

A study on customer satisfaction towards google pay with special reference to Coimbatore city

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Abstract

In today – world, smart phone has become an important 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.

Keywords: customer satisfaction, google pay, e-wallet, google pay services, customer satisfaction of e-wallets

Introduction

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 problem

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.

Research methodology

Research methodology is a systematic way to solve research problems.

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 50 from within Coimbatore City.

Tools used

Data analyzing tools are Simple percentage, chi-square and Rank Correlation.

Simple percentage

Percentage means out of hundred. It is often referred by symbol.

Chi – square

A chi-square (χ^2) statistic which is used to test the measures of expectations compare to actual observes (or) model result.

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

Anjani kumar and Sai Prasad Seri (2014) ^[1], in their article discusses about the facts and trends of Mobile wallet and its

importance to the bank. For banks, the mobile wallet presents an opportunity to increase their share of the customer’s wallet. As the number of players entering the mobile wallet fray increases by the day, the race for dominance in this space will only get more competitive. It would be a mistake for banks to look at the mobile wallet as just another alternative payment instrument. Also, banks must not go solo in their mobile wallets offerings undertaking. Collaborative partnership is the key. Siddharth Gaurand Sonal Sapra (2015) [2], Presented the paper Indian Mobile wallet Market in the entailing India expo. They said that, in the Indian market the competition for mobile will become more aggressive in future. Rising penetration of smart phones a long with increasing number of mobile wallet service providers in the Indian market is pushing the growth forward. If the banks do not focus on enabling excellent mobile wallet services for customers, they will have to risk losing out to competition. On the other

hand mobile operators must widen their services and influence the existing services to attract new customers and maintain their customer base.

Vidhya Ganesan and Ganesan Subramanian (2016) [3], E-wallets (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 e-wallet. The Government has suggested use of e-wallets, but mere 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.

Analysis and interpretation

Table 1: Socio-economic profile of the respondents

S. no.	Demographic	No. of respondents	Percentage	
1	Gender	Male	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	Student	2	4%
		Under graduation	17	34%
		Post-graduation	22	44%
		Professional	9	18%
	others	-	-	
4	Marital status	Married	5	10%
		Unmarried	45	90%
5	Monthly income	0-10000	28	56%
		10001-20000	10	20%
		20001-30000	8	16%
		30001 and above	4	8%

Table 1 clearly states the demographic profile of the sample respondents.

Majority of the respondents fall in the age group of 21-30 and most 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.

Chi-square

H1: There is significant relationship between gender and purpose to use Google pay.

Table 2

O	E	(O-E) ²	$\frac{(O_i - E_i)^2}{E_i}$
66	65	1	0.001
36	37	1	0.002
11	12	1	0.08
07	6	1	0.16
		Total	0.27

There is significant relationship between gender and purpose to use Google pay.
Chi-square value = 0.27

Table value = 7.81
Significant level = 5%

Result: Calculated the χ^2 value is less than table value hence the hypothesis is accepted. Therefore, there is significant relationship between gender and purpose to use Google pay.

H1: There is significant relationship between monthly income and number of transactions made in a month.

Table 3

O	E	(O-E) ²	$\frac{(O_i - E_i)^2}{E_i}$
30	29.7	0.009	3.03
56	57.8	3.24	0.05
13	11.9	1.21	0.10
		Total	3.18

There is significant relationship between monthly income and number of transactions made in a month.

Chi-square value = 3.18
Table value = 33.1
Significant level = 5%

Result: Calculated the χ^2 value is less than table value hence accepted the hypothesis. Therefore, there is significant relationship between monthly income and number of transactions made in a month.

Rank Correlation

Table 4

Particulars	Ranking value	Rank
Software issues	2.75	1
Server issues	2.82	2
Fear of incomplete transactions	2.90	3
Amount debited but not received	3.06	4

The above table show that software issues in the app (mean=2.75) is ranked first as the issues by Google pay, server issues (mean=2.82) is ranked as second issue in Google pay, fear of incomplete transaction (mean=2.90) is ranked third as issue in Google pay, amount debited but not received (mean=3.06) is ranked fourth as issue in Google pay.

Findings

1. Majority (80%) of respondents are female.
2. Majority (86%) of Respondents age falls Between 21-30.
3. Majority (44%) of respondents are post graduates.
4. Majority (90%) of respondents are unmarried.
5. Majority (56%) of respondents have monthly salary of 1-10,000
6. Majority (98%) of respondents are smart phone users.
7. Majority (88%) of respondents own a bank account.
8. Majority (78%) of respondents google pay is a useful mode for payment.
9. Majority (86%) of respondents agree that google pay saves time.
10. Software issue is ranked 1
11. Majority (78%) of respondents makes payment transaction for about 1-10 times a month.
12. Majority (40%) of respondents use google pay for mobile recharge purpose.
13. Majority (90%) of the respondents are highly satisfied with mobile recharge through google pay.
14. Majority (96%) of respondents are satisfied for its safety.
15. Majority (52%) of respondents think that google pay is accepted everywhere.
16. Majority (62%) of respondents send and receive payments.
17. Majority (96%) of respondents are aware of fund transfer.
18. Majority (46%) of respondents think google pay is more secure than any other applications.
19. Majority (72%) of respondents recommend google pay to their friends and family.
20. There is significant relationship between gender and purpose to use Google pay.
21. There is significant relationship between monthly income and number of transactions made in a month.

Suggestions

1. Advertisement should be made in the social media networks which will capture young people to get into

- the usage.
2. Discount and offers should be made visible as promotional tools.
3. The more adored feature of E-Wallet is that it is a hassle free mode of making an online payment so E-Wallet is performing well in terms of privacy, transaction time, discounts, offers and customer satisfaction.

Conclusion

Customers are increasingly given the opinion or are being asked to supply Services for themselves through the utilization of Self-Service Technologies. It is Important for providers to understand the awareness level of customers particularly the youngsters since they are the target audience for every new technology. This study also proves that every Respondent is having smart phone with them so it's easy for the service Providers to capture this age group. This study has made an attempt to find out the customer satisfaction level towards google pay in Coimbatore city.

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