

A Comparative Analysis of Consumer Preferences and Perceived Performance of Google Meet, Zoom, and Microsoft Teams

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ABSTRACT

Video-conferencing systems are becoming an essential component of professional communication, education, and teamwork due to the increasing use of digital communication technology. While Google Meet, Zoom, and Microsoft Teams are popular platforms with similar features, they differ in terms of usability, accessibility, collaborative features, and perceived performance. With a focus on usage patterns, convenience of attending and hosting meetings, satisfaction with screen-sharing features, user-friendliness, and overall platform preference, this study attempts to compare consumer preferences and perceived performance of these three platforms. In order to gather primary data from respondents in the Mumbai area, the study used a survey method and a descriptive and diagnostic research methodology. Descriptive statistics, the Friedman test, the Chi-square goodness-of-fit test, and the Chi-square test of independence are all used in the analysis. The results show a statistically significant correlation between preferred platform and frequency of use. The perceived ease of attending or hosting meetings is also found to differ significantly. On the other hand, satisfaction with screen-sharing functions does not differ statistically significantly. There are notable differences in the distribution of perceived user-friendliness between the three systems. Additionally, there are statistically significant correlations between platform preference and age and occupation, but not with gender. The study emphasizes how users' experiences and preferences with relation to video-conferencing platforms are shaped by usability, dependability, cooperation, security, privacy, and resource efficiency.

KEYWORDS: Consumer preference, virtual meeting, digital communication, Google Meet, Microsoft Teams, Zoom.

INTRODUCTION

The rapid advancement of information and communication technology has fundamentally altered how individuals, companies, organizations, and educational institutions engage and communicate. One of the most crucial digital communication tools for conducting meetings, delivering lectures, organizing webinars, fostering teamwork, and maintaining relationships both personally and professionally is video conferencing.

The way that people, businesses, organizations, and educational institutions interact and communicate has completely changed as a result of the quick development of information and communication technology. Video conferencing is one of the most important digital communication tools for holding meetings, giving

lectures, setting up webinars, encouraging teamwork, and upholding personal and professional relationships.

Even though these platforms were first used as substitutes for in-person meetings, their application has persisted in the post-pandemic setting through online consultations, virtual training, remote employment, hybrid education, and professional collaboration. As a result, consumers now consider these platforms' functionality, convenience, dependability, and overall experience in addition to their availability. Video and audio communication, screen sharing, text chat, meeting participation, and collaborative interaction are just a few of the capabilities that Google Meet, Zoom, and Microsoft Teams have in common. However, there might be variations in their perceived performance, system requirements, hosting procedures, integration capabilities, security measures, interface design, and accessibility. These variations may have an impact on how people choose and stick with a specific platform. For instance, some users could emphasize how simple it is to join a meeting, while others might be more concerned about hosting capabilities, collaboration features, privacy, reliability, or device resource usage.

LITERATURE REVIEW

Ahmad, S., and K. A. Siddiqui (2022), Three popular video conferencing platforms—Google Meet, Microsoft Teams, and Zoom—are compared in this chapter as potential COVID-19 teaching and learning tools. Three main issues were examined: systems requirements, teaching and learning elements, and security aspects. To begin with, Zoom has relatively low hardware requirements for video conferences. Second, Zoom's five teaching and learning features make it the preferred choice for educators. Polling, recordings, in-conference chat, breakout rooms in Zoom meetings, and LMS connection with Zoom are some of these five capabilities. Finally, Zoom users are more vulnerable to security issues than other participants in video conferences. An overall study has shown that Zoom is an excellent choice for educational reasons.

Biswas, R. (2021), A relatively new multicriteria decision making (MCDM) algorithm in a picture fuzzy (PF) environment, the preference ranking on the basis of ideal-average distance (PROBID) approach, is presented in this article by Biswas, R. (2021). We use picture fuzzy numbers (PFNs) and the comprehensive consistency technique (FUCOM) to calculate the criteria weights. We attempt to tackle a real-world complex decision-making problem in social science research that is influenced by the dynamics of many human behaviors using our proposed model. We compare eight popular video conferencing (VC) products for meetings and teaching-learning in India using our own integrated multicriteria decision making (MCDM) framework of FUCOM-PROBID with PF information. The E criterion was developed using the theoretical foundations of usability and user experience (UX). Decision makers (DM) or users who took part in the study expressed their preferences for Zoom, Microsoft Teams, and Google Meet, with a greater emphasis on ease of use, compatibility with different systems and devices, voice quality, and video transmission and features. The stability and robustness of the proposed model are shown by the outcomes of the sensitivity analysis and validation test.

Grynshyna, et. al. (2023), Because the use of online platforms for educational purposes is a contemporary problem, there is not enough thorough research in this field. The purpose of this essay is to compare how the popular and well-known Zoom, Google Meet, and Microsoft Teams services can be used into the educational process. The paper discusses the military aggression of the Russian army in 2022 and describes how the Kyiv National University of Culture and Arts used particular platforms for instruction during the lockdown. The study's main scientific methodologies include synthesis, analysis, and empirical

(SWOT analysis). The following topics were taken into consideration: the use of digital tools to complete educational activities, the examination of options, and the assessment of the platforms without regard to particular features of each platform. According to the results of the investigation of the instructors' practices, Zoom was the most commonly utilized platform. However, Microsoft Teams has a great deal of promise for future development, but its general features and security methods have not yet been thoroughly assessed.

Mathew Grant et. al. (2021), The coronavirus pandemic has accelerated the use of videoconferencing solutions for both personal and professional purposes. As a result, videoconferencing tools may have been adopted without adequately screening them for user privacy issues. Because of this, we assessed and contrasted well-known videoconferencing services for characteristics that we think are essential to user privacy. These include privacy-related features including end-to-end encryption support, peer-to-peer call support, and an entry buffer. Additionally, these include characteristics that indicate how important privacy is to the businesses running the offering, including the existence of a transparency report or if the business complies with GDPR. The investigation's findings have been grouped using checks or Xs on the table of the following pages for the feature's readability. The Xs indicate that the feature is absent or unproven, whereas the checks indicate that the feature is present. Our analysis of several of the most well-known videoconferencing services is helpful for user education since it offers a thorough list of privacy features so that a user can choose an option that best suits their requirements.

Sandhu et. al. (2023), Applications for video conferencing (VC) have become increasingly popular as a substitute for in-person interactions. Despite the many advantages of VC apps, privacy violations have drawn a lot of media attention. In light of this contradictory duality, this study looks at the major factors influencing professionals' attitudes and intentions to utilize VC apps. Conceptualizations of mobile users' information privacy concerns (MUIPC), trust, technicality, ubiquity, and the theoretical foundations of social presence theory are added to a conceptual research model that is founded on the theoretical grounds of privacy calculus. The concept is empirically tested using data gathered from 484 professionals using structural equation modelling. The report provides information about the trade-offs that experts are prepared to make when dealing with privacy issues related to VC apps. The study highlights a multifaceted approach to data transparency within the VC app platforms, control systems that encourage employees to actively engage in privacy protection behavior, and the promotion of privacy protection at the organizational level.

Jaya et.al. (2023), Learning is the process of going from knowing nothing to knowing more, and it can be accomplished by teachers or by oneself. but, studying with a teacher is often done in person; but, because of the pandemic, a large portion of the learning was done online. Zoom and Microsoft Teams are two examples of the media that are typically used as learning platforms for online learning, which takes place electronically. The purpose of this article is to find out which online learning platform students prefer—Zoom or Microsoft Teams—and why.

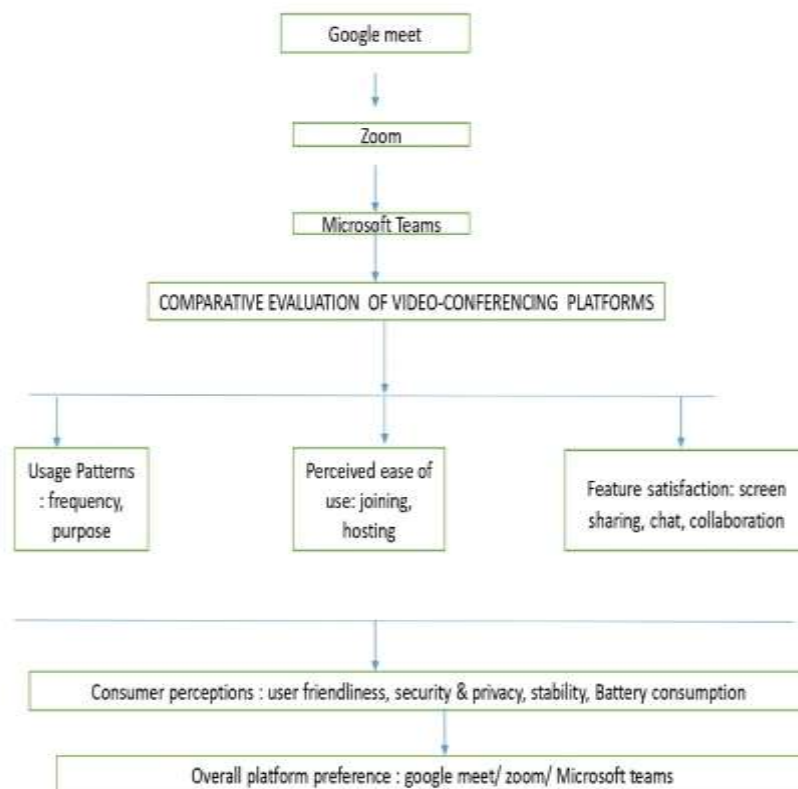
Additionally, a survey approach was used in this study; students were given a Google form with multiple questions on the Zoom platform and Microsoft Teams as an online learning tool. They were also required to explain why they selected the medium. The findings of this study fall into two categories: feature completeness and usability. Both Zoom and Microsoft Teams have advantages and disadvantages, and they share some features. Zoom is primarily chosen by students for ease, although Microsoft Teams is preferred by most because to its extensive feature set. It is hoped that the findings will make it simpler for readers of this study to select the appropriate media and platforms for online learning in the future. It is intended

to boost pupils' motivation to learn.

Isa Avci et. al. (2025), Video conferencing apps have been essential for both personal and business communication throughout the COVID-19 pandemic. However, there are now serious privacy and security risks due to these platforms' broad use. From a security and privacy standpoint, this study examines well-known video conferencing programs (Zoom, Microsoft Teams, Google Meet, Skype, Cisco Webex, GoToMeeting, and TeamLink), describing features like authorization policies, data encryption techniques, authentication methods, and security flaws. The results show that different platforms have different security protocols, authentication methods, and end-to-end encryption capability.

Dassel et. al. (2023), During the onset of the COVID-19 pandemic and the subsequent lock-down, digital platforms like Zoom became essential for remote work. Yet at the same time, substantial security and privacy risks made the headlines. Using the lenses of Naturalistic Decision-making and the Theory of Multilevel Information Privacy, we find diverging responses to well-documented security risks of Zoom use in educational environments. We identify-three distinct response patterns, which we name the 'Agnostic', the 'Pragmatic' and the 'Sceptic', and show how the interplay of the salient social identity, personal privacy norms, and the privacy calculus guides the dynamic of privacy decision-making in light of experiential feedback, and the developing public discourse about security risks. We provide empirical evidence for multilevel decision-making and highlight the contextual and social nature of privacy decision-making about platform mode of use for remote work.

Fig. no. 1 CONCEPTUAL FRAMEWORK



OBJECTIVES OF THE STUDY

- To examine the usage patterns of Google Meet, Zoom, and Microsoft Teams among respondents with respect to frequency of use and primary purpose of usage.
- To compare the perceived ease of use of Google Meet, Zoom, and Microsoft Teams in terms of joining and hosting meetings.
- To evaluate user satisfaction with the screen-sharing and chat/collaboration features of Google Meet, Zoom, and Microsoft Teams.
- To examine consumer perceptions of the platforms' user-friendliness, security and privacy, stability, and battery consumption.
- To identify the most preferred platform among Google Meet, Zoom, and Microsoft Teams based on respondents' overall preferences.

SCOPE OF THE STUDY

The results are meant to shed light on consumers' preferences and experiences with video-conferencing platforms.

Students, educators, professionals, organizations, and institutions may find the study helpful in understanding the elements that influence the choice and ongoing usage of online meeting platforms. Rather than impartial technical benchmarking of the platforms, the study concentrates on subjective user experiences.

LIMITATIONS OF THE STUDY

- The study is based on responses from 230 participants. Although the sample provides useful insights, it may not fully represent the preferences of the entire population of video-conferencing users.
- The study is based on respondents selected within the defined study area and does not necessarily represent users from all regions, states, or countries.
- The findings are based on respondents' self-reported experiences and perceptions. Individual responses may be influenced by personal preferences, familiarity with a platform, memory, or subjective expectations.
- The study is limited to Google Meet, Zoom, and Microsoft Teams. Other video-conferencing platforms, such as Cisco Webex, Skype, and Jitsi Meet, are not included.

HYPOTHESIS

- **H0:** There is no significant association between respondents' frequency of use and their preferred online meeting platform.
- **H1:** There is a significant association between respondents' frequency of use and their preferred online meeting platform.
- **H0:** There is no significant difference in the perceived ease of joining meetings across Google Meet, Zoom, and Microsoft Teams.
- **H1:** There is a significant difference in the perceived ease of joining meetings across Google Meet, Zoom, and Microsoft Teams.
- **H0:** There is no significant difference in user satisfaction with screen-sharing features across Google Meet, Zoom, and Microsoft Teams.

- **H1:** There is a significant difference in user satisfaction with screen-sharing features across Google Meet, Zoom, and Microsoft Teams.
- **H0:** There is no significant difference in perceived user-friendliness across Google Meet, Zoom, and Microsoft Teams.
- **H1:** There is a significant difference in perceived user-friendliness across Google Meet, Zoom, and Microsoft Teams.
- **H0:** There is no significant association between respondents' demographic characteristics and their overall preferred online meeting platform.
- **H1:** There is a significant association between respondents' demographic characteristics and their overall preferred online meeting platform.

RESEARCH METHODOLOGY

Research design

Descriptive & Diagnostic research design

Data collection Secondary Data

The secondary data will be collected from various national & International Journals, Government websites & magazines.

Primary Data

Method of Data Collection

Survey method

Population

General public of Mumbai Region

Sample Size

The estimated sample size is 100 people from the Mumbai region.

Sampling Method

Random Probability Method

Sampling Area/frame

Mumbai Region

DATA ANALYSIS & INTERPRETATION

- **H₀:** There is no significant association between respondents' frequency of use and their preferred online meeting platform.
- **H₁:** There is a significant association between respondents' frequency of use and their preferred online meeting platform.

Chi-square Test of Independence

Frequency of Use	Google Meet	Microsoft Teams	Zoom	Total
Daily	12	8	4	24
Never	4	3	3	10
Occasionally	24	21	24	69
Rarely	24	16	22	62

Frequency of Use	Google Meet	Microsoft Teams	Zoom	Total
Weekly	19	17	13	49
Total	83	65	66	214

Test	Value	df	Sig. (2-sided)
Pearson Chi-Square	34.555	8	0.000
N of Valid Cases	214	—	—

Interpretation

The Pearson Chi-square value is 34.555, with 8 degrees of freedom, and the p-value is 0.000032, which is less than 0.05. Therefore, the null hypothesis is **rejected**. The findings indicate a statistically significant association between frequency of use and overall preferred online meeting platform.

Hypothesis Decision

- H₀: Rejected
H₁: Accepted
- **H₀**: There is no significant difference in the perceived ease of joining meetings across Google Meet, Zoom, and Microsoft Teams.
- **H₁**: There is a significant difference in the perceived ease of joining meetings across Google Meet, Zoom, and Microsoft Teams.

Response	Numerical Score
Difficult	1
Neutral	2
Easy	3

Descriptive Statistics for Ease of Joining/Hosting

Platform	N	Mean Score	Std. Deviation
Google Meet	230	2.509	0.643
Zoom	230	2.500	0.655
Microsoft Teams	230	2.296	0.700

Friedman Test Statistics

Test	Value
N	230
Chi-Square	16.822
df	2
Asymp. Sig.	0.000

Interpretation

The Friedman test produces a Chi-square value of 16.822 with 2 degrees of freedom. The p-value is 0.000222, which is less than 0.05. Therefore, the null hypothesis is rejected. There is a statistically significant difference in perceived ease of joining or hosting meetings across Google Meet, Zoom, and Microsoft Teams. The descriptive means show that Google Meet and Zoom received relatively higher ease-of-use scores than Microsoft Teams. However, the Friedman test establishes that a difference exists; a post-hoc test would be required to determine which specific pairs differ significantly.

Hypothesis Decision

H₀: Rejected

H₁: Accepted

- **H₀**: There is no significant difference in user satisfaction with screen-sharing features across Google Meet, Zoom, and Microsoft Teams.
- **H₁**: There is a significant difference in user satisfaction with screen-sharing features across Google Meet, Zoom, and Microsoft Teams.

Response	Numerical Score
Poor	1
Average	2
Good	3

Descriptive Statistics for Screen-Sharing Satisfaction

Platform	N	Mean Score	Std. Deviation
Google Meet	230	2.439	0.639
Zoom	230	2.409	0.645
Microsoft Teams	230	2.404	0.642

Higher mean scores indicate greater satisfaction.

Friedman Test Statistics

Test	Value
N	230
Chi-Square	0.516
df	2
Asymp. Sig.	0.772

Interpretation

The Friedman test yields a Chi-square value of 0.516 with 2 degrees of freedom. The p-value is 0.772, which is greater than 0.05. Therefore, the null hypothesis is not rejected. The study does not find a statistically significant difference in satisfaction with screen-sharing features across Google Meet, Zoom, and Microsoft Teams. Although Google Meet has the highest descriptive mean, the difference is not statistically significant.

Hypothesis Decision

H0: Not Rejected

H1: Not Accepted

- **H₀:** There is no significant difference in perceived user-friendliness across Google Meet, Zoom, and Microsoft Teams.
- **H₁:** There is a significant difference in perceived user-friendliness across Google Meet, Zoom, and Microsoft Teams.

Frequency Distribution of Perceived User-Friendliness

Platform	Frequency	Percentage
Google Meet	81	35.2%
Zoom	102	44.3%
Microsoft Teams	47	20.4%
Total	230	100.0%

Chi-square Goodness-of-Fit Test

Test	Value	df	Sig.
Pearson Chi-Square	20.096	2	0.000
N of Valid Cases	230		

Interpretation

The Chi-square value is 20.096, with 2 degrees of freedom, and the p-value is 0.000043, which is less than 0.05. Therefore, the null hypothesis is **rejected**. The findings indicate a statistically significant difference in the distribution of perceived user-friendliness among Google Meet, Zoom, and Microsoft Teams. Based on the observed frequencies, Zoom was selected most frequently for user-friendliness, followed by Google Meet and Microsoft Teams. This is a descriptive result and should not be interpreted as an objective technical superiority.

Hypothesis Decision

H1: Rejected

H0: Accepted

- **H₀:** There is no significant association between respondents' demographic characteristics and their overall preferred online meeting platform.
- **H₁:** There is a significant association between respondents' demographic characteristics and their overall preferred online meeting platform.

A. Age and Overall Preferred Platform

Chi-square Test — Age and Preferred Platform

Test	Value	df	Sig. (2-sided)
Pearson Chi-Square	34.781	10	0.000
N of Valid Cases	214		

Interpretation

The p-value is 0.000136, which is less than 0.05. Therefore, the null hypothesis is rejected for age. There is a statistically significant association between respondents' age group and their overall preferred online meeting platform.

B. Gender and Overall Preferred Platform

Chi-square Test — Gender and Preferred Platform

Test	Value	df	Sig. (2-sided)
Pearson Chi-Square	3.007	2	0.222
N of Valid Cases	214		

Interpretation

The p-value is 0.222, which is greater than 0.05. Therefore, the null hypothesis is not rejected for gender. There is no statistically significant association between gender and overall preferred online meeting platform in this sample.

Occupation and Overall Preferred Platform

Chi-square Test — Occupation and Preferred Platform

Test	Value	df	Sig. (2-sided)
Pearson Chi-Square	52.997	26	0.001
N of Valid Cases	214		

Interpretation

The p-value is 0.001355, which is less than 0.05. Therefore, the null hypothesis is rejected for occupation. There is a statistically significant association between respondents' occupation and their overall preferred online meeting platform.

RECOMMENDATIONS & SUGGESTIONS

- Improve Ease of Use
- strengthen Collaboration Features
- Enhance Security and Privacy Awareness
- Improve Stability and Reliability
- Optimize Battery and Resource Consumption
- Provide User-Oriented Training
- Consider Purpose-Specific Platform Selection
- Encourage Continuous User Feedback

CONCLUSION

The study concludes that video-conferencing platforms should continue to focus on usability, collaboration, reliability, security, privacy, and resource efficiency to meet the evolving expectations of users. Future research may extend the present study by incorporating larger samples, additional platforms, longitudinal data, and objective technical performance indicators.

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