A STUDY ON CUSTOMER'S PERCEPTION TOWARDS GOOGLE PAY IN ERNAKULAM DISTRICT

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C E R T I F I C A T E

This is to certify that this Dissertation entitled “A STUDY ON CUSTOMER’S PERCEPTION TOWARDS GOOGLE PAY IN EENAKULAM DISTRICT” has been prepared by KRISHNENDU R, ATHIFA OLUBAGE and MAHADEVAN A under my supervision and guidance in partial fulfilment of the requirements for the award of the Degree of Bachelor of Commerce of the Mahatma Gandhi University. It has not previously formed the basis for the award of any Degree, Fellowship, Associateship etc.

They are allowed to submit this Project Report

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DECLARATION

We hereby declare that the project “A STUDY ON CUSTOMER’S PERCEPTION TOWARDS GOOGLE PAY IN ERNAKULAM DISTRICRT” is our original work and has not been submitted earlier to MG University or to any other Universities. We have undertaken this project work in partial fulfilment of the requirements of B. Com 2020-2023 in Bharata Mata College, Thrikkakara, Ernakulam affiliated to MG University, Kottayam.

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CHAPTER – 1
INTRODUCTION

1.1 INTRODUCTION

India, a developing nation, has a poor infrastructure, a low PC penetration rate, evolving security protocols, and hesitant consumers in the rural market. However, a lot of banks provide e-banking services. According to a research by Rao and Prathima from 2003, India still has a long way to go before offering comparable internet banking services to other nations. In India, e-banking is growing in popularity (Gupta, 1999; Dasgupta, 2002). Google may have developed Google Pay, a digital wallet platform and online payment system that enables users to make payments with Android phones, tablets, or watches, in order to support in-app and tap-to-pay transactions on mobile devices.
The Digital India strategy seeks to transform India into an economy and society that are knowledge-based. Google declared that the service would be named as Google Pay and that Google Wallet would be incorporated into Android Pay on January 8, 2018. It is known as G-pay. Google Pay is one such digital system used in India. In today's culture, the Google Pay method is getting more popular. Literate and uneducated users of the Google Pay app for smartphones overwhelmingly do this.

People often transact electronically to pay for goods and services, mobile phone recharges, online purchases, utility bills, and other things. Google Pay is an easy and secure way to send money right away. The dealers, customers, and anybody else wishing to send or receive money have more financial options thanks to this system. A cashless economy, such as Google Pay, forgoes using actual currency. The risk associated with handling liquid cash is reduced. Additionally, digital payments are simple to maintain.
Google Pay is a digital wallet and payment system from Google. Users can make purchases on websites, mobile apps, and Google services like the Google Play Store using their Android devices to pay for them both online and in physical places. Credit or debit cards that can be used for both in-person and online transactions are connected to users' Google Pay accounts. Google Pay for Android devices uses near field communication (NFC) technology to interact with payment terminals. When logged into their Google account in the Chrome browser, users can conduct transactions using Google Pay on websites that support the service. In 2011, Google Wallet, the company's first mobile payment solution, was developed for Android devices.
For contactless purchases on Android smartphones, use Google Pay. The Google Pay service works with hundreds of banks and payment processors. Support for cards from Visa, MasterCard, Discover, and American Express is especially requested. Users should get in touch with their respective bank if they have any questions about Google Pay's compatibility. A list of supported banks is also maintained on the Google Pay user page by each supported nation.

1.2 STATEMENT OF PROBLEM

In India, far too many transactions still take place in cash. 5% or fewer of all payments are made electronically. Digital transactions are inaccessible to illiterate people. Financial literacy and awareness of cashless transactions are essential for India to transition to a cashless economy. practically a quarter of one percent. Despite having internet access, only 200 million In. Certain cashless transactions are becoming normal in our daily lives. However, a variety of problems could arise from its operations. It is prone to security problems including online fraud and cybercrime. Internet connectivity and e-literacy awareness are further factors that affect Google Pay usage. dians actually use digital payment methods. Digital wallets and other payment apps like Google Pay, BHIM App, and others are used in cashless economies in place of traditional payment methods like debit/credit cards, ATMs, net banking, card-swipe or POS devices, and cash.

In the Ernakulam area, this study aims to pinpoint the several factors that may affect Google Pay usage as well as the various difficulties that users may have in doing so.

The researcher has the following questions.

1. To find out the factors influencing the customers to opt Google Pay.
2. To know the socio-economic profile of the customers.
3. To know the user's perception towards Google Pay.
4. To understand the customer satisfaction level with Gogle Pay.

1.3 OBJECTIVES OF THE STUDY

"The study on customer's perception towards Google Pay" is carried out for the following specific objectives:

1. To find out the factors influencing the customers to opt Google Pay.
2. To know the socio-economic profile of the customers.
3. To know the user's perception towards Google Pay.
4. To understand the customer satisfaction level with Google Pay.

1.4 SIGNIFANCE OF STUDY

A thorough investigation using books, journals, and the internet revealed that despite Google Pay being a widely utilised digital platform, studies regarding its operation, consumer perceptions of its services, etc. were surprisingly scarce. Consequently, a study on this subject had to be done in order to fill the gap in the literature. So, we settled on "The study on customer perception towards Google Pay" as our research topic.

1.5 SCOPE OF STUDY

This study is based on data collected over the period of one month, from March to April 2023, from users of the Google Pay app in the Ernakulam area.The sample size for the study was 100 people.

1.6 RESEARCH METHODOLGY

The science of conducting research is known as research methodology. It refers to the particular steps or methods used to locate, choose out, analyse, and evaluate data regarding a subject. The methodology portion of a research study enables the reader to assess the general validity and reliability of the study. The study seeks to understand how

customers feel about Google Pay. The following list includes the various components of this research methodology:

1.6.1 RESEARCH DESIGN

The study's findings were discovered through descriptive analysis.

1.6.2 SOURCES OF DATA

The core data for the study was gathered utilising a survey method and a Google form. Two distinct categories of data exist:

- PRIMARY DATA: Information was gathered through a survey to see what users thought of the Google Pay app.
- SECONDARY DATA: Secondary data for the Google Pay app was acquired through browsing, reading publications, newspapers, articles, and papers. Additionally, a sizable number of books and articles on the subject were consulted.

1.6.3 SAMPLE DESIGN

A representative sample was chosen for this study because it would be challenging to get data from the entire population.

1.6.4 SAMPLE SIZE

Sample size is -.100

1.6.5 TOOLS OF ANALYSIS

Utilising statistical processing, classification, tabulation, and analysis methods, the acquired primary data was statistically processed.

1.7 LIMITATIONS OF THE STUDY

• Time constraints resulted in a cap on the number of responders at --

Respondents were the main source of data for the study, and primary data were collected from them via questionnaire. Consequently, there is a chance that the information will be biassed.

1.7 CHAPTERISATION

CHAPTER 1 Introduction

CHAPTER 2 Theoretical framework and Review of literature

CHAPTER 3 Data Analysis and interpretation

CHAPTER 4 Findings, Suggestions and conclusions

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Appendix

CHAPTER 2
THEORETICAL FRAMEWORK AND REVIEW LITERATURE

2.1. THEORETICAL FRAMEWORK

Initially known as Android Pay, Google Pay made its debut in 2015 at Google I/O. This software was mostly designed after Google Wallet, which debuted in 2011. The technology of soft cards has an impact on Android Pay. The UPI system was subsequently turned around when Google released the payments app Tez on September 18, 2017.
On August 28, 2018, Google Pay replaced the Tez name.

Sujith Narayanan, the founder of Google Pay, says that while working on Google Tez, another product offered by Google, he and his team realized that the consumer's financial journey

goes beyond digital payments. When it came time to choose a product, Google's founders decided on Google Pay, which would revolutionize financial services for millennials. Google Pay was founded by Google Tez, a mobile payment service primarily for Indian users. Think of Google Pay as an enhanced Google Tez with a wide range of options.
Google Pay, commonly known as G Pay, was founded on May 26, 2011. The digital payment system formerly known as Google Wallet changed its name to Android Pay on September 11, 2015. The app was later released as Tez, before settling on Google Pay on August 28, 2018.

2.2. INDUSTRY DETAILS

An unregistered company known as Google Payment India Private Limited was incorporated on 12 January 2007. It is classified as a public limited company and is an unlisted private company.

The capital percentage of the company is 80.25 million rubles and the share capital is 3000.0 million rubles.

The previous AGM of Google Payment India Private Limited was held on 29 September 2017. The financial information of the company was last updated on 31 March 2017 according to Ministry of Corporate Affairs (MCA).
Since its founding 16 years ago, Google Payment India Private Limited has focused mostly on the business services sector. The company is still operating today.

2.3. FOUNDERS AND CEO

SUJITH NARAYANA AND SUMIT GWLANI are the creators of Google Pay. CEO - SUNDAR PICHAI.

Mr. Sujith Narayanan

Sujith Narayanan and Sumit co-created Google Tez. Sujith has extensive experience in the financial services industry and is an experienced leader in the payments industry. In addition, he was recognized as a founding member of EpiFi, a new banking startup. Both Calicut University and Mahatma Gandhi University graduated Sujith. After working with Standard Chartered Bank as a National Sales Manager for the first seven years of his career, Sujith has finally announced his retirement from the company. Before joining Google, he was Head of Marketing and Channel Development at Religare Macquarie Private Wealth. Gwalani, Peak

Besides being the founder of G Pay, Sumit Gwalani worked closely with Sujith to launch EpiFi. He supervised the Indian processes of Google Tez. Sumit has worked at Google for over 12 years and held a number of different roles. Before starting his career as a software architect at Trlokom and later joining Google, Sumit worked as a research assistant at Columbia University in Santa Barbara. Gwalani studied computer science at the University of Mumbai, where he earned a Btech degree, before earning a master's degree in computer science from the University of Santa Barbara.

2.4. NAME, TAG LINE AND LOGO

G Pay is the brand name for Google Pay. The Google logo and the word "Pay" are smartly positioned on opposite sides of the G Pay logo. The company's logo in India has recently been altered to a colourful one.

"Money made simple" is the slogan of Google Pay. A clever and engaging tagline. Handling money is now simpler than ever thanks to Google Pay.

Fig.2.1 Google Pay Logo

2.5. SERVICES

You can use any payment instrument supported by Google Pay to transfer payments to service providers, users, merchants, billers or other third parties through Google Pay. In addition, you can accept payments from other users or third parties using the selected payment method in Google Pay. You can

also use Google Pay to communicate or receive offers and services from other users, service providers, banks, merchants and billers.

2.6. BUSINESS AND REVENUE MODEL.

Google Pay users do not pay for using Google Wallet. GPay customers can send money to their bank accounts instantly and for free. Previously, the company planned to charge 2.9 e for using a bank card to refill the wallet, but the plan was abandoned. As a digital payment network, Google Pay makes money primarily through transaction fees collected from online and in-app banks and merchant payments. Another source of income for the company is product offers and advertisements in the Google Pay app. It also makes a significant amount of money using the collected consumer data. The monthly active users of Google Pay, estimated at 67 million in early 2017, have been growing since 2017. As of 2021, the same population is estimated to be 150 million.

The program enabled more than 2.5 billion transactions with a value of more than $110 billion. Additionally, it is important to note that with Google Pay, users can now pay to more than 2,700 online merchants and more than 200,000 businesses in more than 3,500 cities.

2.7. REVENUE AND TURNOVER.

According to regulatory filings, Google India Digital Services, which manages Google Pay in the nation, had its net profit rise by around 62% to 53.22 crore in 2020–21 despite a 2%

decrease in operating revenue to 1,497.6 crore from the previous fiscal year.

According to a filing with the Registrar of Companies released by market research firm Tofler, Google Pay's operational revenue decreased to Rs. 1,467.36 crore in 2020–21 from Rs. 1,497.66 crore in 2019–20.

From 32.86 crore to 53.22 crore after taxes in 2020–21, it saw a profit. The company's investment dropped to 1,402.98 crore in 2020-21 from 1,457.63 crore in 2019–20, as it competes with companies like Paytm, PhonePe, and Amazon Pay.

2.8 CHALLENGES

Thanks to Google, one of the largest companies in the world, Google Pay has been protected from the challenges that small and entrepreneurial companies face when starting out. There was no shortage of resources. In 2020, a technical problem with the Google Pay app became a trending topic for a while, although it was not a challenge. According to several users who reported the app, Google Pay unexpectedly removed their bank accounts from the service. Social media has seen many complaints about the situation. But the problem had no significant consequences. The Google Pay team speculated that the linking of the app and bank accounts may have been caused by unintentional user actions. The team applied the solution and after that it returned to normal.The

organisational challenge that Google Pay is facing is another one. The Cloud division of Google offers banks cloud computing and AI-based lending capabilities. Remembering that the Plex product was offered to banks, it was a part of the Payment division. There are several high-ranking ex-bankers in the Cloud group; if Google Pay wants to offer services to banks, it should align itself with such individuals. Because it will need a lot of investment for the payments section to become the "central nervous system of the digital economy," it should be split out as a separate business. This is because the company that makes 81% of its money from ads isn't going to provide that investment.

2.9 COMPETITORS

Amazon Pay, PhonePe, Paytm, and Stripe are the main rivals to Google Pay. The digital transaction platform is called Amazon Pay. It is comparable to Google Pay in terms of features and functionality. The most used payment app in India is PhonePe. People can pay for goods and recharge phones using BHIM, UPI, credit and debit cards. • Online payment system Paytm is used in India. Paytm offers various services through its ecosystem including e-wallets, bill payments, phone recharge and online shopping (called Paytm Mall). Stripe makes online payment easier.

2.10 PARTNERS

So far, Google Pay has partnered with several organizations around the world. Here are some of the more prominent alliances that G Pay discovered:

• On October 29, 2021, Google Pay customers will be able to purchase SBI's general insurance plan directly through the app as the two companies announced their partnership.• On September 21, 2020, the leader in digital payments announced a partnership with Visa to support tap-to-pay for Visa cardholders, securing all app-based transactions.

2.11 ACHIEVEMENTS

Payment products gained great popularity in the 2018-2019 season. The team successfully introduced a number of new features while redesigning payment products globally. To jointly develop new solutions, Google Pay emphasized partnerships and ecosystem methods and built close relationships with the state and the central bank. As a result, products work together in an ecosystem. In October 2021, Google Pay's market share was 38% by value and 35% by volume. The last 129 crore transactions recorded by the payment gateway totaled 2.50 crore. Highlights of Google Pay's growth include:

Just two years after its launch in India, Google Pay has 67 million active monthly users. In 2019, Google Pay accounted for 59 percent of all digital payment transactions. After PhonePe, Google Pay is the second most popular UPI platform.

2.12 FUTURE PLANS

A number of new Google Pay capabilities including the return of Google Wallet were unveiled at Google I/O 2022, the company's annual developer conference.
Users may connect their credit cards to a Google Wallet and make payments by merely tapping on devices, claims the company. Additionally, users will be able to keep their digital ID cards, credit cards, immunisation records, and more.

The addition of a prospective feature that will display which credit cards offer the most rewards for your transaction is another way that Google hopes to enhance the Google Pay experience for users.
Google made several significant modifications to Google Pay in 2020, including a money-management strategy that let customers keep track of their incoming and departing transactions. Virtual cards are a future security feature. By replacing physical cards with virtual ones, it aims to improve security and privacy while shielding consumers from shady websites. Additionally, the checkout form will be automatically filled, just as the auto-fill form, saving you the trouble of entering card information.More than 40 countries currently offer Google Pay, and we anticipate Indian users will soon take advantage of these new features. In the future, MasterCard, Visa, and American Express will all support the virtual cards functionality in the US.

2.13 ADVERTISING STRATEGIES AND USP

Through initiatives like the #Goindia campaign, which is presently running, and the #Rangoli Diwali campaign, which was launched last year, Google Pay has demonstrated its expertise of viral marketing. The tremendous excitement that the Rangoli Diwali campaign generated last year served as inspiration for the #GoIndia campaign's launch this year. The claim that these initiatives are among the best user engagement and user awareness campaigns ever is not hyperbole.

Google Pay's USP: Utilising your current bank accounts, you can send and receive money instantaneously. No more paying fees for withdrawals or reloading mobile wallet balances. Your money is handled simply. BHIM UPI-compatible banks can use Google Pay.

2.14 SWOT ANALYSIS STRENGTHS

• Customers can pay with their phone number or QR code. Advanced transaction data shows how much you've earned with Google Pay. Protective layers. The money is transferred directly to your bank account without any cost. Business-only rewards When it comes to online payments, security is a concern for both businesses and consumers, and Google Pay takes security seriously. Because Google Pay uses tokenization, only an identification number is issued to the business, not the customer's bank or credit card information. In this way, both information theft and fraudulent

transactions are avoided. In addition, each event has a special code that makes it easy to track and trace. FOCUS

Depending on the location of your business, you may not be able to use Google Pay as a payment method. Although it works in many countries, it is still not used as often as some other payment methods, including PayPal. This can be a disadvantage if your business operates in a country where Google Pay is not accepted or is not commonly used by consumers and businesses. You cannot use Google Pay as a payment method if your bank does not support it, as only a few banks accept Google Pay. Also, customers can't use Google Pay to make purchases at your business if their bank doesn't support it. Both consumers and businesses suffer from this. Depending on whether the sender used a payment card or a bank account, the Google Pay transaction can take three to five business days in your bank account. The event is currently shown on hold until it completes. While banks are also to blame for this delay, which isn't just Google Pay's fault, it can still be annoying for business owners who need access to money.

OPPORTUNITY

Google has the chance to gain a larger portion of the market in the era of cashless transactions.Going cashless has becoming increasingly popular everywhere. Google can take advantage of this by making Google Pay essential, much way the Google search engine already is.

THREATS

• There are numerous competitors on the market, and each one of them has better services to provide, such as Bharat Pay, Paypal, Amazon Pay, etc. • Phishing and hacking of the app can cause customer unhappiness.

• Threat of New Entrants: Because the corporation must possess the NFC technology, the entry barrier is significant. If it's just software that needs to be installed, it wouldn't be difficult for smartphone manufacturers to release an attached product like Google Wallet.

• Since Google Wallet is almost the first product of NFC chip that has these qualities, other products will not differ significantly from Google Wallet. PayPal may offer a comparable product.

2.15 STP ANALYSIS

Segment – Internet users looking for digital payment solutions.

Target Group - Internet users and those customers who have an existing bank or credit card account.

Positioning – Google Pay is second in line in UPI market leadership.

2.16 ADVANTAGES OF GOOGLE PAY

Events are recorded digitally

You can track all your transactions when you use Google Pay, which is an added benefit. No matter how small the payment is, customers can track it.

The deal is done

It works as a single clearing house. Electricity bills can now be paid using Google Pay. Any electricity bill, cell phone or internet bill can be confusing. You only pay with one application.

Helps manage illegal assets

Digital transactions facilitate the monitoring of state affairs and, in the long run, promote the eradication of counterfeit and illegally obtained money. In addition, the cost of minting money will decrease, which will stimulate the economy. It has a lower transaction fee and is more affordable. Google Pay does not charge a transaction or service fee for the services it offers. This allows customers to use the services without paying for them. Several digital payment methods are used to reduce costs.

Various discounts, exemptions and refunds.

Customers who use Mobile Wallet and the Google Pay app enjoy a number of benefits and savings. Many banks that accept digital payments offer significant cashback incentives. Customers appreciate it.

Tracking is efficient and secure

Managing and handling money requires a lot of time and effort. Moving and holding money can be difficult in addition to the financial loss. With Google Pay, you can easily keep your money safe online. Thanks to Google Pay, you can now send and receive payments with just your phone. smart phone Google Pay channels also offer unified payments to customers.

It is quite safe

Because Google stores all payment information on secure servers, Google Pay transactions are secure. When you use

Google Pay, your full card number is never stored on your phone or shared with merchants. Merchants only receive your virtual account number. When you use Google Pay, the app displays a purchase confirmation that can help identify suspicious activity. This notice includes information about the location of the transaction, the name of the seller and the amount of the payment or refund.

2.17 DISADVANTAGES OF GOOGLE PAY

Security fraud

India would need to bolster its cyber security due to the widespread hacking of banks and private accounts. Numerous situations have included cybercriminals. Money that has been taken and people that have been conned.

Tech Problems

Due to the fact that it is an online service, troubles may arise from technological issues. customers who only make payments using it.

Low level of literacy

Poor literacy is one of the main causes of many of today's problems. Building a cashless economy or digital literacy in India is difficult. That's why computers are 22 and the Internet is still far away. A significant part of the population lives in rural

areas where basic needs are scarce. In such cases, the disadvantaged depend mainly on currency.

Unreliable detection

One of the major disadvantages of cashless transactions in the Indian subcontinent is the possibility of identity theft. The likelihood of hackers increases with the number of online scams. It grows every day. Not everyone is technologically savvy and can use all forms of technology.

LITERATURE REVIEW

2.18 On Customer Use of Mobile Wallets, Specially Chennai City by S Manikandan and J Mary Jayakodi (2017) aims to describe the usage and use of Wallet money supported by various service providers. as well as the many other factors that influence a consumer's decision to use a mobile wallet, as well as the various risks and challenges that mobile wallet users must overcome. According to the study, the use of mobile wallets has increased.The situation is coming to the attention of more people in the United States. Demonetization, a government initiative, led to the use of a mobile wallet in India, and this was done with as much vigour as feasible. The Threat.

2.19 Mobile wallets were discussed in detail by Trilok Nath Shukla in 2016, including their advantages and disadvantages as well as how they work and come in different types. Among

the things he considered were consumer attitudes and Retailers are discussing mobile wallets a lot right now. He concluded that using mobile wallets will encourage interaction between people. No matter the market, marketers engage with customers and online businesses. In order to take advantage of the new prospects, marketers need to be informed of how these mobile wallets are currently doing. The urban populace of Jalgaon City preferred mobile wallets, according to his study.

2.20 According to Ramesh Sardar (2016), an investigation into people's preferences for mobile wallets among city dwellers in Jalgaon's population successfully studied the role of demographic changes and variables that influence the use of mobile wallets. The research indicates that a prompt payment is preferred.An important factor to consider when choosing a mobile payment method. Most of those who answered yes. Tends to pay more on mobile to do a transfer followed by a recharge. Payment methods include mobile and DTH, and they will be readily available seven days a week. Their research was published in the publication "Mobile wallet: An emerging form of business transaction.

"2.21 According to Poonam Painuly and Shalu Rathi (2016), "mobile wallet is an upcoming medium of business transaction." They looked into how easy transactions are, how comfortable it is to use, and how a safe profile can be created. The application outlined the benefits of the wallet. in addition to completing that business, money. Mobile money and wallet

money are used in a variety of industries, including banking, retail, and hospitality. One kind of payment technique is contactless. Areas for business and customers to customers, as well as remote payment.

2.22 Customer satisfaction with e-payment application services was studied by Tanzila Ayaz Sayed et al. From his 2018 paper, “Study on Customer Satisfaction Level and Customer Perception of E-Payment Application Services with Special City of Pune”. A simple sampling method was used to collect data by sending a questionnaire to 200 participants. Simple percentage method was used for data analysis. According to the results of the survey, the majority of respondents use PAYTM App Services and are satisfied with the speed of transactions. The authors conducted a study on consumer perceptions of mobile wallets, specifically Google Pay.

2.23 Customers' impressions of Google Pay were the focus of Pasupathi and Reka's (2019) research. Data was gathered among 150 individuals in Tiruchirappalli using an organised survey and a straightforward random selection process. Simple percentages, chi-square test, ANOVA and correlation were used to analyze the data. According to the report, most users are generally satisfied with Google Pay.Additionally, it was established that the payment method and general opinion have a positive link.

2.24 To better understand the impact of consumer perceptions and demographic factors on the use of digital payments, Shamsher Singh and Ravish Rana (2017) conducted a study titled “Study on Consumer Perception of Digital Payment Mode”. Interviews were used to obtain information from 150 participants in Delhi. Both ANOVA and basic percentages were used to analyze the data. The data shows that most of the respondents are men aged 20-30 who graduated from private sectors, and their preferences are influenced by brand, usability, secure transaction and saving time. The ANOVA results show that education has a large effect on how popular digital payment methods are perceived.

2.25 In his research, Saviour F (2019) examined a number of variables that affect customer happiness. The satisfaction level of Paytm users is the researcher's biggest concern. The study's author has determined the causes of consumer dissatisfaction using e-wallet services and has also made an effort to find ideas for improving paytm services. Due to easy access, rising smartphone usage, and the cashless economy, the study found that the majority of respondents were happy with Paytm's services.

2.26 Abhijit and Harmeet (2017) conduct research on smartphone users' use of Gpay and make an effort to identify the various challenges experienced by Gpay customers. Only 151 out of 230 individuals with smartphones who were given a structured questionnaire considered their replies to be valid and useful for data analysis. The descriptive method was

employed by the researchers in order to emphasise the statistical findings. The study's findings suggest that Gpay needs to improve its payment gateway in order to increase transaction efficiency and account for transaction time, discounts, and special offers.

2.27 According to Rouibah (2015), the biggest causes for failure comprised a lack of safety, a lack in trust, a fear of not succeeding, high expenses, and a lack of familiarity. Several fundamental barriers to payments have made ecommerce difficult to operate.

CHAPTER – 3

DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

Data analysis and interpretation is the process of giving meaning to collected data and determining inferences, meaning and conclusions.

3.1 Classification on the basis of Gender

Gender	Number of respondents	%
Male	37	37%
Female	63	63%
Prefer not to say	0	0
Total	100	100

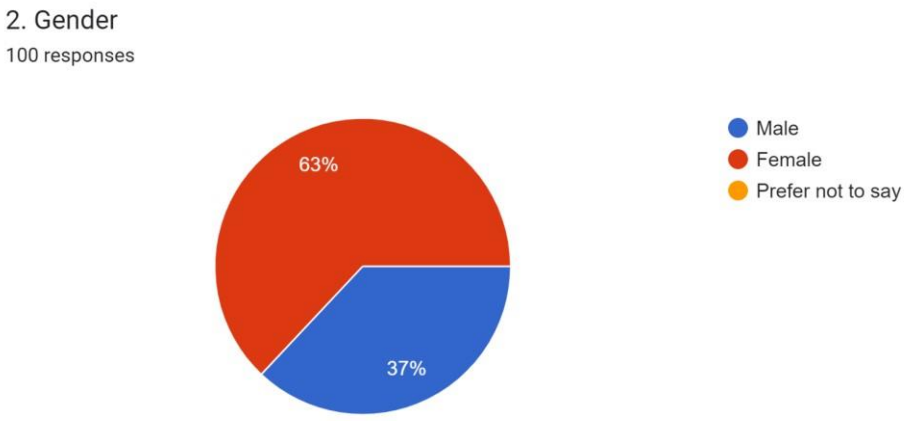

Fig.3.1 Gender wise distribution

Interpretation:- It is evident from the graph that the respondents are Male, Female and Prefer not to say, with percentages of 37,63 and 0 respectively.

3.2 Classification on the basis of Age

Class (Age)	Number	%
15-20	42	42%
21-30	49	49%
31-40	5	5%
Above 40	4	4%
Total	100	100

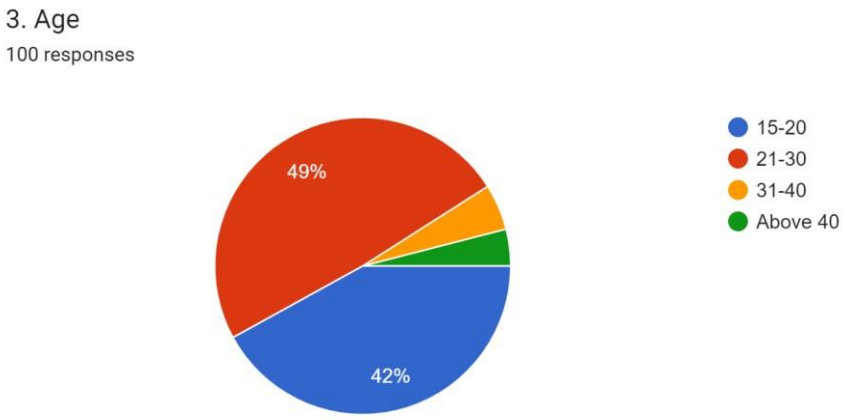

Fig.3.2 Age wise distribution

Interpretation:- According to the graph, 42% of the population is in between the ages of 5 and 20. 49% is in between the ages of 21 and 30, 5% is in between the ages of 31 and 40 and the remaining population is above 40 which make up 4% of the respondents.

3.3 Classification on the basis of Qualification

Basis	Number of respondents	%
School level	8	8%
Undergraduate	72	72%
Postgraduate	16	16%
Others	4	4%
Total	100	100

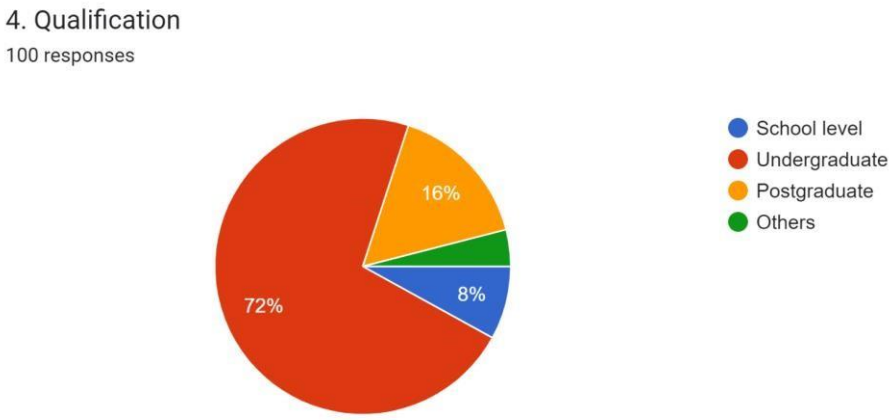

Fig.3.3. Qualification wise distribution

Interpretation:- It is evident from the graph that 8 respondents comes under school level qualification (8%), 72 respondents are undergraduates(72%), 16 respondents are postgraduates(16%) and the remaining make up 4% of the respondents.

3.4 Classification on the basis of Marital Status

Basis	Number of respondents	%
Married	11	11%
Unmarried	89	89%
Total	100	100

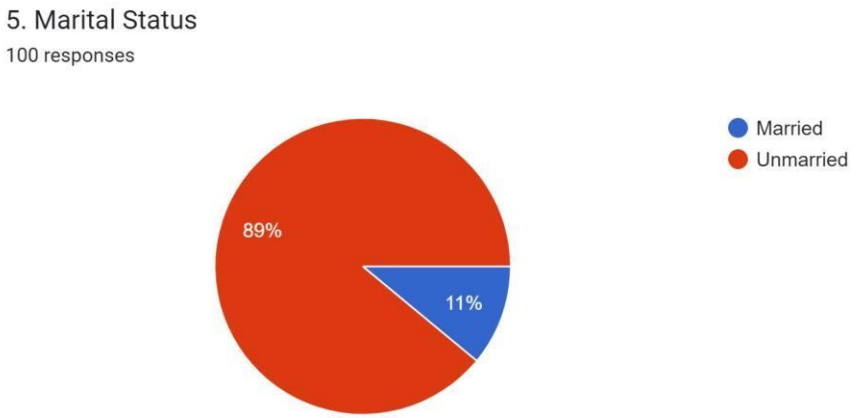

Fig. 3.4. marital status

Interpretation: - It is clear from the graph that 11 respondents are married (11%) and 89 respondents are unmarried(89%).

3.5 Classification on the basis of Occupation

Basis	Number of respondents	%
Student	81	81%
Private Job	12	12%

Government Job	2	2%
Others	5	5%
Total	100	100

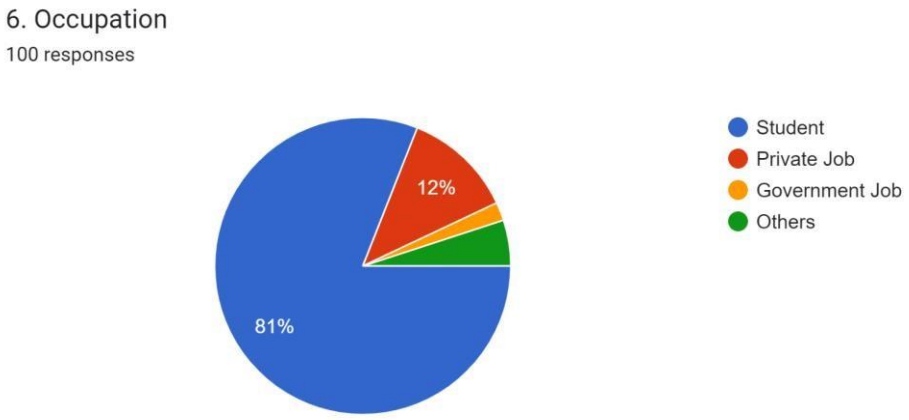

Fig.3.5 occcupation

Interpretation: - It is evident from the graph that 81 respondents are students (81%), 12 respondents are private employees(12%), 2 respondents are government employees(2%) and the remaining 5% of the respondents are employed in other fields.

3.6 Classification on the basis of Monthly Income

Basis	Number of respondents	%
Less than 10,000	14	14%
Rs 10,000 - Rs 50,000	17	17%
Above Rs 50,000	4	4%

No Income	65	65%
Total	100	100

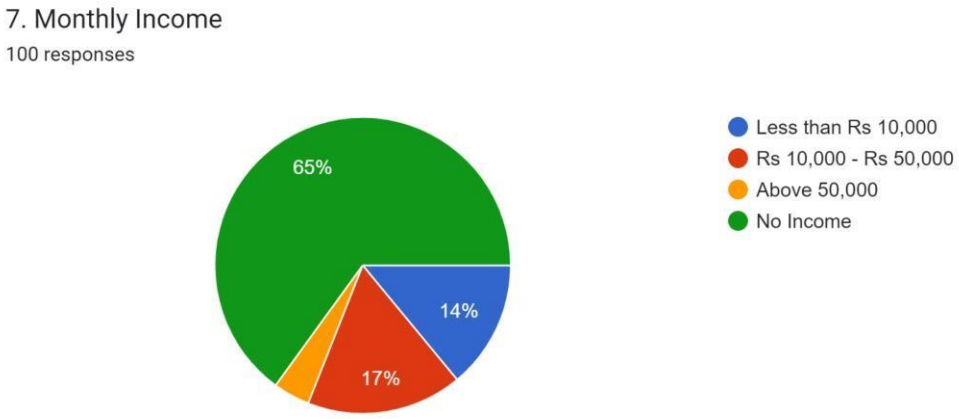

Fig.3.6. Monthly income

Interpretation: - According to the graph, it is evident that 14 respondents have income less than Rs 10,000(14%), 17 respondents have income in between Rs 10,000 and Rs 50,000(17%), 4 respondents have income above Rs 50,000 and the remaining 65 respondents have no income(65%).

3.7 Classification on the basis of Residence

Basis	Number of Respondents	%
Rural	54	54%
Urban	46	46%
Total	100	100

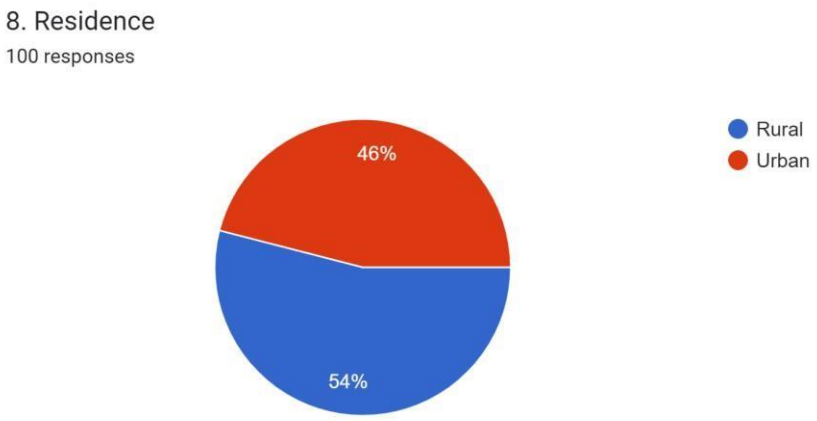

Fig.3.7. Residence

Interpretation: - It is observed from the graph that 54 respondents are in rural area(54%), 46 respondents are in urban area(46%).

3.8 Classification on the basis of familiar with Google Pay

Basis	Number of Respondents	%
Yes	96	96%
No	4	4%
Total	100	100

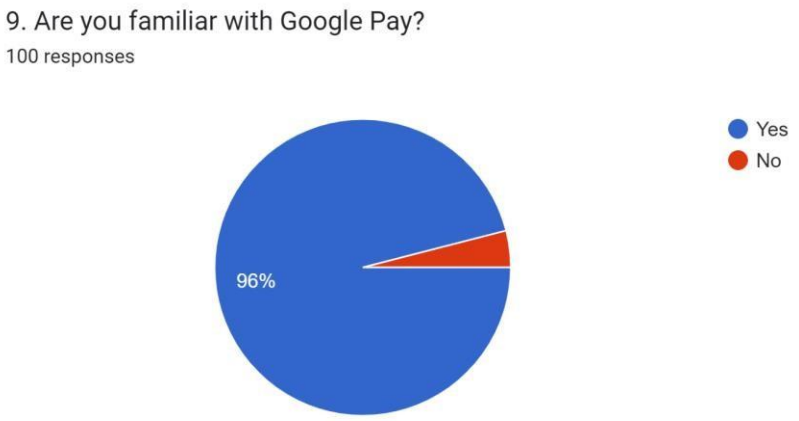

Fig.3.8. familiarity

Interpretation:- According to the graph, it is evident that 96 respondents are familiar with Google Pay(96%) while 4 respondents are not familiar with Google Pay(4%).

3.9 Classification on the basis of duration of using Google Pay

Basis	Number of respondents	%
1 Year	19	19
1-3 Years	69	69
Less than 1 Year	12	12
Total	100	100

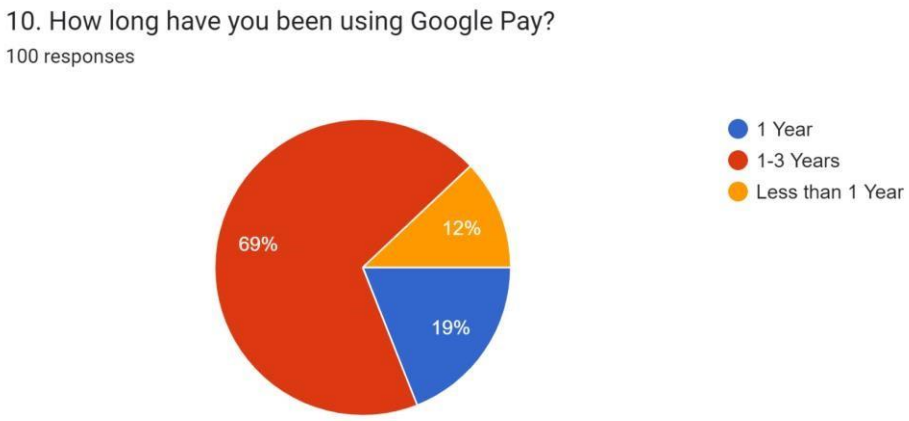

Fig.3.9.

Interpretation: - According to the graph, it is evident that 19 respondents have been using google pay for a year(19%), 69 respondents have been using google pay for 1-3 years(69%) and the remaining 12 respondents, less than 1 year(12%).

3.10 Classification on the basis of primary source of information on Google Pay

Particulars	Number of respondents	%
Television	8	8%
Newspaper	1	1%
Advertisements	21	21%
Internet	27	27%
Social Media	34	34%
Others	9	9%
Total	100	100

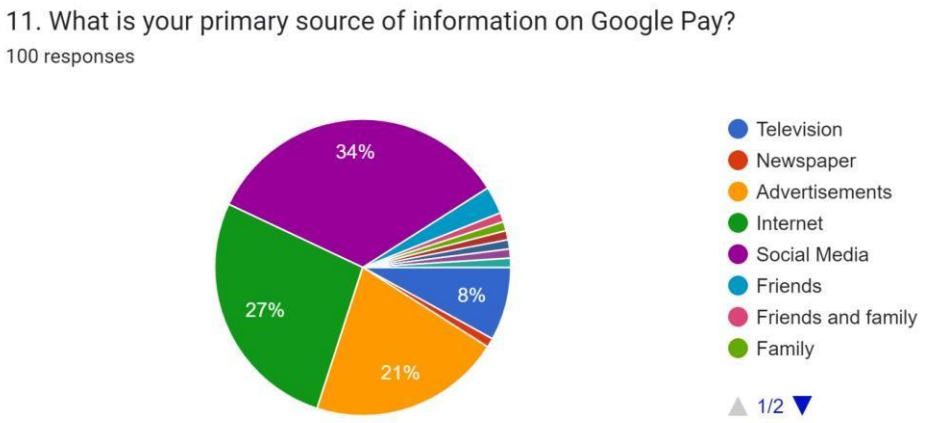

Fig.3.10.source of information

Interpretation: - The table shows that the majority of respondents, 34%, collect information about Google Pay through social media. 8% of users use television as their main source of information, 21% advertising and 27% internet. Only 1% of respondents collected information from newspapers. Other respondents gathered information from friends and relatives.

3.11 Classification on the basis of usage frequency of Google Pay

Particulars	Number of respondents	%
Daily	38	38%
Weekly	48	48%
Monthly	9	9%
Quarterly	5	5%
Total	100	100

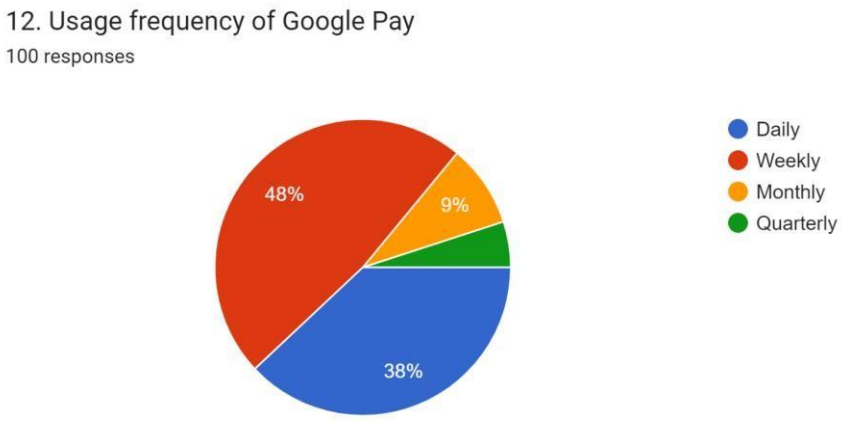

Fig.3.11. usage

Interpretation: - : The table and graph show that 48% of the respondents use Google Pay every week. 9% of respondents use Google Pay monthly, 38% of respondents use Google Pay daily, and only 5% of respondents use the app quarterly.

3.12 Classification on the basis of preference of Google Pay

Particulars	Number of respondents	%
Easy Transaction	80	80%
Saves time and money	13	13%
Secured Transaction	7	7%
Total	100	100

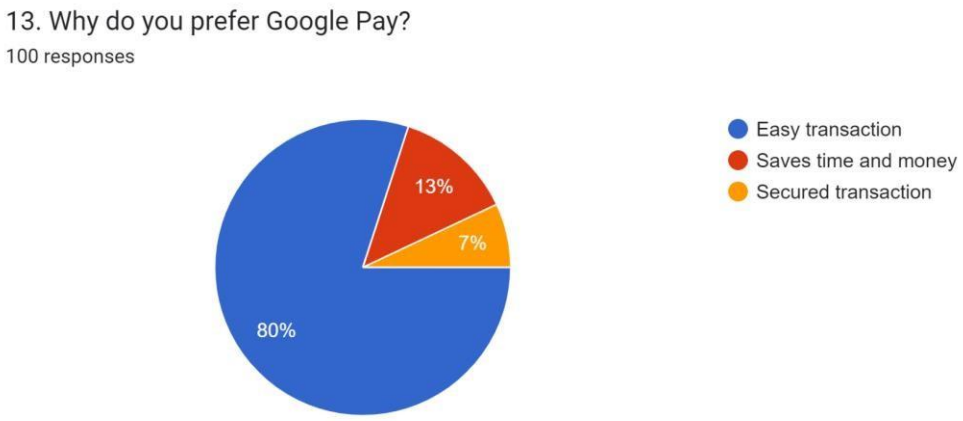

Fig.3.12. preference

Interpretation: - It is evident from the graph that 80% of the users prefer Google Pay because of easy transaction. 13% of the users prefer Google Pay because it saves time and money and the remaining 7% of the users prefer Google Pay due to secured transaction.

3.13 Classification of respondents who consider Google Pay to be as safe as your wallet

Particulars	Number of respondents	%
Yes	83	83%
No	17	17%
Total	100	100

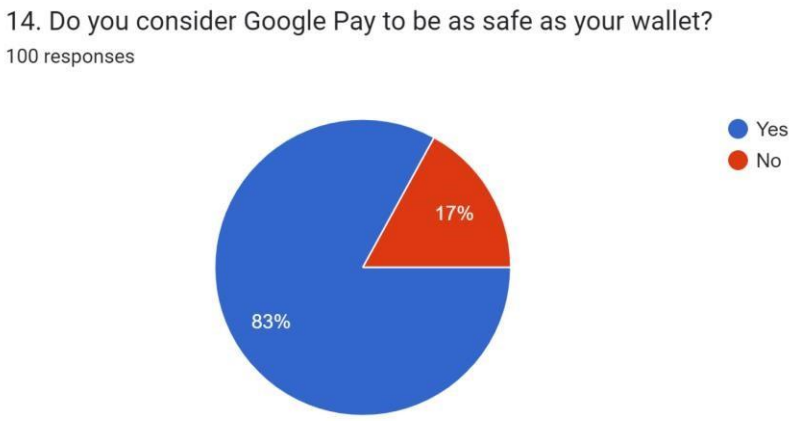

Fig.3.13. consideration of google pay as wallet

Interpretation:- The table shows the classification of the respondents who consider google pay as their safe wallet, where 83% of the respondents answered yes and 17% said no.

3.14 Classification of respondents who take advantage of Google
Pay's free discounts and cash back

Particulars	Number of respondents	5
Yes	73	73%
No	27	27%
Total	100	100

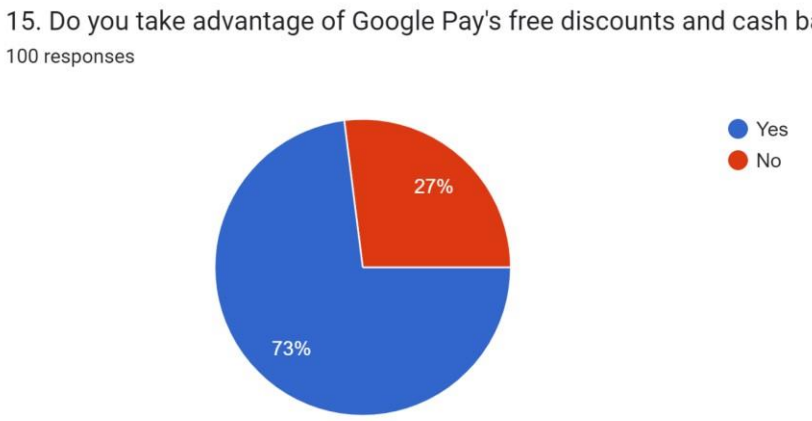

Fig.3.14.

Interpretation: - The table shows the classification of respondents who use free discounts and money from Google Pay, where 73% of respondents said yes and 27% said no.

3.15 Classification on the basis of type of bills the respondents pay with Google Pay

Particulars	Number of respondents	%
Online shopping	32	32%
Electric bill Payment	6	6%
Mobile recharge	30	30%
In store payments	25	25%
Others	7	7%
Total	100	100

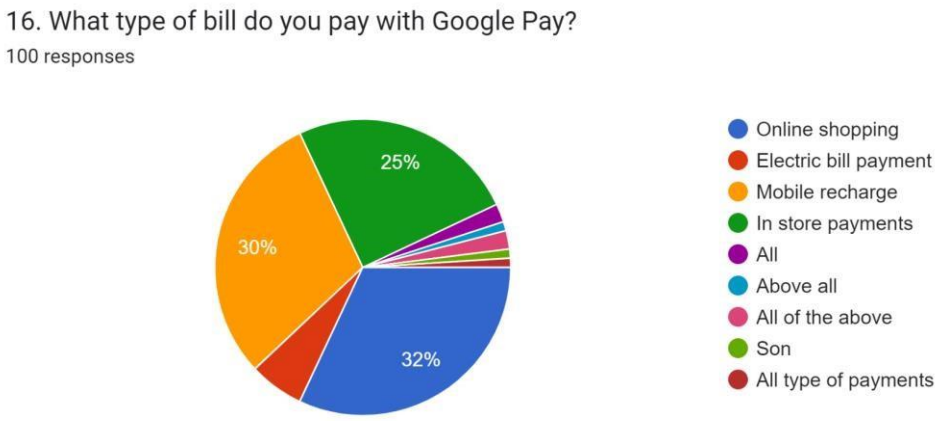

Fig.3.15.

Interpretation:- The table shows what bills the respondents pay with google pay, where 32% of the respondents used it for electronic shopping, 6% for paying electricity bills, 30% of the respondents for mobile phone charging, 25% of the respondents. of respondents used it to pay in store and 7% of respondents used it for all of the above purposes.

3.16 Classification of respondents who experienced Google Pay went wrong

Particulars	Number of respondents	%
Yes	58	58%
No	42	42%
Total	100	100

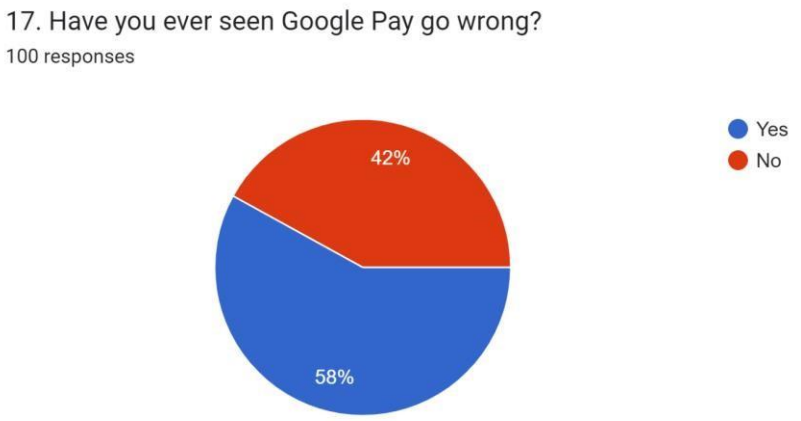

Fig.3.16.experience on google pay go wrong

Interpretation:- The table shows the classification of previous respondents of google pays, where 58% of respondents answered yes, 42% no.

3.17 Classification of respondents' issues with Google Pay services

Particulars	Number of respondents	%
Digital illiteracy	3	3%
Security problem	2	2%
Delay in transfer	40	40%
Network connection problem	53	53%
Others	2	2%
Total	100	100

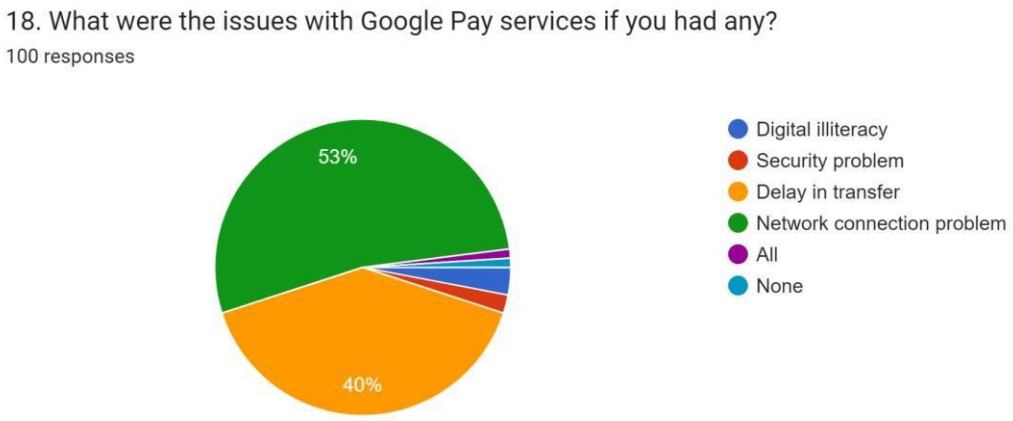

Fig.3.17.issues with services

Interpretation: - The table shows the problems of the respondent with google pay services, where 3% of the respondents had problems with digital illiteracy, 2% of the respondents had problems with information security, 40% and 53% of the respondents had problems with late transfer . there were network problems. connection problems, while the remaining 2% had other problems.

3.18 Classification of respondents who believes Google Pay a safe way to pay

Particulars	Number of respondents	%
Yes	89	89%
No	11	11%
Total	100	100

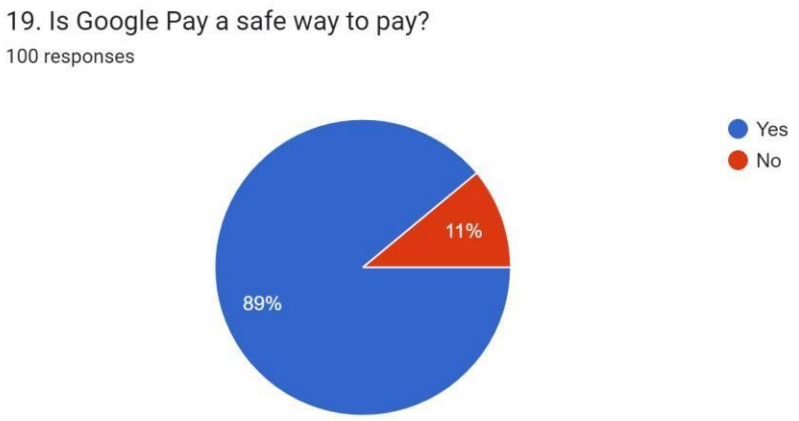

Fig.3.18. safeness when paying

Interpretation: -: The table shows the classification of the respondents who consider google payment as a safe payment method, where 89% of the respondents answered yes and 11% no.

3.19 Evaluation of user's understanding of all Google pay services offered

Particulars	Number of respondents	%
Good	55	55%
Fair	44	44%
Poor	1	1%
Total	100	100

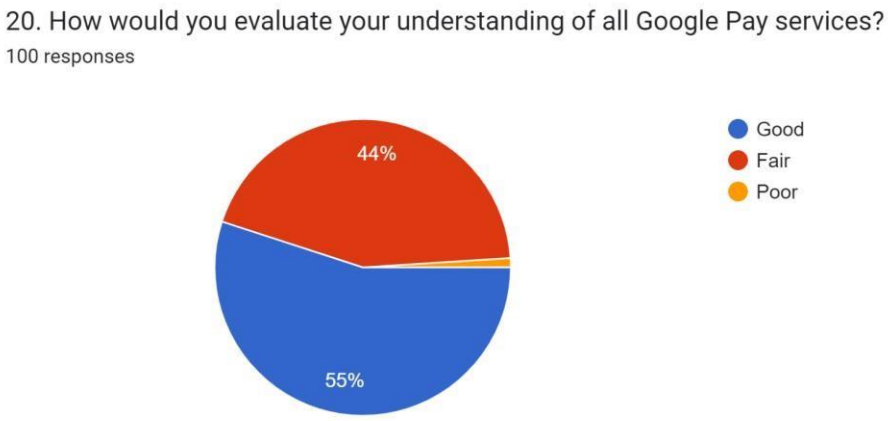

Fig.3.19. understandings of google pay services

Interpretation: - This table shows the assessment of the perception of users of all Google Pay services: 55% of the respondents voted Good, 44% of users voted Fair, and the remaining 1% voted Bad.

CHAPTER – 4
FINDINGS, SUGGESTIONS AND CONCLUSIONS

4.1 FINDINGS

- 63% of the respondents were female while 37% of the respondents were male.
- 49% of the respondents were between the ages of 2130.
- 72% of the respondents were undergraduate.
- 89% of the respondents were unmarried.
- 81% of the respondents were students.
- 65% of the respondents have no income.
- 54% of the respondents were from rural area.
- 96% of the respondents are familiar with Google Pay.
- 69% of respondents have been using Google Pay for 1-3 years.
- Most of the respondents collect information about Google Pay services through social media.
- 38% of people use Google Pay every day
- 80% of 100 respondents use Google Pay because it is very easy to do business with it.
- The majority of respondents (83) believe that Google Payments is as secure as their wallet.
- 73% of respondents use Google Pay for free discounts and rewards.
- 32% of respondents use Google Pay for online shopping.58% of the respondents have experienced troubles while using Google Pay.
- 40% of the respondents face issues with delay in transfer.

- 89% of the respondents believe Google Pay as a safe way to pay.
- While evaluating the user's understanding of all Google Pay services offered, 55% of the respondents voted for good.

4.2 SUGGESTIONS

• Digital financial services should be taught as part of the curriculum in colleges, schools and other educational institutions so that students' awareness of digital payments improves. • Regional languages like Malayalam should be available on banking websites to make them more fun and user-friendly. • Government should strive to accept requests for digital payments. • Banks should organize workshops for their customers so that they can express themselves and see that their problems are addressed and resolved in a timely manner. • It is easy and simple to use. Users are free to use it.

4.3 CONCLUSION

This project will help the researcher to learn how users perceive GOOGLE PAY APP in Ernakulam district. Google Pay is known as a fast and secure payment method. The program uses NFC (Near Field Communication). According to the survey, the majority of users are women. Most of them are satisfied with the services provided by the app. Users use Google Pay services like money, offers, scratch cards, etc. GOOGLE PAY APP is a great way to make fast payments as well

as a secure wallet. GOOGLE PAY APP is a mobile application developed by Google. It is a good alternative to traditional banking. Based on this research, it was found that the majority of the users are satisfied and aware of the functionality of GOOGLE PAY APP. The app is secure and the payment experience is pleasant. It is also cheaper than traditional banking. Most users gave their vote as Good to understand the services offered by Google Pay.

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APPENDIX

A STUDY ON THE CUSTOMER PERCEPTION TOWARDS GOOGLE PAY

QUESTIONNAIRE

1. Name:

_____

2. Gender:
   - ◯ Male
   - ◯ Female
   - ◯ Prefer not to say

3. Age:
   - ◯ 15-20
   - ◯ 21-30
   - ◯ 31-40
   - ◯ Above 40

4. Qualification:
   - ◯ School level
   - ◯ Undergraduate
   - ◯ Postgraduate
   - ◯ Others

5. Marital Status:
   - ◯ Married
   - ◯ Unmarried

6. Occupation:
   - ◯ Student
   - ◯ Private Job
   - ◯ Government Job
   - ◯ Others

7. Monthly Income:
   - ◯ Less than Rs 10,000
   - ◯ Rs 10,000 - Rs 50,000
   - ◯ Above 50,000
   - ◯ No Income

8. Residence:
   - ◯ Rural
   - ◯ Urban

9. Are you familiar with Google Pay?

- Yes
- No

10. How long have you been using Google Pay?
    - 1 Year
    - 1-3 Years
    - Less than 1 Year

11. What is your primary source of information on Google Pay?
    - Television
    - Newspaper
    - Advertisements
    - Internet
    - Social Media
    - Other:

12. Usage frequency of Google Pay:
    - Daily
    - Weekly
    - Monthly
    - Quarterly

13. Why do you prefer Google Pay?
    - Easy transaction
    - Saves time and money
    - Secured transaction

14. Do you consider Google Pay to be as safe as your wallet?

- [ ] Yes
- [ ] No

15. Do you take advantage of Google Pay's free discounts and cash back?
    - [ ] Yes
    - [ ] No
16. What type of bill do you pay with Google Pay?
    - [ ] Online shopping
    - [ ] Electric bill payment
    - [ ] Mobile recharge
    - [ ] In store payments
    - [ ] Other:

17. Have you ever seen Google Pay go wrong?
    - [ ] Yes
    - [ ] No

18. What were the issues with Google Pay services if you had any?
    - [ ] Digital illiteracy
    - [ ] Security problem
    - [ ] Delay in transfer
    - [ ] Network connection problem
    - [ ] Other:

19. Is Google Pay a safe way to pay?

- [ ] Yes
- [ ] No

20. How would you evaluate your understanding of all Google Pay services?

- [ ] Good
- [ ] Fair
- [ ] Poor
- [ ] Others