



A COMPARATIVE STUDY ON USERS' SATISFACTION TOWARDS GOOGLE PAY AND PAYTM WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

Online banking allows a user to conduct financial transactions via the Internet. Online banking is also known as Internet banking or web banking. The study is about Google pay and Paytm user's in Coimbatore city. To know the satisfaction level of the customers, the developers introduced new features to attract the users. So, this study is to identify the problems and preference among Google pay and Paytm users. The tools used in this study are percentage analysis, ranking analysis and Likert scale analysis. Users are advised to keep payment information as secure as possible. Hence this study concludes that success of e-commerce payment systems depends on consumer preferences, ease of use, cost, authorization, security, authentication, accessibility and reliability.

KEYWORDS: Google pay, Paytm, Comparison, Satisfaction

1. INTRODUCTION

Online banking allows a user to conduct financial transactions via the Internet. Online banking is also known as Internet banking or web banking. Online banking offers customers almost every service traditionally available through a local branch including deposits, transfers, and online bill payments. Virtually every banking institution has some form of online banking, available both on desktop versions and through mobile apps. Mobile banking apps are cash app, due, Google pay, paytm, Amazon pay, phonepe, freecharge, airtel money, mobikwik, etc.

2. STATEMENT OF THE PROBLEM

The study is about Google pay and Paytm user's in Coimbatore city. To know the satisfaction level of the customers, the developers introduced new features to attract the users. So, this study is to identify the problems and preference among Google pay and Paytm users.

3. OBJECTIVES OF THE STUDY

- To identify the customer preference among Google pay and Paytm.
- To identify the problems faced by the users' while using Google pay and Paytm.
- To study the satisfaction level of the customer using Google pay and Paytm.



4. RESEARCH METHODOLOGY

Methods of data collection	Primary data and secondary data
Sampling Design	Convenient sampling technique
Area of the study	Coimbatore city
Sampling size	150 respondents

5. STATISTICAL TOOL

- Percentage Analysis
- Ranking Analysis
- Likert scale Analysis

6. REVIEW OF LITERATURE

S.Lyrics Miruna (June 2019), “A study on customer satisfaction towards E-Wallet in Tirunelveli City”. The present study focuses on measuring customer satisfaction towards E-Wallet in Tirunelveli City. Digital wallets give them the sense of security by acting as a wall between the bank and vendor. The country needs to move away from the cash-based towards a cashless (digital) paytm system.

Shivangi Jaiswall, Pankaj Joga (2018), “A study on consumer acceptance of Mobile Wallet with special

reference to Durg/Bhilai”. The study is to analyze the application and usage of wallet money endorsed by different companies and various factors that affect the consumer’s decision to adopt mobile wallet and various risks and challenges faced by the customers of mobile wallet.

Dr.T.Venkatesan (2018), “Usage of Paytm-A study in Madurai city”. Paytm is the Indian mobile first financial services company that offers payments, banking, lending and insurance to consumers and merchants through its mobile app. Paytm can establish a separate wing with trained staff to address the issue and problems related to Paytm services. The research paper analyzes the usage of Paytm by users in Madurai.

7. TABLE

Table shows the obstacles facing by the users

FACTORS	GOOGLEPAY						PAYTM					
	I	II	III	IV	TOTAL SCORE	RANK	I	II	III	IV	TOTAL SCORE	RANK
TOO MUCH TIME CONSUMPTION TO SET UP	24 (4)	23 (3)	17 (2)	5 (1)	204	2	19 (4)	17 (3)	11 (2)	4 (1)	153	3
INVOLVES DANGER OF LOSING MONEY	15 (4)	29 (3)	21 (2)	4 (1)	193	4	12 (4)	19 (3)	16 (2)	4 (1)	141	4
CANNOT BE USED FOR INTERNATIONAL TRANSACTION	23 (4)	27 (3)	14 (2)	5 (1)	202	3	23 (4)	19 (3)	6 (2)	3 (1)	164	2
DATA COST	28 (4)	23 (3)	15 (2)	3 (1)	214	1	27 (4)	13 (3)	8 (2)	3 (1)	166	1

INTERPRETATION

From the above table, Data cost is ranked as first, Too much time consumption to set up is ranked as second, Cannot be used for international transaction is ranked as third and Involves danger of losing money is ranked as fourth. (GOOGLE PAY)

From the above table, Data cost is ranked as first, Cannot be used for international transaction is ranked as second, Too much time consumption to setup is ranked as third and Involves danger of losing money is ranked as fourth. (PAYTM)

8. FINDINGS

LIKERT SCALE ANALYSIS (GOOGLE PAY)

- ❖ Majority of respondents have preferred to money transfer, recharge, utility & bill payment and buying movie tickets.
- ❖ Majority of respondents are satisfied using recharge, ticket booking, bill payment, shopping, transfer of funds and hotel booking facilities.



- ❖ Majority of respondents are highly satisfied with transaction speed service provided by Google pay.
- ❖ Majority of respondents are satisfied with safety & security, charges, software issue, convenience and grievance services provided by Google pay.

LIKERT SCALE ANALYSIS (PAYTM)

- ❖ Majority of respondents have preferred to money transfer, recharge, utility & bill payment and buying movie tickets.
- ❖ Majority of respondents are satisfied with the usage of recharge, movie ticket booking, bill payment, shopping, transfer of fund and hotel booking.
- ❖ Majority of respondents are highly satisfied with charges services provided by paytm.
- ❖ Majority of respondents are satisfied with transaction speed, safety & security, software issue, convenience and grievance services provided by paytm.

9. SUGGESTIONS

- Online payments has become a prerequisite for people around the world, with it, the importance of electronic payment systems has become much more relevant.
- Users must use minimal effort and cognitive load and checkout and payment process while they engage in online transaction.
- Proper delivery plays a vital role to improve the online payment services like Google pay and Paytm.
- Users are advised to keep payment information as secure as possible.
- Costs and effort for transitive conversion has become easier and business processes can become more efficient when they use these payment systems.
- Possibly the biggest appeal to accepting online payments it that a business can open up shop to whole worlds.

10. CONCLUSION

Technology has arguably made our lives easier. One of the technological innovations in banking, finance and commerce is the online Payments. Online payments (e-payments) refer to the technological breakthrough that enables us to perform financial transactions electronically. After analysis and comparison between Google pay and Paytm modes of

electronic payment systems, it is revealed that it is quite difficult, if not impossible, to suggest that which payment system is best has they differ only in some minor details. Hence this study concludes that success of e-commerce payment systems depends on consumer preferences, ease of use, cost, authorization, security, authentication, accessibility and reliability. The efforts of using these payment systems are going well by the government as well as the private sector companies having e-wallets apps such as Google pay and Paytm. The government needs to tackle some challenges on the usage of these apps to have cashless economy and to give a boost to digital payments to provide sustainable economic development to the country in the long run.

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