

A Study On Users Perception Towards Google Pay With Special Reference To Puducherry

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ABSTRACT

The digital payment system is gaining popularity because of the 'Digital India' agenda. Fintech provides user-friendly mobile applications that streamline the payment process. Google Pay operates in the business-to-consumer (B2C) sector within the FinTech market. Google Pay is a top digital wallet in India. Digital wallets facilitate cashless transactions. This research study was undertaken in the Union Territory of Puducherry and specifically in the Puducherry district. The participants are chosen using purposive sampling method. Information for the research has been gathered from 175 participants using standardised questionnaires. The data was analysed using the percentage and frequency analysis. This study paper aims to examine user perceptions of Google Pay and the factors that influence customers to use Google Pay in the Puducherry region.

Keywords: Google Pay, Digital payment, E-Wallet, Fintech.

I INTRODUCTION

Digital payments are transactions that take place via digital or online modes, with no physical exchange of money involved. The government of India has been undertaking several measures to promote and encourage digital payments in the country. The government has an aim to create a 'digitally empowered' economy that is 'Faceless, paperless and cashless'. The major E-wallets available in India are Google

pay, Paytm, Mobi Kwik, Airtel Money, Jio Money, Amazon pay, etc. Since its introduction over 20 years ago, electronic wallets have risen in popularity (Google,2023) whereas Google pay user just need to unlock the app, scan the merchant QR code, then need to enter the amount for transaction and finally enter the M pin. Google pay is simple and safe system to transfer money immediately. This system gives more financial flexibility to the dealers and customers as well as people who desire to send or receive money. Google pay is a cashless economy which avoids utilizes money in physical form. It minimizes the risk of handling liquid cash. Digital payment can also be maintained easily.

Significance of the Study

The present study was conducted to analyze the customer's satisfaction level and factors influencing the usage of google pay based on various factors namely, simple to use and Download google pay app, convenience, fast service, multi-utility, security, privacy and customer service.

Objectives of the study

To find out the acceptance level of Google Pay as an alternative to the cash and card transactions.

- To analyse the flexible services provided by the Google Pay.
- To study the customer perception towards Google Pay apps and factors influencing customers to use google pay in Puducherry district.

II. Review of literature

Dr.M.Estherkrupa and Shekina D (2022) in their study titled "A study on users perception towards selected E-Wallets(Google Pay & Paytm) among college students" stated that cashless transaction is the latest technology that has seen a tremendous growth in the past year. The study mainly concentrates google pay and Paytm users. It Provides a platform for their users for money transactions and payments. The growth of users of smartphone and Internet penetration also facilitates the adoption of digital payment. The study concluded that development of ecommerce is a key factor for the growth of Google Pay and Paytm application.

Dr.SP Mathiraj and M Mala(2021)digital payment system is popularity due to the 'Digital India' strategy .The study focused on the demographic factors and users' opinion about Google Pay.The respondents are selected on convenient sampling. Data for the study have been collected from 120 respondents through issue of structured questionnaire.The study concluded that google pay have been concentrate to improving the security and privacy of their users.

Parvathy V and Durairaj D (2021) did a study on "user trust towards Googlepay". The proposed study tries to study the usage of Paytm in Karur district. This study discussed about Google use to share the users' data to third party for advertisement purpose but these data sharing is mentioned in the terms and conditions of the app but users giving access to the application without reading the policy and conditions and Google is not responsible for the unauthorized transaction and fraudulent activity and user is giving access to the Google and accepting the policy without reading the conditions. This study focused on why most of the visually impaired users are preferred google pay and the factors which influence the users trust towards google pay among visually impaired users in Chennai city. The study concluded that before pandemic situation very few only using third party transaction application, after pandemic situation most of the visually impaired users are push to use third party application because visually impaired bank mobile wallets are not easily accessible for visually impaired users.

Dr.S.Poongodi,D.P.(2021) digital payment system is gaining popularity due to the 'Digital India' campaign introduced by the government of India. There are various forms of digital payment system. Data for the study have been collected from 150 customers through issue of structured questionnaire by adopting snowball sampling technique. The study reveals that majority of the respondents are female with the age of below 30 years .The reasons for using google pay are mobile recharge followed by payment of EMI,DTH recharge, payment of insurance premium, settlement of hotel bill, payment of electricity bill, ticket booking, bank transfer and online purchase. In this study chi-square test reveals that age, educational qualification, occupation, period of usage, frequency of usage, level of awareness are significantly associated with the level of usage of google pay.

Dr.P.K.Gate and Dr.P.N.Totala (2020) in this research paper main aim was to examine customer perception regards digital payment mode specially google pay. The study objective is influencing factors that the customer prefer google pay over other mode of payment and also to analyse the customers opinion regards benefits and obstacles of Google pay.It is concluded that 78 % of the respondents are using google pay. In digital payment Google pay is very good in services, the major obstacles for the company is slow speed and time taken for reversal option.

III Research Methodology

The study are of this research is Union Territory of Puducherry and it is carried out in the Puducherry district. The sampling method is Purposive method and the user who are using Google Pay. The sampling size is 175 participants, a questionnaire is used to collect the data from the field. The collected data were analyzed with Statistical Package for Social Sciences (SPSS) with Percentage and Frequency analysis.

IV Result and Discussions

The results of the collected data are based on the following analyses.

Table No : 1 Gender of the Respondents

Gender	Frequency	Percentage
Male	64	37
Female	111	63
Total	175	100

Source: Primary Data

It is inferred that majority of the respondents (63%) are female and (37%) of the respondents are male from Table 1.

Age of the Respondents

Table No: 2 Age of the Respondents

Age in Years	Frequency	Percentage
Less than 25	81	46
26 - 35	40	23

36 - 45	33	19
46 - 55	15	9
Above 55	6	3
Total	175	100

Source : Primary Data

In Table 2, it is observed that majority of the respondents (46%) are less than 25 years of age, followed by 26-35 years, 36-45 years, 46-55 years and above 55 years.

Educational Level of the Respondents

Table No :3 Educational Level of the Respondents

Educational Level	Frequency	Percentage
Secondary	5	3
Higher Secondary	14	8
Under Graduation	65	37
Post Graduation and above	91	52
Total	175	100

Source: Primary Data

Table 3 shows the education level of the respondents According to education wise classification that 3 percent of the respondents have secondary education, 8 percent have higher education, 37 percent have under graduation and 52 percent have post graduation and above.

Occupation of the respondents

Table No:4 Occupation of the Respondents

Occupation	Frequency	Percentage
Student	24	14
Government employee	14	8
Private employee	66	38
Business	65	37
Homemaker	6	3
Total	175	100

Source: Primary Data

Table 4 illustrates the occupation of the respondents . It shows that 14 percent of respondents are student, 8 percent of

the respondents are government employee, 38 percent of the respondents are private, 37 percent of the respondents are doing business and 3 percent of the respondents are homemaker.

Usage of Google pay by the Respondents

Table No: 5 Usage of Google Pay by the Respondents

Usage of Google Pay	Frequency	Percentage
Daily	53	30
Once in a Week	41	23
Once in a Month	47	27
Once in a Quarterly	34	20
Total	175	100

Source: Primary Data

From Table 5, it is observed that the majority 30 percent of the respondents use google pay daily and 20 percent of the respondents use it once in a quarterly

Satisfaction in using Google Pay

Table No: 6 Satisfaction in using Google Pay

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Satisfied with the services	3 (2 %)	8 (5 %)	26 (15 %)	90 (51 %)	48 (27 %)
Reliable in current scenario	4 (2 %)	6 (3 %)	44 (25 %)	92 (53 %)	29 (17 %)
Money is secured	6 (3 %)	12 (7 %)	51 (29 %)	75 (43 %)	31 (18 %)
Confidentiality of my personal data	9 (5 %)	20 (11 %)	48 (28 %)	60 (34 %)	38 (22 %)

Transfer money 24 x 7	3 (2 %)	9 (5 %)	17 (10 %)	82 (47%)	64 (36 %)
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Source: Primary Data

Table 6, exemplifies that Satisfaction in using Google Pay, the respondents are strongly agree that 36% Transfer money 24 x 7 and 27% Satisfied with the service, the respondents are agree that 53% are reliable in current scenario and 51% are satisfied with the services, Majority 29% are neutral in money is secured and 28% are confidentiality of my personal data, Majority 11% and 5% of the respondents are disagree and Strongly disagree that confidentiality of my personal data.

Benefits of Google Pay

Table No: 7 Benefits of Google Pay

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Discounts	9 (5 %)	34 (19 %)	52 (30 %)	50 (29 %)	30 (17 %)
Less risk in transfer of Money	9 (5 %)	21 (12 %)	56 (32 %)	75 (43 %)	14 (8 %)
Controls Black Money	8 (5 %)	21 (12 %)	40 (23 %)	70 (40 %)	36 (20 %)
Transparency and Accountability	8 (5 %)	15 (8 %)	29 (17 %)	86 (49 %)	37 (21 %)
Control Illegal Activities	11 (6 %)	30 (17 %)	45 (26 %)	65 (37 %)	24 (14 %)
More sense of Safety	11 (6 %)	12 (7 %)	56 (32 %)	69 (40 %)	27 (15 %)

Source: Primary Data

Table 7, typifies that Benefits in using Google Pay, the respondents are strongly agree that 21% Transparency and accountability and 20% are controls black money, the majority of the respondents are agree that 49% are transparency and Accountability, Majority 32% are neutral in less risk in transfer of money and more sense of safety, Majority 19% of the respondents are disagree in Discounts and Strongly disagree that 6% are control illegal activities and more sense of safety.

FINDINGS OF THE STUDY

- It is inferred that majority of the respondents (63%) are female and (37%) of the respondents are male.
- It is observed that majority of the respondents (46%) are less than 25 years of age, followed by 26-35 years, 36-45 years, 46-55 years and above 55 years.
- It is inferred that the education level of the respondents minimum 3% of the respondents have secondary education and maximum 52% have post graduation and above.
- It shows that majority 38% of the respondents are private employees and minimum 3% of the respondents are homemaker.
- It is observed that the majority 30% of the respondents use google pay in daily and minimum 20% of the respondents use google pay once in a quarterly
- It is inferred that Satisfaction in using Google Pay, the respondents are strongly agree that 36% Transfer money 24 x 7 and 27% Satisfied with the service, the respondents are agree that 53% are reliable in current scenario and 51% are satisfied with the services, Majority 29% are neutral in money is secured and 28% are confidentiality of my personal data, Majority 11% and 5% of the respondents are disagree and Strongly disagree that confidentiality of my personal data.
- It is inferred that Benefits of using Google Pay, the respondents are strongly agree that 21% Transparency and accountability and 20% are controls black money, the majority of the respondents agree that 49% are transparency and Accountability, Majority 32% are neutral in less risk in transfer of money and more sense of safety, Majority 19% of the respondents are disagree in Discounts and Strongly disagree that 6% are control illegal activities and more sense of safety.

Conclusion

Google Pay assists clients in transferring money using a straightforward approach. It is beneficial for retailers to receive money directly into their bank account without incurring any transaction costs. The study examines the demographic characteristics of the respondents, their usage patterns, as well as their happiness and the benefits they derive from utilising Google Pay. Google Pay has been focused on enhancing the security and privacy of its consumers. Google Pay is significantly adding to the convenience of users as the country transitions towards "Digital India" and E-Cash. According to the Economic Survey 2023, Unified Payments Interface (UPI) constituted 52% of India's overall digital transactions in the Financial Year 2022. Google Pay has been instrumental in digitalizing financial transactions in India by connecting smoothly with different banks and financial institutions. The detailed post delves into the influence of Google Pay on the digitization of payments and its initiatives to enhance the accessibility and efficiency of financial transactions.

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