

# A COMPARATIVE STUDY OF GOOGLEPAY AND PAYTM

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**Abstract:** Cashless Transaction is the latest technology that has seen a tremendous growth in the past year. Cashless payments are now becoming a popular trend in almost every field. The usage of mobile wallets experienced massive growth in users. Online banking allows a user to conduct financial transactions via the Internet. Online banking is also known as Internet banking or web banking. Consumer satisfaction is the most challenging task in every organization. The users of e-wallet have been increased after demonetization and Covid-19 among the college students. The study is about Google pay and Paytm users in Coimbatore city. To know the satisfaction level of the customers, the developers introduced new features to attract the users This study makes an attempt to study users' perception towards selected e-wallets.

Key words : Cashless, Online banking, most challenging, demonetization 1.INTRODUCTION

GooglePay:

Google presented its first digital payment app in 2017 founded on NPCI's UPI platform. Originally branded as Pay, the app was later rebranded as Google pay. It was an instant hit among the Indian users with 8.5M installations. In a record time of 40 days, 0M transactions were performed. According to Sajith Sivanandan (Managing Director & Business Head) at Google pay, "The company's growth has tripled in terms of monthly active users and are at 67M.

Paytm:

"A Customer is the most important visitor on our premise. He is not dependent on us, we are dependent on him. He is not an interruption of our work; He is the purpose of it. He is not an outsider to our business; He is a part of it. We are not doing him a favor by serving him; He is doing us a favor by giving us; An opportunity to do so" - Mahatma Gandhi.

## 2. OBJECTIVES OF THE STUDY

To discover the answer to the above questions, the study is under taken with the following objectives.

1.To study the level of convenience in payment transfer using e-payment app. 2.To study the overall analysis of e-payment app (paytm/gpay) about e-payment

.To study the motivational factor which influence people to use e-payment app 4.To study the Factor that influence consumer in adoption of mobile payment.

## NEED OF THE STUDY

The Google pay is very useful for the entire customer this is very useful and good features. So I like to express out to all the people so I need to study the topic Google pay app. Some people unbeknown this app so that people are difficulty to share the amount. So they share the amount with the help of bank but this Google pay use to share the amount in just a minute so they save time and reduce his/her work and pressure. This is the reason I need of the study of this topic the Google pay. To expressing out the G-pay to whole of the people because all the people know this app to use. This is very useful for quick service. So I preferred this app to all people. All of us to make transaction easily to reduce work and save time.

4. LIMITATIONS OF STUDY

The study aims to analyze only customer satisfaction towards Google pay study does not deal with other diversified activities of Google pay like paytm The study deals with the satisfaction level of the Google pay customer. Sometimes to transfer the money to other from using G-pay app the amount is not receive that other person but the amount is debited to his balance.

5. PROFILE OF THE STUDY

Google Pay (stylized as G Pay; formerly Pay with Google and Android Pay) is a digital wallet platform and online payment system developed by Google to power in-app and tap-to-pay purchases on mobile devices, enabling users to make payments with ((Android phones, tablets or watches.

As of January 8, 2018, the old Android Pay and Google Wallet have unified into a single pay system called Google Pay.] Android Pay was rebranded and renamed as Google Pay. It also took over the branding of Google Chrome's autofill feature. GooglePay adopts the features of both Android Pay and Google Wallet through its in-store, peer-to-peer, and online payments services.

Paytm is available in 11 Indian languages and offers online use-cases like mobile recharges, utility bill payments, travel, movies, and events bookings as well as in-store payments at grocery stores, fruits and vegetable shops, restaurants, parking, tolls, pharmacies and educational institutions with the Paytm QR code. California based PayPal had filed a case against Paytm in the Indian trademark office for using a logo similar to its own on 18 November 2016 As of January 2018, Paytm is valued at \$10 billion and it is planning to launch.

6. ANALYSIS AND INTERPRETATION

6.1 PERCENTAGE ANALYSIS

6.1.1 TABLE SHOWING GENDER OF THE RESPONDENTS.

S.NO	GENDER	FREQUENCY	PERCENTAGE(%)
1	Male	74	61
2	Female	46	9
	Total	120	100

INTERPRETATION :

From the above table is it observed that 61% of respondents are male and 9% of respondents female.

6.1.2 TABLE SHOWING OCCUPATIONAL STATUS OF THE RESPONDENTS

S. NO	OCCUPATIONAL STATUS	FREQUENCY	PERCENTAGE(%)
1	Student	22	18
2	Professional	58	48
3	Self employed	33	26
4	Employee	7	6

	Total	120	100
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**INTERPRETATION**

From the above table is it observed that 18% of the respondents are student, 48% of the respondents are professional, 28% of the respondents are self-employed, 6% of the respondents are employee,

**6.1. TABLE SHOWING THE E-PAYMENT ARE CONVENIENT TO PAYMENT OF THE RESPONDENTS.**

S.NO	E-PAYMENT ARE CONVENIENT TO PAYMENT	FREQUENCY	PERCENTAGE(%)
1	Yes	77	64
2	No	4	6
	Total	120	100

**INTERPRETATION**

From the above table is it observed that 64% of the respondents are yes, 6% of the respondents are no.

**6.1.4 TABLE SHOWING THE PAYMENT METHOD OF THE RESPONDENTS**

S.NO	PAYMENT METHOD	FREQUENCY	PERCENTAGE(%)
1	Daily	25	21
2	Monthly	54	45
3	Yearly	28	2
4	Never	1	11
	Total	120	100

**INTERPRETATION**

From the above table is it observed that 21% of the respondents are daily, 45% of the respondents are monthly, 2 % of the respondents are yearly, 11% of the respondents are never.

**6.1.5 TABLE SHOWING G PAY AND PAYTM OF THE RESPONDENTS.**

S.NO	HOW MANY TIMES DO USED GPAY AND PAYTM	FREQUENCY	PERCENTAGE(%)
1	Only one	22	18
2	5 - 10 times	57	47
3	More than 10 times	5	0

4	Other	6	5
	Total	120	100

**INTERPRETATION**

From the above table is it observed that 18% of the respondents are only one, 47% of the respondents are 5-10 times, 0% of the respondents are more than 10 times, 5% of the respondents are others.

**6.1.5 TABLE SHOWING FELL BETWEEN G PAY AND PAYTM OF THE RESPONDENTS.**

S.NO	DIIFERENCE FEEL IN BETWEEN G-APY AND PAYTM	FREQUENCY	PERCENTAGE(%)
1	High offers	18	15
2	Cash back	42	5
3	Security	20	17
4	Bill payments	14	11
5	Rewards	12	10
6	Easy cash transfer	14	12
	Total	120	100

**INTERPRETATION**

From the above table is it observed that 15% of the respondents are high offer, 5% of the respondents are cash back, 17% of the respondents are security, 11% of the respondents are bills payment, 10% of the respondents are rewards, 12% of the respondents are easy cash transfer.

**6.1.6 TABLE SHOWING SECURE THE PAYMENT OF THE RESPONDENTS.**

S.NO	SECURE THE PAYMENT	FREQUENCY	PERCENTAGE(%)
1	UPI ID(G-PAY)	42	5
2	Bank OTP(PAYTM)	78	65
	Total	120	100

**INTERPRETATION**

From the above table is it observed that 5% of the respondents are UPI( g-pay), 65% of the respondents are bank OTP (Paytm).

6.1.7 TABLE SHOWING FACTORS THAT COME TO YOUR MIND WHILE USING E-PAYMENT SYSTEM OF THE RESPONDENTS.

S.NO	FACTORS THAT COMES TO YOUR MIND WHILE USING E PAYMENT SYSTEM	FREQUENCY	PERCENTAGE(%)
1	Availabe discount	66	55
2	Premium discount	54	45
	Total	120	100

INTERPRETATION

From the above table is it observed that 55% of the respondents are available discount, 45% of the respondents are premium offer.

6.1.8 TABLE SHOWING THE MONEY HAVE YOU LOADED IN G-PAY AND PAYTM TILL NOW OF THE RESPONDENTS.

S.NO	MONEY HAVE YOU LOADED IN GPAY AND PAYTM TILL NOW	FREQUENCY	PERCENTAGE(%)
1	Less than 5000	26	22
2	5000 – 10000	60	50
3	More than 10000	4	28
	Total	120	100

INTERPRETATION

From the above table is observed that 0% of the respondents are 1000, 22% of the respondents are less than 5000, 50% of the respondents are 5000-10000, 28% of the respondents are More than 10000.

6.1.9 TABLE SHOWING AMOUNT TRANSACTION THROUGH ONLINE PAYMENT OF THE RESPONDENTS

S.NO	AMOUNT TRANSACTION THROUGH ONLINE PAYMENT	FREQUENCY	PERCENTAGE(%)
1	Rs.1000	24	20
2	Rs.5000	54	45
3	Rs.10000	6	0
4	More than 10000	6	5
	Total	120	100

## INTERPRETATION

From the above table it is observed that 20% of the respondents are 1000, 45% of the respondents are 5000, 0% of the respondents are 10000, 5% of the respondents are all more than 10000.

## 7. FINDINGS

- Majority (61%) of the respondents are the male responder.
- Majority (48%) of the respondent's occupational status are belongs to professional.
- Majority (64%) of the respondents of the e-payment are convenient to payment.
- Majority (45%) of the respondents payment method are monthly.
- Majority (7 %) of the respondents are how many times used in g-pay and Paytm in 5-10 times.
- Majority (54%) of the respondents e-payment app do you prefer most in G-pay.
- Majority (65%) of the respondents are secured the payment in bank.
- Majority (46%) of the respondents are the best purpose of gpay and paytm using recharge.
- Majority (50%) of the respondents are money have you loaded in the g-pay and paytm till now 5,000-10,000.

## 8. Suggestion of study.

1. Private app companies should keep on adding good features to the app
2. Government payment app company should provide better services like private app companies.
3. Payment app companies should add safety and security features so that it minimizes its risk
4. Payment app companies should promote their services through various media
5. Payment app companies should use discount and offers to make customer use their services

## 9. Conclusion

Present study has made an attempt to understand customer perception regarding digital payment. It was found that demographic factor except education does not have much impact on the adoption of the digital payment. An computation supported this finding as there was no significant difference is perceived by the respondents on the basis of gender age, profession and annual income. It was only education level of the respondents where significant difference is perceived by the respondents. It indicates that adoption of digital payment is influenced by the education level of the customer. If a person has studied beyond matriculation and internet savvy, he or she will be inclined to use the digital payment mode. It was also found that in the areas/region where education level is high such as Delhi NCR another metropolitan are the possibility of acceptance of digital payment is much higher.