A STUDY ON THE USE AND POPULARITY OF G-PAY AMONG YOUTH IN KANNUR DISTRICT

A project report submitted to the Kannur University in partial fulfillment of the requirement for the award of degree of

MASTER OF COMMERCE

(2017-2019)

By

ANN MARY GEORGE

REG.NO. B7PCOM3908

UNDER THE SUPERVISION AND GUIDANCE OF

Ms. SOJI MOL P.J

(DEPARTMENT OF COMMERCE)

VIRTUE & EXCELLENCE

DON BOSCO ARTS & SCIENCE COLLEGE
ANGADIKADAVU

DEPARTMENT OF COMMERCE

DON BOSCO ARTS AND SCIENCE COLLEGE, ANGADIKADAVU, IRITTY – 670706

DECLARATION

I ANN MARY GEORGE, student of 4th Semester M.Com, Don Bosco Arts and Science College Angadikadavu, hereby declare that the project entitled **"A STUDY ON THE USE AND POPULARITY OF G-PAY AMONG YOUTH IN KANNUR DISTRICT"** is an authentic and original work done by me under the guidance and supervision of Ms.SOJI MOL P.J, Assistant Professor, Department of Commerce, in partial fulfillment of the requirements for the award of Degree of Master of Commerce of the Kannur University.

I also declare that this report has not been submitted by me fully or partly for the award of any other Degree, Diploma or any other recognition earlier.

Place: Angadikadavu   ANN MARY GEORGE

Date: B7PCOM3908

DEPARTMENT OF COMMERCE

DON BOSCO ARTS AND SCIENCE COLLEGE, ANGADIKADAVU, IRITTY - 670706

CERTIFICATE

This is to certify that the project report entitled **"A STUDY ON THE USE AND POPULARITY OF G-PAY AMONG YOUTH IN KANNUR DISTRICT"** is a record of genuine work done by the candidate ANN MARY GEORGE during the period of her study at Don Bosco Arts and Science College, Angadikadavu, Iritty - 670706, in partial fulfillment of requirements for the award of the degree of Master of Commerce of the Kannur University, 2019 under the supervision and guidance of, Assistant Professor, Department of Commerce. MRS.SOJI MOL P.J

This report has not previously formed the basis for the award of any degree, or any other similar title by the candidate.

Place: Angadikadavu

Date:

ACKNOWLEDGEMENTS

I sincerely wish to express my deep sense of gratitude to all who helped me to complete project work. First and for most I thank god almighty, for his blessings and grace for the successful completion of the project work.

I acknowledge my gratitude to Fr. Dr. Francis Karackat, Principal, Don Bosco Arts and Science College Angadikadavu, for giving me an opportunity to undertake this venture.

I also extent my sincere thanks to Mrs. Sojimol P. J, Head of the Department of M. Com, Don Bosco Arts and Science College Angadikadavu, for making available to me her valuable advice and sincere co-operation for the completion of study during the academic period.

I express my gratitude to all staff members of the Department of Commerce and all my friends for your encouragement and co-operation.

I express my gratitude to all respondents who give the valuable information.

I am indebted to my beloved parents and other family members for your great support and care.

It is also pleasure to give my sincere thanks to my parents, family members, friends and all others who have helped me directly and indirectly for the successful completion of this project report.

ANN MARY GEORGE

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CHAPTER I

INTRODUCTION

Paying with a smart phone is easier than ever. Innovative mobile payment apps are providing consumers with new ways to exchange money with peers, purchase products, use alternative currencies, manage expenditures, earn rewards, and more. Here is a list of innovative mobile payment apps. There are digital wallets, mobile commerce apps, crypto currency apps, and peer-to-peer payment platforms.. An online payment system is an Internet-based method of processing economic transactions. It allows a vendor to accept payments over the web or over other Internet connections, such as direct database connections between retail stores and their suppliers--a common method of maintaining just-in-time inventories.

Online payment systems greatly expand the reach of a business and its ability to make sales. Online payment allows your customers to make cashless payments for goods and services through cards, mobile phones or the internet. It presents a number of advantages, including cost and time savings, increased sales and reduced transaction costs. But it is vulnerable to internet fraud and could potentially increase business expenses. An Online payment facilitates the acceptance of electronic payment for online transactions. Also known as a sample of Electronic Data Interchange (EDI), online payment systems have become increasingly popular due to the widespread use of the internet-based shopping and banking. Over the years, credit cards have become one of the most common forms of payment for online payment transitions. Online payment systems typically are run by third-party corporations, such as PayPal, Google or Click2Pay. There are companies that enable financial transactions to take place over the internet, such as Stripe for credit cards processing, Smart pay for direct online bank payments and PayPal for alternative payment methods at checkout. These companies make a profit by taking a small percentage of every transaction, or by signing contracts with institutions that need to make a large number of transactions.

Google has made online payments a whole lot easier. 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 auto fill. Tez is now Google Pay. Google also plans on expanding Tez (now Google Pay) to other regions you'll receive a notification to update the app to the latest version. Your account and transactions are not affected by this change. Google Pay adopts the features of both Android Pay and Google Wallet through its in-store, peer-to-peer, and online payments services. In February 2018, the company announced its combining all of its different payment methods into one unified brand, called Google Pay

1.1 STATEMENT OF THE PROBLEM

G pay is an online payment application that allows various services like transfer of money, payment of bills, recharges and other banking transactions. Though there are similar payment applications available but it attracts more customers. G-pay for businesses is extensive and, it opens up businesses to more business. It has made revolutionary development in the digital payments sector. G-pay is the payment platform for the future. Basically G-Pay – Money Made Simple. So this study is conducted to know the relevance, use and popularity of G-pay as a form of digital money in the present environment.

1.2 SIGNIFICANCE OF THE STUDY

Indian society is characterized by rapid changes and rapid advancement in scientific and technological areas. Our society is going through an era of digitalization. The government had also given importance to digital money in these days. Online payment systems have leveled the playing field between large and small companies, as any of them can accept the same payment methods once they sign up with third-party payment processors.

Google Pay app has made revolutionary development in the digital payments sector. The Cash Mode allows Google Pay users to carry out financial transactions without providing the details. This helps in protecting users from getting duped by frauds and cons. . Hence this study is conducted to know more about the use, relevance, issues of G-pay especially among youth which is significant in this modern world of technology.

1.3 SCOPE OF THE STUDY

Through this study the relevance of Google Pay and the benefits received by the customer from Google Pay as a form of digital money and services are evaluated. It will give a statistical evidence on the relevance of Google Pay.The study is conducted on 60 respondents among youth in Kannur district.

1.4 OBJECTIVES OF THE STUDY

- To study the use and popularity of G-Pay
- To understand the reason why people prefer G-Pay
- To identify the attitude of people towards G-Pay
- To discover the problems and issues of G-Pay

1.5 RESEARCH METHODOLOGY

The purpose of stating the methodology is to describe the research procedure. This provides the objective of the research and details of the research design, data collection methods, sampling field work and analyses and interpretation. The data collection specifies gathering of data, the content depends on the selected design.

1.5.1 RESEARCH DESIGN

Research design is the arrangement of conditions for collection and analysis of data in a manner that combine relevance to the research purpose. The research design refers to the pre-planning of what a researcher does in his study. This is designed as a descriptive study based on the survey method. The collected data were presented in tables and these tables were analyzed systematically.

1.5.2 AREA OF THE STUDY

G-pay is an international wide venture being implemented and widely available in all areas. For the purpose of study the researcher conducted research study among youth in Kannur District.

1.53 POPULATION

The study is conducted in the area where population is infinite.

1.5.4 SAMPLE SIZE

Sample size means number of respondents to be surveyed in this research. The sample was 60, and researcher took one week for data collection. Researcher used Online Application called Google forms (FormsApp) in order to collect data.

1.5.5 SAMPLING TECHNIQUE

Convenient sampling technique is used for the selection of the respondents .

1.5.6 SOURCE OF DATA

Both the primary data and secondary data were used for the smooth conduct of the study.

Primary data:-The primary data were collected through questionnaires. The data collected for the first time by the researcher as original data.

Secondary data: - The secondary data was collected from various books, journals, and internet to get certain relevant information of the study.

1.5.7 TOOLS FOR DATA COLLECTION

Questionnaire

In order to achieve research objective, specific tools of data collection need to be used so the researcher used questionnaire as the tool for data collection. Through the questionnaire means, an Online Application called Google forms (FormsApp) were used in order to collect data from the respondents by themselves. The questionnaire contains percentage method, ranking method, rating scale analysis etc.

1.5.8 TOOLS FOR DATA ANALYSIS AND PRESENTATION

In the project the tools used for data analysis and presentation is percentage and mean methods.

A)   Percentage Method: The present study is used percentage analysis method. Percentage analysis is the method to present raw streams of data as a percentage for

better understanding. Simple percentage method has been used for analysis of primary data collected.

Percentage of respondents= Number of respondents/total number of respondentsX100

B) Weighted average: Weighted average is a mean calculated by giving values in a data set more influence according to some attribute of the data. It is an average in which each quantity to be averaged is assigned a weight, and these weightings determine the relative importance of each quantity on the average. Weightings are the equivalent of having that many like with the same value involved in the average.

1.6 PERIOD OF STUDY

The study is conducted during the month of November 2018 to February 2019.

1.7 OVERVIEW OF THE REPORT

This Study consists of 5 chapters. They are: -

- Chapter I: Introduction
- Chapter II: Review of literature.
- Chapter III: Theoretical profile
- Chapter IV: Data analysis and interpretation
- Chapter V: Summery, Findings, suggestions and conclusion

1.8 LIMITATIONS OF THE STUDY

1. The scope of the study was limited to Kannur district.

2. Though the sample has been taken from Kannur district only the result may not be universally true.

3. The finding of the study is purely based on response from customer sometimes they are biased.

CHAPTER II

REVIEW OF LITERATURE

This review of literature based on various studies conducted by the researchers, experts and from various other relevant sources. By means of the review of literature the researcher has tried to find out the studies conducted so far by the experts pertaining to the topic. This literature review was written to develop state of the art knowledge on the background of the study. The purpose of the review is to conceptualize the problem and its background, to review the existing body of knowledge on the topic and to orient the research consumers into the different dimensions of the problems and its backgrounds. The foundation of this system has been lid on the principle of pooling resources in small quantities for larger individual and collective social benefits.

This chapter makes an attempt to analyze the past studies relating to the research on popularity and use of gpay among youth .the previous literature is reviewed so as to understand the different versions of gpay and it use popularity and also to know about similar applications that provide same services. This study also aims at providing a new insight into areas which have not already been touched.

Thaemin Lee (2005): in his paper "The impact of perceptions of interactivity on customer trust and transaction intention in mobile commerce, investigated the impact of perception of interactivity on consumer trust and transactions in mobile commerce and concluded that trust does in fact play a significant role in determining consumer transaction intentions.

Hsin-Hu Lin and Yi-Shun Wang (2005): in their paper "An examination of the determinants of customer loyalty in mobile commerce contexts" examined the factors that contributed to customer loyalty in mobile commerce; perceived value and trust were found to be directly related to customer satisfaction and customer loyalty; customer satisfaction was also suggested to positively affect customer loyalty; and habit was proposed to determine customer loyalty. They also found that customer loyalty was directly affected by perceived value, trust, habit, and customer satisfaction. Customer loyalty was evaluated to be a strong deter mining factor in acceptance of mobile commerce.

Sant (2005), "Credit cards emerging Trends and Prospects" shows benefits, growth/potential growth, usage pattern, technological changes, delinquency rates, and fraud settlement, by the credit card companies. Survey shows that spend per card in India are very low at around Rs. 20,000 per year against international average of around $900 (i.e. about Rs. 40,000) per year per card. Demands have increased for higher quality and level of services. Major card issuers in India, domestic and foreign, are currently busy racking their brains in trying to protect their organizations from frauds. To overcome this problem a new technology i.e. "Smart-Card" that allows for greater security against fraud.

Al-Alawi and Al-Amer (2006), "Young Generation Attitudes and Awareness Towards the implementation of Smart Card in Bahrain: an exploratory study. The study puts a light on latest advancement and innovations in the world of information and communication technology by the way of smart card. A smart card resembles in size and shape to a normal credit card or bank ATM card, with a microprocessor chip implanted into card. These cards are used not just as identity cards, but hold a relatively huge amount of editable information including the cardholder's bank data, e-purse, finger print, health record, blood group, traffic and license details and other vital information. The questions asked included question to check the acceptance of the people to replace their current cards with a smart card and their awareness of the new National Smartcards in Bahrain. It also evaluates the effects taken by the government to create awareness among the public about the usage and features of the smart cards.

Rajesh Krishna Balan," (2006): studied in their paper "DIGITAL WALLET:REQUIREMENT AND CHALLENGES that the requirement and challenges of deploying a national wide digital wallet solution in Singapore. Further they discussed why Singapore is ready for a digital wallet and identify the key challenges in building and deploying a digital wallet. Then discussed one of the key challenges, supporting peer –to-peer cash transactions between individuals using a digital wallet, in more detailed and end there paper with the proposed solutions. Key

Pousttchi and Dietmar G Wiedemann (2008): in their paper "What influences consumers intention to use mobile payments?" Studied the adoption of mobile 10 payments and evaluated what key influences affected consumers to use mobile

payments and found that subjective security was not a primary driver of mobile payment acceptance. They found that perceived confidentiality of payment details and perceived trustworthiness were strongly correlated. Four key variables were found to directly impacting consumer intention and usage behaviour: performance expectancy effort expectancy, social influence, and facilitating conditions.

Amin (2008), "Factors affecting the intentions of customers in Malaysia to use mobile phone credit cards" shows that mobile phones have provided an opportunity for banking institutions to introduce new services to the public. The latest service, which is now available in Malaysian banking institutions, is the mobile phone credit card. The purpose of this paper is to provide a preliminary investigation of the factors that determine whether Malaysia's bank customers will use the new mobile phone credit card technology. Paper extends the applicability of the technology acceptance model (TAM) to mobile phone credit cards and includes "Perceived credibility (PC)", the "amount of information about mobile phone credit cards (AIMCs)" and "perceived expressiveness (PE)", in addition to "Perceived usefulness (PU)" and "Perceived ease of use (PEOU)". The result indicate that PU, PEOU, PC and the amount of information contained on mobile phone credit cards are important determinants to predicting the intentions of Malaysian customers to use mobile phone credit cards. However, PE is not an important determinant in predicting the intentions of Malaysian customers to use mobile phone credit cards

Dr. Karminder Ghuman and CS Shruti Srivastava (2016): in their paper "Recharging theright way??" A case study on e-payment giants: Freecharge and G-Pay "has asked readers a strategic question that in the emerging internet based service provision industry, whether it is a better strategy to develop a unique positioning on the basis of single key service or it's better for an organization to offer multiple services, thereby reducing risk, increasing transaction and thus increasing its valuation. And thus they have compared G-Pay and Freecharge who are employing opposite strategies to find out which one is better.

Prof. Trilok Nath Shukla(June 2016)in his paper "Mobile wallet: present and future has discussed about mobile wallet, working, types and advantages and its disadvantages. His analysis included the perception of consumers and retailers about 11 mobile wallets. He concluded that mobile wallets will be used to engage with the

consumers by the marketers and digital business. Irrespective of the market status of these mobile wallets, marketers should take the advantage of the emerging opportunities.

Dr. Poonam Painuly, Shalu Rathi (May 2016): in their paper "Mobile wallet: An Upcoming mode of business transactions"has explained about mobile wallet, types and trends. Then discussed about role of mobile wallet in various sectors like Banks, retails, and hospitality. The paper explains the importance of mobile wallet for banks, customers and companies. In future scope it talks of mobile wallet becoming latest marketing channel in the near future. And contribute highly in a seamless shopping experience for the customers that increase their tendency for frequent and more repurchases with delightful experiences. To conclude they speak the importance and growth of mobile money in business, social and economic prospective. The presence of mobile wallet spreading from urban to rural areas on a large scale. Hence, wallet money sees a high bright future in the near time.

Al-Laham (2016) in his research "Development of Electronic Money and its Impact on the Central Bank Role and Monetary policy" asserts that, in recent years there has been considerable interest in the development of electronic money schemes. Electronic money has the potential to take over from cash as the primary means of making small-value payments and could make such transactions easier and cheaper for both consumers and merchants. Electronic money is a record of the funds or "value" available to a consumer stored on an electronic device in her possession, either on a prepaid card or on a personal computer for use over a computer network such as the internet. This paper argues that electronic money, as a network goods, could become an important form of currency in the future. Such a development would influence the effectiveness and implementation of monetary policy.

Many research studies have been undertaken periodically on the different online payment applications but sufficient and in-depth studies are not done about Google pay. There is a wide gap in the matters relating to the studies that are conducted. So this study is o find out more about use and popularity of G-pay. To fill the gap constructive and suggestive studied are needed.

CHAPTER III

THEORETICAL PROFILE

An Online payment facilitates the acceptance of electronic payment for online transactions. Also known as a sample of Electronic Data Interchange (EDI), e-commerce payment systems have become increasingly popular due to the widespread use of the internet-based shopping and banking.

Over the years, credit cards have become one of the most common forms of payment for e-commerce transactions.

3.1 History

Logo of former *Google Wallet* brand used in 2015

Google demonstrated the original version of the service at a press conference on May 26, 2011. The first app was released in the US only on September 19, 2011.

On May 15, 2013, Google announced the integration of Google Wallet and Gmail, allowing users to send money through Gmail attachments. While Google Wallet is available only in the United States, the Gmail integration is currently available in the U.S. and the United Kingdom.

The Google Wallet card before 2015

The physical Google Wallet Card was an optional addition to the app which allowed users to make purchases at point-of-sale (in stores or online) drawing from funds in their Google Wallet account, attached debit card account, or bank account. The card could also be used to withdraw cash at ATMs with no Google-associated fee, and could be used like a debit card for virtually any purpose, including such things as renting a car. The Wallet Card was discontinued on June 30, 2016, and replaced with Android Pay.

The original version of Google Wallet allowed users to make point-of-sale purchases with their mobile devices using near-field communication (NFC) technology. As of September 2015, however, Google dropped NFC from Google Wallet, offering the technology only through Android Pay, which is a separate application available only to Android users. As a result, any gift cards, loyalty programs, and promotional offers stored in an older version of Google Wallet could no longer be used. For Android users, those outstanding offers and gift cards were automatically transferred to Android Pay. For iOS users, instructions were provided to export the offers for alternative use. There were no reported security problems with the NFC technology.

Distinction from Android Pay

On February 23, 2015, Google announced that it would acquire the intellectual property of the carrier-backed competitor Soft card and integrate it into Google Wallet, and that American mobile network operators AT&T Mobility, T-Mobile US, and Verizon Wireless would bundle the Google Wallet app on their compatible devices. The effective merger resulted in the new service known as Android Pay, a competitor to Apple Pay and similar NFC mobile payment service.

Separate from Android Pay, Google Wallet now allows peer-to-peer transactions for cases such as when people want to split the cost of shared expenses, reimburse each other, keep track of joint spending, or give money as a gift or loan.

While Android Pay is only available to Android users, Google Wallet is available on iOS and via Gmail as well. For those using Android, the two products together (Android Pay and Google Wallet) offer a comprehensive payments management system, a "tool for staying in charge of the bank account." Users can link their bank accounts or debit cards to Android Pay and to their Google Wallet app. With this approach, users can manage their money from one source, with the ability to:

- Pay at point-of-sale by tapping their phone (via Android Pay)
- Send and receive money to other individuals for free (via the Google Wallet app)
- Keep track of spending (through the optional Google Wallet Card)

3.2 Business Model

Google does not charge users for access to Google Wallet. Sending and receiving money is free, as is adding money to a Wallet Card through a linked bank account. There are limits on how much money users can add to their Wallet Balance, withdraw from the linked account or card, or send and receive to other individuals. These limits are set per transaction and within certain time periods. Previously, a 2.9% fee applied to funds added via debit card, although Google dropped that ability as of May 2, 2016.

Funds sent from a Wallet balance, debit card, or linked bank account are generally available to the recipient immediately, and if the recipient has his or her own Wallet account and card, he or she can make an immediate withdrawal of those funds from an ATM. If the funds are drawn on the sender's Wallet balance, the balance will also reflect this change immediately. Any portion of funds drawn via a linked bank account will take two or three days to actually post to that account, though these funds will show as "pending" withdrawals on that account within 24 hours[

While Google does not have revenue coming in from the Wallet ecosystem (the web service, app, and the Wallet Card), the product is part of a larger suite of e-commerce products, including Android Pay, which integrates loyalty programs and promotions from other businesses.

3.4 Security

Google Wallet protects payment credentials by storing user data on secure servers and encrypting all payment information with industry-standard SSL (secure socket layer) technology. Full credit and debit card information is never shown in the app.All Google Wallet users are also required to have a PIN to protect access to their Wallet account. The payments PIN is used for:

- Gaining access to the Google Wallet app on a mobile device
- Making point-of-sale purchases with a Google Wallet Card
- Withdrawing cash with a Google Wallet Card at an ATM

Google also recommends having a general pass code on mobile devices for additional security.

In some cases, users have to verify their identity in order to make certain transactions. If prompted to do so, the user will visit the Wallet website and follow steps to ensure their accurate identity. This is in adherence with US Federal Deposit Insurance Corporation financial regulations that require payment providers to ensure customer identity

If a Google Wallet Card is lost or stolen, users can immediately cancel access to it by signing into myaccount.google.com. Google also offers the additional flexibility of temporarily locking the card if a user suspects that the card has simply been misplaced. In the event of unauthorized transactions, Google Wallet Fraud Protection covers 100% of verified unauthorized transactions made in the US reported within 120 days of the transaction. Only US residents who have Wallet accounts associated with a US address are eligible for coverage under this policy

3.5 Criticism

Regarding an earlier version of Google Wallet (in 2012), an analysis by Security Company Now secure revealed that some card information stored by Google Wallet was accessible outside of the application. It is suggested that hackers could create a way to intercept data by eavesdropping on Google Analytics, which monitors apps used on the Android OS. A previous analysis by the same firm revealed a number of other exploits that have since been fixed.

3.6 Privacy

Privacy concerns include the storing of data regarding payment information, transaction details, payment attempts and other information stored by Google indefinitely. The privacy policy for Google Wallet, called the Google Payments Privacy Notice, indicates that much of the data is stored but may not be shared outside Google except under certain circumstances' Information that may be collected upon signing up includes credit or debit card number and expiration date, address, phone number, date of birth, social security number, or taxpayer ID number. Information that may be collected about a transaction made through Google Wallet includes date, time, and amount of transaction, merchant's location and description, a description of goods or services purchased, any photo the user associates with the transaction, the

names and email addresses of sender and recipient, the type of payment method used, and a description of the reason for the transaction if included.

The storage of such personal information about users' transactions is of significant financial value to a company that earns much of its revenue from data, but may be controversial to users aware of the policies. Information collected is shared with Google's affiliates, meaning other companies owned and controlled by Google Inc., which can be used for their everyday business purposes. They provide the option to opt out of certain sharing capacities with these affiliates. Google states that it will only share personal information with other companies or individuals outside of Google in the following circumstances:

- As permitted under the Google Privacy Policy
- As necessary to process your transaction and maintain your account
- To complete your registration for a service provided by a third party

PayPal Law Suit

Shortly after the launch of Google Wallet's first iteration in 2011, PayPal filed a lawsuit against Google and two former employees of PayPal – Osama Bedier and Stephanie Tilenius. The complaint alleges "misappropriation of trade secrets" and "breach of fiduciary duty". The lawsuit revealed that Google had been negotiating with PayPal for two years to power payments on mobile devices. But just as the deal was about to be signed, Google backed off and instead hired the PayPal executive negotiating the deal, Bedier. The lawsuit noted that Bedier knew all of PayPal's future plans for mobile payments, as well as an internal detailed analysis of Google's weaknesses in the area. Not only that, it accused him of storing "confidential information in locations such as his non-PayPal computers, non-PayPal e-mail account, and an account on the remote computing service called 'Drop box'.

Google ran a competitor to PayPal ,Google Checkout , from 2006 to 2013. In 2011, Google Wallet replaced Checkout's services, and development on Checkout was discontinued in 2013.

3.7 Google Tez

Google has launched Google Pay (Tez) – a new digital payments application for Indian users. The app is developed on UPI (Unified Payments Interface) platform and

is available for both android and iOS users. According to Techcrunch, users can make a total of 20 transactions of collectively up to Rs 1 Lakh in a day through the app. Tez is a payments app and is different from a mobile wallet in the sense that you cannot store money in the wallet. Money is deducted or added directly from your bank account

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 auto fill.

3.8 Google Pay

Tez is now Google Pay. Google also plans on expanding Tez (now Google Pay) to other regions you'll receive a notification to update the app to the latest version. Your account and transactions are not affected by this change. Google Pay adopts the features of both Android Pay and Google Wallet through its in-store, peer-to-peer, and online payments services.

In February 2018, the company announced its combining all of its different payment methods into one unified brand, called Google Pay.

Google Pay stylized 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

The rebranded service provided a new API that allows merchants to add the payment service to websites, apps, Stripe, Braintree, and Google Assistant. The service allows users to use the payment cards they have on file with Google Play.Google Pay brings together everything you need at checkout and keeps your payment info safe in your Google Account until you're ready to pay. Plus, Google Pay makes it easy to keep track of purchases, redeem loyalty points and get personalized suggestions to help you

save time and money. The Google Pay app also added support for boarding passes and event tickets in May 2018.

On May 24, 2018, PayPal announced that registering your PayPal account with any one of Google's services would seamlessly allow users to access that same account on Google's other services, without needing to set up the account's details on those other services

Google Pay allows users to send money, receive payments directly into their bank account or make payments for purchases made at stores that accept UPI-based transactions. The user has to link his bank account with Tez by entering UPI pin before making transactions through the app. Transactions made through the application is simple, safe and quick. The app supports 8 languages that include English, Hindi, Bengali, Gujarati, Kannada, Marathi, Tamil, and Telugu.

Features of G-Pay

Google Pay comes with a range of innovative features which differentiates it from other UPI based applications. Some of these features are:

- Transactions are made directly to and from your bank account. Your money is not stored in any wallet.
- Instant transfer of money can be carried out through the app.
- Transactions made through the app are safe and secure and are protected by Tez Shield that provides a multi-layered security with 24×7 protection from frauds.
- The app makes it easy to pay or transfer money both in big as well as small amounts.
- Users can send or receive money instantly with the **Cash Mode** without sharing their personal or bank details.
- The app supports 8 Indian languages.
- As per now, payments cannot be made through debit or credit cards but the feature will soon be available for users.
- Users will also be able to set reminders and make payments periodically for DTH, utility bills, etc. in future.

Google Tez is an all-new digital payments app based on NPCI's UPI. It is currently available for both Android Phones and iPhone users. It's not a wallet like Paytm or Mobikwik. As it is a UPI Payment app, you can make payments directly to anyone's bank account. The Tez Shield protects the app from spams. Transact without any tension with Bank & UPI security plus your Phone's security.

Send instantly to a bank account

National Payments Corporation of India's UPI. So, you can transfer directly to your or other's bank account. Link an account to Tez app with UPI automatic detection. Start transacting from bank to bank for instant completion of the transaction. No need bring out money from bank account. Let the cash stay in the bank account and continue earning interest. Connect your existing account and start transacting. There is support for all the banks in India.

Its coolest features.

Google has given the Tez Shield which is a multi-layered security with 24×7 protection. Making day to day transaction is so easy with Tez. Enter the Tez App Number or UPI ID or from contact and make payment. The Cash Mode feature helps in transacting with anyone nearby without any need of sharing personal details. It is like ShareIt and Xender you use. So, it is my favorite feature.

3.8.1 Google Pay for Businesses

Apart from the Google Pay app for users, Google has also launched a separate G-Pay app for Businesses which allows entrepreneurs and organizations to avail the services of the application. This app allows businesses to receive payments from customers. Those businesses that have their current accounts linked with the app allows for transactions of up to a total of Rs 50,000 every month for free. For transactions beyond this ceiling value, banks charge fee for transactions.

Organizations can create their own business channels that allow their customers to view the business on G-Pay home screen. It also allows them to send custom offers to consumers through the app. Customers get the option to make payments instantly in just a few taps. Tez Shield allows customers to pay securely without concerns of fraud, hacking, etc. In case businesses or customers need help in making transactions,

the 24×7 customer service team helps them resolve their issues quickly providing seamless experience.

3.8.2 Platform and Technology

The app works on the UPI platform promoted by the NPCI (National Payments Corporation of India) that allows people to make transactions through their bank accounts instantly. You need not load money in wallet to make transactions. Your money is safe in your account and you can make direct payments through the app. The application is available for smart phones that work on Android or iOS.

Google has launched a "**Cash Mode**" through which users can send money to other G-Pay users in the vicinity without sharing their mobile number or bank details. The app uses Google's Audio QR Technology (AQR) to identify a G-Pay user nearby and transfer money to the receiver quite easily. The app works smoothly even in noisy surroundings. The app is safe enough and is protected by G-Pay Shield that provides 24×7 security against fraud, hacking, etc. Google has provided additional security for transactions as users have to activate either screen lock or Google pin to gain access to the application's interface

3.8.3 Benefits of Google Pay

Google Pay comes with a range of benefits. Some of those are discussed below:

- **Cash Mode** – The Cash Mode allows users to transfer money to G-Pay users in range without entering their mobile number or bank details making the payments more secure than ever.
- **Instant Transactions** – Transactions made through the app are simple and instant.
- **Multiple Payment Options** – Payments can be made to users by selecting their mobile number and VPA (Virtual Payment Address) as well.
- **Cash back and Offers** – Google is offering huge cash backs on transactions that are lucrative enough.
- **Security** – Transactions made through G-Pay follow multi-layer encryption and is protected by G-Pay Shield.

- **Ease of Use** – The app is available in eight languages allowing users to avail the service in a language they are comfortable with.
- **G-Pay for Businesses** – A special app allows businesses to connect with their customers easily and provide them custom deals and offers.
- **Universally Accepted** – The app is compatible with all banks accepting transactions through the UPI.

3.8.4 How to Download Google Pay

The Android version of Google Pay can be downloaded from Google Play Store and the iOS version can be downloaded from App Store. Let us discuss how to install the app and add your bank account to it to make transactions:

- Download the Google pay application and install it in your phone. (**Android**: https://g.co/tez/bK761 and **iOS**: https://goo.gl/hP8Pm9)
- Open the Google pay app and select the language you want to use it in.
- Now enter your mobile number and request for an OTP to activate your account.
- Google pay needs to connect with your Google account. In case you have multiple accounts, it will ask you to select one.
- Now you have to link your bank account with the app. Select your bank from the list that appears in this step.
- Link your bank account with the app using the UPI pin. In case you have not activated your UPI account, the app offers you to set it up instantly.
- Once your account is set up, you become ready to send or receive money through Google pay app.

3.8.5 How to Make Transactions with Google Pay?

Google Pay allows users to make transactions through five different methods – Cash Mode, phone number, account number, UPI credentials and QR code.

Cash Mode – Users can transfer money to other Tez users using the cash mode. No details are required for this mode of transaction. The payee's app sends audio QR signals which is accepted by the Tez app active on the receiver's phone. Payments can be made without entering any details with just a couple of taps.

Phone Number – A Tez user can send money directly to other Tez user by just entering the phone number of the receiver. It helps in shielding your bank details from the payee.

Account Number – Users can also make payments by entering the account details of the receiver.

UPI Mode – In case you know the VPA of the receiver, you can send money directly to the bank account of the receiver using the UPI mode.

QR Code – To make payments using this method, the user should scan the QR code and confirm it to make payments instantly.

3.8.6 Scope of Google Pay Services

Google Pay (**"Google Pay** or **Google Pay App"**) is a payment solution application which facilitates Google Pay Service. Through Google Pay, you may send payments to service providers, Users, Merchants, Billers or third parties using your BHIM UPI account, debit card, credit card and/or any other Payment Instruments accepted through Google Pay. You may also receive payments from other Users or third parties in the Payment Instrument you designated in Google Pay to receive funds. In addition, Google Pay allows you to communicate with or receive communications, offers and services from other Users, service providers, Banks, Merchants and Billers.

The Payment Transactions or any communication/offers carried out through Google Pay are solely between the Sender and Recipient of the payment. We create a link between the Sender, the Recipient and the respective Payment System Providers to facilitate sending and/or receiving payments using Payment System Provider Services. Once a Payment Transaction has been authenticated, authorized and processed through the Payments System Provider Services, the payment will be settled directly with the Recipient by the respective Payments Participants. We do not receive the funds pertaining to the Payment Transaction or play a role in the settlement of such Payment Transaction.

Users need to understand and agree to the following:

- Google is a facilitator of Payment transactions.

- Google is not a party to these Payment Transactions.

- Google is not a Payments System Provider.

- Google is not responsible to you in any manner whatsoever, with respect to settlement of payment relating to the Transaction.

- Google is not and will not be responsible for any aspect of the products or services you purchase.

- Google is not and will not be responsible for any communications made by you or any communication or offers made to you through Google Pay.

- Google is not a party to and will not be responsible for any disputes, chargebacks or reversals arising pursuant to Payment Transactions.

- Google is not responsible for any act of Users, including, non completion of a Transaction.

- The facilitation of a Transaction does not guarantee that the Sender has sufficient funds available in the Funding Account he or she used, that the Transaction will be authorized or processed, or that the Transaction will not later result in a chargeback or other reversal.

3.8.7 Services offered

Bill Payment Services: Google Pay facilitates bill payment services that allow users to view their bills or eligible pre-paid plans and make payments to Billers through the Google Pay App. customer understand that the Bill Payment Services provided through Google Pay are either provided (i) by a Bharat Bill Payment Operating Unit ("BBPOU") under the Bharat Bill Payment System ("BBPS") infrastructure, where the Biller is registered with NPCI to participate within BBPS; or (ii) by a Biller aggregator with whom Google has entered into a contractual arrangement. Users

further understand that Google Pay only facilitates bill presentment and bill payment and is either (i) an agent of the BBPOU in accordance with Applicable Law, including guidelines published by NPCI, where the Biller is registered with NPCI for BBPS; or (ii) is a bill payment facilitator.

Loan Facility Services: Google Pay's technology platform also facilitates Loan Facility offers from Credit Institutions to the Credit Institution's customers through the Google Pay App. Users understand and agree that the terms of such Loan Facility shall be governed by the loan agreements executed between user and the Credit Institution.

Communication services: Users are able to send messages via Google Pay. Users are responsible for any communication made by you with other service providers, Users, Merchants, or Billers through Google Pay. Google merely provides the platform to enable you and other service providers, Users, Merchants or Billers to communicate with each other (**Communication Platform**) and is not responsible for any conversation between the parties. User must ensure that no illegal, unlawful or unauthorized communication is delivered through Google Pay.

The content of the communication must comply with these Combined Google Pay Terms and in particular, the Google Pay Policies. User agrees not to make any offers, promotions or advertisements to other Users directly through the Communication Platform. Google reserves the right to suspend or terminate your use of Google Pay Services, in whole or in part, in the event of any communication that is not in compliance with the Google Pay Policies or these Combined Google Pay Terms. Google reserves the right through automated means, to collect, store, use, access your Google Pay communications for the purposes outlined in Section 16.

Google Pay Gold Services: Google Pay provides a technology platform to MMTC - PAMP ("MMTC") to offer for sale, delivery and repurchase of Gold and other related services by MMTC to the Customers. User agrees and acknowledges that the terms and conditions available at "MMTC Terms" govern your GAP. Google will have no liability to user in relation to users GAP.

3.8.8 Refunds, Chargeback's, and Disputes

Refunds and Chargeback's:Except as set forth in these Combined Google Pay Terms, all Transactions processed through the Google Pay Services are non-refundable to the Sender by Google Pay and are non-reversible by the Sender through the Google Pay Services. Users may have additional refund or chargeback rights under your Payment Instrument issuer agreement or under applicable regulations. User should review the statements receive from the issuer of your Payment Instrument which should reflect all Transactions through the Google Pay Services.

In the event that the Sender's Payment Instrument issuer requests a chargeback for a Transaction, Google reserves the right to reverse the Transaction amount. Google further retains the rights to set-off any chargeback amount from subsequent payments to be transferred to the Recipient.

Disputes. :A payment Transaction is solely between the Sender and the Recipient and Google does not provide any guarantees or warranties with respect to any User, Biller, Merchant, third party or any service, good or delivery level commitment provided by such User, Biller, Merchant or third party. Use of Google Pay Services in no way represents any endorsement by Google of any User, Biller, Merchant or third party. User should ensure that you have undertaken adequate due diligence prior to transferring payments to anyone using Google Pay Services. Any dispute is between the Sender and Recipient without making Google and/or the Payment System Providers, a party to such disputes.

In addition, if you choose to use your BHIM UPI credentials created through Google Pay to send payments to a merchant or third party who is not using Google Pay Services for the purpose of processing and/or settlement of funds, Google's role will be limited to providing the payment instructions to the Payment System Provider. Google will neither be responsible for the processing or settlement of the Transaction nor for any delivery or service fulfillment. It is user's responsibility to ensure that the correct information has been provided by you or that you have selected the correct Recipient.

Google is not obligated to mediate disputes between Senders and Recipients or between the Sender/Recipient and the Payment Participants. However, Google will assist users in communicating with each other regarding a dispute or in sending the user's complaint to the respective Payment Participant, if required under Applicable Laws or Payment Participant Rules. In the event of any complaints regarding Google Pay Services, please contact Google and we will work with you to resolve it, where possible.

3.8.9 How Is Google Pay Different From Other Apps?

Google Pay app has made revolutionary development in the digital payments sector. The Cash Mode allows Google Pay users to carry out financial transactions without providing the details. This helps in protecting users from getting duped by frauds and cons. As no details are shared, your bank account remains hidden from external threats. Also, these transactions are done with a few taps on your smart phone making it simple for users from all walks of life and all sections of the society to get incorporated in the digital financial world.

SMS banking is a form of mobile banking. It is a facility used by some banks or other financial institutions to send messages (also called notifications or alerts) to customers' mobile phones using SMS messaging, or a service provided by them which enables customers to perform some financial transactions using SMS.

3.8.10 Competitors

There are a lot of big players in mobile payments these days, the most iconic of which are Apple Pay , Samsung Pay,phone-pe, paytm, mobiwik, jiopay .Google Pay competes with both services, but it is quite similar to Apple Pay in its implementation and reliance on NFC technology. In contrast, Samsung Pay uses a unique system that is capable of manipulating regular card registers. The MST technology, which Samsung acquired for $200 million, allows the payments service to be compatible in every store that supports credit cards with mag stripes.

Paytm is an Indian e-commerce payment system and digital wallet company, based out of NOIDA SEZ, India.

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 education 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.

As per the company, over 7 million merchants across India use this QR code to accept payments directly into their bank account. The company also uses advertisements and paid promotional content to generate revenues.

PhonePe is a financial technology company headquartered in Bangalore, India. It was founded in December 2015. It provides an online payment system based on Unified Payments Interface (UPI), which is a new process in electronic funds transfer launched by National Payments Corporation of India (NPCI).

It is licensed by the Reserve Bank of India for issuance and operation of a Semi Closed Prepaid Payment system

Apple Pay is a mobile payment and digital wallet service by Apple Inc. that allows users to make payments in person, in iOS apps, and on the web. It is supported on the iPhone, Apple Watch, iPad and Mac. It digitizes and can replace a credit or debit card chip and PIN transaction at a contactless-capable point-of-sale terminal.

Apple Pay does not require Apple Pay-specific payment terminals; it works with any merchant that accepts contactless payments. It is very similar to contactless payments already used in many countries, with the addition of two-factor authentication via Touch ID, Face ID, PIN or pass code. The service lets Apple devices wirelessly communicate with point of sale systems by using a near field communication (NFC) antenna, a "dedicated chip that stores encrypted payment information" (known as the Secure Element), and Apple's Touch ID and Wallet.

It is available in the United States, United Kingdom, Canada, Australia, Brazil, United Arab Emirates, Kingdom of Saudi Arabia, Russia, China, New Zealand, Singapore, Japan, Taiwan, Hong Kong and most recently Germany, as well as various other European nations. Apple Pay supports most major credit card or debit card schemes,

including American Express, Visa, Mastercard and UnionPay. Participating banks vary by region.

3.8.11 Offers

G-pay Recharge Offers

After making a successful step on account transfer and UPI transaction, Now launched Google recharge option in its app. It is also giving cashback on this recharge. And this cashback amount will be credited to your bank amount. You can recharge all mobile prepaid, postpaid, DTH, bill payment and electricity bill payment on this Tez app. Here at PromoCodeClub, we come with new Tez app coupon codes regularly. Grab the best offers with the help of a discount code to get maximum benefits. So, don't miss them. Check them from the above section

Here are the Google Pay aka Tez App Offers & Coupon Codes for 2019:

- Pay anyone with Rs 50 or more and Win up to Rs 1lakh
- Send or receive Rs 50 or more amount and get up to Rs 1000
- Use this Code – Cj4i7 to get Rs.101 instantly

How to Download Google Pay App and Get Started:

- Go the Tez App APK page on Google Play Store
- Open app > Select Language > Enter your mobile number
- Verify it by OTP and then, log in to your Gmail account
- For securing account, create a Google PIN or use Phone's security
- Go to Dashboard Settings > Add Bank account > Select Bank and Verify with UPI PIN

Steps to Get FREE Rs.51 with Referral Code (HOT Offer)

- ➢ Click on "NEW: button on Payments tab
- ➢ Enter your friend's referral code, or use this number – Cj4i7
- ➢ Send minimum Rs 50 and get instantly Rs 101 cashback in your account
- ➢ Your friend will also get extra Rs 101 after the transaction

Terms & Conditions of the offer:

o   This Tez app offer is valid till 31st December 2019

o   Get Rs 101 cashback each when your referral makes the 1st payment

o   Your friend should download using your link

o   The maximum limit of earning from the refer and earn offer is Rs 9000

Extra rewards with scratch card

You can check the Tez app refer and earn offers above. Besides that, there is another feature that helps in getting extra money. Yes, get extra rewards when send or receive money. Yes, they offer the user a scratch card when he/she receives or sends money. The user needs to scratch the card to win up to Rs 1 lakh instantly. You can also get up to Rs 900o with a referral code for free.

How to avail Google Pay (Tez) recharge offer

•   Open Google pay app

•   Scroll to the offer section

•   Tap on recharge prepaid Mobile on Google pay

•   Tap on recharge my phone

•   Enter mobile number to recharge

•   Pick a recharge plan of choice

•   Proceed to pay

•   Earn up to two scratch cards during the offer period.

Google Pay Scratch Card on Mobile Recharge

In total, you can earn up to Rs.200 with Google Pay recharge offer. The maximum cashback for each scratch card is Rs.100. For the second Google Pay scratch card, the maximum cashback is also Rs.100. Therefore, the maximum cashback a user can earn is Rs. 200. However, the value can be anything between the range depending on your luck. Google Pay cashback offers are also applicable to transactions on merchant sites like Freshmenu, Mi.com, Abhibus etc.

Minimum Recharge	Rs. 35 & above
Cashback	Rs 10 - Rs 100
Valid	Two times per user

Terms & Conditions - Google Pay Recharge Offer

1. Each user can only have one set of Google Pay credentials, which includes but is not limited to a Google account, phone number, and form of payment.

2. Each user can earn up to two scratch cards.

3. This offer is not available to the residents of the state of Tamil Nadu (as per Tamil Nadu Prize Scheme (Prohibition) Act 1979) and wherever else prohibited by Law. Residents of these States should not participate in this offer.

4. The user must have a UPI enabled savings account linked to Google Pay to receive the cashback from Google.

Google Pay cash back offers India

Google pay offer	cash back	minimum
justickets	Rs. 25 to Rs. 150	Rs. 150
niki	Rs. 35 to Rs. 200	Rs. 200
goibibo	Rs. 30 to Rs. 200	Rs. 1000
licious	Rs. 50 to Rs. 500	Rs. 299
bills	Up to Rs. 1000	Rs. 150
bookmyshow	Up to Rs. 300	Rs. 300

With Google Pay, you earn cashback on every transaction. Google Pay has introduced a new offer to help you save on bill payments. Get a scratch card with cashback up to Rs. 1000 on bill payments. Use Google pay for electricity, gas, DTH, postpaid and other bills. Get a scratch card for every bill payment of Rs. 150 or more. Earn up to Rs. 1,000 with the scratch card. A user can earn three scratch cards from January 1 to February 20. And three scratch cards from February 21 to March 20. So, a user earns a maximum of six scratch cards with Google Pay Bill payment offer. Similarly, you can earn scratch cards on transactions at Justickets, Magicpin, Goibibo, & Licious. The cashback amount for each transaction is different.

The digital payment app was originally launched as Tez in India. Recently, it was rebranded and with an update, it is Google Pay. Based on UPI, the app is mainly to send money between bank accounts. However, new features have been added to offer more and more options to users.

Google Pay or Tez is mostly popular for its scratch cards that users earn for different transactions. Apart from providing mobile recharge and utility payments, Google Pay is also accepted as a payment mode for various merchant sites including RedBus, Mi, Freshmenu, Uber, BookMyShow etc.

CHAPTER IV

DATA ANALYSIS AND INTERPRETATIONS

Analysis and interpretation is the major part of any research. This chapter tries to make a detailed analysis and interpretation of the data collected from the respondents who uses G-Pay for identifying the relevance use and popularity of G-Pay as a form of digital money. The analysis and interpretation of study and it is done with the help of micro soft excel and graphs. The analysis and interpretations are arranged as per the objectives of the research. The interpretation is based on the analysis of study.
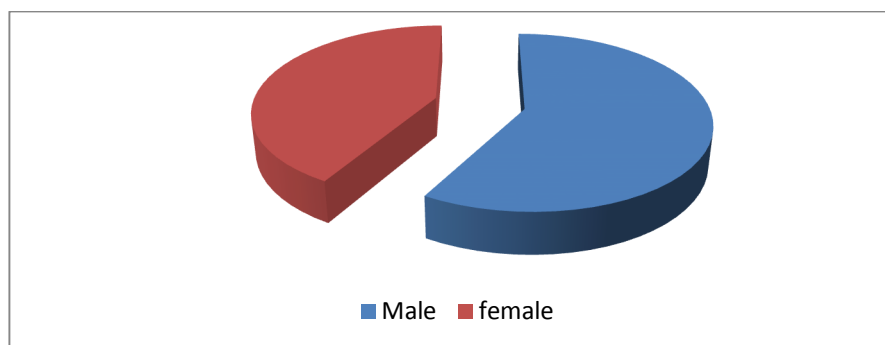
4.1 GENDER WISE DISTRIBUTION OF THE RESPONDENTS

Table No 4.1

Gender wise distribution of the respondents

Responses	No of respondents	Percentage
Male	35	58
Female	25	42
Total	**60**	**100**

Source: Primary data

Table 4.1 shows that 58 per cent of respondents are males and rest 42 per cent are females. It shows the male are using online payment application than females.

■ Male ■ female

Gender wise distribution of the respondents

Figure No 4.1
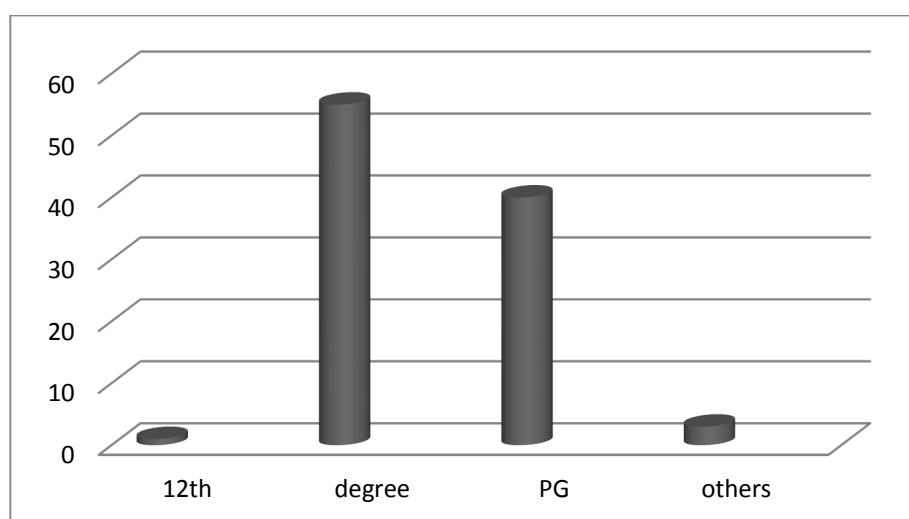
4.2 EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

Table No 4.2

Educational qualification of the respondents

Responses	No of respondents	Percentage
12th	1	2
Degree	33	55
PG	24	40
Others	2	3
Total	**60**	**100**

Source: Primary data

Table 4.2 shows 55 percent of the respondents using Online payment application are degree students , 40 percent are PG students and 3 percent belongs to other category and only 1 percent is + 2 student.

Educational qualification of the respondents

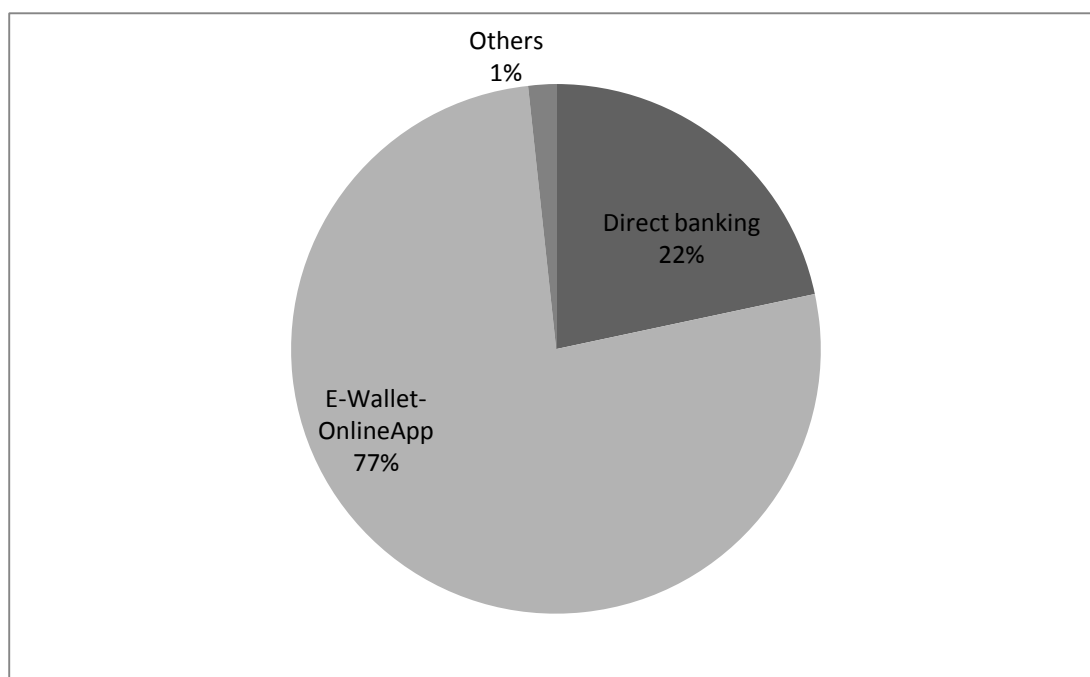Figure No 4.2

4.3 METHOD PREFERRED FOR DOING BANKING TRANSACTION

Table No 4.3

Method preferred for doing banking transaction

Responses	No of respondents	Percentage
Direct banking	13	22
E-Wallet / Online Application	46	77
Others	1	1
Total	**60**	**100**

Source: Primary data

Table 4.3 shows 77 percent of the above respondents are using or prefer E-Wallet / Online Application, 22 percent prefer direct banking. Only 1 percent from the above respondents chooses other method of transaction.

Method preferred for doing banking transaction

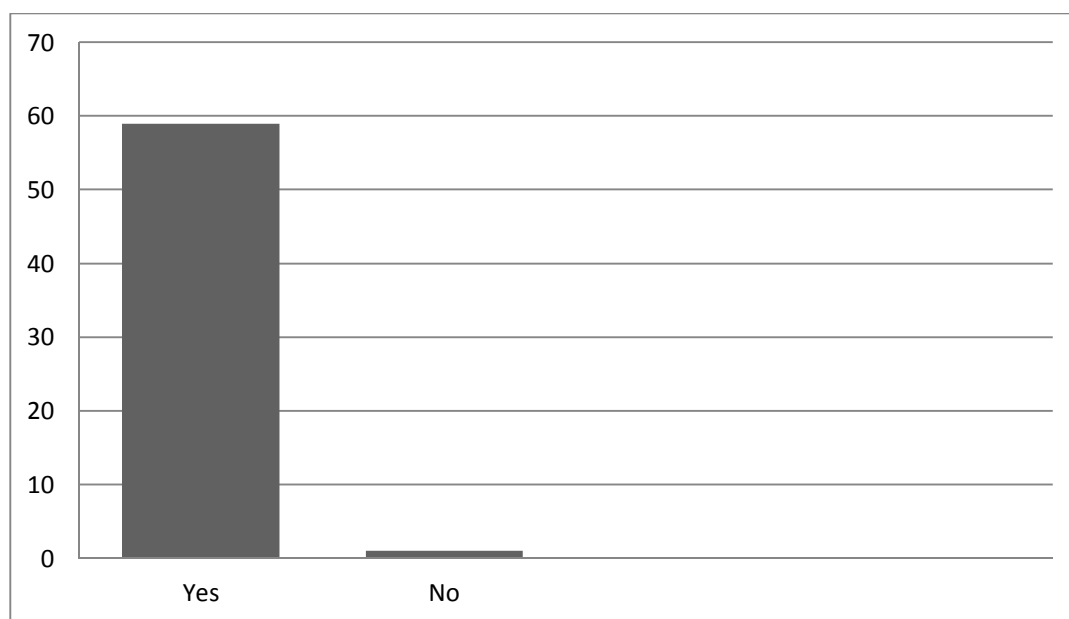Figure No 4.3

4.4 AWARENESS OF ONLINE BANKING TRANSACTIONS

Table No 4.4

Awareness of online banking transaction

Responses	No of respondents	Percentage
Yes	59	99
No	1	1
Total	**60**	**100**

Source: Primary data

Table 4.4, shows that 99 percent of respondents are completely aware about online banking transaction, only one parentage among the 60 respondents is not aware about the online banking transaction.

Awareness of online banking transaction

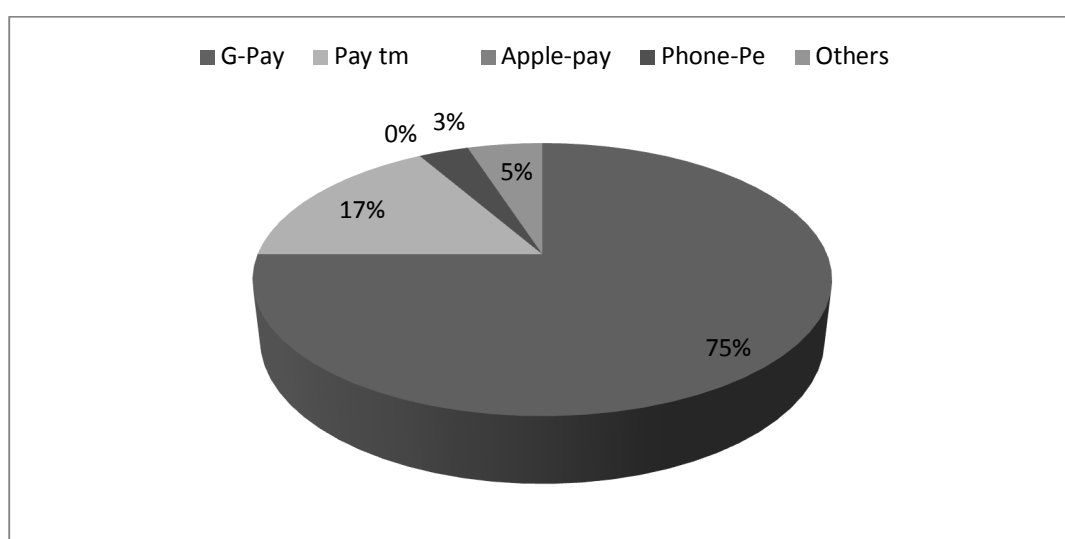Figure No 4.4

4.5 ONLINE APPLICATION PREFERRED ALONG WITH GPAY

Table No 4.5

Online application preferred along with G-pay

Responses	No of respondents	Percentage
Pay tm	21	35
Apple-pay	0	0
Phone-Pe	28	47
Others	10	18
Total	**60**	**100**

Source: Primary data

Table 4.5, from the above table 47 percent among the total respondents prefers phone-pe along with G-pay for online transactions, 35 percent prefers Paytm and 18 percent prefers other online payment applications for transaction and nobody uses apple pay in kannur district.

Online application preferred along with G-pay

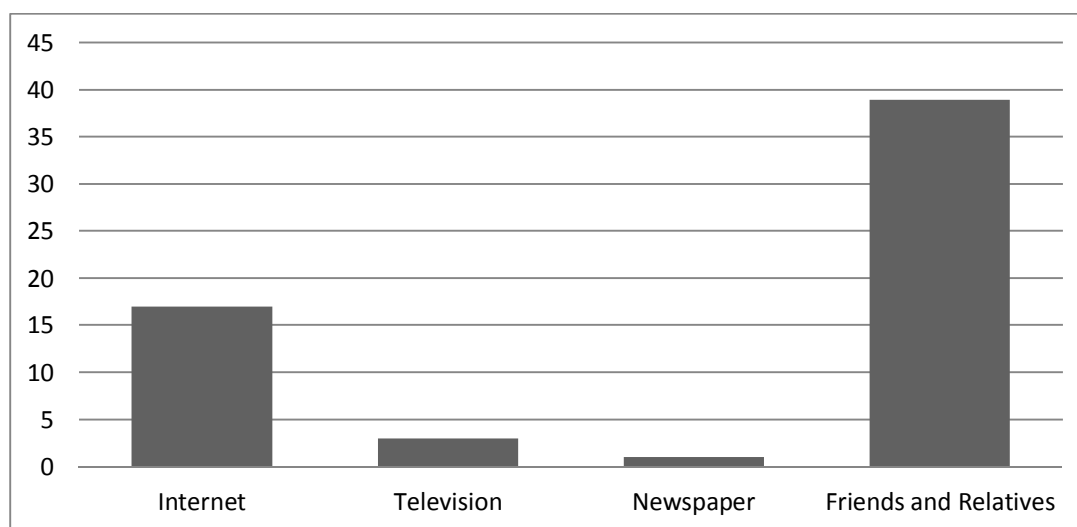Figure No 4.5

4.6 SOURCE OF INFORMATION

Table No 4.6

Source of information

Responses	No of respondents	Percentage
Internet	17	28
Television	3	5
Newspaper	1	2
Friends and Relatives	39	65
Total	**60**	**100**

Source: Primary data

Table 4.6 shows 65 percent of the total respondents got the information regarding G-pay from friends and relatives, 28 percent from internet and 5 percent from television and 2 percent from newspaper.

Source of information

Figure No 4.6

4.7 AWARENESS OF SERVICES

Table No 4.7

Awareness of services

Responses	No of respondents	Percentage
Aware	46	77
Not Aware	14	23
Total	**60**	**100**

Source: Primary data

Table4.7 shows 77 percent among total respondents' are aware about the various services provided by the company and 23 percent are not aware about the various services provided by the company.
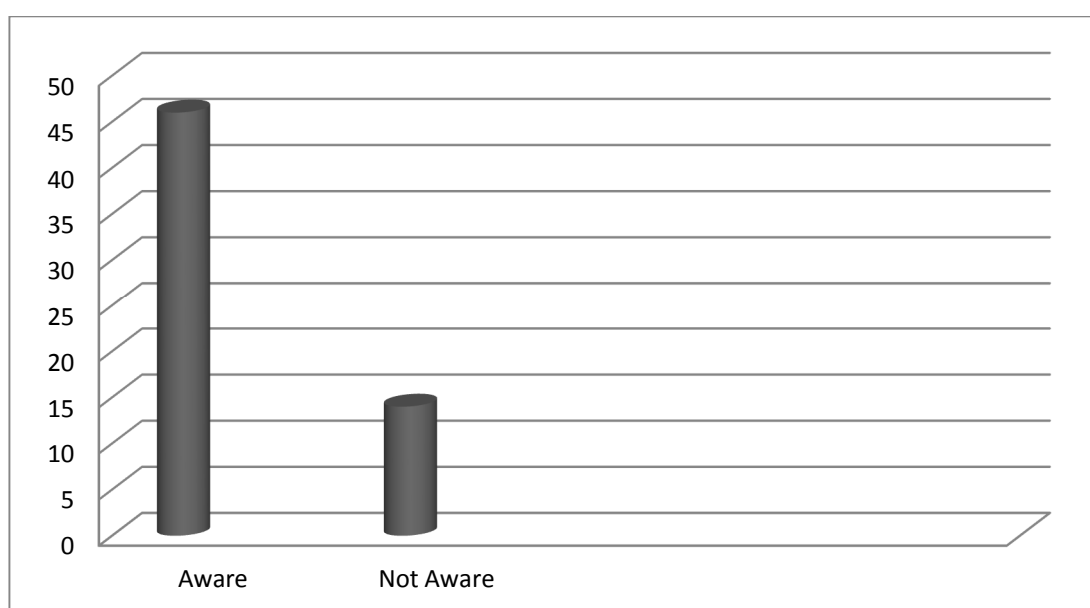
Awareness of services

Figure No 4.7

4.8 BANKS CONNECTED

Table No 4.8

Banks connected

Responses	No of respondents	Percentage
Federal bank	15	25
SBI	23	38
KGB	3	5
HDFC	1	2
Others	18	30
Total	**60**	**100**

Source: Primary data

Table 4.8 shows 38 percent of respondents prefer SBI for the transaction, 25 percent prefer federal bank and 30 percent among total respondents use other banks for the transaction and 5 percent use KGB and only 1 percent use HDFC for transaction.
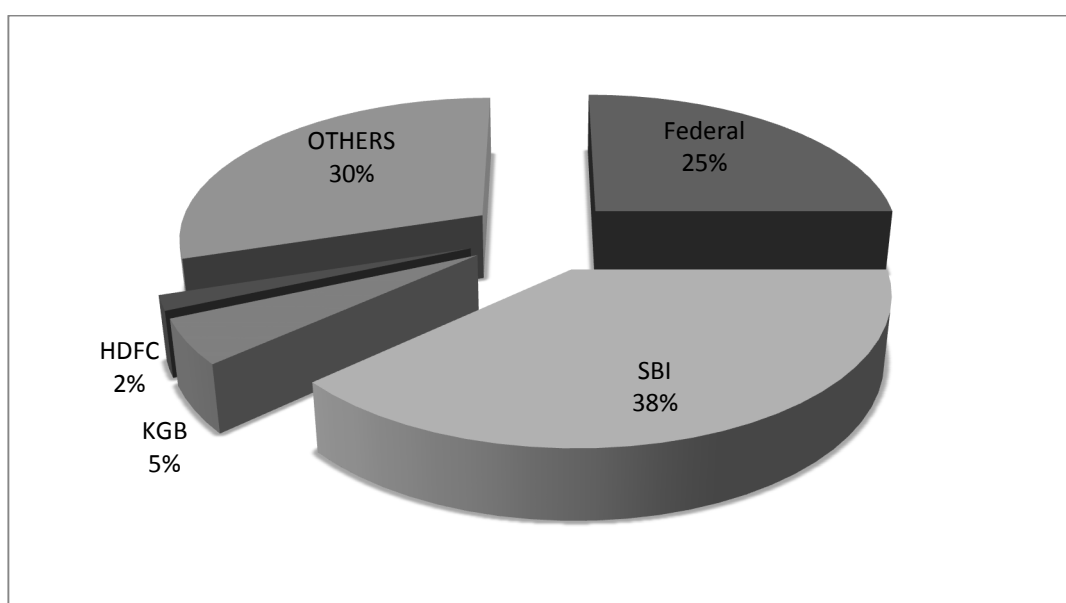
Banks connected

Figure No 4.8

4.9 DIFFICULTIES FACED BY THE RESPONDENTS

Table No 4.9

Difficulties faced by the respondents

Responses	No of respondents	Percentage
Yes	9	15
No	51	85
Total	**60**	**100**

Source: Primary data

Table 4.9 shows 15 percent among the total respondents find difficulties on order to access G-Pay and 85 percent doesn't find any sought of difficulties in order to access G-Pay.
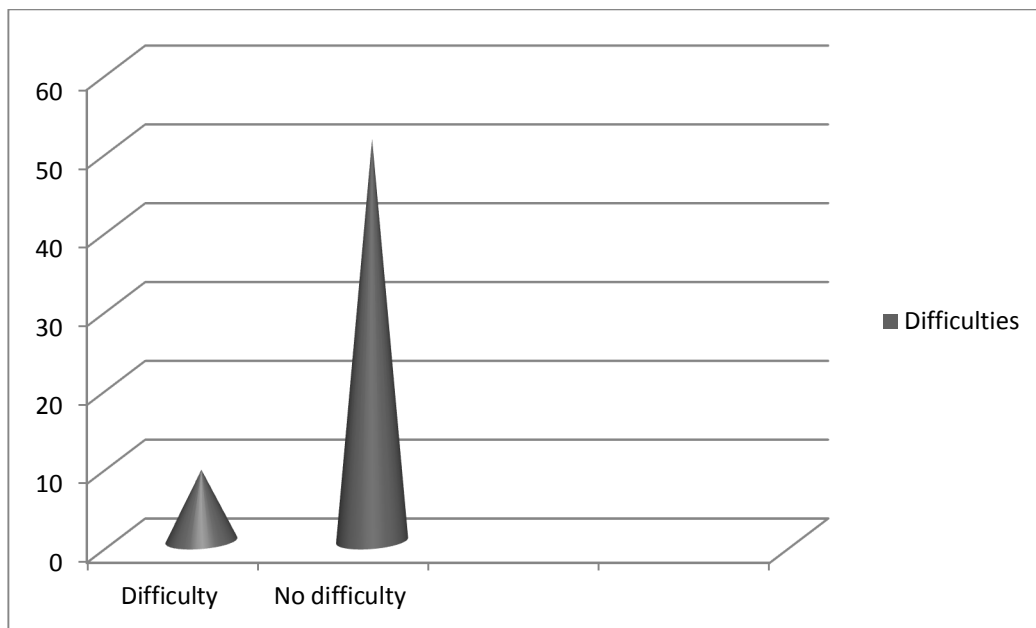
Difficulties faced by the respondents

Figure No 4.9

4.10 DEVICE USED TO ACCESS G-PAY

Table No 4.10

Device used to access G-Pay

Responses	No of respondents	Percentage
Mobile	59	98
Tablets and PC	1	2
Smart watch	0	0
Total	**60**	**100**

Source: Primary data

Table 4.10 shows 98 percent among the respondents use the Mobile phone for accessing G-Pay, and 2 percent use Tablet/PC for accessing G-Pay and none of the respondents uses smart watch to access G-pay.
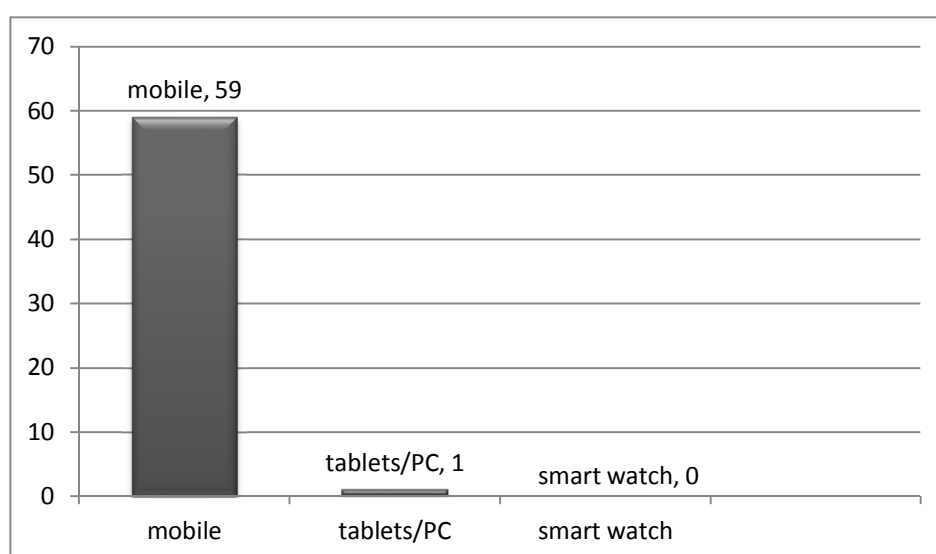
Device used to access G-Pay

Figure No 4.10

4.11 DURATION OF USING G-PAY

Table No 4.11

Duration of using G-Pay

Responses	No of respondents	Percentage
Less than a month	16	27
1-6 months	21	35
6-12 months	11	18
More than 12 months	12	20
Total	**60**	**100**

Source: Primary data

Table 4.11 shows 27 percent of the respondents' are using G-Pay from less than a month, 35 percent of the respondents' are using from 1-6 month and 18 percent are using from 6-12 months and 20 percent using G-Pay for, more than a year.
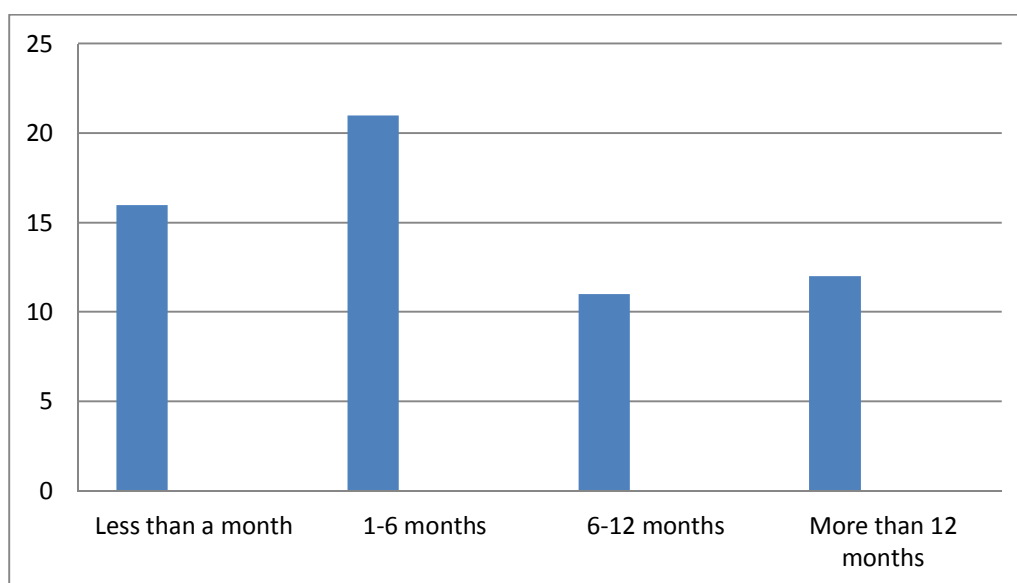
Duration of using G-Pay

Figure No 4.11

4.12 FREQUENCY OF USING G-PAY

Table No 4.12

Frequency of using G-Pay

Responses	No of respondents	Percentage
Daily	10	17
Weekly	21	35
Monthly	29	48
Total	**60**	**100**

Source: Primary data

Table 4.12, shows 17 percent are using G-Pay on daily basis, 35 percent are using it weekly and 48 percent using G-Pay monthly.
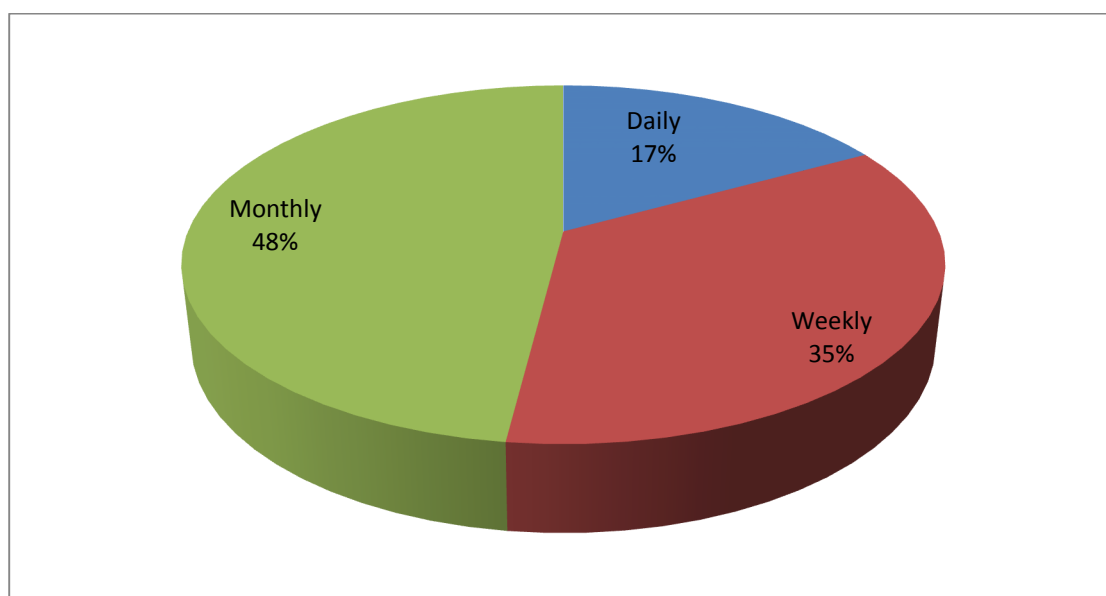
Frequency of using G-Pay

Figure 4.12

4.13 REASON FOR USING G-PAY

Table No 4. 13

Reason for using G-Pay

Option	Rank					Total mark	Average
	1st	2nd	3rd	4th	5th		
Ease of use	5	17	16	15	7	178	2.96
security	7	16	18	11	8	183	3.05
Reputation & popularity	30	5	3	5	17	206	3.43
technology & services	8	15	17	12	8	183	3.05
Others	10	7	6	17	20	150	2.5

Source: Primary data

Table 4.13 shows that people have separate concerns about G-pay and its services, they really care about reputation and popularity, followed by the security, technology and services, and the ease of use attracts people.

4.14 ATTITUDE TOWARDS THE TRANSFORMATION OF TEZ INTO G-PAY

Table No 4.14

Attitude towards the transformation of Tez into G-Pay

	No of respondents	**Mark**
Positive	40	120
Neutral	19	38
Negative	1	1
Total	**60**	**159**
Mean = 159/60 = 2.65		

Source: Primary data

Table4.14 shows that mean value lies in between 2-3most of the respondents have positive attitude towards the transformation of Tez into G-Pay.

4.15 PURPOSE OF USING G-PAY

Table No 4. 15

Purpose of using G-Pay

Option	Rank					Total mark	Average
	1st	2nd	3rd	4th	5th		
Recharge	35	11	7	5	2	252	4.2
Shopping	7	19	12	18	4	187	3.11
Payments of bills	6	14	17	12	11	172	2.86
Money transfers	10	11	21	9	9	184	3.06
Others	2	5	3	24	26	113	1.88

Source: Primary data

Table4.13 shows that majority of respondents use G-pay for recharging followed by shopping, money transfer and payment of different bills and other purposes.

4.16 ACCESSIBILITY OF G-PAY

Table No 4. 16

Accessibility of G-Pay

Responses	No of respondents	Percentage
Yes	50	83
No	10	17
Total	**60**	**100**

Source: Primary data

Table 4.16 shows 83 percent among the total respondents are saying they are able to access G-Pay anytime and 17 percent are saying they find difficulties in order to access G-Pay.
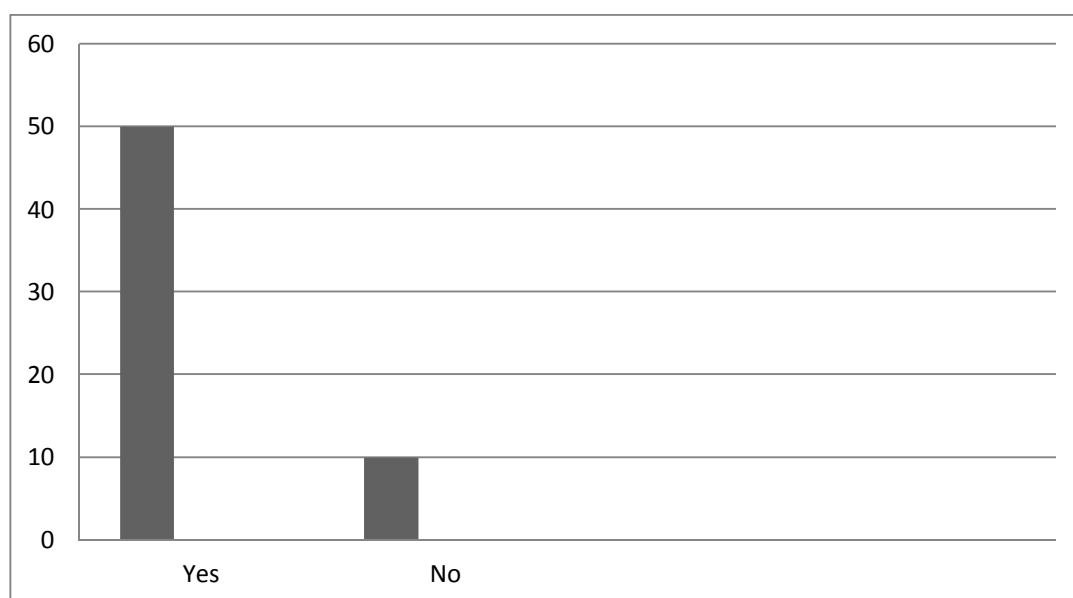
Accessibility of G-Pay

Figure No 4.13

4.17 USER FRIENDLY

Table No 4.17

User friendly

Responses	No of respondents	Mark
Strongly agree	23	69
Agree	37	74
Disagree	0	0
Total	**60**	**143**
Mean = 143/60 = 2.38		

Source: Primary data

Table 4.17, shows that the mean value is 2.38 which lie in between 2-3, so majority thinks that G-pay is user friendly.

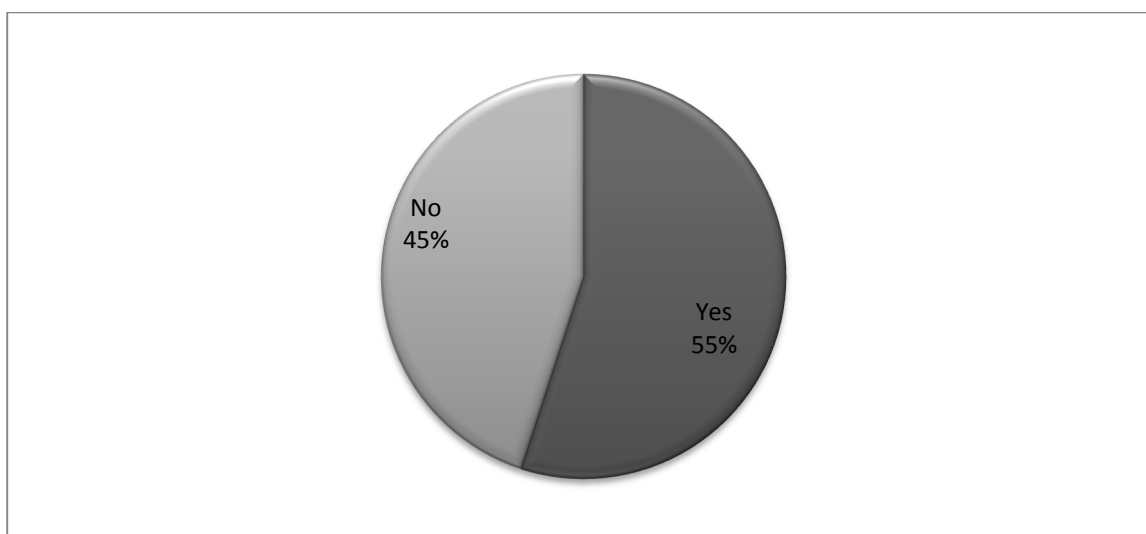## 4.18 SATISFACTION WITH THE AUDIO MODE OF TRANSACTION

Table No 4.18

Satisfaction with the audio mode of transaction

Responses	No of respondents	Percentage
Yes	33	55
No	27	45
Total	**60**	**100**

Source: Primary data

Table4.18 shows 55 percent among the total respondents are happy with the audio mode of transaction and 45 percent are not satisfied with the audio mode of transaction.

Satisfaction with the audio mode of transaction

Figure No 4.14

4.19 SATISFACTION ON THE MESSAGING FACILITY OF G-PAY

Table No 4.19

Satisfaction on the messaging facility of G-Pay

Responses	No of respondents	Percentage
Yes	49	82
No	11	18
Total	60	100

Source: Primary data

Table 4.19 shows 82 percent among the total respondents says they are enjoying the messaging facility provided by G-Pay and 18 percent are not enjoying the messaging facility provided by G-Pay.
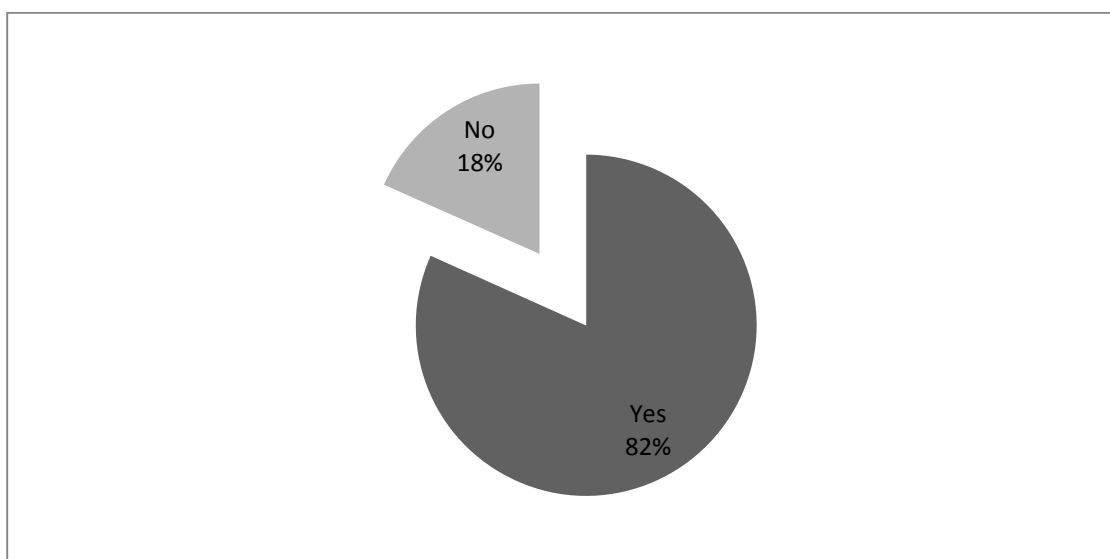
Satisfaction on the messaging facility of G-Pay

Figure No 4.15

4.20 SATISFACTION ON THE TECHNICAL SUPPORT PROVIDED

Table No 4.20

Satisfaction on the technical support provided

Responses	No of respondents	Mark
Highly satisfied	6	18
Satisfied	51	102
Dissatisfied	3	3
Total	**60**	**123**
Mean = 123/60 = 2.05		

Source: Primary data

Table 4.20 shows 10 percentage respondents are highly satisfied with clarifications of doubts and queries, 85 percent satisfied and 5 percent are dissatisfied on the technical support provided.

4.21 SAFETY AND SECURITY

Table No 4.21

Safety and security

Responses	No of respondents	Mark
Highly satisfied	16	48
Satisfied	44	88
Not satisfied	0	0
Total	**60**	**136**
Mean = 136/60 = 2.26		

Source: Primary data

Table 4.21 shows that the mean value lies in between 2-3 that is 2.26, most of the respondents are highly satisfied.
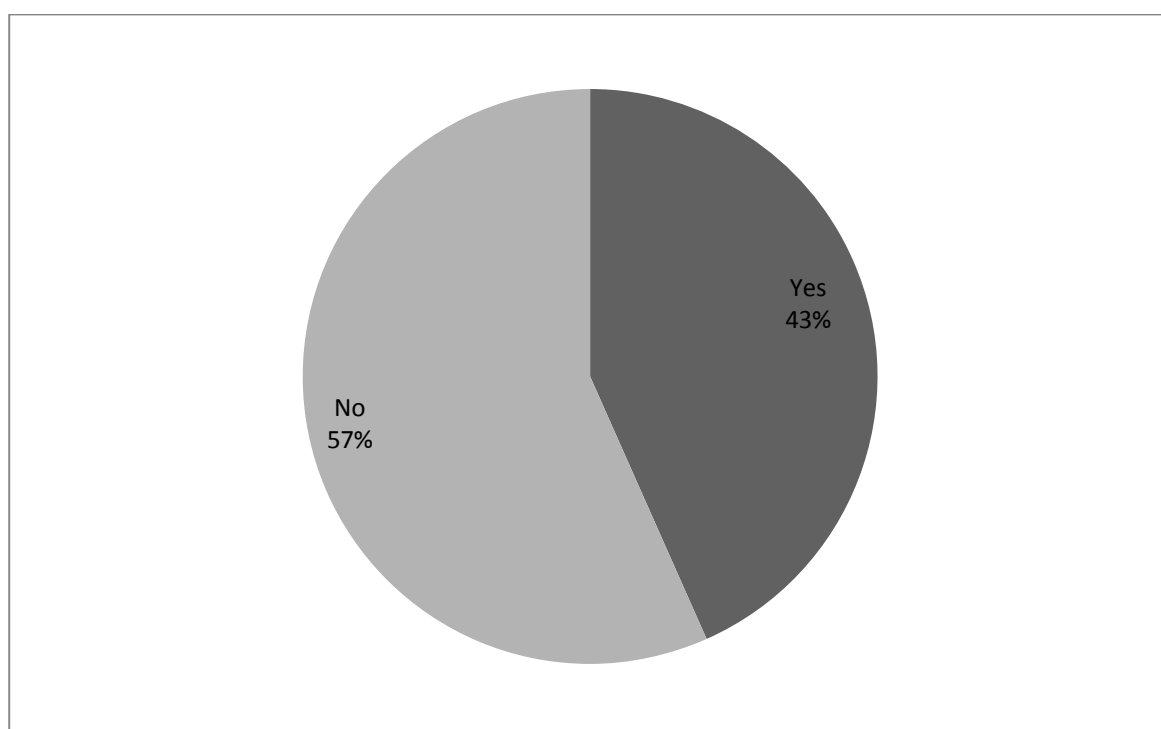
4.22 DELAYS IN TRANSACTION

Table No 4.22

Responses	No of respondents	Percentage
Yes	26	43
No	34	57
Total	**60**	**100**

Source: Primary data

Table 4.22, shows 43 percent of the respondents says they have faced delay in making transaction and 57 percent of the respondents says they didn't find and delay in making transaction.

Delays in transaction

Figure No 4.16

4.23 ANNOYING NOTIFICATIONS

Table No 4.23

Annoying notifications

Responses	No of respondents	Percentage
Yes	10	17
No	50	83
Total	**60**	**100**

Source: Primary data

Table 4.23 , shows that 17 percent among the total respondents says they are getting annoying notification in G-Pay, and 83 percent says they are not getting any annoying notification.
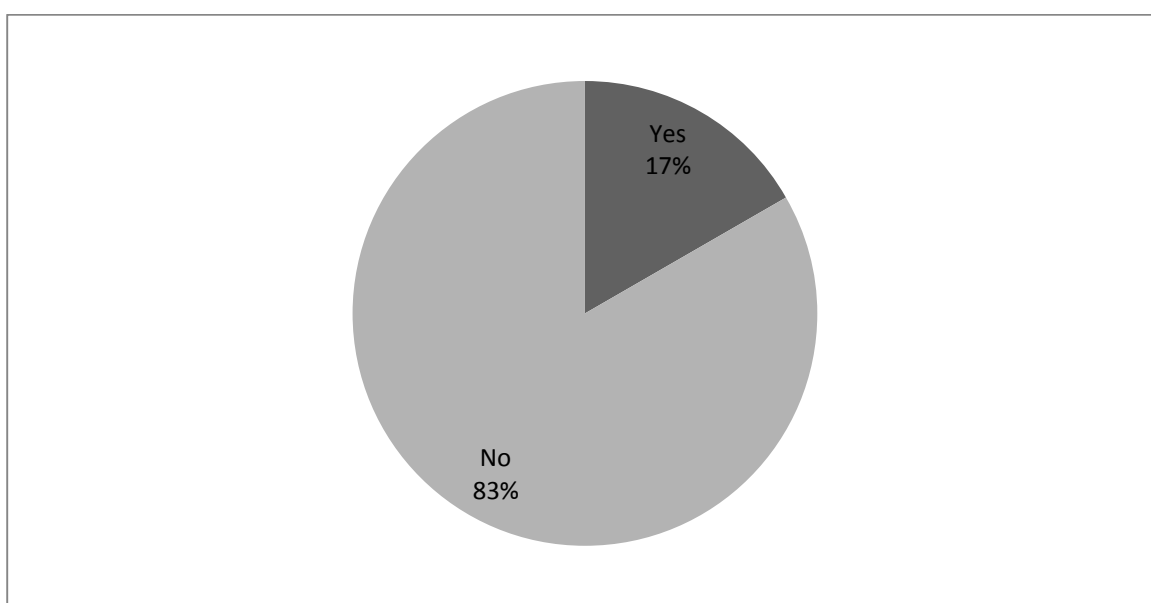
Annoying notifications

Figure No 4.17

4.24 G-PAY VS OTHER APPLICATIONS

Table No 4.24

G-Pay v/s other applications

Responses	**No of respondents**	**Percentage**
Yes	46	77
No	14	23
Total	**60**	**100**

Source: Primary data

Table 4.24, shows that 77 percent among the total respondents says G-Pay is better than other application and 23 percent of the respondents says other payment application is better than G-Pay.
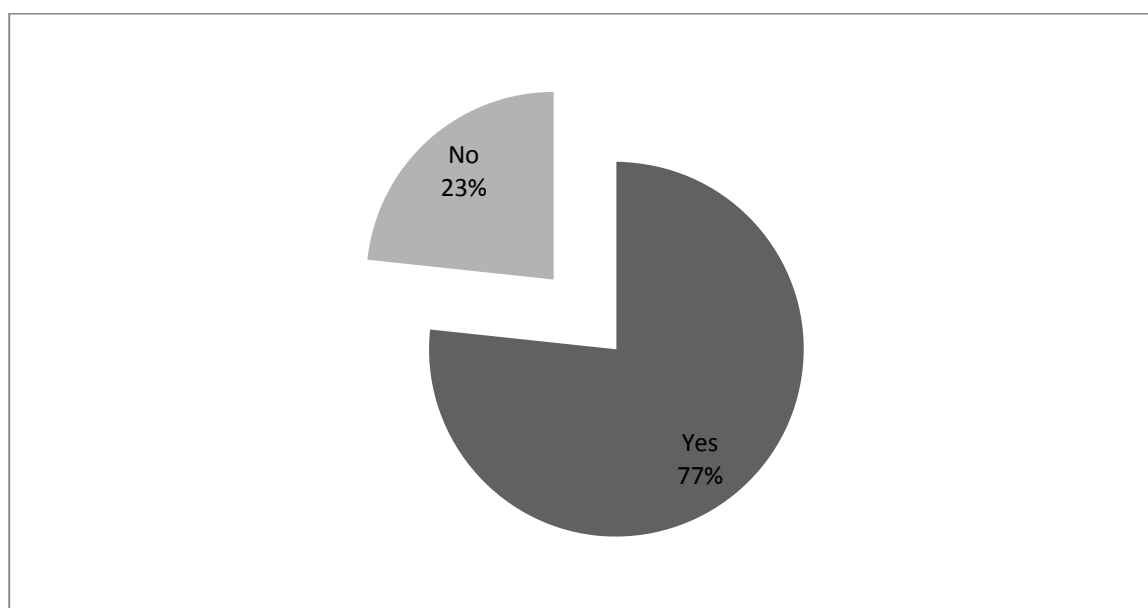
G-Pay v/s other applications

Figure No 4.18

4.25 RECOMMENDATION - G-PAY TO OTHERS

Table No 4.25

Recommendation - G-Pay to others

Responses	No of respondents	Percentage
Yes	57	95
No	3	5
Total	60	100

Source: Primary data

Table 4.25 shows that 95 percent among the total respondents recommend G-Pay to others only 5 percent said they won't recommend G-Pay to others
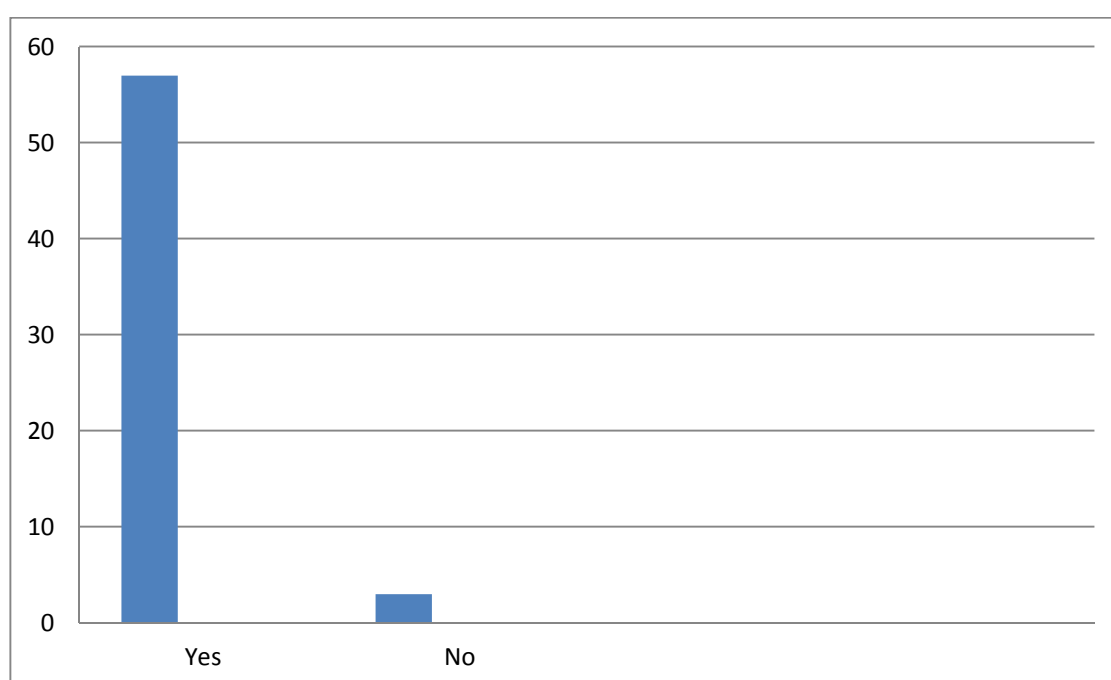
Recommendation G-Pay to others

Figure No 4.19

4.26 OVERALL PERFORMANCE OF G-PAY

Table No 4.26

Overall performance of G-Pay

Responses	No of respondents	Mark
Highly satisfied	13	39
Satisfied	47	94
Dissatisfied	0	0
Total	**60**	**133**
Mean = 133/60 = 2.21		

Source: Primary data

Table 4.26 shows that the mean value falls in between 2-3 that is 2.21, that is most of the respondents are highly satisfied.

CHAPTER V

SUMMARY, FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 SUMMARY

An Online payment facilitates the acceptance of electronic payment for online transactions. Also known as a sample of Electronic Data Interchange (EDI), e-commerce payment systems have become increasingly popular due to the widespread use of the internet-based shopping and banking, G-pay is an online payment application that allows various services like transfer of money, payment of bills, recharges and other banking transactions. G-pay is the payment platform for the future. Basically G-Pay – Money Made Simple.

The study was focused on "to identify the use and popularity of G-Pay. A structured questionnaire was developed and adopted to collect the data. Secondary data for the study where collected from magazine and websites. Convenient sampling method is adopted for selecting sample from population. The sample size is 60 and the data were collected from various G-Pay users among youth in Kannur district. Based on the analysis some relevant findings were derived, that will be helpful for making people aware of the use of digital money. the following are objectives of the study.

- To study the use and popularity of G-Pay
- To understand the reason why people prefer G-Pay
- To identify the attitude of people towards G-Pay
- To discover the problems and issues of G-Pay

5.2 FINDINGS OF THE STUDY

❖ 77 percent of the above respondents are using or prefer E-Wallet / Online Application, 22 percent prefer direct banking. Only 1 percent from the above respondents chooses other method of transaction

❖ Majority of respondents are completely aware about online banking transactions.

❖ Along with G-pay 47 percent of respondents use phone-pe and 21 of the respondents uses paytm while minorities other application and nobody uses apple pay.

❖ 65 percentage of the total respondents got the information regarding G-pay from friends and relatives, 28 percentage from internet and rest of the respondents find out the details from newspaper and television

❖ Majority of the respondents are aware about the various services provided Gpay by and minority are not aware about the various services provided by Gpay

❖ 38 percentages of respondents prefer SBI for the transaction, 25 percentages prefer federal bank and 30 percentage among total respondents use other banks for the transaction and 5 percentage use KGB and only 1 percentage use HDFC for transaction.

❖ Majority of respondents doesn't find any sought of difficulties in order to access G-Pay.

❖ 98 percent among the respondents use the Mobile phone for accessing G-Pay, and 2 percent use Tablet/PC for accessing G-Pay and none of the respondents uses smart watch to access G-pay.

❖ 27 percent of the respondents' are using G-Pay from less than a month, 35 percent of the respondents' are using from 1-6 month and 18 percent are using from 6-12 months and 20 percent using G-Pay for, more than a year.

❖ 17 percent are using G-Pay on daily basis, 35 percent are using it weekly and 48 percent using G-Pay monthly.

❖ Respondents were preferred G-pay mainly because of its services, followed by the reputation and popularity, security, technology and services, and the ease of use respectively'

- ❖ Most of the respondents have positive attitude towards the transformation of Tez into G-Pay.

- ❖ Majority of respondents use G-pay for recharging followed by shopping, money transfer and payment of different bills and other purposes.

- ❖ 83 percent among the total respondents are able to access G-Pay anytime and 17 percent are saying they find difficulties in order to access G-Pay.

- ❖ Majority thinks that G-pay is a user friendly application.

- ❖ 55 percent among the total respondents are happy with the audio mode of transaction and 45 percent are not satisfied with the audio mode of transaction.

- ❖ Majorities are enjoying the messaging facility provided by G-Pay and rests of respondents are not enjoying the messaging facility provided by G-Pay.

- ❖ 10 percentage respondents are highly satisfied with clarifications of doubts and queries, 85 percent satisfied and 5 percent are dissatisfied on the technical support provided.

- ❖ Most of the respondents are highly satisfied with the safety and security features provided by G-pay.

- ❖ 43 percent of the respondents says they have faced delay in making transaction and 57 percent of the respondents says they didn't find and delay in making transaction.

- ❖ 17 percent among the total respondents says they are getting annoying notification in G-Pay, and 83 percent says they are not getting any annoying notifications.

- ❖ 77 percent among the total respondents says G-Pay is better than other application and 23 percent of the respondents says other payment application is better than G-Pay.

- ❖ Majority that is 95 percent among the total respondents recommend G-Pay to others only 5 percent said they won't recommend G-Pay to others.

- ❖ Majority of the respondents are highly satisfied with the overall performance of G-pay.

5.3 SUGGESTIONS

- The refunding system of G-pay should be improved.

- G-pay should provide additional rewards than they offered now and also, People are facing problems in claiming rewards offered by G-pay.

- The facilities provided by the G-pay should be increased since their competitors providing lots of additional facilities than G-pay do.

- G-pay is charging fee for sending message through the app, this fee should be avoided.

- People are facing problem to transfer funds through G-pay because sometimes it keep saying the money is not available even if the account has balance.

- G-pay should provide a facility of paying money while purchasing from applications from Google play store.

5.4 CONCLUSION

Google Pay app has made revolutionary development in the digital payments sector. The Cash Mode allows Google Pay users to carry out financial transactions without providing the details. This helps in protecting users from getting duped by frauds and cons. As no details are shared, your bank account remains hidden from external threats. Also, these transactions are done with a few taps on your smart phone making it simple for users from all walks of life and all sections of the society to get incorporated in the digital financial. Google Pay Allows users to send money, receive payments directly into their bank account or make payments for purchases made at stores that accept UPI-based transactions. The user has to link his bank account with Google Pay by entering UPI pin before making transactions through the app. Transactions made through the application is simple, safe and quick. The app supports eight languages that include English, Hindi, Bengali, Gujarati, Kannada, Marathi, Tamil, and Telugu. The above study shows that G-Pay is an important digital payment platform which is widely used and accepted everywhere. G-Pay play a vital role in the present economy as it enables the users to carry digital currency in the most convenient way. It helps to reduce the paper currency usage in the economy.

From the study it's understood that Google pay is popular among youth in kannur district and they do transactions through G-pay.

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WEBSITES

- https://pay.google.com
- https://play.google.com/store/apps/details
- https://support.google.com/pay/india

APPENDIX

Questionnaire

I am Ann Mary George, student of fourth semester M.Com in Don Bosco Arts and Science College Angadikadavu. As part of the curriculum I am doing a project on "a study on the use and popularity of G-pay among youth in Kannur district". I request you to kindly spare your valuable time to fill up the questionnaire and kindly fill up the questionnaire.

1. Name: ☐

2. Age: ☐

3. Gender: ☐

4. Education Qualification : ☐

5. Which method do you prefer to do banking transactions?

   a. Direct banking ☐ **b.** E-Wallet / Online Application ☐ **c.** others ☐

6. Are you aware of Online banking transaction?

   a. Yes ☐ **b**. No ☐

7. Which Online Application do you prefer along with G-pay?

   a. Pay tm ☐ **b.** Apple-pay ☐ **c.** Phone-Pe ☐ **e.** Others ☐

8. Where did you get the information about G-Pay for first time?

   a. internet ☐ **b**. Television ☐ **c.** Newspaper ☐

   d. Friends and Relatives ☐

9. Are you aware of various services provided by G-Pay?

   a. Aware ☐ **b.** Not aware ☐

10. Through which bank do you connect to G-Pay?

    a. Federal bank ☐ **b.** SBI ☐ **c**. KGB ☐ **d.** HDFC ☐ **e**. Others ☐

11. Do you find any sort of difficulties to connect G-Pay with bank?

    a. Yes ☐   **b.** No ☐

12. Which device do you use to access G-Pay?

    a. Android phones ☐ **b**. Tablets and PC ☐ **c.** Smart watches ☐

13. For how long have you been using G- Pay?

    a. 0-1 month ☐ **b**. 6-12 month ☐ **c**. More than 1 year ☐

14. How frequently do you use G-Pay?

    a. Daily ☐ **b.** Weekly ☐ **c.** Monthly ☐

15. Why do you prefer G- Pay? Rank them?

    a. Ease of use ☐   **b**. Security ☐

    c. Reputation and popularity ☐

    d. Technology &services ☐ **e.** To avail coupons and benefits ☐

16. How do you feel about the transformation of Tez into G-Pay?

    a. Positive ☐ **b**. Negative ☐ **c.** Neutral ☐

17. What is your purpose of using G-Pay? Rank Them?

    a. Recharge ☐ **b.** Shopping ☐ **c.** Payments of bills ☐

    d. Money transfer ☐ **e.** Others ☐

18. Are you able to access G-Pay anytime?

    a. Yes ☐ b. No ☐

19. Do you think G-Pay is user friendly?

    a. Strongly agree ☐ **b.** Agree ☐ **c**. Disagree ☐

20. Are you satisfied with the audio mode of making transaction?

    a. Yes ☐ **b**. No ☐

21. Do you enjoy the messaging facility provided by G-Pay?

       a. Yes ☐   **b.** No ☐

22. Are you satisfied with the technical support provided by G-Pay on clarifying

    doubts and queries?

       a. Highly satisfied ☐ **b.** satisfied ☐ **c.** Not satisfied ☐

23. How do you feel about the safety and security of G-Pay?

       a. Highly satisfied ☐ **b.** satisfied ☐ **c.** Not satisfied ☐

24. Have you ever experienced delay in making transactions through G-Pay?

       a. Yes ☐ **b.** No ☐

25. Do you get any annoying notifications from G-Pay?

       a. Yes ☐ **b.** No ☐

26. Do you think G-Pay is better than other similar apps?

       a. Yes ☐   **b.** No ☐

27. Will you recommend G-Pay to others?

       a. Yes ☐ **b.** No ☐

28. Are you satisfied with the overall performance of G-Pay?

       a. Highly satisfied ☐   **b.** Satisfied ☐ **c.** Dissatisfied ☐

29. Do you have any suggestions to improve G-Pay?

…………………………………………………………………………………………………

…………………………………………………………………………………………………