

A STUDY ON DIGITAL TRANSACTION
AND CONSUMER PERCEPTION TOWARDS GOOGLE PAY

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

DEMAS MIRANDA. R

REG NO: 42410284



SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA
INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by AICTE
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SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)
CATEGORY - 1 UNIVERSITY BY UGC**

SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **DEMAS MIRANDA R REGNO (42410284)** who carried out the project entitled “**A Study on digital transaction and consumer perception towards google pay**” under my supervision from September 2023 to December 2023.

Dr. JOYCE S MBA, Ph.D.

Internal guide

External Guide

**Dr. BHUVANESWARI. G, MBA., Ph.D.
Dean – School of Management Studies**

Submitted for Viva voce Examination held on_____

Internal Examiner

External Examiner

DECLARATION

I **DEMAS MIRANDA R (42410284)** hereby declare that the Project Report entitled “**A STUDY ON DIGITAL TRANSACTION AND CONSUMER PERCEPTION TOWARDS GOOGLE PAY**” done by me under the guidance of **DR.S. JOYCE MBA, Ph.D.** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

**DEMAS MIRANDA. R
(42410284)**

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DEMAS MIRANDA. R

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ABSTRACT

Payment apps are taking over most of the transactions in the world and India is no exception. Various studies have proved that efficient payment system will speed up the liquidity flow of an economy. The study is about understanding consumers perceptions with respect to online and digital payments and safety of these transactions in this world of connected technologies. It is important for marketers to know the perception of consumers towards cashless methods of transactions and this study helps in this. The study is qualitative in nature and uses literature reviews to analyses the concept of digital transactions. The reviews delve insights into the various challenges and advantages of using digital transactions.

Digitization and Go cashless scheme has been extensively pushed by the Indian government to regularize and smoothen the cash transaction after demonetization. The demonetization consequences give extraordinary growth in digital payment such as E-banking, Mobile banking, Card transaction etc. Unified Payments Interface (UPI) is one of the fastest growing digital payment system through which a user can both send and receive money through a Virtual Payment Address (VPA). Uniqueness of UPI over other digital payment methods like 24*7 and 365 days availability, Easy and convenient to use and secure gateway attracts the customers of service sector. This research was mainly focused to study the customer perception (service sector) towards the awareness and adoption of UPI systems in Indore region. For this research primary data was collected through structured Questionnaire contains 5 point Likert scale from service sector and secondary Data collected from Government Reports, Website etc. This research concludes with aspects of awareness and adoption of UPI through comparison between gender, age and occupational data of customers. The results of this study add to our knowledge about acceptance of UPI and its usefulness in cashless and immediate transactions that influence young male customers who belongs to service sectors. The research concluded that customer of service sector is more swing towards the adoption of UPI and there is significant difference found male and female customers towards the adoption and use of UPI.

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CHAPTER -1

INTRODUCTION

1.1 INTRODUCTION

A digital payment, often known as an e-payment, is a method of making electronic payments between a payer and a payee. Both the payer and the payee use digital modes to complete the transaction. Right from barter system to paper money, there has been a huge evolution in the modes of payment in India. And now in the second decade of the millennium with the youth and coming generation, cashless i.e., digital payment mode is the new phase of payments. Before the evolution. The basic concept of traditional banking was that the users have to go the bank for the primary banking requirement such as withdrawal or deposit of cash, funds transfer, verifying statement of accounts etc. It has been called as the original banks which was the method of past in the economy.

They were the original commercial mediators to provide bank accounts. From the exterior they had the big buildings with pillars made by marbles but in the interior, it had an abundance of money in the box. This has been called “Bank”. They were big athletes in the commercial markets. They converted the savings of the house into loans for business as an investment.

A mobile wallet is a way to carry cash in a digital format. You can link your credit card or debit card information on your mobile device to the mobile wallet app or You can transfer money online to a mobile wallet. Instead of using your physical plastic card to make purchases, you can pay with your smartphone, tablet, or smart watch. An individual's account. It is required to be linked to the digital wallet to load money into it. The majority of banks have their own email, wallets and some private companies, e.g., Paytm, Freecharge, Mobikwik, Oxigen, mRupee, Airtel Money, Jio Money, SBI Buddy, Itz Cash, Citrus Pay, Vodafone MPesa, Axis Bank Lime, ICICI Pockets, SpeedPay etc. UPI is a simple payment tool created by NPCI that is based on IMPS system.

UPI can operate on a smart phone and it works as an email ID for money. It facilitates virtual Payment address (VPA: A VPA is an ID, which a user creates by linking their accounts to a bank's mobile application) as a payment identifier for sending and collecting money and works on single click.

Google Pay is a digital wallet and payment platform from Google. It enables users to pay for transactions with Android devices in-store and on supported websites, mobile apps and Google services, like the Google Play Store. Users link credit or debit cards to their Google Pay account, which is used for making the transactions for in-store or online purchases. On Android devices, Google Pay uses near field communication (NFC) to interact with payment terminals.

When signed in to one's Google account in the Chrome browser, users can conduct transactions with Google Pay on sites that support the service. Google Wallet was the company's first mobile payment system, developed for Android devices in 2011. In 2015, it was renamed Android Pay, with Google Wallet refocused to strictly peer-to-peer (P2P) payments. In 2018, Google announced that Google Wallet would join the other payment offerings under the Google Pay branding. Google Wallet was then renamed Google Pay Send. Google Pay is available for contactless payments on Android devices. The peer to-peer functions and account access are available on iOS. However, when using an iPhone or Apple Watch for NFC payments, only Apple Pay is eligible for this use case.

The Google Pay service works with hundreds of banks and payment providers. Specifically, cards from Visa, MasterCard, Discover and American Express are called out for support. Users should check with their individual bank if they are unsure about its compatibility with Google Pay. Additionally, the Google Pay user website maintains a list of supported banks by country. There is also a Google support site list of featured stores and transit agencies that support Google Pay.

Google Pay enables sending and receiving money, but unlike other digital wallets, the payments can be received directly into the bank accounts. So the entire concern of receiving money in wallets and then transferring into the bank account has been eliminated. Interestingly, a person doesn't have to be on the Google Pay app to receive payments. Google Pay simplifies the process of money transfer even through their website. Whoever receives the money must link the phone number or email address to a bank account. Or if they have an existing Google Pay account, funds will post directly to that account. Payments can be sent without fees through the app for Android, iOS or through one's Google Pay account on the web.

1.2 INTRODUCTION OF THE STUDY

Industry profile

India growing fast in the usage of Digital Payments options. With the increase in Internet usage, Digital payment is also come into existence.

The payment firstly shifted from the traditional payment into Electronic Payment through Debit and Credit cards, E- Payments options through E- Banking and then further shifted to Mobile Payment through the usage of M –Payment technologies.

Digital payment is also coming in growing stage by the support of Government. After demonetization Indian Government work on Cashless Transaction Through their Campaign known as “Digital India- Power to Empower”.

The Expansion of Cashless India or Digital India is majorly based on four factors:

1. Advancement in technology:

Technology has been advancing at a rapid pace to deliver robust, secure and convenient payments solutions. This enables rapid delivery of payment services to large sections of the population.

2. Economical:

Digital payments allow services to be delivered at lower costs, afford greater scalability and greater ease of access. This in turn, helps in fostering economic growth and financial inclusion.

3. No more unlimited cash transactions:

Though there are several perceived benefits of transacting in cash (such as instantaneous settlement, relative anonymity, and the notion of security), government of India has put embargo on unlimited cash transactions.

1.3 OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVES:

- To examine digital payment system in India.
- To understand the core concept of working module of UPI apps especially google pay.
- Identifying the user benefits and protocols of google pay.

SECONDARY OBJECTIVES:

- To understand the impact of user perception, trust in payment systems, and experience of online fraud on the choice in mode of payment.
- To study the concept of cashless transaction (i.e. Google pay)
- To identify the factors that influence customers to go for digital transactions.
- To measure the impacts that has been created by using google pay among the existing UPI payment apps.

1.4 SCOPE OF THE STUDY

1. The literature reviews taken for the study are primarily from India.
2. The studies varied from usage studies to behavioral studies.
3. These were analyzed for the main results.
4. This is mainly restricted to studies of digitization in payment
5. It gives a clearcut definition of identifying the main aspects of UPI payments.
6. The ideology of estimating the number of regular users can be known from this Study.
7. People can deliberately grasp the main concept of google pay from this study.

CHAPTER -2

REVIEW OF LITERATURE

(R. Joshi & Kumar, 2020)

Investigated the impact of digital India on the Indian economy in order to assess the challenges associated with digital India. The study discovered that digitalization has resulted in increased innovation, ease of operation, economic growth, and new job prospects. It has aided in the establishment of systemic transparency and the free flow of funds across the economy.

(M. C. Joshi, 2018)

Examined the impact of demonetization on digital payments, as well as the differences in growth in various digital payment modes prior to, during, and after demonetization. They used a descriptive research approach to achieve the above goals, and the study's required data of retail digital payment data in NPCI was acquired from the Reserve Bank of India's website. They discovered in their research that the true impact of demonetization on digital payments was also realized after the move. Demonetization made it mandatory to utilize digital payments as an alternative to cash, and digital payments have continued to rise since then.

(Agarwal et al., 2022)

examine how the unavailability of cash affects a consumer's spending behavior and choice of spending mechanism in a cash-based economy. They also use a difference-in-difference framework to estimate the magnitude and persistence of the use of digital payment channels post the announcement. They noted that the debit card data reveals an increase in usage post demonetization among existing users, where transaction volume rose by almost 28 percent, and also that the transaction volume of new adopters rose by almost 400 percent. They also analyzed the impact of demonetization from the supply side on payment modes like traditional (debit card) and non-traditional (wallet) as well as from the demand side by collecting data from

two retailers (one an grocer and the other a physical marketplace).

(Ghosh, 2021)

reviewed various papers and noted that digital payment is far more convenient and time-saving as compared to traditional means of paper currency. He also emphasized that such payment transactions can be done round-the-clock by any individual who possesses an internet connection; they don't have to wait in lines to make transactions. The researcher suggests that people are using and accepting digital payment systems as it is a faster mode of payment that also offers rewards or cash back. The researcher also talked about the digital payment system post-demonetization and how the government took an initiative to make India a cashless country.

Garg and Panchal (2019)

In which benefits, and challenges of a cashless economy were studied. The conclusion showed the preference of people towards cashless economy because they feel it helps to fight against illegal activities, corruption, etc.

Kumar and Chaubey (2019)

Have found from their study that process of digitization is happening very slowly and people are adopting it as there is no other choice.

Kalamegam, Rahul Sharma and Saurabh Goswami (2021) "Drivers Of Digital WalletUsage: Implications For Leveraging Digital Marketing" The outcomes from this investigation highlighted on various elements that inspired individuals to utilize computerized wallets for making installments. Individuals in Punjab have been found have been discovered utilizing advanced wallets because of the intentions of controllability and security, societal impact and helpfulness and requirement for execution improvement.

Singh (2020) concluded that there was significant difference between education of

consumers and adoption of digital payment. The perception of consumers for digital payment had positive and significant effect on adoption of digital payment among consumers.

Rahul Garhwal (2019) has done research on the advancement in payment systems through Unified Payment Interface and found that UPI is the most advanced payment system in the world as it includes low transaction cost and instant settlement as there are no intermediaries involved. UPI has allowed different banks to communicate with each other and has enabled interoperability between disparate bank payment systems.

(Surabhi Agarwal,2020), The government feels that incentives through the merchants could drive the usage higher than just peer to peer payments. Incentives offered in the scheme include ₹51 cashback on a minimum transaction value of just ₹1 for the first-time users and ₹25 cashback per transactions for 20 unique transactions in a month, for consumers, while merchants could receive cashback of up to 10% of a transaction and up to ₹1000 per month.

(Salil Panchal and Manu Balachandran, 2021), UPI's success is a proof that India is moving mountains to usher in a less-cash economy. But the scope of BHIM must be widened. BHIM should add more categories to the payment application for user engagement is the —Refined and Finished product of IMPS and it is forecasted that at some stage, it could get merged with the NEFT system, operated under RBI guidelines.

(Sasi Desai, Incunabula and Piyush Khandekar,2022), UPI leads to a unified, secure, —form independentll, and inexpensive user interface for payments. Before UPI, the only payments system that exhibited this behavior was cold, hard cash. And in a society where 95% of transaction are still based on cash, digital cash will be adopted only if it provides the same level of comfort. UPI takes status quo rails, status quo infrastructure and binds them all together. Such an interoperable system lays the foundation for the conversion of physical cash to digital cash at will, making the need for physical cash obsolete. UPI has the potential to completely transform the face of the nation.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research methodology

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically and the methods adopted in a research study.

3.2 Descriptive Research Design

A research design is a matter plan specifying the methods and procedures for collecting and analyzing the needed data. It is the frame work for the research plan of action. Research design based on the descriptive research technique employing the survey method and analysis is made on this primary data collected for this projects study.

3.3 Sampling unit: This was to define the target population to be surveyed. The sampling unit for the research was the population using digital payment and the target unit was the youth & young adults.

Sample size: The sample size decided in this research was 110.

3.4 Sampling procedure:

For the collection of primary data a well-structured questionnaire was floated among different sects of population in different parts of India.

Sources of data

- Primary Data – Questionnaire given to 110 respondents
- Secondary Data - Websites and online journals, Published reports & Review of literature from published article.

3.5 STRUCTURE OF QUESTIONNAIRE:

Questionnaire was divided into two sections. First part was designed to know the general information about employees and the second part contained the respondent's opinions about employees

SAMPLE SIZE: 110

PERIOD OF STUDY: 3 Months

LOCATION & TARGETED PEOPLE OF STUDY: TUTICORIN, CHENNAI.

NEED FOR THE STUDY:

Google Pay enables sending and receiving money, but unlike other digital wallets, the payments can be received directly into the bank accounts. So, the entire concern of receiving money in wallets and then transferring into the bank account has been eliminated. Interestingly, a person doesn't have to be on the Google Pay app to receive payments.

Google Pay simplifies the process of money transfer even through their website. Though the primary function of the app is to allow simple money. Google Pay boasts of many unique features in comparison to all the other options available in the market.

CHAPTER -4

DATA ANALYSIS AND INTERPRETATION

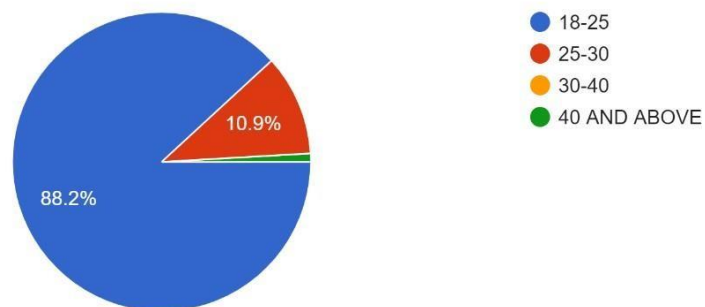
4.1 PERCENTAGE ANALYSIS

Table 4.1.1. Age of the respondents

S.NO	AGE	NO OF RESPONDENTS	PERCENTAGE
1	18-25 YEARS	97	88.2%
2	20-30 YEARS	11	10.9%
3	30-40 YEARS	0	0.00%
4	40 AND ABOVE	2	0.99%
	TOTAL	110	100.00%

Chart 4.1.1. Age of the respondents

AGE OF THE RESPONDENTS
110 responses



Interpretation

From the above table interpretation that the number of respondents between 18-25 of age are 88.2% between 20-30 age of respondents are 10.9% between 30-40 age of respondents 0% between above 40 ages of respondents are 0.98%.

Inference

Majority (88.2%) of the respondents are age between 18 to 25 years.

Table 4.1.2 Gender of the respondents

S.NO	GENDER	NO. OF RESPONDENTS	PERCENTAGE
1	MALE	78	70.9%
2	FEMALE	32	29.1%
	TOTAL	110	100.00%

Source: primary data

GENDER OF THE RESPONDENTS

110 responses

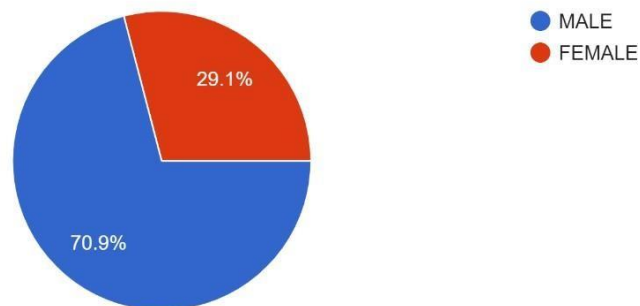


Chart 4.1.2 Gender of the respondents

Interpretation

From the above table it is interpreted that the number of male respondents is 70.9% and female respondent is 29.1%

Inference

Majority (70.9%) of the respondents are male.

Table 4.1.3 Education of respondents

S.NO	EDUCATION	NO. OF RESPONDENTS	PERCENTAGE
1	POST GRADUATE	65	59.1%
2	UNDER GRADUATE	41	37.3%
3	HSC	1	1.1%
4	OTHER	3	3.3%
	TOTAL	110	100.00%

Source: primary data

EDUCATIONAL QUALIFICATION

110 responses

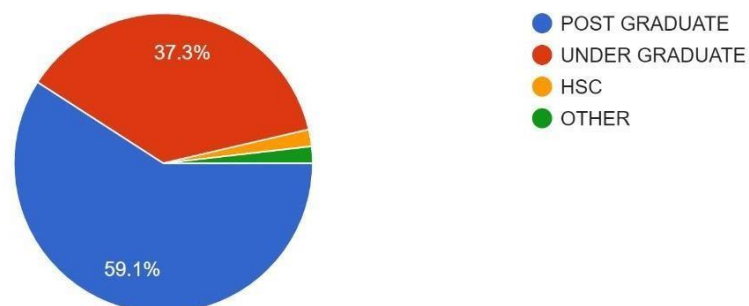


Chart 4.1.3 Education of the respondent

Interpretation

From the table it is interpreted that number of respondents were 59.1% is post graduate, 37.3% are undergraduate, 1.1% are hsc, 3.3% are others.

Inference

Majority 59.1% of the respondent are postgraduates.

Table 4.1.4 Income of the respondents

S.NO	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	20000-30000	32	29.1%
2	30000-40000	9	8.2
3	MORE THAN 50000	11	10%
4	NO MODE OF INCOME	58	52.7%
	TOTAL	110	100.00%

Source: primary data

INCOME OF THE RESPONDENTS

110 responses

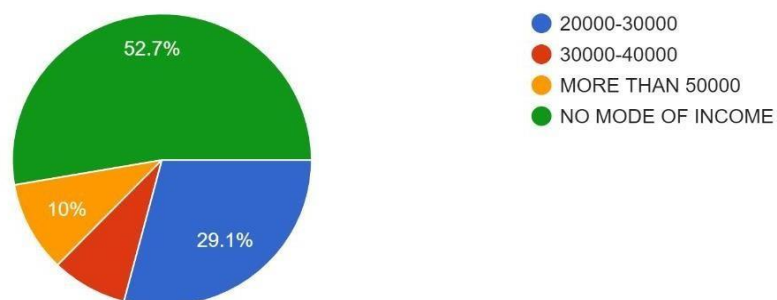


Chart 4.1.4 Income of the respondents

Interpretation

From the above table is interpreted that 29.1% respondents earn 20000-30000, 8.2% earn 30000-40000, 10% earn more than 50000 and 52.7% has no mode of income.

Inference

Majority 52.7% of the respondents have no mode of income.

Table 4.1.5 How often do you make digital transaction through google pay?

SNO	PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
1	DAILY BASIS	68	61.8%
2	WEEKLY BASIS	29	26.4%
3	MONTHLY BASIS	12	10.9%
4	YEARLY BASIS	1	0.9%
	TOTAL	110	100.00%

Source: primary data

HOW OFTEN DO YOU MAKE DIGITAL TRANSACTION THROUGH GOOGLE PAY ?

110 responses

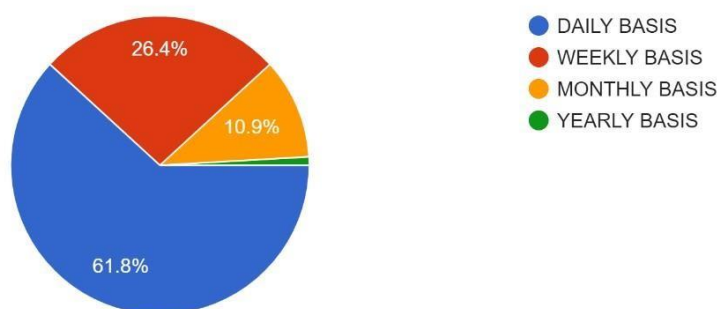


Chart 4.1.5 Respondents of usage of google pay

Interpretation

From the above table it is interpreted that the number of respondents 61.8% uses on a daily basis, 26.4% on a weekly basis, 10.9% on monthly basis, 0.9% on a yearly basis.

Inference

Majority 61.8% respondents uses google pay on a daily basis.

Table 4.1.6 How many bank accounts do you have?

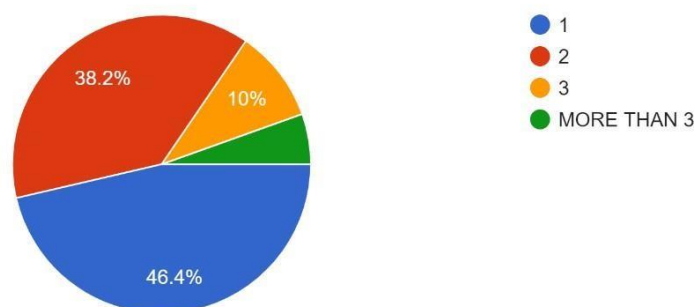
SNO	PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
1	1	66	46.4%
2	2	24	38.2%
3	3	18	10%
4	MORE THAN 3	2	5.4%
	TOTAL	110	100.00%

Source: primary data

Chart 4.1.6 Respondents having bank accounts.

HOW MANY BANK ACCOUNTS DO YOU HAVE ?

110 responses



Interpretation

From the above table is interpreted that the number of respondents were 46.4% having only one bank account, 38.2% having 2 bank accounts, 10% having 3, and 5.4% more than 3.

Inference

Majority (46.4%) of the respondents just have a single bank account.

Table 4.1.7 Occupational status

SNO	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	STUDENT	60	54.5%
2	EMPLOYEE	33	30%
3	BUSINESS	10	9.1%
4	OTHERS	7	6.4%
	TOTAL	110	100.00%

Source: primary data

OCCUPATIONAL STATUS
110 responses

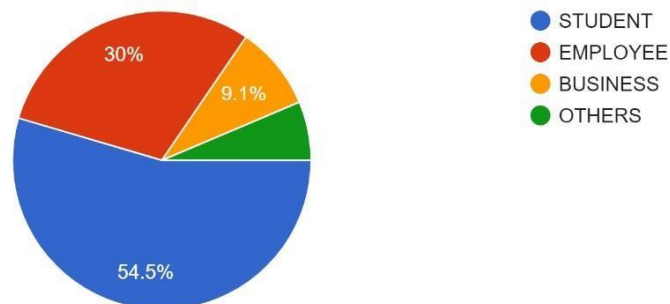


Chart 4.1.7 Occupational status

Interpretation

From the above table is interpreted that the number of respondents 54.5% are students, 30% are employees, 9.1% are business people and 6.4% are others.

Inference

Majority (54.5%) of the respondents are probably students.

Table 4.1.8 What do you think about the positive aspects to use digital transaction through google pay?

SNO	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	RISK AND HANDLING CASH	31	28.2%
2	CONVENIENT	84	76.4%
3	TRACKING PAYMENT	33	30%
4	MAKE INTERNATIONAL PAYMENT EASIER	7	6.4%
	TOTAL	110	100.00%

Source: primary data

What do you think about the positive aspects to use digital transaction through google pay ?

110 responses

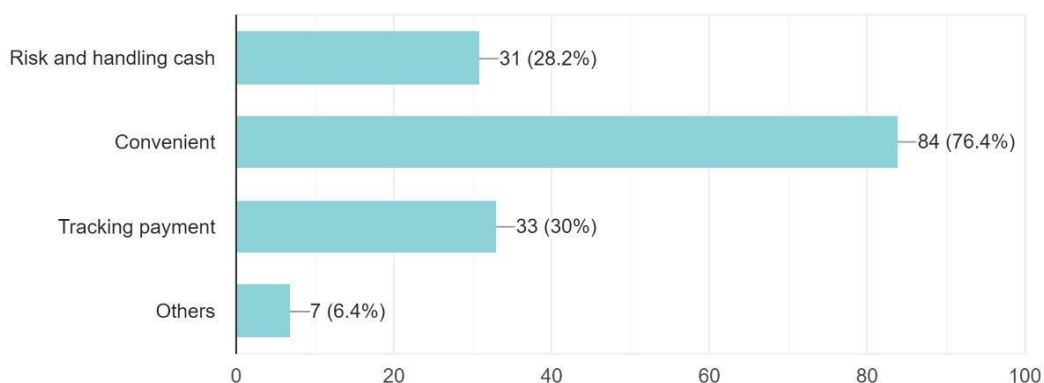


Chart 4.1.8 Encourage to use digital transaction through payment apps

Interpretation

From the above table is interpreted that the number of respondents were 28.2% of risk and handling cash, 76.4% of convenient, 30% of tracking payment, 6.4% of others category.

Inference

Majority (76.4%) of the respondents chose risk and handling cash.

Table 4.1.9 What do you think about the negativities of digital transaction through google pay?

SNO	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	TECHNICAL PROBLEM	76	69.1%
2	SECURITY CONCERNS	35	31.8%
3	TRANSACTION LIMITS	42	38.2%
4	SERVICE FEES	27	24.5%
	TOTAL	110	100.00%

Source: primary data

What do you think about the negativities of digital transaction through google pay ?

110 responses

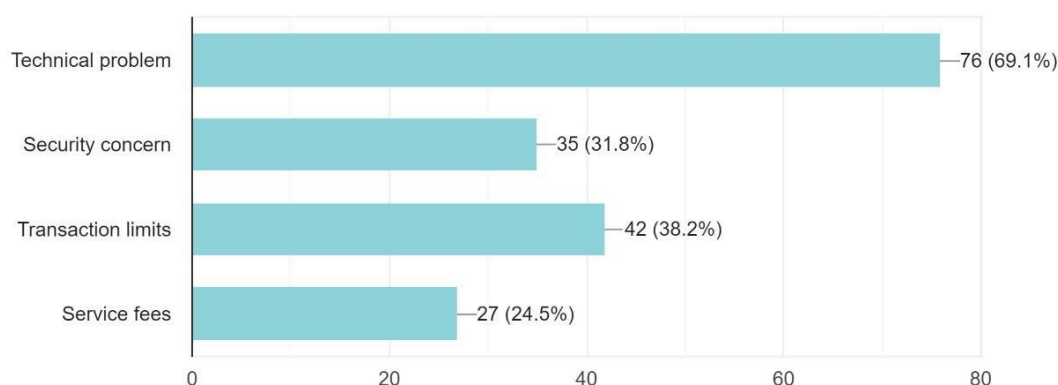


Chart 4.1.9 Negativities of digital transaction through google pay

Interpretation

From the above table is interpreted that the number of respondents were 69.1% having technical problem, 31.8% having security concerns, 38.2% having transaction limits 24.5% having service fees.

Inference

Majority (69.1%) of the respondents say technical problem as the most negative fact.

Table 4.1.10 How do you generally receive the money for your expenses?

SNO	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	CASH	33	30%
2	CHEQUE	2	2.2%
3	DIGITAL MODE	71	64.5%
4	NET BANKING	4	3.3%
	TOTAL	110	100.00%

Source: primary data

How do you generally receive the money for your expenses ?

110 responses

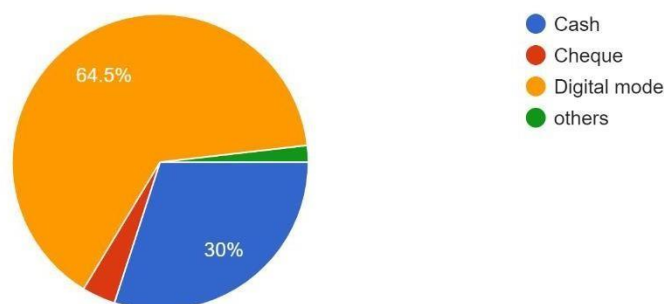


Chart 4.1.10 Generally receive the money for your regular expenses

Interpretation

From the above table is interpreted that the number of respondents were 30% by cash, 2.2% by cheque, 64.5% by digital mode, 3.3% by net banking.

Inference

Majority (64.5%) of the respondents get their money through digital mode.

Table 4.1.11 Do you think digital transaction save your time via google pay?

S NO:	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	ON A DAILY BASIS	40	36.4%
2	SOMETIMES	38	34.5%
3	URGENT SITUATIONS	25	22.7%
4	NO BY ALL MEANS	7	6.4%
	TOTAL	110	100.00%

Source: primary data

Do you think digital transaction save your time via google pay?
110 responses

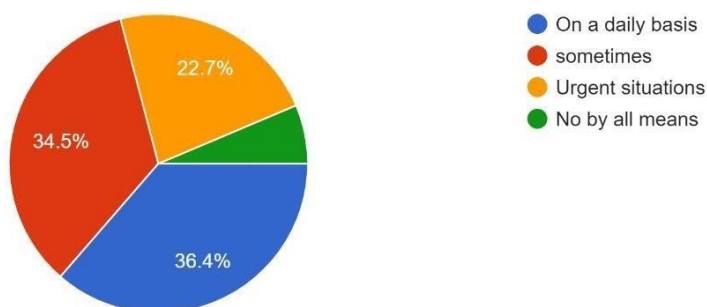


Chart 4.1.11 Do you think digital transaction save your time via google pay?

Interpretation

From the above table is interpreted that the respondents think that google pay saves time by 36.4% on a daily basis, 34.5% think sometimes, 22.5% say on urgent situations, and 6.4% rely on no by all means.

Inference

Majority of the respondents (36.4%) think google pay saves time on a daily basis.

Table 4.1.12 Are you aware of regarding the challenges of digital transaction via google pay?

SNO	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	INCASE OF FRAUDULENT ACTIVITIES	46	41.8%
2	IN SUFFICIENT NETWORK ACCESS	51	46.4%
3	NON RETURNING OF DEBITED AMOUNTS	34	30.9%
4	SERVER CRASH/ERROR	42	38.2%
	TOTAL	110	100.00%

Source: primary data

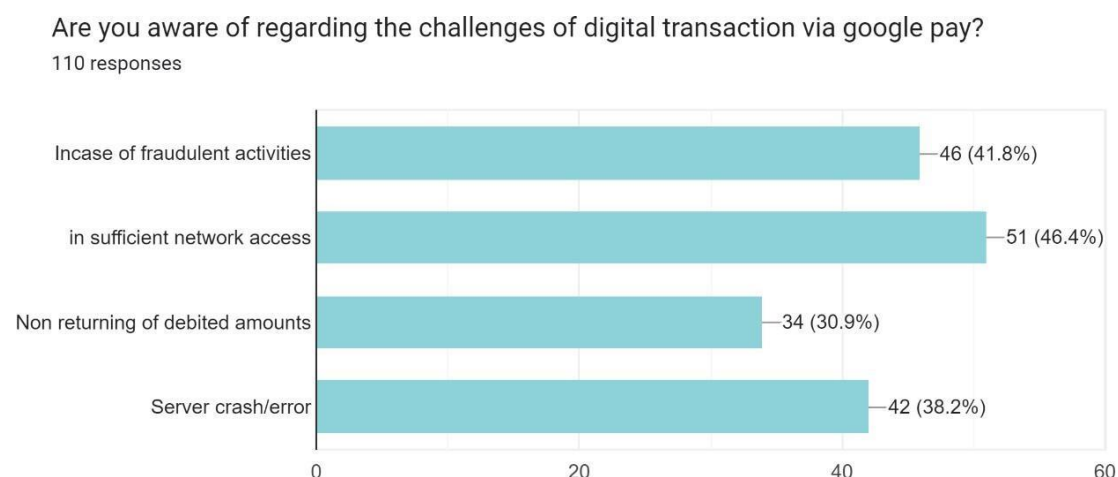


Chart 4.1.12 Challenges of digital transaction through google pay.

Interpretation

From the above table is interpreted that the number of respondents were aware of the challenges by google pay by 41.8% in the case of fraudulent activities, 46.4% by insufficient network access, 30.9% in non-returns and 38.2% by server crash/error.

Inference

Majority (46.4%) of the respondents say they have insufficient network access.

Table 4.1.13 Do you believe digital transaction is secure via google pay?

SNO	PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
1	ON ALL CIRCUMSTANCES	23	20.9%
2	SOMETIMES	50	45.5%
3	MOST OF THE TIME	34	30.9%
4	NEVER	3	2.7%
	TOTAL	110	100.0%

Source: primary data

Do you believe digital transaction is secure via google pay?

110 responses

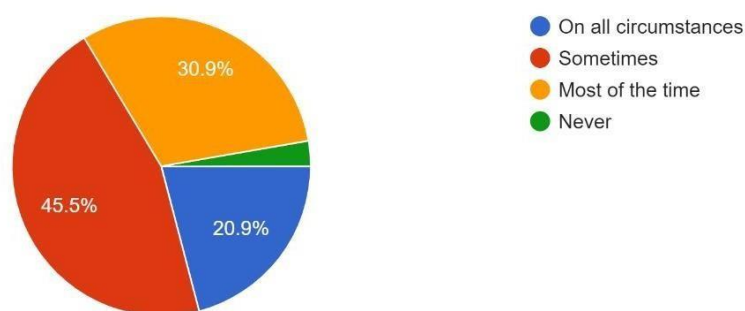


Chart 4.1.13 Digital transaction is secure via google pay

Interpretation

From the above table is interpreted that the number of respondents believe that 30.9% of them say that google pay is secure on all circumstances, 45.5% on sometimes, 30.9% on most of the time and 2.7% on never ever it is secure.

Inference

Majority (45.5%) of the respondents believe that google pay is secure some times.

Table 4.1.14 Which of the fraudulent activities are you aware on payments via google pay?

S NO	PARTICULARS	NO. RESPODENTS	OF PERCENTAGE
1	HACKING OF USER CREDENTIALS	42	38.2%
2	SENDING FRAUDULENT MESSAGES TO GET MONEY FROM USERS	54	49.1%
3	MONEY LAUNDERING FROM WEBSITES	32	29.1%
4	NOT AT ALL SITUATIONS	33	30%
	TOTAL	110	100.00%

Which of the fraudulent activities are you aware on payments via google pay?

110 responses

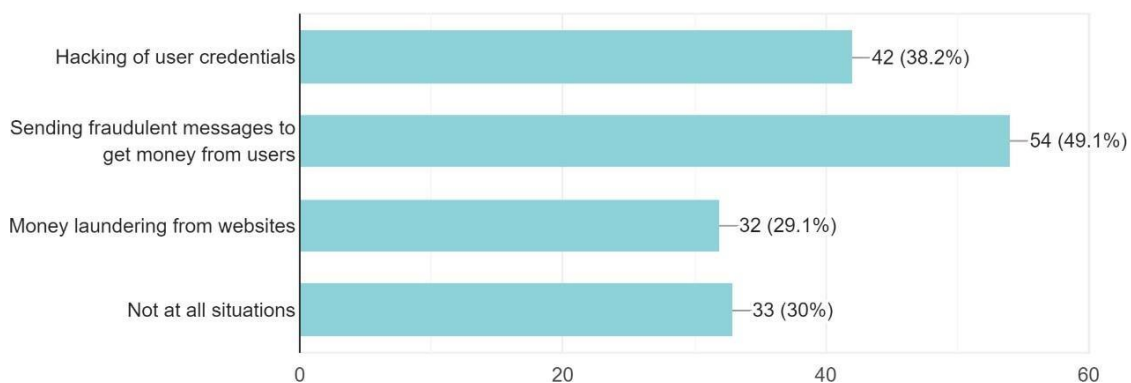


CHART 4.1.14 Aware of the fraudulent activities on payments via google pay

Interpretation

From the given table the following is interpreted that 38.2% is based on hacking, 49.1% on fraud messages, 29.1% on money laundering and 30% on not at all.

Inference

Majority (49.1%) of the respondents rely on the awareness of fraudulent messages.

Table 4.1.15 Which medium introduced you to digital transaction via google pay?

S NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	TELVISION	23	20.9%
2	NEWSPAPER	16	14.5%
3	INTERNET SOURCE	68	61.8%
4	PERSONAL COMMUNICATION	46	41.8%
	TOTAL	110	100

which medium introduced you to digital transaction via google pay?

110 responses

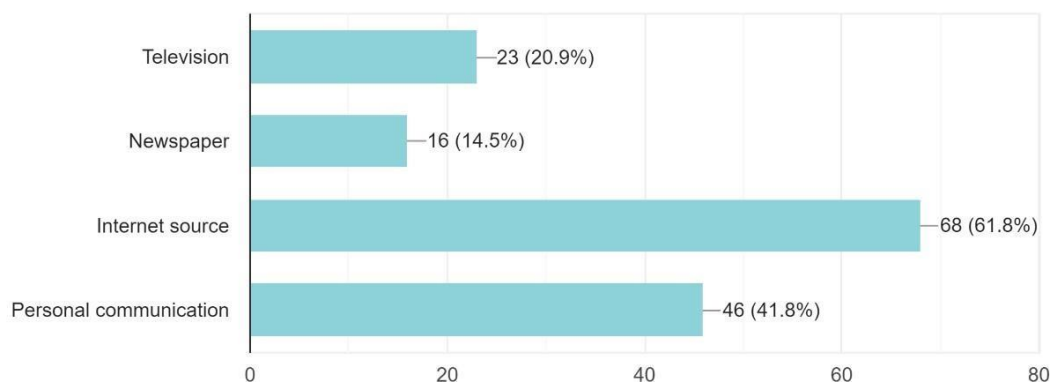


Chart 4.1.15 Medium introduced to digital transaction via google pay

Interpretation

From the following we can get the interpretation that 20.9% of the respondents were introduced by the medium of television, 14.5% of them by newspaper, 61.8% of them by internet source, and 41.85 of them by personal communication.

Inference

Majority of them (61.85%) of them were introduced to google pay by internet source.

Table 4.1.16 How will you rate your experience by using digital transaction through google pay?

S NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	EXCELLENT	25	22.7%
2	GOOD	82	74.5%
3	BAD	2	1.6%
4	POOR	1	1.2%
	TOTAL	110	100.00%

How will you rate your experience by using digital transaction through google pay ?
110 responses

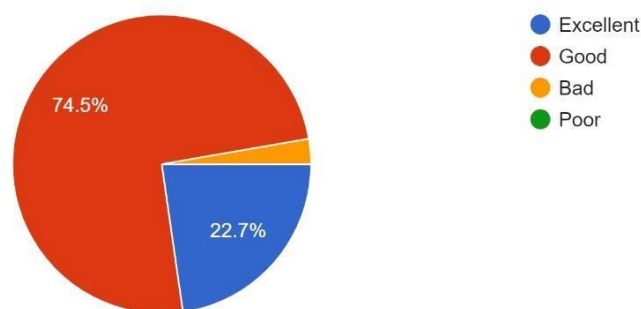


Chart 4.1.16 rating experience by using digital transaction through google pay

Interpretation

From the following table we get the interpreted data that the experience of using google pay is 22.7% excellent, 74.5% good, 1.6% bad, and 1.2% poor.

Inference

Majority (74.5%) of them surely say that the experience of google pay is good.

Table 4.1.17 Do you get scratch cards and rewards often?

S NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	ALL THE TIME	17	15.5%
2	VERY OFTEN	30	27.3%
3	OFTEN	32	29.1%
4	RARE	31	28.2%
	TOTAL	110	100.00%

Do you get scratch cards and rewards often ?
110 responses

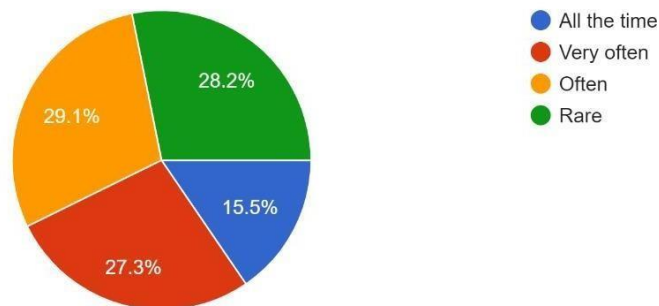


Chart 4.1.17 Do you get scratch cards and rewards often?

Interpretation

From the following we can get the interpretation that the respondents get scratch cards all the time of 15.5%, very often of 27.3%, often by 29.1%, and the occasions of rare by 28.2%.

Inference

Majority of them (29.1%) often get their scratch cards in google pay.

Table 4.1.18 Are those scratch cards and rewards in google pay useful enough?

S NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	ALL THE TIME	15	13.6%
2	VERY OFTEN	19	17.3%
3	OFTEN	23	20.9%
4	RARE	53	48.2%
	TOTAL	110	100.00%

Are those scratch cards and rewards in google pay useful enough ?

110 responses

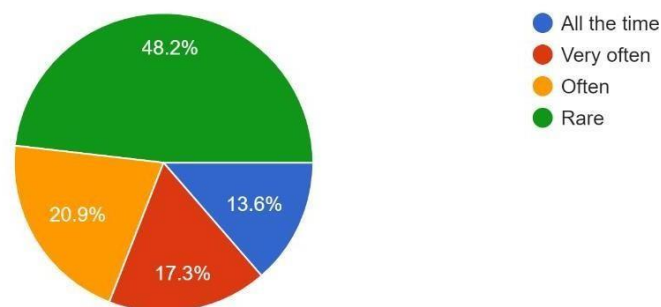


Chart 4.1.18 Usefulness of scratch cards in google pay

Interpretation

From the following it is interpreted that the respondents get used in well manner of the scratch cards by 13.6% of all the time, 17.3% of very often, 20.9% of often, and 48.2% of very rare occasions.

Inference

Majority of them (48.2%) only get usefulness of scratch cards on very rare occasions.

Table 4.1.19 How is your experience of tracking your expenses after using google pay?

S NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	EXCELLENT	19	17.3%
2	GOOD	78	70.9%
3	BAD	7	6.4%
4	POOR	6	5.5%
	TOTAL	110	100.00%

How is your experience of tracking your expenses after using google pay ?

110 responses

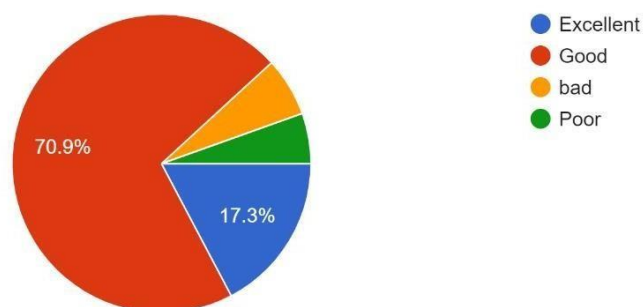


Chart 4.1.19 Experience of tracking expenses after using google pay

Interpretation

From the following it is interpreted that the tracking of expenses after using google pay of the respondents would be of like excellent 17.3%,70.9% good,6.4%bad,5,5% poor.

Inference

Majority of them (70.9%) were only good of after tracking expenses of google pay.

Table 4.1.20 Do you think google pay is useful for small scale businesses ?

S NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	GREATER IMPACT	40	36.4%
2	IMPACTFUL IN SOME SITUATIONS	55	50%
3	LESSER IMPACT	12	10.9%
4	NEGATIVE IMPACT	3	2.65%
	TOTAL	110	100.00%

Do you think google pay is useful for small scale businesses ?

110 responses

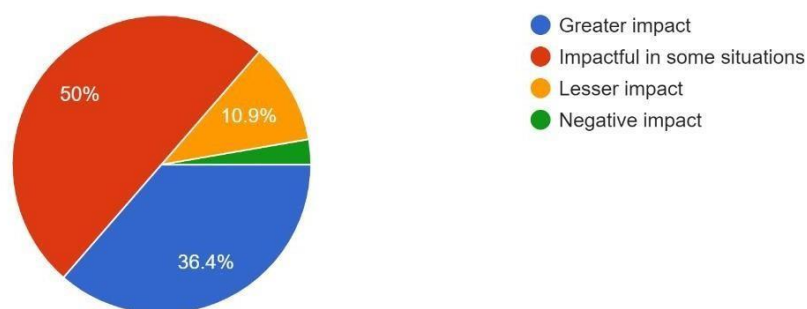


Chart 4.1.20 google pay in indicating usefulness in small scale businesses

Interpretation

From the following it is interpreted that the respondents think that google pay can help small scale businesses by 36.4% of greater impact, 50% of impactful in some situations, 10.9% of lesser impact and 2.7% of negative impact.

Inference

Majority of them (50%) think that google pay is useful for small scale businesses and consider it as impactful in some situations.

Table 4.1.21 Paying bills for DTH, electricity, mobile recharge, train tickets, taxes etc. through google pay make it better for people?

S NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	VERY RELIABLE	44	40%
2	RELIABLE	55	50%
3	NOT RELIABLE	11	10%
4	COMPLEXITY BY DOING IT	0	0%
	TOTAL	110	100.00%

Paying bills for DTH, electricity, mobile recharge, train tickets, taxes etc. through google pay make it better for people ?

110 responses

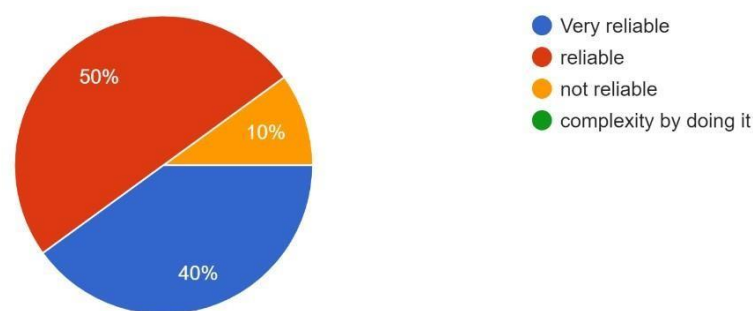


Chart 4.1.21 Paying of every kind bills especially DTH, mobile recharge etc. through google pay make it better for people?

Interpretation

From the table we can get the interpretation that respondents pay all kind of bills by very reliable 40%, reliable by 50%, not reliable by 10% and nil percentage for complexity of doing it.

Inference

Majority of them (50%) are reliable in paying all major kinds of bills through google pay.

4.2 STATISTICAL ANALYSIS

CHISQUARE:

Hypothesis 1:

- H0: There is no significant difference in the perception of time savings via Google Pay based on the gender of the respondents.
- H1: There is a significant difference in the perception of time savings via Google Pay based on the gender of the respondents.

Crosstabs

Case Processing Summary

Cases	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
GENDER OF THE RESPONDENTS * Do you think digital transaction save your time via google pay?	110	100.0%	0	0.0%	110	100.0%

Crosstabulation

			Do you think digital transaction save your time via google pay?				Total
			No by all means	On a daily basis	sometime s	Urgent situations	
GENDER OF THE RESPONDENTS	FEMALE	Count	2	9	13	8	32
		Expected Count	2.0	11.6	11.1	7.3	32.0
	MALE	Count	5	31	25	17	78
		Expected Count	5.0	28.4	26.9	17.7	78.0
Total		Count	7	40	38	25	110
		Expected Count	7.0	40.0	38.0	25.0	110.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.429 ^a	3	.699
Likelihood Ratio	1.456	3	.693
Linear-by-Linear Association	.665	1	.415
N of Valid Cases	110		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 2.04.

CORRELATIONS:

Hypothesis 2:

- H0: There is no significant relationship between the frequency of receiving scratch cards and rewards via Google Pay and the respondents' satisfaction.
- H1: There is a significant relationship between the frequency of receiving scratch cards and rewards via Google Pay and the respondents.

Correlations

		Do you get scratch cards and rewards often ?	Do you believe digital transaction is secure via google pay?
Do you get scratch cards and rewards often ?	Pearson Correlation	1	.014
	Sig. (2-tailed)		.881
	N	110	110
Do you believe digital transaction is secure via google pay?	Pearson Correlation	.014	1
	Sig. (2-tailed)	.881	
	N	110	110

CHAPTER 5 – FINDINGS, SUGGESTIONS AND CONCLUSION

5.1. FINDINGS

- Majority (88.2%) of the respondents are age between 18 to 25 years.
- Majority (70.9%) of the respondents are male.
- Majority (59.1%) of the respondents are post graduates.
- Majority 52.7% of the respondents have no mode of income.
- Majority 61.8% respondents uses google pay on a daily basis.
- Majority (46.4%) of the respondents just have a single bank account.
- Majority (54.5%) of the respondents are probably students.
- Majority (76.4%) of the respondents chose risk and handling cash.
- Majority (69.1%) of the respondents say technical problem as the most negative fact.
- Majority (64.5%) of the respondents get their money through digital mode.
- Majority of the respondents (36.4%) think google pay saves time on a daily basis.
- Majority (46.4%) of the respondents say they have insufficient network access.
- Majority (45.5%) of the respondents believe that google pay is secure some times.
- Majority (49.1%) of the respondents rely on the awareness of fraudulent messages.
- Majority of them (61.85%) of them were introduced to google pay by internet source.
- Majority (74.5%) of them surely say that the experience of google pay is good.
- Majority of them (29.1%) often get their scratch cards in google pay.
- Majority of them (48.2%) only get usefulness of scratch cards on very rare occasions.
- Majority of them (70.9%) were only good of after tracking expenses of google pay.
- Majority of them (50%) think that google pay is useful for small scale businesses and consider it as impactful in some situations.
- Majority of them (50%) are reliable in paying all major kinds of bills through google pay.

SUGGESTION

Provide flexible Payment Options. A study found that websites providing 4 or more payment methods other than credit cards had a sales conversion rate 12 % higher than those offering just one option.

So, it is highly suggested that you accept payment in many ways ranging from COD to bank transfer, PayPal, Braintree, credit cards, debit cards, etc. However, it is not necessary to accept all payment methods, you need to research your target audience and find out which payment methods preferred among the majority and implement only these methods to your store.

Besides, like retail giants – Amazon.com or Ebay.com – they allow payment in over 100 currencies, it will be much better if you can accept payment in different currencies, at least two in category, your national one and an international one. Shortly, diversifying your payment methods is one way to make your customers ready to process to checkout. Online purchasers take serious attitude to your compromise to keep their information safe from hackers, esp. financial data or the bank account number. A survey by e-Consultancy found that 58% of respondents dropped out of the checkout page due to concerns about payment security.

Thus, remember to always showcase the security measures you have in place. For example, you comply with the standards of the PCI Security Standards Council (PCI SSC). This is the first thing to gain trust from your customers' right after their buying actions and ensure the next deals in future.

5.2 CONCLUSION

Google Pay is taking giant steps at revolutionizing the payments market in India. Consumers/users will miss a hoard of features and easy money transfer transactions if they don't use the app. If you are skeptical about mobile banking, check what makes it safe. UPI has enabled mobile phone to be used as a primary payment device for making and accepting payments.

UPI leverages high tele density in India to enable every bank account holder to make digital transactions using a mobile phone. India, which has a poor merchant payment acceptance infrastructure UPI, enables even the smallest merchant to start accepting digital payments without the need for any POS machine. UPI has done away with the need to know the complicated payment details of the transacting parties, which makes payments easy and seamless for transacting parties.

Compared to all other payment systems it would not be misplaced to say that UPI is the most advanced payment system in the world. With its standard set of APIs, UPI has allowed different banks to communicate with each other and has enabled interpretability between disparate bank payment systems. In UPI there are no intermediaries like in card networks, which allows for low transaction costs and instant settlement. While all other digital modes of payments like cards etc. take days to complete the transaction and settlement process, UPI allows payment to be completed in seconds.

UPI works on a safe, secure and robust platform with ample security features to make it more secure than any extant payment systems. Introduction of biometric authentication in UPI will not only make payments more secure but will also take a huge leap towards integrating next generation technology with current payments system. UPI can be a great enabler for financial inclusion in India and allow a huge set of population to be a part of digital economy.

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ANNEXURE – QUESTIONNAIRE

A STUDY ON DIGITAL TRANSACTION TOWARDS PAYMENT APP

Name

1. Age of the respondents

- A. 18 -25
- B. 25 - 30
- C. 30 – 40
- D. 40 and Above

2. Gender of the respondents

- A. Male
- B. Female

3. Education qualification

- A. Post graduate
- B. Under graduate
- C. HSC
- D. Other

4. Occupation

- A. student
- B. Employee
- C. Business
- D. Others

5. Income of the respondents

- A. 20000-30000
- B. 30000-40000
- C. More than 50000
- D. No mode of income

6. How often do you make digital transaction through google pay?

- A. Daily basis
- B. Weekly basis
- C. Monthly basis
- D. Yearly basis

7. How many banks do you have accounts

- A. 1
- B. 2
- C. 3
- D. More than 3

8. What do you think about the positive aspects to use digital transaction through google pay?

- A. Risk and handling cash

- B. Convenient
- C. Tracking payment
- D. Others

9. What do you think about the negativities of digital transaction through google pay?

- A. Technical problem
- B. Security concern
- C. Internet fraud
- D. Service fees

10. How do you generally receive the money for your expenses?

- A. Cash
- B. Cheque
- C. Digital mode
- D. Net banking

11. Do you think digital transaction save your time via google pay?

- A. On a daily basis
- B. Sometimes
- C. Urgent situations
- D. No by all means

12. Are you aware regarding the challenges of digital transaction via google pay?

- A. Incase of fraudulent activities
- B. in sufficient work access
- C. non returning of debited amounts
- D. server crash/error

13. Do you believe digital transaction is secure via google pay?

- A. On all circumstances
- B. Sometimes
- C. Most of the time
- D. Never

14. which of the fraudulent activities are you aware on payments via google pay?

- A. Hacking of user credentials
- B. sending fraudulent messages to get money from users
- C. money laundering from websites
- D. Not at all situations

15. which medium introduced you to digital transaction via google pay?

- A. Television
- B. Newspaper
- C. Internet source
- D. Personal communication

16. How will you rate your experience by using digital transaction through google pay?

- A. Excellent
- B. good
- C. bad
- D. poor

17. Do you get scratch cards and rewards often?

- A. All the time
- B. Very often
- C. Often
- D. Rare

18. Are those scratch cards and rewards in google pay useful enough?

- A. all the time
- B. Very often
- C. Often
- D. rare

19. how is your experience of tracking your expenses after using google pay?

- A. Excellent
- B. Good
- C. Bad
- D. Poor

20. Do you think google pay is useful for small scale businesses?

- A. Greater impact
- B. Impactful in some situations
- C. Lesser impact
- D. Negative impact

21. Paying bills for DTH, electricity, mobile recharge, train tickets, taxes, etc.

Through google pay make it better or people?

- A. Very reliable
- B. Reliable
- C. Not reliable
- D. Complexity by doing it