A Study on Customers Satisfaction towards Google Pay in Tiruchirappalli District

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Abstract

Digital payment system is gaining popularity due to the 'Digital India' campaign launched by the Indian government. There are various forms of digital payment systems. Google Pay is one such payment system, which is a simple and secure way to transfer money instantly. Google Pay is commonly known as G Pay. The development of digital payment systems is changing the spending behavior of consumers. This study aims to measure the level of customer satisfaction with Google Pay and determine the main problems encountered by Google Pay users. The respondents are selected based on simple random sampling. The data was selected among 125 respondents and this data was analyzed using statistical techniques such as Chi square and ANOVA.

Keywords: Digital payment system, Digital India, Google Pay.

I. INTRODUCTION

Indian society has gradually transitioned from cash to digital transaction systems. The digital payment transformed the purchasing habits of Indian society. This market of digital payments highly effected by a smart tool known as smart phones, this has become a key component of people's personal, professional and financial online life. To develop a platform for cashless and transparent financial transactions the Government of India developed one significant product, the "UPI" (Unified Payment Interface). UPI can operate on a smart phone and it works as an email ID for money. It facilitates virtual Payment address as a payment identifier for sending and collecting money and works on single click. Google Pay, popularly called as G Pay is one such payment system which is simple and safe method to transfer money instantly. This study is based on customer satisfaction level towards usage of Google Pay.

Objectives of the Study

1. To understand the main aspects of using Google Pay.
2. To analyse the satisfaction of customers in the usage of Google Pay.
3. To know what are the different challenges faced by the customers while using Google Pay.

Area of the Study

The area of the study has been confined to only customers from Tiruchirappalli District.

Statement of the Problem

In the fast-changing world of digital payments, Google Pay has become a leading platform, popular for its ease of use and features.There are continuous worries about different parts of customer satisfaction, like how easy it is to use, the feeling of safety, how fast transactions are, the help provided to customers. This research seeks to explore the main elements affecting customer satisfaction with Google Pay, pinpointing differences between user expectations and the service's real performance.

Research Methodology

The research is based on the Primary data which is collected through structured questionnaire and the Secondary data through various Websites and Journals.

Research Design
The research design used in this study is descriptive research.
Sampling Unit
Sampling Unit of this study was individuals who are using Google Pay,
Sampling Size
Sampling Size is the total number of units which covered in the study. The Sample Size of this study is 125 respondents.
Sampling Technique
Sampling Technique used in this study is Simple Random Sampling.
Statistical Tool
The data collected through questionnaire were analyzed using Chi-square and ANOVA.

Limitation of the Study
      The sample size chosen is covered only in a portion of the population of Tiruchirappalli District. Accuracy of the study is purely based on the information which is collected by the users.

Review of Literature
Esther Krupa, M. (2022) – did a study on 'A study on users perception towards selected E-wallets (Google pay & Paytm) among college students', Cashless Transaction is the latest technology that has seen a tremendous growth in the past year. Cashless payments are now becoming a popular trend in almost every field. The usage of mobile wallets experienced massive growth in users. The users of e-wallet have been increased after demonetization and Covid-19 among the college students. This study makes an attempt to study users' perception towards selected e-wallets. This study mainly concentrates on google pay and paytm users. Primary and secondary sources are used to collect the data.
Bhandari, S., & Talukder, D. (2023) – investigated 'Technological Innovation and Customer Responses on the Usage of Apple Pay vs Google Pay', technological innovation related to Apple Pay and Google Pay for a comparative analysis. The study used primary data and a quantitative method to analyze the results. Since young people have embraced technical innovation and are happy to recommend mobile pay applications to their friends or loved ones, it can be considered as one of the advantages for both applications.

When considering the set-up feature, Google Pay is easier to set up. However, if given options, users choose both applications indicating that both applications are considered equally good.

Mahalakshmi, M. S (2024) – researched the 'A study on customer satisfaction towards UPI payment in Coimbatore city', provides an overview of UPI, highlighting its key features, benefits, and impact on the Indian financial landscaped. The paper also discusses the challenges and future prospects of UPI, including its potential for driving further innovation and transforming the way transactions are conducted in India. Overall, UPI stands as a testament to the power of technology in advancing financial inclusion and reshaping the payments ecosystem.

Analysis and Interpretation of Data
Respondents Demographics

Demographic Factors	No. of respondents	Percentage
Gender		
Female	68	54.4
Male	57	45.6
Total	125	100.0
Monthly income		
Below Rs.10,000	30	24.0
Rs.10,000-20,000	11	08.8
Rs.20,000-30,000	20	16.0
Above Rs.30,000	64	51.2
Total	125	100.0

Source: Primary Data

The above table 3.1 shows the respondents demographics. Out of 125 respondents the majority of the respondents were Femalei.e.54.4% and the most of the respondent's Monthly income are Above Rs.30, 000 i.e.51.2%.

Electronic currency preferred for mobile payment

Electronic currency	No. of respondents	Percentage
Debit card	52	41.6
Credit card	19	15.2
UPI payment	37	29.6
Net banking	17	13.6
Total	125	100.0

Source: Primary Data

The above table 3.2 shows the Electronic currency preferred for mobile payment by the respondents. Out of 125 respondents 41.6% of the respondents prefer Debit card, 15.2% of respondents prefer Credit card,

29.6% of the respondents prefer UPI payment and 13.6% of the respondents prefer Net banking. Hence, the Majority of the respondents prefer Debit card for mobile payment i.e.41.6%.

Purpose of using Google Pay

Purpose	No. of respondents	Percentage
Money transfer	50	40.0
Recharge	13	10.4
Utility and bill payment	51	40.8
Ticket booking	11	08.8
Total	125	100.0

Source: Primary Data

The above table 3.3 shows the Purpose of using Google Pay by the respondents. Out of 125 respondents 40% of the respondents uses for Money transfer, 10.4% of the respondent uses for Recharge, 40.8% of the respondents uses for Utility and bill payment and 8.8% of the respondents uses for Ticket booking. Hence, the Majority of the respondents uses Google Pay for Utility and bill payment i.e.40.8%.

Overall experience and opinion about Google Pay

Experience and opinion	No. of respondents	Percentage
Highly satisfied	61	48.8
Satisfied	36	28.8
Neutral	23	18.4
Dissatisfied	02	1.6
Highly dissatisfied	03	2.4
Total	125	100.0

Source: Primary Data

The above table 3.4 shows the overall experience and opinion about Google pay by the respondents. Out of 125 respondents 48.8% of the respondents were Highly satisfied, 28.8% of the respondents were Satisfied, 18.4% of the respondents were Neutral, 1.6% of the respondents were Dissatisfied and 2.4% of the respondents were Highly dissatisfied. Hence, the Majority of the respondents were highly satisfied with the overall experience and opinion of Google Pay i.e.48.8%.

Chi-Square Test

The Chi-square analysis shows the relationship between Monthly incomeand Purpose of using Google pay.

Null Hypothesis

There is no significant relationship between Monthly income and Purpose of using Google Pay.

Alternative Hypothesis

There is a significant relationship between Monthly income and Purpose of using Google Pay.

Table showing Chi-square analysis between Monthly income and the Purpose of using Google Pay.

 Chi-Square Test

	Value	df	Asymp.sig. (2-sided)
Pearson Chi-Square	10.243[a]	9	.331
Likelihood Ratio	13.797	9	.130
N of Valid Cases	125		

a. 8 cells (50.0%) have expected count less than 5. The minimum expected count is .97. The Pearson Chi-Square value is .331 greater than 0.05. Accept the null hypothesis and reject the alternative hypothesis. Hence there is no significant relationship between Monthly income and Purpose of using Google Pay.

One Way ANOVA

Test of analysis of variance (ANOVA) between Gender and Overall experience and opinion about Google Pay.

Null Hypothesis

There is no significant relationship between Gender and Overall experience and opinion about Google Pay.

Alternative Hypothesis

There is a significant relationship between Gender and Overall experience and opinion about Google Pay.

Table showing analysis of variance (ANOVA) between Gender and Overall experience and opinion about Google Pay.

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.191	1	4.191	4.695	.032
Within Groups	109.809	123	.893		
Total	114.000	124			

The significance value is .032 less than 0.05. Accept the alternative hypothesis and reject the null hypothesis. Hence there is a significant relationship between Gender and Overall experience and opinion about Google Pay.

Findings of the Study

1. Majority 54.4% of the respondents are Female and most 51.2% of the respondents fall within the income range of Above Rs.30, 000.
2. Majority 41.6% of the respondents prefer Debit card for mobile payment.
3. Majority 40.8% of the respondents uses Google Pay for Utility and bill payment.
4. Majority 48.8% of the respondents were highly satisfied with the Overall experience and opinion about Google Pay.

Suggestions

1. Google Pay users should never share personal information like PIN numbers, passwords etc. with anyone.
2. While operating the Google Pay, conform accurate the details and ensure whether paying session is securing the payable operations.
3. The risk of technological changes has to be carefully watched.

II. CONCLUSIONS

Google Pay is making significant strides towards transforming India's payments industry. Mobile phones can now be utilized as the primary payment method for both making and receiving payments thanks to UPI. With the help of UPI and India's high intensity, any bank account holder can use a mobile phone to conduct digital transactions. UPI has made to

possible for different bank payment systems to work together. Google Pay has the potential to significantly boost financial inclusion in India and make a large portion of the population able to participate in the digital economy.

III. REFERENCES

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