

Exploration of Consumer Satisfaction towards Google Pay Application

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Abstract

Electronic banking transactions are done through tablets or smart phones. The major banks have developed the latest and modern innovations is increasingly providing services through electronic channels such as ATM'S internet banking, Tele-banking, mobile banking and now is been developed to the next step as Google pay. This study describes the customer's response and awareness towards the service and payment method of Google pay application. In order to find out the results data has been collected from 100 respondents by using convenience sampling method. Percentage and Chi square test used for the study. This study concludes that majority of the respondent have online banking facilities and satisfied on payment services provided by Google pay application.

Keywords: Internet Banking, Google pay, Mobile Technology and Digital payment

Introduction

In present trend usage of apps had become a new trend because of availability of web service on mobiles. By considering these improvements in mobile technology knowing information of money transactions through mobile in less time can be useful application for users in this application user need to install the application and update the details and link the account number and ATM card number.

Digital transfer using apps has brought behavioral change and helped in the adoption of digital payment. This has resulted in ease of transfer of money in rural areas which was not touched earlier by the digital payment method. The user can't open the application without the login pin and they can't proceeds the payment without the second pin. This is the attempt to make an analysis about the consumer satisfaction on usage of Google pay application and a survey research is conducted among the consumers.

Statement of the Problem

Currently the government announced that all the restrictions for the traditional cash transactions and offers for electronic transfer push the consumers to adopt and implement the cashless transactions for their needs. In the context of the above, this study makes an attempt to analyze and find out how Google pay transaction has caused to changes in the behavior of customers and level of awareness about the cashless transaction, faith of the electronic transaction and problems of consumers while using Google pay application. Solutions will then be proposed on how to enhance its services in order better to encourage repeat patronage and loyalty, and attract new customers.

Objective

- To find customer satisfaction relating to GOOGLE PAY transactions through mobile banking application services.

Research Methodology

The research is adopted on non-probability sampling. The area of the study is limited to COIMBATORE city. The study conducted from December 2020 to February 2021. The sample size of 100 respondents to know the consumer preference towards instant food products and respondents were from all age groups chosen randomly. It is conducted using convenient sampling method. To evaluate the objectives of the study, required data were collected from primary as well as secondary sources.

Hypothesis

There is no significant difference between Family monthly Income and reason for using Google pay.

Review of Literature

Adekunle et al., (2009) examines the influence of personal profile and electronic banking on pre received customers' service delivery in the Nigerian Banking Sector. The result showed that the gender of sample respondents has a significant influence on customers' perception on quality of service delivery and also examined there was no significant influence of age on customers' perception of quality service delivery.

Ching Poon (2008) shows that out of ten factors accessibility, convenience of usage, design and content are the major sources of satisfaction privacy and securities are the main source of dissatisfaction. Whereas, the availability of features, speed, service charges and bank management are the dangerous to the success of the online banking services. Hence the researcher is to identify that satisfaction level of security point in online banking services.

Rajesh Kumar Srivastava (India) (2017) focuses on the issues like customers' perception about internet banking and how to improve the usage rate. The study revealed that education, gender and income play an important role in the usage of internet banking.

Naveed Azeem Khattak and Kashif. Ur. Rahman (2019) study indicates that awareness towards Islamic products like current account, fixed deposit is good. It also found that customers are not aware of the financial products offered. The study suggests to create an awareness about the products provided by the banks and insisted on the provision of network.

Analysis and Interpretation

Percentage Analysis

Table 1: Classification on the Basis of Demographic Variables

Demographic variables	Categories	No. of Res.	%
Gender	Male	41	41
	Female	59	59
	TOTAL	100	100
Age	Below 20 years	25	25
	21-30 years	50	50
	31-40 years	12	12
	40 years & above	13	13
	TOTAL	100	100
Educational qualification	Illiterate	0	0
	Schooling	06	06
	Graduate	85	85
	Post Graduate	90	9
	TOTAL	100	100
Occupation	Student	38	38
	Private sector employee	37	37
	employee	05	05
	Public sector employee	14	14
	employee	06	06

	Businessman		
	Agriculturist		
	TOTAL	100	100
Bank	State Bank Of India	85	85
	Axis Bank	5	5
	Bank Of India	7	7
	Central Bank	3	3
	TOTAL	100	100
Income	Below 10000	38	38
	Rs10000-20000	24	24
	Rs 20000-30000	26	26
	Rs 30000 & above	12	12
	TOTAL	100	100
Area	Rural	65	65
	Urban	12	12
	Semi-Urban	23	23
	Semi-Rural	0	0
	TOTAL	100	100
Period of usage of Google Pay	Less than 6 months	9	9
	6 – 12 months	45	45
	1 – 2 Years	25	25
	More than 2 Years	18	21
	TOTAL	100	100

Source: Primary data

From the above table it is clear that both the male and female respondents are equal. Out of 100 respondents 50 percent are 21-30 years and followed by below 20 years. Based on educational qualification 85 percent have completed UG Degree. 38 percent of the respondents are students and followed by employees working in private company. 85percent of the respondents have account in SBI. It is clear that 38 percent of the respondent's annual income is below Rs. 10000. 65 percent of the respondents are residing in rural area.45 percent are using Google pay for the past one year.

Chi-square test for monthly income and reason for using Google pay

Null hypothesis

There is no significant difference between Family monthly Income and reason for using Google pay

Alternate hypothesis

There is a significant difference between Family monthly Income and reason for using Google pay

Level of significance ($\alpha = 0.05$)

Table 2: Family monthly Income * Reason for using Google pay

		Reason for using Google pay				Total
		Privacy	Convenience	Easy to use	Saving Time	
Family monthly Income	Below Rs.10000	18	4	5	13	40
	Rs.10000 - Rs.20000	3	2	1	0	6
	Rs.20000 - Rs.30000	8	3	5	6	22
	Above Rs.30000	11	0	8	13	32
	Total	40	9	19	32	100

Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.618 ^a	9	.181
Likelihood Ratio	15.716	9	.073
Linear-by-Linear Association	1.718	1	.190
N of Valid Cases	100		

P value = 0.181

Inference

Since $P(0.181) > 0.05$, we accept null hypothesis. There is no significant difference between Family monthly Income and reason for using Google pay.

Conclusions

Google pay usage was predominant among younger age group who has completed at least higher secondary level of education it was mainly used for convenience, 24*7 access of accounts and balance enquire. The customers felt that online banking was easy to learn but wanted the banks to be fair in customer service policies following transactions. They all expected security in the usage of online banking. Technology resistance factors played a strong role in the formation of intension to use Google pay application. Majority of the respondent have online banking facilities and have satisfied on payment services provided by Google pay application. This study concluded that maximum respondent have positive vision on Google payment services.

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