



## A STUDY ON CONSUMER PREFERENCE AND SATISFACTION TOWARDS GOOGLE PAY IN MADURAI CITY

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### ABSTRACT-

Digital payment systems have transformed the financial landscape, offering convenience and security to users. Google Pay, one of the leading digital wallets in India, has gained significant popularity, particularly in urban and semi-urban areas. This study aims to analyze consumer preferences and satisfaction levels regarding Google Pay in Madurai. The research focuses on key factors influencing user adoption, such as ease of use, security, transaction speed, cashback offers, and customer support. A structured survey was conducted among Google Pay users in Madurai to gather insights into their experiences and challenges. The study also examines demographic factors influencing consumer behaviour and evaluates overall satisfaction with the platform. Findings from this research will provide valuable insights into user expectations and help improve digital payment services.

### INTRODUCTION

The adoption of digital payments has caused a significant shift in monetary transactions from cash-based totally structures in recent years. Digital cash transfers, cellular applications, online banking, digital wallets, and contactless playing cards are among the features of electronic bills. The methods offer ease, security and speed, changing the way people and companies handle money. The use of technology, phone reception, and internet connectivity leads to a surge in digital bill payments. Payment processing has become more secure and convenient with platforms like Google Pay, Paytm, and PhonePe. Digital India initiative by the Indian government has also improved this shift.... Smartphones have made digital payments accessible, enabling customers to pay for their purchases, exchange cash.

### REVIEW OF LITERATURE

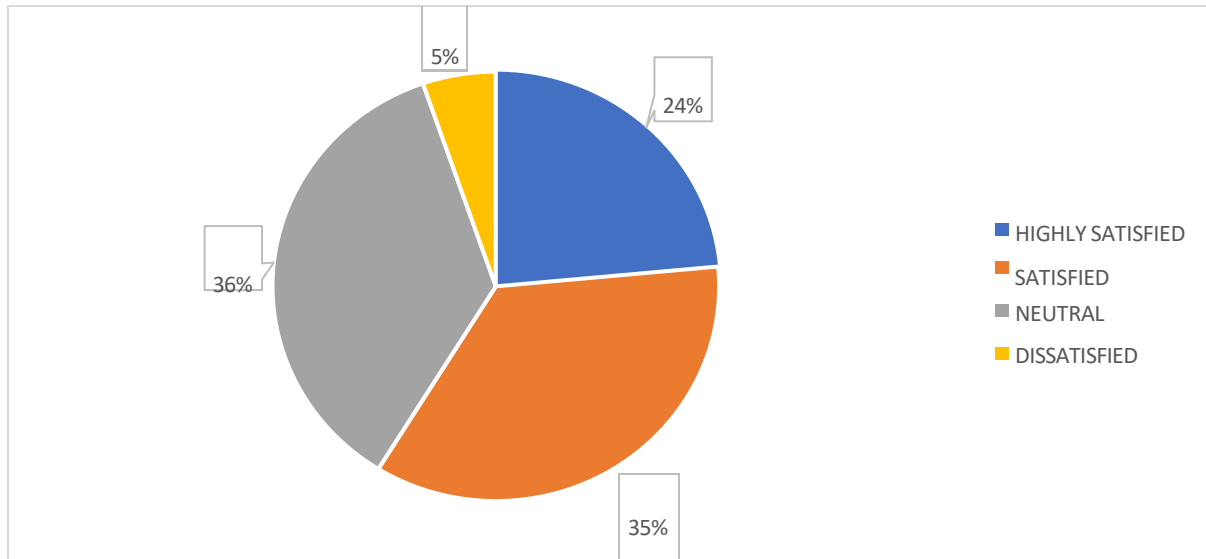
1. **Miruna, S. Lyrics. (2019)** In recent times technology has played a very vital role, the way we transact in daily life has changed drastically with the advent of smart phones life has become easier and all payments & transactions are taking place online. This paved the way for the emergence of a platform termed a digital wallet.
2. **Rathore, Hem Shweta. (2016)** In the world, smart phones have become an essential part of daily life. Due to technology, mobile users can nowadays use their Smart phones to make money transactions or payments by using applications installed on the phone. When smart phones can function as leather wallets, it is called "Digital Wallet" or widely known as "Mobile Wallet".
3. **Meuthia (2015)** the study has been investigated that empirically the experiences of users' satisfaction on e- money adoption in Indonesia. In this study the trust was considered as an important factor for e-money adopt, and at the time of promotes the system quality and participation. The data was collected from 117 e-money respondents in Indonesia. The result shows that users' satisfaction is determined based on system quality and participation of users. The research proposed that trust factors have high level followed by the others stimulants variables. The study concluded that trust and distrust were strongly influenced the level of users' satisfaction on e-money adoption in Indonesia.
4. **Dr. Stitch Shweta Rathore (2019)** "Appropriation of Cashless transactions By Consumers" her investigations disclose to us computerized wallets are rapidly getting to be standard method of online instalment. Customers are embracing advanced wallets at end unfathomably quick pace, to a great extent because of comfort and convenience

### OBJECTIVE OF THE STUDY

- To evaluate the customer preference and satisfaction towards google pay

**TABLE SHOWING OVERALL USER EXPERIENCE OF GOOGLE PAY USERS**

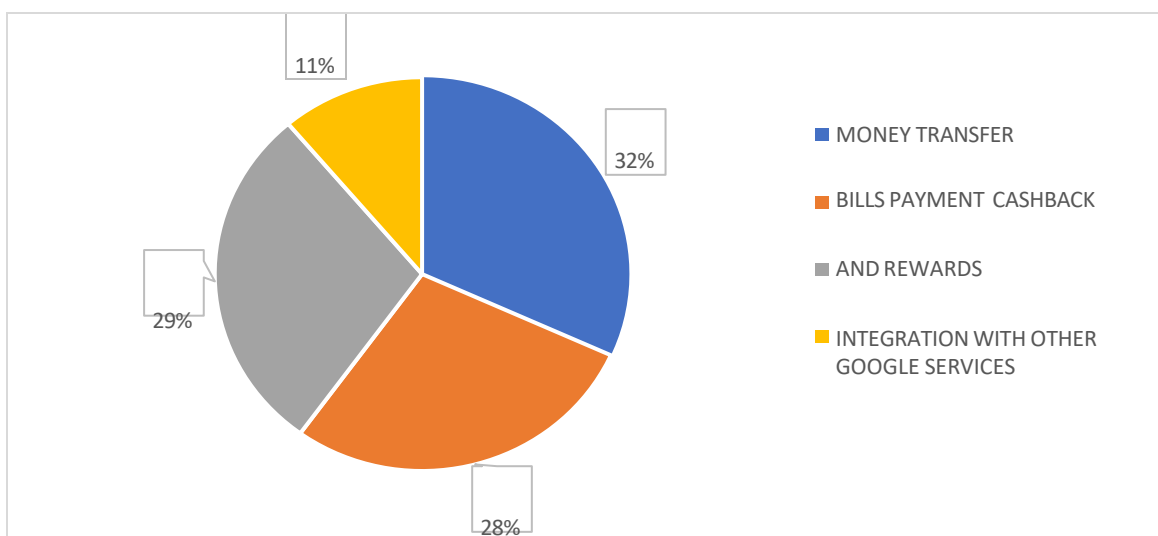
OVER ALL USER EXPERIENCE	NO.OF. RESPONDENT	PERCENTAGE
HIGHLY SATISFIED	40	24
SATISFIED	60	35
NEUTRAL	61	36
DISSATISFIED	9	5
TOTAL	170	100

**CHART SHOWING OVERALL USER EXPERIENCE OF GOOGLE PAY USERS**

The data on Google Pay's user experience provides valuable insights into the overall user journey. The app's ease of use, reliability, and convenience in managing digital media were deemed important by 24% of 170 respondents who gave it a high level of approval. Transactions. Moreover, 35% of users reported being satisfied with the app, indicating that most people find it useful, although not necessarily groundbreaking. It is noteworthy that 36% of the population remained neutral, which could be seen as an indication of their bias. Even though the app meets fundamental requirements.

**TABLE SHOWING RESPONDENTS REASON FOR CHOOSING GOOGLE PAY**

REASONS FOR CHOOSING	NO.OF. RESPONDENT	PERCENTAGE
MONEY TRANSFER	54	32
BILLS PAYMENT	48	28
CASHBACK AND REWARDS	49	29
INTEGRATION WITH OTHER GOOGLE SERVICES	19	11
TOTAL	170	100

**CHART SHOWING RESPONDENTS REASON FOR CHOOSING GOOGLE PAY**

The statistics demonstrate why users are drawn to a specific digital payment method. Out of the total of 170 individuals, 53 percent chose to transfer money. Pointing out that peer-to-peer transactions require minimal effort and rapidity.' The percentage for cashback and rewards was close to 49 per cent, with only 29 receiving them. User engagement is significantly influenced by incentives. The bill payment option was selected by 28% (48%). Participants demonstrated the platform's ease of managing regular utility bills. Moreover, Ultimately, integration with other Google services was preferred by 11% (19). The survey respondents' findings indicate that while some focus on ecosystem compatibility, it is not the primary concern. As a whole, the results indicate that functional benefits such as financial gain are present. The platform preferences of users are largely determined by the combination of rewards, transfers, bill payments, and other relevant factors.

## FINDINGS

The findings of the project indicates that user prefer google pay due to its convenience, user friendly interface and strong security features. Customers expressed high satisfaction with the app's fast transactions and rewards, along with trust in the Google brand. However, some challenges were identified, Such As occasional technical glitches and transaction failures, network issues and etc. From the analysis, it is found that;

- Majority (32%) of the respondent choose google pay for money transfer.
- Majority (36%) of the respondent chooses neutral.

## CONCLUSION

Google Pay is considered a top choice for digital payment applications due to its convenience, user-friendliness, and security features, according to the study. User satisfaction is enhanced by its extensive services and smoother transactions. Technical glitches, transaction errors, and customer support issues need to be addressed. Adding more reliability, expanding the rewards, and providing user education on features can also improve customer satisfaction.

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