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A Study on Customer Satisfaction toward Google Pay UPI Payment

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ABSTRACT

This study examines customer satisfaction with Google Pay's UPI payment platform, aiming to provide insights into users' perceptions, preferences, and experiences. The research adopts a mixed-methods approach, combined quantitative survey data from a diverse user base and qualitative interviews with selected participants. Key findings reveal high levels of satisfaction with Google Pay's user-friendly interface, seamless transaction process, and security measures. Users appreciate the convenience and ease of conducting UPI transactions through the platform. However, concerns around data privacy and occasional technical glitches emerged as areas for improvement. The study contributes to a deeper understanding of customer satisfaction in the context of digital payment platforms, offering valuable insights for Google Pay's ongoing enhancements and the broader fin tech industry. Primary data was collected through a structured questionnaire with a 5-point Likert scale, supplemented by secondary data from government reports and websites. The research findings shed light on Google pay awareness and adoption across different genders, age groups, and occupations. Ultimately, the study highlights the significance of Google pay for swift and cashless transactions, especially among young male customers in the service sector. It's evident that Google pay adoption is stronger among service sector customers, with a noticeable divergence between male and female customers in their adoption of Google pay.

Keywords- Customer, customer satisfaction, digital payment app, Software.

1. INTRODUCTION

India being developing country has weak infrastructure, low PC penetration, developing security protocols and consumer reluctance in rural sector. But many banks are offering e banking services. During a study conducted by Rao and Prathima (2003) it had been revealed that India still has great distance to travel in online banking services as compared to other countries. E-banking is becoming popular in India (Gupta, 1999; Dasgupta ,2002). 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 form payments with Android phones, tablets or watches. Users within us and India also can use an IOS device, albeit with limited functionality. As a part of 'Digital India' crusade, the government aims to construct a 'digitally empowered' frugality that's Faceless, Paperless and Cashless'. There are different types and modes of digital payments. Some of these include the application of debit cards/credit cards, internet banking, mobile hold able, and digital payment apps. The mobile portmanteau, which is called M-portmanteau, digital portmanteau, or E portmanteau, refers to a mobile technology that's used identical to a real portmanteau. It admits guests to buy their products online with lesser ease. In present trend operation of apps had come a new trend because of vacuity of web services on mobiles. By considering these advancements in mobile technology knowing information of plutocrat deals through mobile in lower time can be useful operation for druggies in this operation stoner need to install the operation and modernize the details and link the account number and ATM card number This is the attempt to make an analysis about the consumer satisfaction on operation of Google pay operation and a check exploration is conducted among them. Invention of computer in 1960's and later, introduction of World Wide Web (www) in1989 led to revolutionary changes in electronic payment system. As electronic payment systems evolved, payment process was minimized to just a few simple steps, which can be done at remote locations away from the bank.

2. NEED FOR THE STUDY

UPI is an abstraction over standard payment transfer mechanism like IMPS. It helps to hide sensitive account information along with consumer convenient. Also, UPI is fast and does not involve the costs like debit card or net banking. By using statistics government and other bodies the study will approach to understand, discuss and bring out the issue relevant to the title. The study further extends and helps to develop an adding association with the guests through ultramodern services. Now all the aspects of economy such as commerce, trade, import, export, purchase and sale of goods is relying upon electronic banking services.

3. REVIEW OF LITERATURE

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. **Satinder Bal 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, PhonePe and Paytm.Dr. Stitch ShewtaRathore (2019) "Appropriation of Cashless transactions By Consumers" her investigations disclose to us computerized wallets are rapidly getting to be standard method of online installment. Customers are embracing advanced wallets at end unfathomably quick pace, to a great extent because of comfort and convenience. **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. **Suma Vally and Hema Divya (2018)** studied consumer adoption of digital payments in India. The results indicate that the deployment of technology for digital payments have improved the performance of banking sector and able to achieve the motive cash less country. The study gives emphasis to the percentage of awareness on maximum utilization of technology. Banks should take effective measures in creating awareness towards the effective usage of technology and security**. Bappaditya Mukhopadhyay (2016)** studied cashless payments in India. He developed a theoretical model of payment decisions made by consumers and sellers. He found that the convenience of cashless transactions weighed against the temptation to evade taxes

4. METHODOLOGY

   The objective of the study is to find out the Customer satisfaction towards Google pay UPI payment by finding the purpose of using Google pay, and to study the satisfaction level towards use of Google pay. We also intend to study the issues faced by consumers while using Google pay. Research methodology is a systematic way to solve research problems. The research design used for the study is descriptive (survey method). The data is collected from primary as well as secondary sources. The area of the study is Chennai city. Primary data refers to original data that researchers collect first hand from original sources to address specific research questions or objectives. This type of data is directly obtained by the researcher through methods like surveys, interviews, observations, experiments, and focus groups. Primary data is unique to a particular research study and has not been previously collected or published by other researchers. Secondary data refers to data that has been previously collected, compiled, and published by other researchers, organizations, or sources for purposes other than the current research project. It is information that already exists and is readily available for analysis and interpretation. Researchers use secondary data to address their research questions without having to collect data directly from original sources.

The study is conducted through the distribution of questionnaires online and a total of 103 responses were collected. The data are analysis through statistical method. These are various statistical tools to analyzing the data sample size percentage analysis, Regression, Correlation and Weighted average were used for analyzing the data collected.

5. ANALYSIS

5.1.1 PERCENTAGE AGE OF THE RESPONDENTS

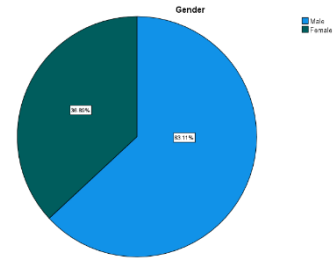| Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 24 yrs	77	74.8	74.8	74.8
	25 to 34 yrs	26	25.2	25.2	100.0
	Total	103	100.0	100.0	
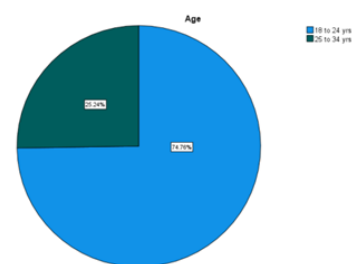
INFERENCE:

From the above table it shows that out of 103 respondents 75% are 18 to 24 years and 25% are 25 to 34 years

5.1.2. PERCENTAGE GENDER OF THE RESPONDENTS

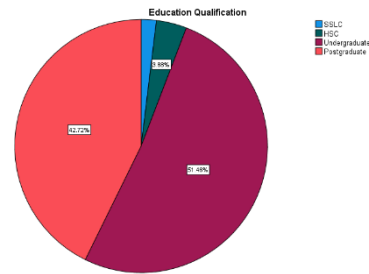| Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	65	63.1	63.1	63.1
	Female	38	36.9	36.9	100.0
	Total	103	100.0	100.0	

INFERENCE:

From the above table it shows that out of 103 respondents 63% are Male and 37% are Female.

5.1.3. PERCENTAGE EDUCATION QUALIFICATION OF THE RESPONDENT

| Education Qualification					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SSLC	2	1.9	1.9	1.9
	HSC	4	3.9	3.9	5.8
	Undergraduate	53	51.5	51.5	57.3
	Postgraduate	44	42.7	42.7	100.0
	Total	103	100.0	100.0	

INFERENCE

From the above table it shows that out of 103respondents 53% are under graduate, 44% are post graduate, 4 % are HSC and 2% are SSLC.

5.1.4. PERCENTAGE MARITAL STATUS OF THE RESPONDENT

| Marital status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	98	95.1	95.1	95.1
	Married	5	4.9	4.9	100.0
	Total	103	100.0	100.0	
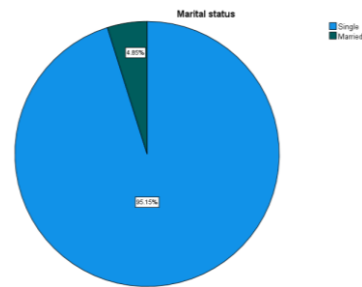
INFERENCE:

From the above table it shows that out of 103 respondents 95% are Single and 5% are married.

5.1.5. PERCENTAGE OCCUPATION OF THE RESPONDENT

Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	42	40.8	40.8	40.8
	Self Employed	4	3.9	3.9	44.7
	private Employee	48	46.6	46.6	91.3
	Others	9	8.7	8.7	100.0
	Total	103	100.0	100.0	
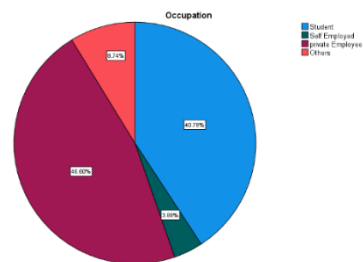
INFERENCE:

From the above table we see that out of 103respondents 47% are private employee, 40% are Student, 4% are self-employed and 9% are others.

5.2. Regression

Regression analysis is a set of statistical methods used for the estimation of relationships between a dependent variable and one or more independent variables. It can be utilized to assess the strength of the relationship between variables and for modeling the future relationship between them

To find out the association between recommend Google pay to others and speed, security features, QR code.

Ho: There is no significant impact of recommending Google pay to others on the speed, security features, QR code of GPay

H1: There is significant impact of recommending Google pay to others on the speed, security features, QR code of GPay.

ANOVA [a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	34.109	3	11.370	39.125	.000[b]
	Residual	28.479	98	.291		
	Total	62.588	101			
a. Dependent Variable: How 2 are you to recommend Google Pay to others?						
b. Predictors: (Constant), Please Rate QR CODE scanning Google Pay on a scale? , How 2 are you with the speed and efficiency of transactions using Google Pay?, How would you rate the security features provided by Google Pay?						

Coefficients [a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	.369	.215		1.715	.089
	How 2 are you with the speed and efficiency of transactions using Google Pay?	.676	.073	.677	9.233	.000
	How would you rate the security features provided by Google Pay?	.240	.105	.186	2.283	.025
	Please Rate QR CODE scanning Google Pay on a scale?	-.091	.102	-.071	-.888	.376
a. Dependent Variable: How 2 are you to recommend Google Pay to others?						

INFERENCE:

From the above table, we find that the significant value is .025, which is greater than table value 0.05, so the Null hypothesis is accepted and Alternative hypothesis is rejected.

Therefore, there is no impact of recommending google pay to others and speed, security features, QR code.

5.3 Correlation

Correlation analysis, also known as bivariate, is primarily concerned with finding out whether a relationship exists between variables and then determining the magnitude and action of that relationship.

To find out the significance relation between Education Qualification and encounter technical issues or difficulties while using Google Pay.

Ho: There is no significance difference between Education Qualification and encounter technical issues or difficulties while using Google Pay.

H1: There is a significance difference between Education Qualification and encounter technical issues or difficulties while using Google Pay.

Correlations			
		How often do you encounter technical issues or difficulties while using Google Pay?	Education Qualification
How often do you encounter technical issues or difficulties while using Google Pay?	Pearson Correlation	1	.017
	Sig. (2-tailed)		.868
	N	103	103
Education Qualification	Pearson Correlation	.017	1
	Sig. (2-tailed)	.868	
	N	103	103

INFERENCE:

From the above table, we find that the significant value is .868, which is greater than table value 0.05, so the Null hypothesis is accepted and Alternative hypothesis is rejected.

Therefore, there is no impact the encounter technical issues or difficulties while using Google Pay and Education Qualification.

6. WEIGHTED AVERAGE

To know about the factor based on the people influence on the their perspectives

Factors		speed and efficiency of transaction	X1*W	reward and cash back offer	X2*W	customer support	X3*W	range of feature and services offered	X4*W
Weights	W	X1		X2		X3		X4	
Very satisfied	1	18	**18**	14	**14**	16	**16**	17	**17**
Satisfied	2	56	**112**	38	**76**	42	**84**	57	**114**
Neutral	3	25	**75**	34	**102**	42	**126**	25	**75**
Very dissatisfied	4	2	**8**	9	**36**	2	**8**	2	**8**
Dissatisfied	5	2	**10**	8	**40**	1	**5**	2	**10**
Total	15	103	**223**	103	**268**	103	**239**	103	**224**
Y = Sum(X*W)/Sum W			**14.8**		**17.8**		**15.9**		**14.9**
Rank			**4**		**1**		**2**		**3**

INFERENCE

- From the above table Reward and cashback got more weightage among other factors as 17.8 and it is considered as the important and influence on their investment decisions. So it is ranked as highest.

- Among the influencing factor customer support, feature and service, speed and efficiency of transaction has been ranked as 2nd, 3rd, and 4th respectively.

7. FINDINGS:

An online survey was conducted through structured questionnaire and in total we collected 103 responses out of which from collected responses the table shows Majority of the respondents (44%) are Easy to Payment option. Majority of the respondents (57%) are rate good user interface and design of Google pay. Majority of the respondents (54%) are satisfied with speed and efficiency of transaction. Majority of the respondents (36%) are satisfied for better reward/cash back. Majority of the respondents (62%) are rate the security features of Google pay is good. Majority of the respondents (55%) are

likely to recommend Google pay to others. Majority of the respondents (60%) are Satisfied with QR CODE scanning on Google pay. Majority of the respondents (47%) are often facing technical issues or difficulties while using Google pay. Majority of the respondents (42%) are satisfied with customer support provided by Google pay. Majority of the respondents (55) are satisfied with range of features and service. Majority of the respondents (59%) are likely to continue using Google pay in future. Majority of the respondents (56%) are rating the accuracy of transaction notification and receipts provided by Google pay. Majority of the respondents (58%) are likely to switch to another payment app for better rewards/cash back. Majority of the respondents (46%) are rate the overall reliability and stability of Google pay's services.

8. SUGGESTION:

Based on the study, we suggest Gpay must offer more personalized UPI payment suggestions based on the customer's transaction history and preferences to enhance their experience with providing clear and concise information about UPI payment suggestions, including benefits, security measures, and how to use them effectively. Offer prompt customer support services to address any issues or concerns related to UPI payment suggestions and continuously update and improve the UPI payment suggestion feature to meet customer needs and preferences. Offer incentives and rewards to customers who frequently use UPI payment suggestions to encourage their usage and increase satisfaction levels. Develop partnerships with popular merchants to offer exclusive discounts and promotions for customers who use UPI payment suggestions for transactions. Conduct regular surveys and feedback sessions to obtain customer feedback and suggestions for improving UPI payment suggestions.

9. CONCLUSION

The study on customer satisfaction towards Google Pay's UPI payment was conducted with a diverse sample of users across different age groups and regions. The majority of respondents praised the platform for its user-friendly interface, which facilitated easy navigation through the app's features. Security emerged as another critical aspect contributing to positive feedback. Users highlighted Google Pay's robust security measures, such as two-factor authentication and fingerprint recognition, which helped them, feel confident about the safety of their transactions and personal information. However, it's worth noting that a minority of respondents did report encountering occasional technical glitches, such as payment failures or delays. The study reflects a high level of customer satisfaction towards Google Pay's UPI payment service. The platform's user-friendly interface, swift transactions. While there were minor issues reported, the overall consensus is that Google Pay has effectively addressed user needs and established itself as a dependable UPI payment solution.

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