STUDY OF CUSTOMER SATISFACTION IN GPAY WITH SPECIAL REFERENCE IN COIMBATORE CITY

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ABSTRACT

Google Pay (stylized as G Pay; formerly Android Pay) is a digital wallet platform and online payment system developed by Google to power in-app, online, and in-person contactless purchases on mobile devices, enabling users to make payments with Android phones, tablets, or watches.

Users in the United States and India can also use an iOS device, albeit with limited functionality. In addition to this, the service also supports passes such as coupons, boarding passes, campus ID cards, car keys, event tickets, movie tickets, public transportation tickets, store cards, health records, and loyalty cards.

In today – world, smartphones has become an important a part of one's lifestyle. Mobile users can nowadays use their Smartphones to form money transactions or payments by using applications installed within the phone.

There are several mobile wallets which give these services. Mobile wallets are digital versions of traditional wallets that somebody would carry in their pocket. They offer payment services through which the individuals/business can receive /send money via mobile devices.

The present paper throws light upon the customer satisfaction towards the e-wallet services provided by Google pay. It focusses on the services provided by Google pay wallet and its satisfaction level

INTRODUCTION OF THE STUDY:

As part of the 'Digital India' campaign, the government aims to construct a 'digitally empowered' economy that is 'Faceless, Paperless, and Cashless'. There are different types and modes of digital payments. Some of these include the utilization of debit/credit cards, internet banking, mobile wallets, and digital payment apps.

The mobile wallet, which is called M- wallet, digital wallet, or E wallet, refers to a mobile technology that is used identical to a real wallet. It admits customers to purchase their products online with greater ease. Google Pay is a digital

STATEMENT OF PROBLEMS:

Google pay is an e-wallet that is helping in money transactions without having liquid cash and also offering safety to customer's transactions. At present, especially in India there is a growing opportunity for mobile wallet business.

The main attractions of these mobile wallets are making fast and quick transactions, time saving, less costly, easy to access etc. Besides these advantages, there are some limitations on Google pay such as insecurity, limitations on fund transfer etc.

Due to these facts a comprehensive study is required to study the customer satisfaction of Google pay. The purpose of this research is to review the satisfaction level of customers towards Google Pay services.

OBJECTIVES OF THE STUDY:

- To study the issues faced while using Google pay.
- To know the purpose of using Google pay.
- To study the satisfaction level towards use of google pay

METHOD OF DATA COLLECTION:

The data collected for this study is

- Primary data
- secondary data

PRIMARY DATA

The primary data are those which are collected as fresh for the primary time.

SECONDARY DATA

Secondary data means data are already available i.e. they refer data which have been already collected and analyzed by someone either published data or unpublished data.

SAMPLE SIZE

The sample size is 100 from within Coimbatore City.

COMPANY PROFILE

Originally launched as Android Pay, the service was released at Google I/O 2015. Android Pay was a successor to and built on the base established by Google Wallet which was released in 2011.

It also used technology from the carrier-backed Softcard—Google had acquired its intellectual property in February 2015.At launch, the service was compatible with 70% of Android devices and was accepted at over 700,000 merchants.

Google Wallet still powered web-based Play Store purchases and some app-based peer-to-peer payments, for instance, in Gmail.In 2016, Google began a public trial in Silicon Valley of a related mobile app called Hands Free. In this system, the customer does not need to present a phone or card.

Instead, a customer announces that they wish to "pay with Google" and give their initials to the cashier, who verifies their identity with a photo previously uploaded to the system. The customer's phone will only authorize payment if its geographic location system indicates that it is near a participating store.

On September 18, 2017, Google launched a payments app in India known as Tez, utilizing the Unified Payments Interface (UPI).On August 28, 2018, Google rebranded Tez to Google Pay.

On January 8, 2018, Google announced that Google Wallet would be merged into Android Pay, with the service as a whole rebranded as Google Pay. This merger extends the platform into web-based payments integrated into other Google and third-party services. It also took over the branding of Google Chrome's autofill feature.

Google Pay adopts the features of both Android Pay and Google Wallet through its in-store, peer-to-peer, and online payments services.

The rebranding began to roll out as an update to the Android Pay app on February 20, 2018; the app was given an updated design and now displays a personalized list of nearby stores that support Google Pay.

The rebranded service provided a new API that allows merchants to add the payment service to websites, apps, Stripe, Braintree, and Google Assistant. The service allows users to use the payment cards they have on file in their Google Account.

International Deployment

Upon its UK launch,Android Pay supported MasterCard, Visa, and debit cards from many of the UK's major financial institutions – including Bank of Scotland, First Direct, Halifax, HSBC, Lloyds Bank, M&S Bank, MBNA and Nationwide Building Society – "with new banks being added all the time", according to Google.

Natwest, RBS and Ulster Bank launched on September 14, 2016. On September 8, 2016 it was reported that UK banks TSB and Santander would be participating in the following weeks. Android Pay was launched in Singapore on June 28, 2016 and in Australia on July 14, 2016.

Android Pay launched in the Republic of Ireland on December 7, 2016 and was initially available to customers of AIB and KBC, having since been extended to Bank of Ireland and Ulster Bank. The service works with both credit and debit cards.

On December 21, 2018, Google Payment obtained an e-money license in Lithuania – the license will enable Google to process payments, issue e-money, and handle electronic money wallets in the EU.

On November 17, 2020, Google Pay was made available in ten new European countries: Austria, Bulgaria, Estonia, Greece, Hungary, Latvia, Lithuania, Netherlands, Portugal, and Romania.

Google Pay for these countries works without the app but as a service. The app won't be available for download, as stated by Google in Google Pay Help page.

On May 18, 2021, Google announced that it would expand Google Pay for Wear OS to be available in 26 more countries that Google Pay for Android had previously had exclusivity in.

2020 REDESIGN

On November 18, 2020, Google Pay was redesigned for the United States' version of the app, based upon the previous Indian/Singaporean versions of the app, which now contains messaging capabilities, an "Explore" tab for viewing and redeeming personalized offers

(including discounts and cashback rewards) and searching Google Shopping by barcode, "Get gas" and "Order food" buttons that can integrate with participating filling stations and restaurants, the ability to integrate with banks to track financial status from the new "Insights" tab. Users can search their transaction history, and can scan receipts with OCR using their device's camera, or through Gmail messages and Google Photos, to add them to their records.

Google is also introducing a platform known as "Plex", which will allow online banks to offer checking and savings accounts directly through the app. The new Google Pay uses phone numbers for authentication rather than Google accounts, and contacts cannot be imported from the previous app. Debit-card transfers within the app are now subject to fees "of 1.5% or $0.31 (whichever is higher)", rather than having no cost.

The new version of Google Pay is a separate app, with the existing Google Pay app deprecated and discontinued in the United States and peer-to-peer payment functionality removed from the existing app and website on April 5, 2021. Google abandoned its plans for Plex in September 2021.

LIMITATIONS OF THE STUDY

- The study has been limited to only consumers in Coimbatore city.
- Due to time constant the number of respondents was limited to 50.
- The main source of data for the study was respondents from which the primary data were collected through questionnaire. Hence, the chances of biased information arise.

REVIEW OF LITERATURE

Vidhya Ganesan and Ganesan Subramanian (2016) , Ewallets (mobile money store and transfer facility) are fast emerging as a substitute for cash. Many credible players like Paytm, Oxygen, m-Rupee and Airtel Money now offer ewallet. The Government has suggested use of e-wallets, but me re-suggestion won’t help, without the Government actively promoting it and hand-holding people in the early stage adoption. Also, since the Government is unable to offer enough cash to the public (through banks and POs), it is the Government which has to introduce this e- cash as a substitute for physical currency to willing public. Once this is done, it will mitigate the sufferings of people substantially.

Singh & Gupta (2016) They have conducted a study to identify various factors influence on the adoption of mobile wallet payment among customers They considered the various variables for the study are Convenience, Trust, Security, and Adaptability which have an impact on the satisfaction of mobile wallet usage. The study was conducted in the Kurali city, District of Punjab. Pearson's Correlation Analysis was to investigate the relationship between the different

basic variables of the study. The study findings show that mobile wallets are considered as the futures of cash.

Ahuja & Joshi (2018) have studied about the customer perception concerning Mobile wallets. In this study they examined that the factors exploration technique is used to classify the factors which influence customer opinion towards Mobile wallets. The study has been conducted about the different types of mobile wallets in India. The data is collected from both secondary data and primary data. The survey was conducted among 139 mobile respondents in the telecommunication industry.

ANALYSIS AND INTERPRETATION

socio-economic profile of respondence

S. NO	DEMOGRAPHIC		NO. OF. RESPONDENCE	PERCENTAGE
1	GENDER	MALEL	10	20%
		FEMALE	40	80%
2	AGE	15-20	3	6%
		21-30	43	86%
		31-40	3	6%
		41 AND ABOVE	1	2%
3	EDUCATIONAL QUALIFICATION	STUDENTS	2	4%
		UNDER GRADUATION	17	34%
		POST-GRADUATION	22	44%
		PROFESSIONAL	9	18%

		OTHER	-	-
4	MARITAL STATUS	MARRIED	5	10%
		UNMARRIED	45	90%
5	MONTHLY INCOME	0-10, 000	28	56%
		10,001-20, 000	10	20%
		20,001-30, 000	8	16%
		30,001 AND ABOVE	4	8%

Table 1 clearly states the demographic profile of the sample respondents.Majority of the responds fall in the age group of 21-30 andmost of them are female. Majority of them are post graduates. Most of the respondents are unmarried. Majority of the respondent's monthly income falls between 0-10,000.

FINDINGS:

- 79% of the respondents are within the age bracket of 18-28 years.
- 52% of the respondents are male.
- 56% of the respondents have completed degree.
- 57% of the respondents are student belongs to occupation.
- 34% of the respondents monthly income is below Rs. 20,000.
- 58% of the respondents said that Rs.3,000-Rs.5,000 as their average transaction value using in GooglePay.

SUGGESTIONS:

- Google pay users should have the notice to use the appliance securely.
- Google pay users must take care as and once they use the appliance.
- The users should weigh the varied payment wallet apps with all and that they should select the proper app for his or her usage.
- The app must be redesign supported the feedback getting from the users.
- It must ensure to use user friendly by everyone.

CONCLUSION:

The study was accomplished to explore consumers' perception, awareness and willingness to interact in employing a Google pay to exchange the content of their physical wallets. With the increased aggression of internet connectivity Google pay has led to a rise on the amount of Google pay users.

Google pay is getting more and more trending among the buyer. The convenience and simple use as gained a credit to mobile wallet and it are often concluded that they're going to be an incredible growth in adoption of G-pay within the forthcoming years.

This study also proves that each Respondent has smart phone with them so it's easy for the service Providers to capture this age bracket . This study has made an effort to seek out the customer satisfaction level towards google pay in Coimbatore city.