

INTENSITY OF GMAIL AND ITS UTILITY WITH SPECIFIC REFERENCE TO TIRUPPUR DISTRICT

T.Thiruvarama Selvi, Research Scholar in commerce*

Dr.R.Mohana Soundari, Research Guider**

Abstract

Information and communication play a vital role for the development of modernized economy. Email which is the important application of internet services provides a method to exchange digital messages between persons within few seconds all over the world. Emails can function as an effective communication for sharing basic information and the saved email can function as proof of a message sent or received which is easily accessible to remind the recipient of pertinent information. Many businesses use email as part of its marketing efforts to share information with prospects, customers, vendors. Email is the driving communication for both work and personal use . Digit India is the current phase of our economy where email would be the primary mode of official communication. Email has passed over three decades , but most of the people are using same email services like gmail,yahoo, hotmail,etc., over a long period. The recent developments for email service providers indicate an upcoming push towards innovative updates, in order to stay in the field and to win the competitors. Hence this creates the background for the research study to analyse the impact of gmail usage among different categories of people in tiruppur district which gained its growth after the increased usage of android based smart phones. Gmail is one of the top most free email service provider in the world which attracts more users after the development of smart phone usage.

Keywords: preferential factors to opt gmail, attributes related to gmail usage, efficacy and intensity of gmail.

* Research Scholar in Commerce,No.1 South Plot, ACE City Gardens, College Road, Anaipalayam, Tiruppur, Tamil Nadu, India

** Research Guide,Associate Professor in Commerce,Tiruppur Kumaran College For Women,Tiruppur – 641 687, Tamilnadu, India

1. Introduction :

Gmail the powerful product of google is a free advertising-supported email service integrated with its other applications and keep updating with new innovative features to enhance its service. Gmail started its official blog on April 1 2004. Gmail became the first app on the Google Play Store to hit one billion installations on Android devices on the year 2014. Gmail has a search-oriented interface and a "conversation view" similar to an Internet forum. Gmail interface has been integrated with other google services like Google+, Google calendar, Google drive, Google Hangouts, You Tube, Google Buzz, etc., The official blog of Gmail get started on July 2007. The attractive features of gmail like Easy access to cloud computing through cross-app cooperation enhances gmail a bit of an edge over other mail service providers. Gmail became the top most email service provider with 425 million active users in India.

Gmail began to update its features by catering to the needs of Indian people The integration of gmail with other email accounts and modifying the gmail addresses as per users requirements paves way for its growth. Gmail offers several useful features to make the user's email experience as smooth as possible, including:

☞ Conversational View: Gmail group the messages into threads and offers conversational view for the user.

☞ Hangout Video chat: The users can send an instant message or use the voice and video chat feature (if the user's device has a microphone and/or webcam) from gmail.

☞ Gmail mobile application: It is a free service, developed to provide access to Gmail from mobile devices. Google added push support to Gmail using Google Sync for iPhone and iPod Touch platforms.

☞ Priority inbox : Google introduces the innovative Gmail inbox with five tabs which allow the application to categorize the user's emails. The five main tabs are: Primary, Social, Promotions, Updates, and Forums. These tabs also appear in Gmail mobile app version too for easy accessibility.

Advanced search feature : Gmail incorporates a search bar for searching emails and to prevent time consumption in searching process.

☞ Spam filtering: Excellent inbuilt spam filters helps to prevent the accumulation of junk emails in inbox. Such mails with spam will be automatically sent to a separate spam folder, and after 30 days it will be deleted.

☞ Google wallet for monetary transactions : Google Wallet is integrated with gmail which allows Gmail users to send money as email attachments.

☞ Google+ network integration to expand its utility: Google buzz the social networking tool was not successful. Hence Google integrates Gmail with google+ account and allow the users to send emails to people who have Google+ accounts, even if they don't have each other's email addresses.

☞ Google voice in Gmail chat: The user has to dial an actual phone number to call any phone in the world. Google Voice multi-way videoconferencing is now integrated with Google Hangouts and supports document sharing too.

☞ Free storage Capacity : It provides free storage capacity upto 15GB to hold the communication details.

☞ Language support : Gmail supports handwriting input for 75 languages and become popular all over the world.

Germination and the growth of Gmail in India:

The stimulating factors which induce the growth of Gmail in India are discussed below :

☞ Gmail dislodges yahoo and ended its 10 year reign of yahoo mail the most famous email service in India.

☞ The most important factor is the frequently used Google search engine creates good parental background for the growth of Gmail.

☞ Gmail has been developed in order to tailor the needs of Indian people with different languages

☞ The launch of Gmail in eight Indian languages is another positive step in the direction of growth and pave the way for easy access.

☞ The introduction of smart phones with android base increase the usage of gmail

☞ It was found that 12% of Internet users in rural India are women .While women are making rapid progress in adoption of Internet in urban areas of India, the rural India women are

getting left behind. Hence there is a need to address this challenge and empower women in rural India through training and programs that can truly transform their lives.

☞ “ Internet Saathi” an internet literacy campaign has been launched for women by the support of Google, intel and Tata consultancy services in order to provide digital literacy to women in rural India. It is important to note that Google has directly trained over 1.5 million women on the basics of internet. Gmail’s market penetration in India stood at 62%, the highest score in the world.

☞ Google combats child pornography through Gmail's servers in conjunction with the National Center for Missing & Exploited Children (NCMEC) to find children suffering abuse around the world.

☞ The rise of internet site orkut and other google applications compelled the user to have a gmail id which also contribute for the growth of Gmail.

☞ Google automatically lock down the account between 1 minute and 24 hours by displaying the message as that the account has been compromised in case of abnormal usage.

Review of Literature :

The main objective of this literary source is to describe the factors which makes gmail as the most popular free email service. Gmail market penetration in India stood at 62% and occupies the first place in the world .Google accounts for 90% of searches with 67.5 million unique searchers in India as per the Digital statistics report 2014.

Kevin Purdy stated the ten amazing things that the Gmail can perform in a neat and detailed manner to reveal the fruitful side of Gmail. The main focus of this article is to emphasise the things that the gmail can do like synchronization, wonderful themes for background, audio and video chat, gmail backup, contact management, consolidation of all email accounts, keeping gmail on desktop, search power, experimental lab features,etc., Many of the people use their web mail in unique manner, but it will enable the user to utilize the hidden features and it would make them a powerful user. The research study was conducted to analyse the best free email services. Among the best free email services, Gmail scored first rank in respect of elements such as inbox, composition tools, security, speed, attachment, storage capacity, spam filters, organizing messages into labels, Gmail help and support., etc. At the end , Gmail withstand in the severe

competition and retain its place by updating the features on Gmail. The experts on google continue to work to provide best to the users.

Chris Jaeger's " Favourite internet marketing tools : Gmail", (2013) stated that he had used Gmail for 7 years after using Microsoft outlook. He outlined the fruitful sides of Gmail as fast, stable, spam and virus protection, space management, easy access, filters, auto – responses, labeling, etc., But it may not work properly with some desktop software, back-up and downloading inbox is absent, Advertisements inside the inbox may frustrate the user. Finally it was concluded that Gmail is good to work with though it takes some time to get comfortable with it.

Kul Bhusan (2012) shared his views that Google expands its services through Gmail field trial, adding Drive and Calendar in search results. Searches made using Google search engine would include relevant information from Gmail, files, documents, and spreadsheets from Google Drive which would appear on the right hand side of the results page. This is the useful feature to identify the required data rapidly. It saves the time of the user. This feature has been integrated with google after a field trial and positive feed back from the participants.

Best email service providers review states that Gmail occupies the first major rank with its enhanced features like spam filters, security, 10 GB storage space, attachment, text messaging, voice and video chat, labels, offline access, mobile access etc., attract the users and make Gmail as the web mail giant.

Ganesh Nagarsekar (2013) talked about, "TinyGmail, a handy email shortening tool for businesses". Tiny email a free email shortener service that automatically creates a tweet or tiny email ready to share on Twitter and other social media platforms with a single click and without having to leave our Gmail interface. As privacy is an important issue ,it can be used by the users having their company domain id. TinyGmail currently has 20 companies using their app, and serve close to 500 users.

Kshitij Sobti (2011) mentioned the features of google+ with gmail. As Google has integrated google+ with gmail , it would be very useful to manage the contact details both for email and

social network. Automatic updates of contact details would be made through google integration feature. Thus people prefer to use gmail because only one id serves everything. The prominent features of gmail were Google contacts which uses circle information to organize contacts. The method of adding contact is also easier from the contact widgets on the interface. Gmail has the option to share photo attachments. Hence there is no need to download and upload the images received through mail

India had highest number of Gmail users. Gmail's market penetration in India was 62% which was highest in the world (2011). The popularity of Gmail in India was due to Google+ services which attract many users. Google+ make the web more people centric and pave new ways to share everything and to interact with their products. It was a very different invite-only model.

3.Research Methodology:

Sampling Design : One hundred gmail users were used to collect responses through a structured questionnaire under purposive sampling method. Primary data was collected and recorded through direct survey using the designed questionnaire to serve the purpose.

Objectives of the Study

- To know about the digital literacy and personal variables of users
- To know about the purpose of using gmail
- To know about the attributes related to the usage of gmail
- To study the preferential factors that influence the respondents to make use of gmail and its services.
- To explore the relationship between personal factors and study factors
- To offer suggestion on the basis of results of the study

Scope of the study: Though social media networking platforms like facebook, whatsapp, twitter, viber videochat, etc., has rapid development in these recent days, but email serves as the gateway for anyonline activity which has been paved importance under this research study. This study helps to emphasise the fact that email the electronic form of communication has several

miles to cross over in the online journey, This study has decided to consider gmail the best free email service provider as the number of users increased after the introduction of android support smart phones. There are number of free email service providers like yahoo, outlook, AOL, rediff , etc., . But Gmail alone has been taken into consideration in order to know about the users level of satisfaction and opinion about its quality and service in the market. This study helps to introduce innovative updates based on the user perspectives to enhance and retain the market share of gmail.

Limitations of the study:

This study has been made to complete the research work in the best manner but still, there are certain inevitable limitations.

- ❖ This study mainly depends upon users' primary data and therefore the limitations of primary data are applicable.
- ❖ Responses have been solicited from the user's perceptives with specific reference to the features of gmail alone
- ❖ The study has been confined to limited number of persons who were using gmail.
- ❖ The data collection is based on the construction of questionnaire and hence the result would vary according to the opinion of the individuals.

The opinion of the respondents and the relevant informations were collected through a questionnaire comprising of personal factors and study factors. The collected information were classified and tabulated and supplemented with the following statistical tools in tune with the objectives of the study.

- ✓ Percentage Analysis
- ✓ Average rank Analysis
- ✓ Average score Analysis
- ✓ Chisquare test

All the statistical tools were conducted at 1% level of significance.

Percentage analysis:

The percentage analysis is simple and basic tool to be used in any study involving primary data. It is used to indicate the number of respondents distributed under each category.

Ranking average method to analyse the purpose which yields high score on the gmail usage

Average rank analysis is an important tool used in any study relating to social science and management is to identify the priority of the different category of the respondents on the various issues relating to the study. In this study, the average rank analysis is earned out to identify the priority of respondents towards the purpose of using gmail. Ranking average for each answer choice is calculated to determine the priority level. The final rank is affixed using the criterion “Lower the average rank more is the priority”.

Chi square test :

The chi square test is used to test the association of relationship between the Personal factors and study factors . The results were tested at 1% significant level. The personal factors under this research study include gender, age, occupation, education level, geographical locality, frequency of usage and marital status. The study factors include level of utility of gmail and usage of advanced features on gmail.

4. Analysis and interpretation**Table1.1 distribution of respondents by gender :**

S.no	Gender	No.of.responde nts	Percentage
1	Male	47	47%
2	Female	53	53%
	Total	100	

Table 1.2 Distribution of respondents by age :

S.no	Agewise distribution	No.of.respondents	Percentage
1	Up to 20 yrs	21	21%
2	21-30 yrs	32	32%
3	31-40 yrs	40	40%
4	Above 40 yrs	7	7%
	Total	100	

Table1.3 Distribution of respondents by marital status :

S.no	Marital status	No.of.respondents	Percentage
1	Married	51	51%
2	Unmarried	49	49%
	Total	100	

Table1.4distribution of respondents by locality:

S.no	Locality	No.of.respondents	Percentage
1	Urban	84	84%
2	Rural	16	16%
	Total	100	

Table 1.5 Distribution of respondents by occupation :

S.no	Occupation	No.of.respondents	Percentage
1	Student	37	37%
2	Govt servant	9	9%
3	Private sector employee	33	33%
4	Businessman	6	6%
5	Homemaker	10	10%
6	Retired persons	3	3%
7	Professional	2	2%

Total	100
-------	-----

Table 1.6 Distribution of respondents by education level:

S.no	Level of education	No.of.respondents	Percentage
1	School level	3	3%
2	Diploma	21	21%
3	Graduate	27	27%
4	Post graduate	41	41%
5	Professional	8	8%
	Total	100	

Table 1.7 Distribution of respondents by computer literacy level:

S.no	Level of computer education	No.of.respondents	Percentage
1	Basic level	55	55%
2	Diploma	21	21%
3	Graduation	13	13%
4	Post graduation	11	11%
	Total	100	

Table 1.8 Influencing factors behind the usage of gmail:

S.no	Influencing factors behind the usage of gmail	No.of.respondents	Percentage
1	Dominant parental background of google	14	14%
2	Free from spam threats	2	2%
3	Reputation and popularity	14	14%
4	Easy to operate	51	51%
5	Accessibility of other google+ applications	8	8%

6	Recommended and introduced by others	11	11%
	Total	100	

Table 1.9 Classification of Respondents by purpose

S.no	Purpose of using gmail	No.of.respondents	Percentage
1	Personal use	62	62%
2	Commercial purpose	1	1%
3	Academic purpose	3	3%
4	Others	1	1%
5	All purpose	8	8%
6	Personal & commercial purpose	4	4%
7	Personal & academic purpose	21	21%
	Total	100	

Table 1.10 Classification of respondents by accessibility environment

S.no	Place of using gmail	No.of.respondents	Percentage
1	Working place	15	15%
2	Business environment	3	3%
3	Home	55	55%
4	Working place & business environment	2	2%
5	Working place & home	22	22%
6	Working place, business environment & home	1	1%
7	Working place & others	1	1%
8	Business environment & home	1	1%
	Total	100	

Table 1.11 Distribution of respondents by device usage

S.no	Device used for gmail	No.of. Respondents	Percentage
1	Mobile	29	29%
2	Desktop	13	13%
3	Laptop	5	5%
4	mobile and desktop	20	20%
5	Mobile , desktop and laptop	2	2%
6	Mobile and laptop	30	30%
7	Desktop and laptop	1	1%
	Total	100	

Table 1.12 Frequency of gmail usage

S.No	Frequency of Using Gmail	No.of.Respondents	Percentage
1	Daily	52	52%
2	Once in three days	22	22%
3	Once in a week	17	17%
4	Rarely	9	9%
	Total	100	

Table 1.13 Classification Of Respondents By Level Of Usability

S.no	Level of usability of gmail app on devices	No.of. Respondents	Percentage
1	Very much useful	82	82%
2	Fairly useful	12	12%

3	Just useful	4	4%
	Total	100	

Table 1.14 classification Of Respondents By Advanced Utility

S.no	Usuage of advance features on gmail	No.of .respondents	Percentage
1	Used	68	68%
2	Not yet used	32	32%
	Total	100	100%

Table 1.15 Utility of Advanced features on gmail

S.no	Advance features of gmail used	No.of.respondents	Percentage
1	Filter option	8	8%
2	Priority inbox	4	4%
3	Access to other accounts from gmail	1	1%
4	Muting conversations	1	1%
5	Video chat feature	16	16%
6	Using two advanced features	24	24%
7	Using three and	14	14%
8	Not used any features	32	32%
	Total	100	

Table .2 Average Rank analysis to explore the purpose of using gmail

Purpose	Mean Rank
Net banking	3.3700
Online shopping	3.7200
Entertainment purpose	3.4900
Chatting	3.2500
Business activities	4.2300
Academic purpose	2.9700

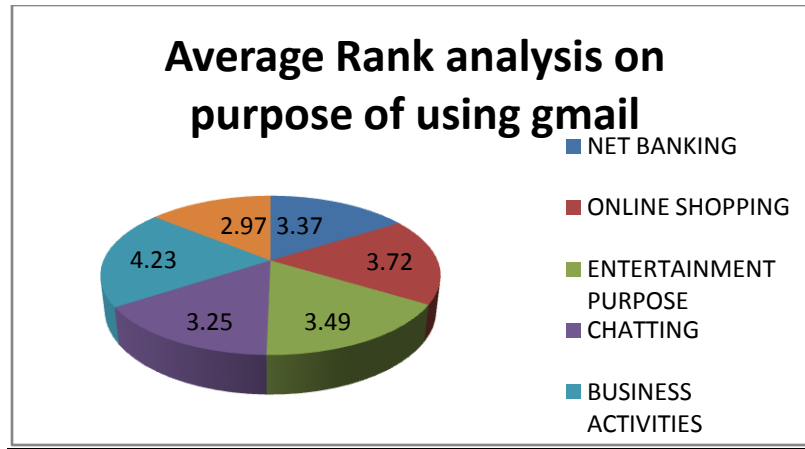


Table 3.1 Chi square test to explore the relationship between personal factors and level of usability of gmail Null Hypothesis: The hypothesis has been assumed that there is no association between the personal factors and the level of utility of gmail and its services. The results are tested at 1 % level of significance.

Personal Factors Vs Level Of Usability				
Personal Factors	Chisquare Value	Degrees Of Freedom	Table Value	Result
Gender	1.171	1	3.841	NS
Age	1.15	3	7.845	NS
Marital Status	0.08	1	3.841	NS
Occupation	14.496	4	9.488	S
Geographical Locality	0.622	1	3.841	NS
Educational Qualification	3.958	4	9.488	NS
Computer Education	4.669	3	7.815	NS
Frequency Of Usage	1.141	2	5.991	NS

Table 3.2 chi-square analysis to test the relationship between personal factors and advanced

features utility of gmail.

Null Hypothesis : The null hypothesis has been assumed that there is no relationship between personal factors and advanced features utility on gmail. The results were tested at 1% significance

Personal factors vs advanced features utility				
Personal factors	Chisquare value	Degrees of freedom	Table value	Result
Gender	0.039	1	3.841	NS
Age	4.401	3	7.845	NS
Marital status	2.027	1	3.841	NS
Occupation	6.839	4	9.488	NS
Geographical locality	6.56	1	6.035	S
Educational qualification	16.914	4	13.277	S
Computer education	4.357	3	7.815	NS
Frequency of usage	9.791	2	9.21	S

5.Results**Findings:**

- ❖ As per percentage analysis, the following category occupies the leading role in this research study,
- ❖ Female category uses gmail than male respondents.
- ❖ Age group 31- 40 yrs uses gmail more than other age groups.
- ❖ Married people secures highest score under marital status.
- ❖ Urban area secures first in localitywise distribution
- ❖ Private sector employee and student groups uses gmail more than other groups.
- ❖ Easy to operate – user friendly nature serves as the best factor to choose gmail
- ❖ Gmail is used mainly for Personal purpose than commercial and other activities.
- ❖ Gmail is mainly used at home under the accessing environment category
- ❖ Both laptop and mobile is used mainly for accessing gmail by the respondents.
- ❖ Gmail application is very much useful to the respondents.

- ❖ Hangout video option feature secures maximum score on advanced usage of gmail
- ❖ Under weighted average method, the main purpose of using gmail and its services has been analysed. Gmail is used mainly for academic purpose and personal use.
- ❖ As per chi-square test there is no relationship between the personal factors and study factors has been explored except on occupation, educational qualification and geographical locality.
- ❖ There is a significant relationship between the occupation and level of usage of gmail, geographical locality and advanced features usage, educational qualification and advanced features usage and frequency of usage and advanced features usage.

Suggestions:

The suggestions based on the research study are as follows :

- ✓ The strong parental background of Google definitely paves the way to increase the market share of gmail.
- ✓ Measures can be taken to cater to the needs of businessmen in order to attract the business community.
- ✓ Urban area people uses gmail more than rural areas. Hence awareness and digital literacy support should be provided to rural area people and enable them to use gmail for their communication and online activities..
- ✓ Group chat feature can be introduced to attract the young adults.
- ✓ The innovative features introduced on gmail must be revealed to the users by an alert or any other form to enhance its usage.
- ✓ The gmail must improve its interface to attract the users with enhanced themes.
- ✓ The security features of gmail must be enhanced to enable the people to use gmail without anxiety of spam and hacking incidents

Conclusion :

Gmail the web mail giant ranks first on usage of free email service providers in our nation. Gmail should take better efforts to enhance its features in order to sustain its market share in this hectic world. Gmail usage will be increased with the help of tool kit and alert about the introduction of innovative features on time to enhance its usage. The digital literacy campaign

must be organized to cover large group of people and enable them to acquire digital literacy. The dominant parental of Google and its worldwide server with spam protection will enhance gmail usage in future too. It is concluded that email has several milestones to cross over in the journey of communication. Email serves as the best alternative for our traditional mode of written communication must reach rural people to develop our nation into the next phase of our digit economy. “ Go Green - Reduce paper Work to save trees” is our motto which can be achieved through email communication as it allows huge data transfer without paperwork and paves way for future reference too.

References :

- [1] History of Gmail : http://en.wikipedia.org/wiki/History_of_Gmail
- [2] <http://venturebeat.com/2012/06/28/gmail-hotmail-yahoo-email-users/>
- [3] What's So Great About Gmail? – benefits and features of gmail posted by By Marziah Karch
- [4] <http://email.answers.com/email-accounts/why-gmail-is-the-most-popular-email-service>
- [5] http://google.about.com/od/emailandchat/fr/gmailrev_2.htm
- [6] <http://www.practicalonlinemarketing.com/using-gmail-for-email/>
- [7] <http://free-email-services-review.toptenreviews.com/gmail-review.html>
- [8] Hindustan Times – the daily newspaper
- [9] The technology column under The times of India , the daily journal
- [10] Computer World – the computer magazine
- [11] Little known gmail features you may not known hidden about posted by By Marziah Karch, http://netforbeginners.about.com/od/guidesfavorites/a/Why-Gmail-Is-Good-and-Bad_2.htm
- [12] <http://gmailblog.blogspot.in/2007/11/5-little-known-gmail-features-you-may.html>
- [13] <http://google.about.com/od/androidtipscategory/tp/Try-These-Google-Now-Commands.html>, <http://www.slideshare.net/iibea/digital-statistics-2014-india>
- [14] Things you didn't know about gmail did posted by Marziah Karch , the google expert
- [15] http://google.about.com/od/gmailtipsandtricks/tp/Gmail_Tips.htm
- [16] <http://timesofindia.indiatimes.com/tech/tech-news/6-awesome-things-you-can-do-with-your-Gmail-ID/articleshow/29034852.cms>