

Example of research paper on consumer behaviour in a company

[Business](#), [Company](#)



This effortful activity has made sure that they have the right numbers in the consumer's pool. In their consumers, two separate sects exist in the public: the opposing side and those who agree to Google's services. Those who agree form an aggression towards products that come from Google, the rest simply ignore anything to do with Google.

In truth, a void exists in the World Wide Web, yes, there are other search engines before Google, but none of them was able to satisfy this void. The customers needed a means of retrieving information by a click on the search engine. The customers that it has today mostly use it for research purposes. For example, nongovernmental researchers source documentation on literature from the internet.

In a post-purchase analysis, academics are slowly taking a different turn; the use of textbooks or library literature is slowly diverging toward online bookstores. The easiest way to find search literature is by a search engine that guarantees results. The popularity of Google in the academic field is due to the engines feature, " Google Books". Millions of different books of relevance to readers are indexed in this section. Some of the books are on sale and others are free perusal depending on the author's contribution to the company (Kelly, Kevin, 2006).

Another trend in the customer field is the growing number of social media companies for example Facebook and Twitter. These companies are traffic-dependant and for them to be located, they have to be easily " Googled" by individuals. Most of these companies have addresses that a common person cannot effortlessly remember. Searching becomes the best of the options. There is also another new trend in the business realm, e-commerce (Snider,

Ziporyn, 1992). In this, businesses are advertising their products in the internet in order to get more customers. To locate the products the customer has to search the product in the search box, for a company to have its name on the top least it must have a good number of traffic. However, some companies pay Google to put them on the top of the list.

On the darker scale, some of Google's demographic evaluations depict a great deal of individuals with psychological problems that may be termed as perversion. The youth are mostly the selective exposed group. For example, Google opens a pathway to extract pornographic contents from the internet, which were initially an effortful task. The number of consumers that Google has of these type is constantly increasing, geared by humanly aspects of peer pressure and depression.

Works Cited

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From the days of Sumerian clay tablets till now, humans have " published" at least 32 million books,

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