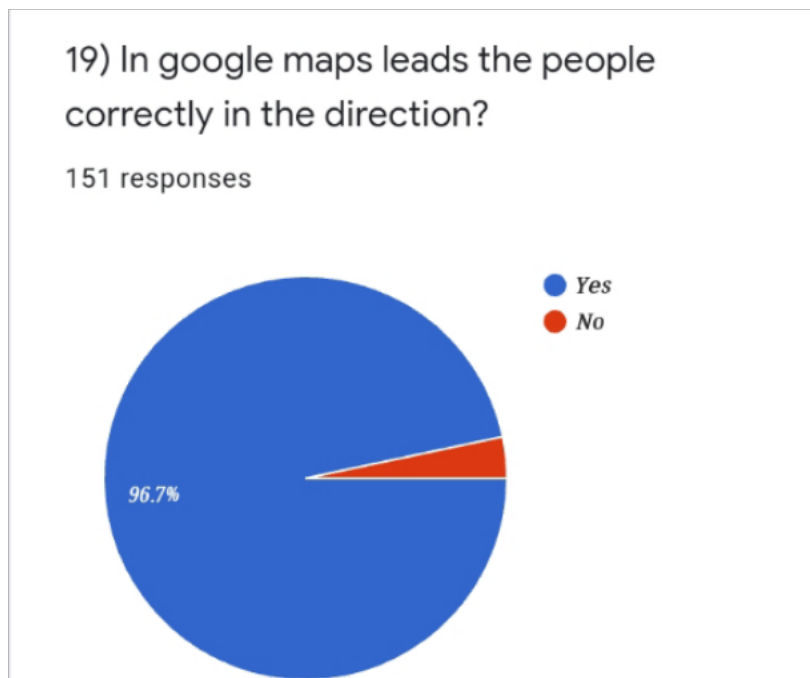
*From the above table it is interpreted that number of respondents are shows the correct place yes is 98.7 and no is 1.3%*

*Inference :*

*Majority (98.7)of respondents are yes*

**4.1.18 IN GOOGLE MAPS LEADS THE PEOPLE CORRECTLY IN THE DIRECTION**

| <i>S. NO</i> | <i>PARTICULARS</i> | <i>NO. OF RESPONDENTS</i> | <i>PERCENTAGE</i> |
|--------------|--------------------|---------------------------|-------------------|
| <i>1</i>     | <i>YES</i>         | <i>1147</i>               | <i>96.7%</i>      |
| <i>2</i>     | <i>NO</i>          | <i>5</i>                  | <i>3.3</i>        |
| <i>TOTAL</i> |                    | <i>152</i>                | <i>100</i>        |



***Interpretation :***

***From the above table it is interpreted that number of respondents are correctly in the***

*direction yes are 96.7% and no is 3.3%*

*Inference :*

*Majority(96.7%) of respondents are yes*

## **Chapter 5**

### **Finding.**

- 1) Majority (55.3%)of the respondents are age between 18 to 25*
- 2)Majority (55.9%) of respondent are male*
- 3)Majority (10.7%)of the respondents are Hsc*
- 4)majority( 70.4%)of the respondents are married*
- 5)Majority (57.9%) of the respondents are students*
- 6)Majority (30.5%) of the respondents of above all*
- 7)Majority (41.4%)of the respondents are above all*
- 8)Majority (40.1) of the respondents are above all*
- 9) Majority (53.3%) of the respondents are all languages are available in the w  
World*
- 10)Majority (12.5%) of respondents are satellite*
- 11)Majority ( 57.9%) of respondents are satisfied*
- 12) Majority (48.7%) of respondents are hardly ever*
- 13)Majority (58.6%) of respondent are agree*
- 14)Majority (78.3) of respondents are agree*
- 15)Majority (93.4%) are respondents is yes*
- 16)Majority (66.2 %) of respondents are yes*
- 17)Majority (98.7)of respondents are yes*
- 18)Majority(96.7%) of respondents are yes*

## ***Suggestions :***

*The overall experience index from the study reveal that the A study on identifying awareness of google maps performance are well in customer satisfaction someone of the customer complaints about the google maps sometimes net work issues and shows wrong route etc.*

## ***Conclusion :***

*A study on identifying awareness of google maps his gives us a brief idea about the various applications which are available for transportation in Mumbai. We can see that one needs to use not one but many applications to get all the desired information. The applications are too mostly mobile based and they cannotbe accessed using web browser. All the applications have some or the other drawbacks as well. so there is need of a single applications which includes all the features that the user needs to make his travelling Easier.*

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## *Appendix Questionnaires*

1) *Name :-----*

2) *Age : 1) 18-25 2) 26-45 3) 46-60 4) 61-80*

3) *Gender : 1) male. 2) female*

4) *Education : 1) SSLC 2) HSC 3) UG 4) others*

5) martial status : 1) married 2) Unmarried

6)profession : 1) Government 2) private 3) Businessman 4) students

7) what are the feature provide google maps?

1) It search place and route direction

2) It provides distance information

3) It should shows street views

4) Above all

8) what are the google maps options available in app?

1) Center 2) zoom 3) map typed 4) above all

9) what are the different types of google maps?

1) Road maps 2) satellite 3) map typed 4) Above all

10) what are the language available in google maps?

1) Hindi 2) English 3) Tamil 4) All languages are available in the world

11) which road maps do you use ?

1) Terrain 2) Hybrid 3) Road maps 4) satellite

12) your opinion towards the benefits of google maps?

1) Highly satisfied 2) satisfied 3) Neutral 4) Dissatisfied

13) How often do you use Google Maps?

1) Daily 2) weekly 3) Hardly ever 4) Never

*14) Rate the following google maps?*

*1) strongly agree 2) agree 3) Neutral 4) disagree*

*15) Google Maps encourages people to visit your website ?*

*1) agree 2) dis agree 3) Neutral 4) Highly disagree*

*16) Google Maps allows the people quickly enter ?*

*1) agree 2) dis agree 3) Neutral 4) Never*

*17) Does the google maps shows real time?*

*1) yes 2) No 3) maybe 4) Never*

*18) The google maps shows correct place to lead?*

*1) yes. 2) No*

*19) In google maps leads the people correctly in the direction?*

*1) yes. 2) No*

*20) In. which ways would you improve the google maps?*

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