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**ATTITUDE OF GMAIL USERS - AN EMPIRICAL STUDY IN
COIMBATORE CITY OF TAMIL NADU**

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ABSTRACT

The fact that email has great importance in modern business communication is undeniable. Every day, millions of emails are sent from companies to customers and suppliers, from employees to their managers and from one coworker to another. There are several reasons for the preponderance of email when compared to other methods of communication. Gmail is the most preferred email service at present. The present study aims to analyse the perception of gmail users in Coimbatore City. Convenience sampling method has been employed to select the required sample respondents. Results revealed that majority of the users are satisfied with the gmail service in the study region.

KEYWORDS: *Email, Gmail service, Level of Satisfaction, Perception*

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