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" Users Perception towards Google Pay "

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ABSTRACT

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. Google Pay is one such payment system which is simple and safe method to transfer money instantly. Accordingly, an attempt has been made in this study to know the reasons for preferring Google Pay and the variables that influence the usage of Google Pay. Data for the study have been collected from 150 customers through issue of structured questionnaire by adopting snowball sampling technique. Simple Percentage, Weighted Average Ranking and Chi-square test have been used to analyze the data. The study reveals that majority of the customers are female with the age of below 30 years and majority of them are undergraduates employed in private sector with an earning of up to Rs.20000 per month and they are aware about Google pay through friends, relatives and by themselves. 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. 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.

Introduction:

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. Google Pay is one such payment system which is simple and safe method to transfer money instantly. Google pay is popularly known as G Pay. It is

digital wallet platform and online payment system developed by Google to power in-app and tap-to-pay purchases on mobile devices, enabling users to make payments with Android phones, tablets or watches. Google Wallet and old Android Pay have unified in to single pay system called Google pay on January 8, 2018. The development in digital payment system makes a change in spending behaviour of people. In this regard the present study brief about determinants of Google pay.

Review of Literature

Pasupathi and Reka (2019), in their article entitled “A Study on Customers’ Perception towards Mobile Wallet with Special Reference to Google Pay”, with a view to find out the customers’ Perception towards Google Pay. A well-Structured questionnaire has been used to collect the data from 150 customers in Tiruchirappalli by adopting simple random sampling method. Data have been analysed using tools like Simple percentage, Chi-square test, ANOVA and Correlation. The study reveals that Majority of the customers are satisfied with overall opinion about Google pay. It is also found that there is a positive relationship between the overall opinion and mode of payment. **Tanzila Ayaz Sayed et.al (2018)**, in their research captioned “A Study of Customer Satisfaction Level and Customer Perception of E-Payment App Services with special reference to Pune City”, to study the customers satisfaction level of E-payment App. The data have been collected through issuing questionnaire to 200 respondents by adopting convenient sampling technique. Simple Percentage method has been used to analyze the data. The result of the study reveals that the majority of the respondents are using PAYTM App Services and they feel it is comfortable and satisfied with speed of transactions. **Shamsher Singh and Ravish Rana (2017)**, carried out a research entitled “Study of Consumer Perception of Digital Payment Mode” with a view to know the customer perception and impact of demographic factors on adoption of digital mode of payment. Interview method has been used to collect data from 150 respondents in Delhi. Simple Percentage and ANOVA have been used to analyze the data. The study finds that majority of respondent are male belong to the age group between 20 and 30 years and majority of them are graduates employed in private sector and they are influenced by brand, convenient use, secured transactions, saves time. The result of ANOVA indicates that education play a significant role in acceptance of digital payment mode.

Statement of the Problem

Usage of electronic payment system has been increased now-a-days. Google Pay is one such payment system which has changed the custom of making and receiving payment. Lyrics Miruna (2019) observed that majority of the customers are satisfied with E-Wallet service providers on offers and discounts, customer service, transaction time and trust factor. Nidhi Singh et.al (2017) found that there is a strong correlation between consumers’ perception, preferences and satisfaction of mobile wallet users. In this background, it is essential to find out the reason for preferring Google Pay and the variables that influence the usage of Google Pay

Objectives of the Study

The following are the objectives of the study

- To know the socio-economic profile of the customers.

- To identify the variables that influences the usage of Google Pay.

Research Methodology

The study is based on primary data collected through issue of well-structured questionnaire. It contains questions relating to the socio-economic profile, awareness, reasons for using Google Pay. A sample of 150 customers in Pollachi Taluk has been selected by adopting snow ball sampling method. Simple Percentage, Weighted Average Ranking and Chi-Square test have been used to analyze the data.

Findings

The findings of the study are divided into four sections namely, Socio-economic profile of the sample customers, Awareness on Google Pay, Reason for using Google Pay and variables associated with usage of Google Pay are depicted in the following paragraphs.

(i) Socio - Economic Profile

- Majority of 109(72.66%) customers are female.
- Majority of the customers, 133(88.66%) belong to the age group of below 30 years.
- Majority of 127(84.66%) customers are unmarried.
- Majority of 106(70.66%) customers belong to nuclear family
- Most of the customers, 69(46.00%) are under graduates.
- Most of the customers, 66(44.00%) are private employees.
- Majority of the customers, 108(72.00%) are earning members.
- Majority of 86(57.33%) customers earn a monthly income of up to Rs.20, 000.
- Majority of 99(66.00%) customers' family income per month is up to Rs.30, 000.

(ii) Awareness on Google Pay

- Most of the customers, 56(37.33%) came to know about Google Pay through friends.
- Most of the customers, 56(37.33%) use Google Pay frequently.
- Majority of 104(69.33%) customers using Google Pay for a period of less than a year.
- Most of 73(48.66%) the customers are aware of the features available in Google Pay.
- Majority of 82(54.66%) customers recommend the use of Google Pay to others.

(iii) Reason for using Google Pay

Weighted average ranking has been applied to ascertain the reason for using Google pay.

Table: 1 Reason for using Google Pay –Weighted Average Ranking

REASON	WEIGHTED AVERAGE RANK
Bank Transfer	VIII
Mobile Recharge	I
Ticket Booking	VII
Online Purchase	IX
Payment of Electricity Bill	VI

Settlement of Hotel Bill	V
Payment of Insurance Premium	IV
DTH Recharge	III
Payment of EMI	II

It is found that Google Pay is mostly used for 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.

iv) Variables Associated with Usage of Google Pay

To identify the association between the select variables and usage of Google pay, the Chi-square test has been employed.

Table: 2 Variables Associated with Usage of Google Pay

Variables	d.f	Calculated χ^2 Value	Table Value 5% Level
Gender	2	1.580	5.991
Age	2	14.881	5.991
Marital Status	2	5.044	5.991
Type of family	2	0.044	5.991
Educational Qualification	6	24.378	12.591
Occupation	6	17.071	12.591
Number of Members in Family	2	0.124	5.991
Monthly Income	6	11.528	12.591
Family Income(Per Month)	6	8.692	12.591
Frequency of Usage	4	17.609	9.487
Period of Usage	4	53.927	9.487
Level of Awareness	4	63.145	9.487

It has been found that there exists a significant association between age, educational qualification, occupation, period of usage, frequency of usage, level of awareness and usage of Google Pay.

Conclusion

Electronic payment system, such as Paytm, Google Pay, BHIM, PhonePe offers the user the ability to pay retailers and other consumers on the Internet over the phone. The payment requires no other participants than the payer and payee, so by having no transaction processing fees and allowing low value transactions to be cost-effective. The study depicts that age, educational qualification, occupation, period of usage, frequency of usage, level of awareness have significant association with usage of Google Pay. For smooth implementation of cash less system in India the following measures are recommended. Financial literacy campaign may be conducted by the government from time to time to make people aware of the benefits of electronic payments; measures to encourage cashless transactions and Google Pay Company have to concentrate in improving the security and privacy of their users.

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