



A Comparative Study Of Users's Perception And Satisfaction Towards Google Pay And Phone Pe With Special Reference To Coimbatore City

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Abstract: The study investigates the user's perception and satisfaction towards Google Pay and Phone Pe in Coimbatore city. Google Pay and Phone Pe become one of the most popular digital payment apps in India due to their ease of use and secure transactions. The digital payments in India have grown due to increased smartphones and internet access. Popular digital payment systems have been a driving force in the Indian digital economy. The study helps identify the problems customers face while using the digital payment of Google Pay and Phone Pe.

Keywords: Google Pay, Phone Pe, Perceptions, and satisfaction

INTRODUCTION

GOOGLE PAY

Google Pay is a digital wallet and online payment system developed by Google to enable users to make payments, send and receive money, and store loyalty cards and offers all in one place. It's available on both Android and iOS devices, allowing users to make contactless payments at physical stores, online transactions, and peer-to-peer transfers. Google Pay was originally launched as Android Pay in September 2015.

PHONE PE

Phone Pe is a digital payments platform based in India that allows users to perform a wide range of financial transactions through their smartphones. Phone Pe was founded in December 2015 by Sameer Nigam, Rahul Chari, and Burzin Engineer. The company launched its app in August 2016, shortly after the introduction of UPI (Unified Payments Interface) by the National Payments Corporation of India (NPCI), which helped facilitate seamless digital payments across the country. The period after its launch marked significant growth for the platform, as it quickly became one of the most popular digital payment apps in India due to its ease of use and secure transactions.

STATEMENT OF THE PROBLEM

The rapid growth of digital payments has led to an increase in the adoption of mobile wallets and unified payments interface (UPI) based apps. Google Pay and Phone Pe are two popular UPI-based apps that have gained significant attraction among users. Still, there is a lack of understanding about the user's perception and satisfaction levels towards these two apps hence we conducted a study to know the user's perception and satisfaction towards Google Pay and Phone Pe.

OBJECTIVES

- To identify the demographic profile of the respondents of Google Pay and Phone Pe.
- To dissect the perception of users towards Google Pay and Phone Pe in Coimbatore.
- To know the satisfaction level of users of Google Pay and phone Pe
- To assess the problems related to usage of Google Pay and Phone Pe.
- To give suitable suggestions and recommendations based on the study.

SCOPE OF THE STUDY

This study aims to investigate and compare user's perception and satisfaction levels towards Google Pay and Phone Pe in Coimbatore city. The study considers various demographics like age, income, gender, education and occupation and also accessing crucial features such as variety of content, convenience, and user interface. Also, this exploration will delve into exploring the security and privacy concerns, digital payment user behavior and future expectations to understand what Coimbatore city users expect from these UPI payment platforms in the future. Through this approach, the study seeks to comprehensively analyse what shapes user's perception and satisfaction in this region.

LIMITATIONS OF THE STUDY

1. The exploration is limited to Coimbatore city, which may limit the applicability to other regions. Self-reported data can be personal and can lead to inaccuracy of perception and satisfaction.
2. Only a limited sample is surveyed.
3. Rapid changes in payment technology may lead the findings obsolete.

RESEARCH METHODOLOGY

METHOD OF DATA COLLECTION

The relevant data for the present study has been collected from both primary and as well as secondary sources.

PRIMARY DATA: The primary data has been collected through a structured questionnaire to measure the perception and satisfaction towards Google Pay and Phone Pe.

SECONDARY DATA: The applicable secondary data for the study have been collected mainly from various Books, Reports, Journals, relating to the subject.

AREA OF THE STUDY; The study is conducted in Coimbatore city.

SAMPLE SIZE: A sample size of 80 respondents hailing from Coimbatore city was chosen.

SAMPLE UNIT:

The sampling unit of this study was individual and the active users of either Google Pay and Phone Pe, who have made at least one transaction using either app in the past month.

SAMPLING TOOLS;

The tools used for this study are Simple percentage analysis and Chi- Square

SAMPLING TECHNIQUE:

A simple random sampling method was used to collect data from users of Google Pay and Phone Pe.

REVIEW OF LITERATURE

1. Dr. A. Martin David. Ms. ANIT Maria Lusua (2022), stated that the time saving is the important factor that attracts the users of Google pay and the fear of incomplete transactions is the problem faced by the utmost of users. The study suggested that the server facility can be improved for the efficient usage and mindfulness programme can be conducted for various services provided by Google pay.

2. 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 systems. Data for the study have been collected from 150 customers through the issue of structured questionnaires by adopting snowball sampling using Google Pay or mobile recharge, followed by payment of EMI,DTH Recharge conducted in Kurali city, District Punjab. The reason for payment of insurance premium, settlement of hotel bill, payment of electricity bill, ticket booking, bank transfer and online purchase.

TABLE 1**PERCENTAGE ANALYSIS**

S.NO	Particulars	No. of respondents	Percentage
1.	Gender	Male	38
		Female	42
2.	Age	Below 18	03
		19-30	69
		31-45	05
		46-60	03
		Above 60	0
3.	Educational Qualification	Higher secondary	01
		UG	36
		PG	36
		Others	07
4.	Occupation	Student	37
		Employee	24
		Business	17
		Others	02
5.	Monthly income	Up to Rs. 20,000	22
		Rs 20,000 –Rs.40,000	18
		Rs. 40,000-Rs.60,000	12
		Yet studying	28
6.	Primary purpose of UPI app	Bills payment	16
		Online shopping	31
		Money transfer	25
		Others	08
7.	The overall experience of UPI APP	Highly satisfied	21
		Satisfied	37
		Neutral	20
		Highly dissatisfied	01
		Dissatisfied	01

INTERPRETATION

The table 1 clearly states the demographic profile of the sample respondents. Most of them are Female. Most of them are at the age of 19-30 years. Majority of the respondents are both Under Graduates and Post Graduates. Maximum of respondents are students. Most of the respondents are still studying. Majority of the respondents are using UPI apps for Money transfer. Majority of the respondents are satisfied with the overall experience of UPI Apps.

Chi- Square Analysis

A chi- square test is a statistical test used to compare observed value with expected value. It is one of the important Non-parametric tests that used to compare more than two variables for randomly selected data.

Chi-square analysis formula

$$\chi^2 = \sum (O_i - E_i)^2 / E_i$$

$$\text{Degree of freedom} = (r-1) * (c-1)$$

The two variables are occupation and the primary purpose of UPI apps.

Table 2

Variable	Degree Of freedom	Calculated value	Table value	Accepted/ Rejected
Occupation and the primary purpose of using UPI apps	9	5.15	16.919	H1 Accepted

Level of significance is 00.5

INTERPRETATION

The calculated value (5.15) is less than the table value (16.919).

H0; There is no significant relationship between the occupation and the primary purpose of using UPI Apps.

H1; There is a significant relationship between the occupation and the primary purpose of using UPI Apps.

Table 3

Variable	Degree of freedom	Calculated value	Table value	Accepted/ Rejected
Gender & the overall experience of UPI apps	4	2.68	9.488	H1 Accepted

Interpretation

The calculated value (2.68) is less than the table value (9.488).

H0; There is no significant relationship between the Gender and the overall experience of UPI apps.

H1; There is a significant relationship between the Gender and the overall experience of UPI apps.

FINDINGS

Simple percentage

1. Majority (52.5%) of the respondents are Female.
2. Majority (86.3%) of the respondents are between 19 –30 years.
3. Maximum (45%) of the respondent hold Undergraduate and Postgraduate degree
4. Maximum (46.3%) of the respondents are students.
5. Maximum (27.5%) of the respondents are still studying.
6. Majority (76.3%) of the respondents are Google pay users.
7. Majority (58.8%) of the respondents have been using UPI apps for more than a year.
8. Maximum (38.7%) of the respondents are using UPI apps for money transfer.
9. Maximum (37.5%) of Google Pay Users are highly satisfied with the transaction speed.
10. Maximum (42.5%) of Google Pay Users are satisfied with the Secured payment processing.
11. Maximum (23.75%) of Google Pay Users are satisfied with the Earning rewards and others.
12. Maximum (38.75%) of Google pay users are satisfied with the Transaction fees
13. Maximum (32.5%) of google pay users are satisfied with the Available 24/7 from anywhere.
14. Maximum (33.75 %) of Google pay users are satisfied with the Convenience to use.
15. Maximum (38.75%) users of Google pay agree that there are technical issues while paying.
16. Majority (38.75%) of Google pay users agree that there are Payment process delays.
17. Majority (30%) of Google Pay Users agree that there are Security issues.
18. Maximum (26.25%) of Google Pay Users neither satisfied nor dissatisfied about the High transaction fees & charges.
19. Maximum (33.75%) of Google Pay Users agree that only Limited amounts can be transferred.
20. Maximum (43.75 %) of the respondents are agree with ensuring network connections for better transactions
21. Maximum (42.5 %) of the respondents Opinion is to update the apps.
22. Maximum (36.25%) of the respondents have given the solution to set a new UPI pin number.
23. Majority (46.25 %) of the respondents concurred that limiting transactions is an effective way to avoid charges.
24. Maximum (41.25%) of the respondents opted to make payments through different apps in case of issues with the current UPI app.
25. Maximum (33.75%) of Google Pay Users are satisfied with the overall experience of UPI app.
26. Maximum respondents recommend Google pay to others.

Findings for chi- square analysis

There is a significant relationship between the occupation and the primary purpose of using UPI apps.

There is a significant relationship between the Gender and the overall experience of UPI apps.

SUGGESTIONS

Most of the respondents suggested enhancing the user experience of both Google Pay and Phone Pe with implementation of advanced biometric authentication and offering more reward programmes. Additionally pay attention to UPI apps real time updates. They have recommended avoiding bugs throughout the payment procedure. The digital payments need more offers and cashbacks to entice the customers to use the application and cultivate app loyalty. They may boost transaction volumes, improve customer satisfaction, and keep their competitive edge in the digital payments markets by incorporating these areas.

CONCLUSION

This comparative study undertook a comparative analysis of user perception and satisfaction level between Google Pay and Phone Pe. The findings underscore distinct strengths and weaknesses in each service. Despite Phone Pe's strengths, Google Pay's overall satisfaction score was higher. The users prioritize convenience, security and rewards when choosing digital payment platforms. The findings provide a foundation for future research on digital payment adoption.

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