



## Google Pay and Phone Pay: A Comparative Study

*Dr. Sangashetty Shetkar*

Assistant Professor of Post Graduate, Studies in Commerce, Govt. First Grade College Naubad, Bidar

---

### Abstract:

Mobile payment apps are also known as digital payment apps which are used for easy transactions and payments. These payment apps were introduced to customers for their benefits. 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 citizens. The study is about Phone pay and Google Pay users in Kalburgi city. To know the satisfaction level of the customers, this study makes an attempt to study users' perception towards selected e-wallets. So, this study is to identify the problems and preference among Phone pay and Google Pay users. Primary and secondary sources are used to collect the data. The primary source is collected through structured questionnaire from 60 respondents. The secondary data is collected through journals, magazines, etc., Various statistical tools have been adopted to extract the output.

*Key words: Covid-19, Digital payment, e-wallet Google Pay, Phone pays.*

---

### INTRODUCTION

The mobile wallets app is an innovative technology for avoiding the usage of physical cash. In this cashless economy era, information and communication technology (ICT) plays a vital role in making payments using various payment modes. The mobile wallet records all kinds of transactions with a clear payment reference and makes it accountable for tax payments. The term "digital payment" refers to using electronic means to pay for products and services online. This is referred to as a cashless economy since it avoids the use of physical money.

These digital transactions help to lower transaction costs while also speeding up the process of completing one transaction cycle. It lowers the risk of dealing with cash. The digital payment history may also be readily kept track of. Digital transactions also benefit the government because transactions can be easily recorded, which helps to eliminate black money and so aids economic progress. The use of an E-wallet requires a bank account, and money may be deposited or transferred using this E-wallet. Some critical documents, such as a driver's license, health insurance, and other identification documents, can be kept in the wallet. Through Near Field Communication, transactions may be wirelessly transmitted to a merchant's account (NFC). Furthermore, digital wallets are utilized for a variety of applications beyond than simple financial transactions. Digital wallet systems may be used for a variety of reasons, and money can be transmitted to anybody, anywhere, at any time using them. The Indian government's principal goal is to create the Indian economy "Cashless, Faceless, and Paperless." There are a variety of apps available that allow users to make online payments. These are incredibly easy to use and give consumers a lot of freedom because they allow them to make payments at any time and from anywhere.

Phone pay and Google pay users. Users are advised to keep payment information as secure as possible. E-commerce payment systems depends on consumer preferences, ease of use, cost, authorization, security, authentication, accessibility and reliability.

The "Digital India" is the Indian Government's flagship program with a vision to convert India into a digitally empowered country. "Faceless, Paperless, Cashless" is one of Supposed function of Digital India. Digital payment system has gained importance nowadays, especially after demonetization.

It has also introduced UPI (United Payment Interface) which is app based to transact across multiple banks. Another improved version is set to be unveiled by the government, which makes banking transactions through mobile phones without internet by a platform called USSD (Unstructured Supplementary Service Data). These initiatives have provided extensive boost up to the digital payment system in the country. Government's other initiatives like BHIM and UPI are supporting in transition and faster adoption of digital payments.

Electronics Consumer transaction made at point of sale (POS) for services and products either through internet banking or mobile banking using smart phone or card payment are called as digital payment. In today's digital era the usage of internet has increased dramatically. Now days the customers are adopting the digital devices in order to spend less time on banking. Major people who live in urban areas are adapted to this digital payment system and low number of people who lives in rural areas still didn't know the importance and services of this online payment apps.

---

## INDUSTRY PROFILE

Mobile wallet or e wallet app or e wallet is an app that consists of your debit and credit card information which helps the users to pay for goods and services digitally using their mobile devices. Popular online payment apps or payment apps or e wallet list in India include:

**Google pay:** Google 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 etc.

Google Pay is a 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. It took over the branding of google chromes autofill feature. Google pay adopts the features of both android pay and google wallet through its instore, peer-to-peer and online payment services. Google pay uses Near Field Communication (NFC) to transmit card information facilitating funds transfer to the retailer. It replaces the credit or debit card chip and pin or magnetic stripe transaction at point-of sale terminals by allowing the user to upload these in the Google Pay wallet. It is similar to contactless payments already used in many countries, with the addition of two-factor authentication. The service lets android devices wirelessly communicate with point of sale systems using a near field communication (NFC) antenna, host-based card emulation (HCE), and android's security. Google Pay takes advantage of physical authentications such as fingerprint ID where available. On devices without finger print ID, Google pay is activated with a passcode. When the user makes a payment to a merchant, Google Pay does not send the credit or debit number with the payment. Instead it generates a virtual account number representing the users account information. This service keeps customer payment information private, sending a one-time security code instead of the card or user details.

**Phone pay:** Phone pay is an Indian digital wallet platform and online payment company. Using Phone pay, users can send and receive money, recharge mobile, DTH, datacards, make utility payments, pay at shops, invest in tax saving funds, liquid funds, buy insurance and mutual funds. Phone Pay is an Indian e-commerce payment system and digital wallet company headquartered in Bangalore, India. It was founded in December 2015, by Sameer Nigam, Rahul Chari and Burz in Engineer. Phone Pay app went live in August 2016 and was the first payment app built on Unified Payments Interface (UPI). The Phone Pay app is available in over 11 Indian languages. Using Phone Pay, users can send and receive money, recharge mobile, data cards, make utility payments, buy gold and shop online and offline. In addition Phone Pay also allows users to book Ola ride, pay for Redbus tickets, order food on freshmenu, eat, fit and avail Goibibo Flight and Hotel services through microapps on its platform.

**Paytm:** Paytm (a partial abbreviation for 'Pay through mobile') Is an Indian multinational e-commerce payment system and financial technology company based in Noida, Uttar Pradesh, India. Paytm is currently available in 11 Indian languages and offers use cases like mobile recharges, utility bill payments, travel, movies, and as well as in store payment at grocery stores and educational institutions with the paytm QR code.

**Bhim app:** Bhim (Bharat interface for money) is an Indian mobile payment app developed by the national payments corporation of India (NPCI), based on the unified payments interface (UPI). Named after B.R. Ambedkar and launched on 30 December 2016, it is intended to facilitate e-payments directly through banks.

**Free charge:** Free charge, a wholly owned subsidiary of Axis bank limited, is one of the e-payment applications which is based out Gurugram, Haryana. ... Using free charge, users can pay utility bills, mobile recharges, broadband recharges, metro card recharge.

**MobiKwik:** wallet is an online payment wallet system where a person after logging in, can add money via his debit or credit card. After adding the money he or she can make transactions on mobile, DTH, pay electricity bills and much more. You can undertake all these transactions without any hard cash. MobiKwik is available to iOS, Android, and Windows Phone users.

**JioMoney:** JioMoney wallet has a simple interface and all the elements that matter are visible at once to users. For instance, wallet balance, the option to recharge, send/request money, and pay at a shop are present on the main page itself. It is available in Google Play Store and Apple App Store.

**Oxigen:** has a lively looking interface with a banner on special schemes running on top, followed by the options that are available. You can send or ask for money, pay bills and get recharges. Users feel secure with Oxigen while doing transaction because every time a sixdigit one-time password (OTP) is sent to the registered mobile number. According to company website it has a retail footprint of 1,00,000 outlets and has processed over 2 billion transactions till date with a current transaction volume rate of 720 million transactions per annum. It has a large customer base of over 150 million. The Oxigen wallet app is available only to Android users.

**State Bank Buddy** The mobile wallet app can be used to send money to new and registered customers, book movies, flights and hotels, as well as for shopping. It also has features like reminders to settle dues, recharge and pay bills instantly. This wallet app is available in 13 languages and allows users to set reminders for money transfers and clearing dues. The SBI Buddy app is available in Google Play Store and Apple App Store.

---

### Mobile Wallet/Payment App Works:

In the case of First Payment using Online Payment Apps the following points should be followed

1. Registered users will input their phone number and the provider will send them an SMS along with a PIN.
2. The user will enter the received PIN, authenticating the number

3. Now the user has to input their payment method and add accounts details to proceed to the payments. For Subsequent Payments through E Wallet Apps:
4. The user will have to re-enter the PIN to authenticate and validate the payment process

---

## Review of Literature

**Govender&Sihlali (2014)** they explored the factors determine the adoption of mobile banking services among students who are more technically knowledgeable. The questionnaire is prepared based on the qualitative approach. Based on the extension of the Technology Acceptance Model, the theoretical framework is developed to investigate the factors that determine student's acceptance of mobile banking. The constructs of TAM for mobile adoption such as Perceived Ease of Use, Perceived usefulness, Perceived Value, Trust Intention to Use, and Usage Behavior were used. The statistical tool multiple regression analysis was used to examine the influence of independent variables on the dependent variable of intention to use m-banking. The independent variables trust, perceived value, perceived ease of use and social influence may account for 42percent on the influence of dependent variable.

**Cabanillas et.al., (2015)** they have developed a model to examine user's intention to use mobile payment based on TAM and MPTAM (Mobile Payments Technology Acceptance Model). The study was investigated the moderator effect of the user's age between the subjective rules and the facility of use. The survey has been conducted among the 2012 national panel of internet user (physical & virtual). The analysis of data shows that an internet user's behavior is influenced by their intention to use new tools. The study findings show that most of the younger mobile payment users are satisfied and accepted the mobile technology tools when compared to older mobile users. This study has indicated that older consumers are the stronger relationship between facility to use and subjective rules. So the mobile technology provider should give more attention to older consumers to create knowledge about usable of new tools.

**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.

**SatinderBal Gupta, R. K. (2020)** The use of E-payment system is increasing at a very fast rate. Day by day the numbers of users are moving towards online payment systems instead of using plastic money like cash etc. Making online transactions is very convenient and time saving. People can pay online not only for shopping but also for different purposes as many different apps are available that offers many services to the users. This paper studies the reasons of increasing popularity and use of payment apps by the people of India for making payments online and the continuous growth of these payment apps in India. The authors of this paper analysed three most popular payment Apps used in India namely, Google Pay, Phone Pay and Paytm.

**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. 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.

### **OBJECTIVES OF THE STUDY**

1. To study the Google, Pay and Phone Pay.
2. To study usage of Google Pay and Phone Pay.
3. To study the facilities provided by Google pay and Phone Pay.

### **LIMITATIONS OF THE STUDY**

1. The time for the study was limited.
2. Could not cover different categories of people like (people with different financial status etc).
3. Sample method is being used for data collection and it is restricted for few people.

## SCOPE OF THE STUDY

The aim of the study is to determine the satisfaction of customers in using Google Pay and Phone Pay. As this area e-payment system is widely used. The study is conducted on sampling method of survey.

## METHODOLOGY

This study is exploratory in nature. Both primary and secondary data have been used for the study. Primary data was collected with the pre-designed questionnaire to the consumers in Kalburgi district 60 consumers were selected conveniently as samples. Study on the basis of primary data helps to understand the customer satisfaction on Google pay and Phone pay and the factors that influence their adoption. The method adopted for the study is convenience sampling. The secondary data has been collected from the Internet.

## DATA ANALYSIS AND INTERPRETATION

### 1. Age category that use Online Payment

Age Group	No. Of Respondents	Percentage
18-25	40	66.66
26-35	10	16.67
36-45	07	11.67
Above46	03	05.00
<b>Total</b>	<b>60</b>	<b>100</b>

Source: Primary data

The Above table is shows that the 66.66% respondents of mobile users are 18 to 25 years aged, there are only 5% respondents are above 46 years old. Its clears that the young generations are using more Phone Pay and Google Pay app for financial transaction.

### 2. Online payment usage on the basis of Gender

Gender	Respondents	Percentage
Male	32	53.3
Female	28	46.7
Transgender	Nil	Nil
<b>Total</b>	<b>60</b>	<b>100</b>

Source: Primary data

The Above table is shows that the 53.30% respondents of mobile users are Male, there are 46.70% respondents are Female. Its clears that the Males are using more Phone Pay and Google Pay app for financial transaction.

### 3. Online Payment usage of respondents on the basis of occupation

Occupation	No of Respondents	Percentage
Student	20	33.33
Government Employee	12	20.00
Private Employee	20	33.33
Others	08	13.33
<b>Total</b>	<b>60</b>	<b>100</b>

Source: Primary data.

The Above table is shows that the 33.33% respondents of mobile users are Students and Private Employee, there are 20% respondents are Government employee. Its clears that the Students and Private Employee are using more Phone Pay and Google Pay app for financial transaction.

### 4. Reasons for not using online payment

Particulars	Respondents	Percentage
Lack of technical knowledge	25	41.67
Insecure	15	25.00

<b>Chance of Fraud</b>	10	16.67
<b>Lack of trust</b>	08	13.33
<b>Others</b>	02	03.33
<b>Total</b>	<b>60</b>	<b>100</b>

Source: Primary data.

The Above table is shows that the 41.67% respondents of mobile users are not using due to the lack of technical Knowledge, there are 25% respondents are not using due to the Insecure, 16.67% are not using due to the Chance of Fraud. And 13.33% are not using due to the Lack of Trust for financial transaction.

#### 5. More preferred online payment app

<b>Payment app</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Phonepay	24	40
GooglePay	36	60
<b>Total</b>	<b>60</b>	<b>100</b>

Source: Primary data.

The Above table is shows that the 60% respondents using Google Pay, there are only 40% respondents are using Phone Pay, for financial transaction.

#### 6. Satisfaction of respondents toward GooglePay

Particulars	Highly satisfied		Satisfied		Neutral		Dissatisfied		Highly dissatisfied	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%
<b>Convenient</b>	26	43	27	45	6	10	1	1.6	0	0
<b>User Friendly</b>	24	40	26	43	8	13	2	3	0	0
<b>Speed</b>	18	30	25	42	12	20	5	8	0	0
<b>Security</b>	21	35	26	43	11	18	2	3	0	0
<b>Communication Language</b>	34	57	19	32	5	8	1	1.6	1	1.6

Source: Primary data.

The Above table is shows that the majority of respondents of Google Pay users are satisfied due to the Convenient, User friendly, Speed and Security, for financial transaction.

#### 7. Satisfaction of respondents toward PhonePay

Particulars	Highly satisfied		Satisfied		Neutral		Dissatisfied		Highly dissatisfied	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%
<b>Convenient</b>	11	18	26	43	19	32	3	5	1	2
<b>User Friendly</b>	10	17	28	47	19	32	2	3	1	2
<b>Speed</b>	14	23	23	38	19	32	3	5	1	2
<b>Security</b>	10	17	25	42	20	33	3	5	2	3
<b>Communication Language</b>	18	30	23	38	16	27	2	3	1	2

Source: Primary data.

The Above table is shows that the majority of respondents of Phone Pay users are satisfied due to the Convenient, User friendly, Speed and Security, for financial transaction.

### 8. Usage of Online Payment by respondents

Particulars	No of respondents	Percentage
Daily	11	18.3
Weekly	20	33.3
Monthly	10	16.7
Occasionally	19	31.7
<b>Total</b>	<b>60</b>	<b>100</b>

Source: Primary data.

The Above table is shows that the majority of respondents are Uses of Online Payment Weekly for financial transaction.

### 9. Most preferred app

Particulars	GooglePay		PhonePay	
	Frequency	%	Frequency	%
Bill Payment	53	88	07	12
Mobile Recharge	48	80	12	20
Fund Transfer	56	93	04	07
Ticket Booking	49	82	11	18
Food Order	47	78	13	22
Application Fees	53	88	07	12
Tax Pay	52	87	08	13
Others	50	83	10	17

Source: Primary data.

The Above table is shows that the majority of respondents of users Preferred Google Pay Comparatively Phone Pay for financial transaction.

## Findings

1. Respondents in the age category of 18-35, account of 83.33% of the response, which indicates that the younger generation has more active participation in this project. This implies that online payments are of much use among the younger generation as compared to the rest.
2. A majority of 53.3% of respondents are men who use Googlepay and Phone Pay.
3. A majority of 76.7% of respondents are students who use GooglePay and Phone Pay.
4. Respondents not using online payment are of the opinion that online payments are not safe due to reasons such that of fraudulent activities, insecurity, lack of trust, technical issues etc.
5. A majority of 96.7% of respondent's phones support Google pay or phonepay
6. Most of the respondents prefer to use GooglePay than PhonePay. This indicates that GooglePay is the most widely known and used app.
7. 46.7% of people have been using the payment app below one year and 35% for one to two years and 18.3% more than two years.
8. Majority of the respondents stated 'satisfied' with the service provided by GooglePay in terms of convenience, user friendly, and speed, security and communication language.
9. Majority of the respondents stated 'satisfied' with the service provided by PhonePay in terms of convenience, user friendly, and speed, security and communication language.
10. A majority of 91.7% of respondents use Google Pay than Phone Pay.
11. GooglePay provides more (85%) payment options when compared to PhonePay (15%).
12. Customer queries and problems are given fast responds by Google Pay than Phone Pay. This indicates that Google Pay is readily available to meet the needs of the customers and is customer friendly.
13. Majority of the respondents find Google Pay more cost effective as well as time effective than PhonePay.

14. As compared to Phone pay it has been observed that Google pay uses less legal formalities as when compared to phonepe.
15. About 85% of the respondents has stated that Google Pay offers more rewards than that of Phone Pay(9%).45% of the respondents agree that Google Pay has more offers than that of Phone Pay (15%).45% of the respondents agree that Google Pay has more cash back than that of Phone Pay (15%).
16. Majority of the respondents (83.3%) have not faced any problem of cash loss. But 16.7% of respondents lost cash through Google pay.
17. About 58.3% of respondents trust the security of Online Banking Services and only a small fraction of 6.7% feel that it's not secure. But 35% of respondents are neutral on security services rendered.
18. A majority of 58.3% of respondents finds the quality of Google Pay as excellent and 4.9% of respondents find the quality poor.
19. A majority of 62.7% of respondents find the quality of Phone Pay as excellent and 5.9% of respondents find the quality poor.
20. A majority of 88% of the respondents has preferred to use Google Pay for bill payment, 80% for mobile recharge, 93% for fund transfer, 82% for ticket booking, 78% for food ordering, 88% for application fees, 87% for tax payment and 83% for others. This indicates that Google Pay is more preferred over Phone Pay.

---

## SUGGESTIONS

Both Google pay and Phone Pay can revolutionize online payments and take cashless transaction to then ext level, but then

- The customers need to be convinced about the safety of mobile wallet sand their advantages.
- They need to be induced to use mobile wallets for all kinds of payments by making attractive offers such as cash back offer etc.
- All doubts and ignorance in that regard need to be addressed effectively to pump up the use of mobile wallets.

---

## CONCLUSION:

Consumers' knowledge about new mobile technology innovation is increasing rapidly, and consumer's perception is most important in the usage of mobile wallet application in India. Consumers' need has increased with advanced technology. Consequently mobile wallets service providers are innovating new technology from consumer's point of view. Therefore, people can adopt and use their mobile wallets for the payment transaction, fund transfer, purchasing groceries and paying bills etc. The study has discussed the trust is the main factor affecting users' satisfaction directly and it impacts on many users intention to adopt mobile wallets. The results show that the trust has significantly positive impact on actual usage of mobile wallets.

---

## REFERENCES

1. Dr. Sentil, 2019(A study on customer satisfaction towards Paytm users in (Dharmapuri district) volume 8, issue 1 page no:259- 268.
2. Anitha K M,2019(Users' satisfaction with electronic payment system) volume 6, issue 4, page no:164-171.
3. ShivangiJaiswal, PankajJoge.2018(A study on consumers acceptance of mobile wallet with special reference to Google pay and Paytm) volume8, issue 3, page no:1082-1093.
4. Akhila Pai H2018 (Study on consumer perception towards digital wallets) volume 5, issue 1, page no:385a-391a. 5. Mr. N. Sivakumar 2019(user's perception towards Paytm) volume 6, issue 2, page no:63-71.
5. Kaur, Puneet, et al (2020) why people use and recommend mobile Wallet Volume 56, September 2020.
6. Ghosh, Gourab (2021) Adoption of digital payment system by consumer Volume 9, Issue 2 February 2021.
7. Vinitha, K.,and S. Vasantha "usage of E-payment and customer satisfaction" Executive Editor 9.3 (2018):130.
8. Pillai, Sruthy S., G. Sandhya, and G. Rejikumar. "Acceptance of mobile payments and UPI technology. Indian Context. "International journal of barriers forecasting and Marketing Intelligence 5.3(2019) : 371-384
9. Maindola.,Pallavi, Neetusinghal.,and Akash D. Dubey "Sentiment analysis of digital wallets and UPI systems in India post demonetization using IBM Watson "2018 International Conference on computer communication and Informatics' (ICCCI).IEEE,2018.

---

## WEBSITES

1. <https://www.researchgate.net/publication/324500578>
2. <https://doi.org/10.18311/gjeis/2017/15867>
3. <https://eprajournals.com/journals.php?jid=1>

4. <https://www.ijeast.com/papers/195-198.Tesma405.IJEAST.pdf>
5. [http://ijrar.com/upload\\_issue/ijrar\\_issue\\_205429\\_59.pdf](http://ijrar.com/upload_issue/ijrar_issue_205429_59.pdf)