CUSTOMER SATISFACTION OF GOOGLE PAY UPI PAYMENT APPS

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ABSTRACT

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

CHAPTER-1

INTRODUCTION

1.1 INTRODUCTION

Advancement in technology has changed the system of payments in India. Post Demonetization period (After08 November 2016), has plaid an important role in the growth of digital payments in India. Also, cashless transaction has been extensively pushed by Prime Minister Mr. Narendra Modi as part of government reforms. The number of digital transactions stood at about 11.8 billion for the first six months of this financial year, according to calculations based on data from theReserve Bank of India and the National Payments Corporation of India.

This market of digital payments highly effected by a smart tool known as smart phones, this has become a key component of people's personal, professional and financial online life. Smart phone ecosystem made it very easy to inculcate the use of various application/technology in our day today life. Easy availability of internet connection, one touch access, secures financial transaction influence the adoption of one touch payment. Thus, to optimize this benefit of smart phone and technology and to develop a platform for cashless and transparent financial transactions the Government of India developed one significant product, the "UPI"(Unified Payment Interface).

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

1.2 INDUSTRY PROFILE

Google Pay is a digital wallet and payment platform from Google. It enables users to pay for transactions with Android devices in-store and on supported websites, mobile apps and Google services, like the Google Play Store.

Users link credit or debit cards to their Google Pay account, which is used for making the transactions for in-store or online purchases. On Android devices, Google Pay uses near field communication (NFC) to interact with payment terminals. When signed in to one's Google account in the Chrome browser, users can conduct transitions with Google Pay on sites that support the service.

Google Wallet was the company's first mobile payment system, developed for Android devices in 2011. In 2015, it was renamed Android Pay, with Google Walletrefocused to strictly peer-to-peer (P2P) payments.

In 2018, Google announced that Google Wallet would join the other payment offerings under the Google Pay branding. Google Wallet was then renamed Google Pay Send.

Google Pay is available for contactless payments on Android devices. The peer- to-peer functions and account access are available on iOS. However, when using an iPhone or Apple Watch for NFC payments, only Apple Pay is eligible for this use case.

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

There is also a Google support site list of featured stores and transit agencies that support Google Pay. Users should look for the Google Pay symbol or contactless payment symbol on a terminal. To pay, users must have the Google Pay appinstalled on their device and have linked a card to their account.

After using Google Pay, the list of previous transactions are saved to one's Google account for later retrieval and record keeping.

Google Pay generates a unique, encrypted number instead of your actual credit card number when registering the transaction. Additionally, this virtual account number is removed if screen lock is disabled on the user's device.

If a device is lost, Google's Find My Device service can be used to remotely wipe sensitive information, if necessary. Users can also sign into their Google Pay account from another device and remove any cards or bank accounts they have attached.

Google Pay Send is the peer-to-peer payment function of Google Pay. Individuals can use the service to send money to friends or other contacts by inputting their email address or phone number into the application.

Whoever receives the money must link the phone number or email address to a bank account. Or if they have an existing Google Pay account, funds will post directly to that account. Payments can be sent without fees through the app for Android, iOS or through one's Google Pay account on the web.

1.2.1 HOW DOES GOOGLE PAY WORK?

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

Though the primary function of the app is to allow simple money transfer transactions, it also allows the users to make payments in stores that accept UPI- based transactions.

The user has to do the following:

1. Link the bank account with Google Pay.

2. Set the UPI pin.

1.3 COMPANY PROFILE

India growing fast in the usage of Digital Payments options. With the increase in Internet usage, Digital payment is also come into existence. The payment firstly shifted from the traditional payment into Electronic Payment through Debit and Credit cards, E- Payments options through E- Banking and then further shifted to Mobile Payment through the usage of M –Payment technologies.

Digital payment is also coming in growing stage by the support of Government. After demonetization Indian Government work on Cashless Transaction Through their Campaign known as "Digital India- Power to Empower". The Expansion of Cashless India or Digital India is majorly based on four factors:

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

2. **Economical:** Digital payments allow services to be delivered at lower costs, afford greater scalability and greater ease of access. This in turn, helps in fosteringeconomic growth and financial inclusion.

3. **No more unlimited cash transactions:** Though there are several perceived benefits of transacting in cash (such as instantaneous settlement, relative anonymity, and the notion of security), government of India has put embargo onunlimited cash transactions.

4. **Government initiatives**: Initiatives taken by the government have created a catalytic environment for the greater proliferation and growth of digital payments.
UPI is one of the best examples of it, the advancement in

technology and adoption of smart phones has motivated Indian customers toaccept the virtual payment system.

1.3.1 NEED FOR THE STUDY

UPI is an abstraction over standard payment transfer mechanism like IMPS. It helps to hide sensitive account information along with consumer convenient. Also, UPI is fast and does not involve the costs like debit card or net banking. By using statistics government and other bodies the study will approach to understand, discuss and bring out the issue relevant to the title.

1.3.2 CHALLENGES FACED BY INDIA IN E-BANKING SECTOR

Over the ten years, India has made little slow but steady progress in E–Payments. Till now many methods are invented in E Payments to digitalize the current Banking system. So, UPI (Unified payment Interface) is one of them. India is large scale country and so many are unbanked or don't know how to avail the banking services which

are easy and secure. But due less literacy rate and unknown factor led people, not to use or facing difficulties in using Banking services. So, we needed to overcome these difficulties and to make payment process easy.

Some of the challenges currently India facing in E Banking sector are:

1. According to the data provided by RBI, number of E payments or non-cash transactions stands to 6 per person per year About 1 crore plus stores have card acceptance infrastructure but currently 6 lakh stores using this facility

2. According to the data provided by RBI, out of 6 lakh villages in India, only less than 1 lakh villages are using banking services

To make E Banking sector more easy, convenient, secure Government started NPCI (National Payments Corporation of India) in 2009, which controls all E Payments in India and it is setup with guidance and support of Reserve bank of India (RBI) and Indian bank association (IBA). After the starting NPCI, it has taken many steps to simply and provides single interface payment system across all thesystems. Some of the key drivers are

1. Simplicity: Paying and receiving money should easy as making calls or operating a basic mobile phone. When you want to send money to any person, the recipient should be easily found with less details means if you have his phone number or Aadhaar number or virtual address, then you don't have enter multiple details like Account number, IFSC code and other details.

2. Adoption: When you are sending money to any person, there should not be like sender should have same mobile as receiver or vice versa. So system should be universal. User can send their money to anyone who have Bank account with easy process. Similarly, it should allow full interoperability between multiple identifiers such as Aadhaar number, mobile number, and new virtual payment addresses.

3. Security: The main and most needed thing is the security. The end to end protection between sender and receiver should be more. Data reading from smart phone to server should be strongly encrypted. Similarly the process of sending oney or receiving should not be complicated because of security reason. It should be simple, convenient with all securities.

4. Cost - Considering the fact that about 150 million smartphone users exist today and that number is expected to grow to 500 million in the next 5 years, solution should offer a mechanism to take full advantage of that. Use of

mobile phone as the authentication (credential capture) device, use of virtual payment addresses, and use of 3rd party portable authentication schemes such as Aadhaar should allow both acquiring side and issuing side cost to be driven down. This allows banks and other payment players to focus on core business and allow half a billion phones to be the primary payment device in conjunction with other 3rd party authentication.

1.3.3 OBJECTIVES OF UPI

1. Providing instant payments via mobile, web and other applications.

2. Providing more secure, convenient payment service to both sender andreceiver channels.

3. It allows banks and other players to innovate and offer a superior customer experience to make electronic payments convenient and secure.

4. Supports the growth of e-commerce, while simultaneously meeting the target offinancial inclusion.

5. Virtual payment addresses, 1-click 2-factor authentication, Aadhaar integration, use of payer's smartphone for secure credential capture, etc. are some of the corefeatures.

1.3.4 COMMON FEATURES OF UPI SYSTEMS

1. Ability to use personal mobile as the primary device for all payments.

2. Ability to use Aadhaar number, mobile number, card number, and account number in a unified way. In addition, ability to pay and collect using "virtual payment addresses".

3. Make payments only by providing an address with others without having ever provide account details or credentials on 3rd party applications or websites.

4. Ability for sending collect requests to others.

5. Ability to make payments using 1-click 2-factor authentication all using just a personal phone without having any acquiring devices or having any physical tokens.

CHAPTER-2

REVIEW OF LITERATURE

The shoppers are happy with plastic use, and the non-platinum card clients are fascinated to utilize the card for buys and mean to utilize the card in not so distant future. However, thebanks and other financial institutions are motivating

the use ofplastic card.

Is plastic Money Matter for Consumer Buying Behavior? This examination gives the affirming data since buyers feel goodin spending through plastic cash as easy access of money, no cash carrying risks and reward shopping are the major factors that plays important role behind it.

Poor security, lack of trust, fear of failure, high charges and poor familiarity were the major constraints that affected payments.Besides, security features of internet, banking facilities, privacy and quality of services were also affecting adoption of e-payments.

Digital payment using wallet was highly convenient forconsumers in purchasing products through online without physical movements across places.

"Appropriation of Cashless transactions By Consumers" her investigations disclose to us computerized wallets are rapidly getting to be standard method of online installment. Customers are embracing advanced wallets at end unfathomably quick pace, to a great extent because ofcomfort and convenience.

Are Digital wallets The Newcurrency?" her investigations let us know in a period of digitalization, the examination intends to contemplate the client recognition, utilization design inclinations and fulfillment level with respect to advanced wallets in view of an investigation of 52 respondents. It additionally recognizes the hindrances and difficulties to the selection of the same. The outcomes demonstrate that there exists a tremendousundiscovered market for computerized wallets both regarding expanding mindfulness and also its use.

Its Impact onCashless Transactions" considered that the development of the cashless exchange framework is achieving new statures. Individuals tend to moveto cashless exchanges. It is on the right track to state that the cashless frameworkis a prerequisite as well as a requirement for the general public.

"Drivers Of Digital Wallet Usage: Implications For Leveraging Digital Marketing" The outcomes from this investigation highlighted on various elements that inspired individuals to utilizecomputerized wallets for making installments. Individuals in Punjab have been found have been discovered utilizing advanced wallets because of the intentions of controllability and security, societal impact and helpfulness and requirement for execution improvement.

There was significant difference between education ofconsumers and adoption of digital payment. The perception of consumers for digital payment had positive andsignificant effect on adoption of digital payment among consumers.

Cashless payments in India. I developed a theoretical model of payment decisions made by consumers and sellers. i found that the convenience of cashless transactions weighed againstthetemptation to evade taxes.

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

Consumer adoption of digital paymentsin India. The results indicate that the deployment of technology for digital payments have improved the performance of banking sector and able to achieve the motive cash less country. The study gives emphasis to the percentage of awareness on maximum utilization of technology. Banks should take effective measures in creating awareness towards the effectiveusage of technology and security.

E-transaction process through UPI where defines the various features of UPI and its app BHIM-UPI. The full payment mechanism and security features are described in this paper and comparison has been done between different online payment apps. The UPI seeks to make moneytransfers easy, quick and hassle free.

UPI as the catalyst tool supporting digitalization and through the research I found the utility, prospects and issues of UPI payments. According to him, major challenge for UPIadoption is financial inclusion where most of the rural population don't have access to the banking sector and other challenge is mobile services as services provided by the service operators are still out of the reach of lot many people. In order to overcome these situations wallets were not allowed to provide the UPI

Services as it is in communication with the banks with whom the customer can linktheir UPI.

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

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

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

UPI is indeed a revolution in the Indian economy. However, it's success depends on various factors. Financial inclusion or access to banking services is a prerequisite for growth of UPI which is

being facilitated by PMJDY and the increasing smartphone penetration. The ability of banks to capitalize on customer faith, effectively promoting UPI and facing competition from mobile wallets will also be the deciding factors. If the banks fail todevelop an effective front-end platform then UPI could fail.

With the coming up of UPI 2.0 more number of merchant transactions will happen which were hitherto restricted mainly to peer-to-peer(P2P). UPI transactions are expected to account for 50% ofdigital transactions. It is expected to grow at 90% per annum overthe next 5 years to $400-450 Billion a year.

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CHAPTER-3

RESEARCH METHODOLOGY

3.1 NEED FOR THE STUDY

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Interestingly, a person doesn't have to be on the Google Pay app to receive payments. Google Pay simplifies the process of money transfer even through theirwebsite.
Though the primary function of the app is to allow simple money.

Google Pay boasts of many unique features in comparison to all the other options available in the market. Some of them are:

1. The transactions are instant
2. Money can be sent to and received directly from bank accounts
3. Tez Shield -- multi-layered security with 24*7 protection from frauds -- facilitateshighly secure transactions
4. Because the money is transferred from bank accounts, all transactions whether small or big can be done through the app.
5. The app is available in eight Indian languages, making it more acceptable.
6. The app also provides multiple payment options which means the users can transact through their mobile numbers or even Virtual Payment Address (VPAs).
7. Scratch cards are another attraction as Google Pay provides lucrative cashbacks and offers on varying

transactions. These cashbacks are directly

redited to a linked bank account.

8. The compatibility of the app with all the banks is further proof of its security, network-reach and service quality.

Google Pay is more customised and hugely eases the entire process of moneytransfer and payments market in India.

It has introduced Google Pay for businesses, a special app that allows entrepreneurs to connect directly with customers and provide amazing deals. Companies that have their current accounts linked with the app can even receivepayments up to Rs. 50,000 from the customers for free.

Cash mode is another Google Pay feature that is unique. It allows users to transfer money to other Google Pay users in proximity without entering the bank details or mobile number.
Apart from these, Google Pay is all set to ace the feature of pre-approved loans by providing approvals to users through the app in a matter of minutes. It also aims at facilitating payments at retail stores such as Big Bazaar and FBB.

3.2 OBJECTIVES OF THE STUDY

In this paper I have discussed the working and the functioning of different entitiesin

M-Payment systems. The objectives of my research are:

a) To analyse and enhance payments done with the help of mobile devices at POS terminals and the success and trustworthiness of mobile wallets used. The usability and enhancement of the mobile wallets designed and developed.

b) To design and develop the technological solutions with reference to NFC,Bluetooth and RFID tags.

c) To utilise and integrate the above mentioned objectives with p2p models andBank centric models.

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f) To utilise and integrate the above mentioned objectives with p2p models andBank centric models.

3.4 RESEARCH DESIGN

1. Onboarding & Setup:

I don't expect much from a payment app but it's by Google. So, let's start with mymood level at 10 points.

The Onboarding is simple. Enter the phone number and you get logged in via

OTP. Even there's an option of language selection and use of separate google pinwhich is good.

Adding your bank account is also super easy. It's seamless with contextual permission being asked. Go on, I allow you to view my messages and calls.

Good, you showed which account is linked along with the UPI ID. And… it'sActivated.

I like the simplicity.

2. First Impressions:

The first impression could blow you out. It looks beautiful and uncluttered. My experience with other payment apps is everything but beautiful.
Good work GPay Team!

3. Make a payment:

Let's start making a payment. There's a floating action button above the Businesses for a new payment. I had to search through the screen to find it. Ibelieve there could be a better way.

Case 1 — Send money to a friend (first time)

Contacts should be saved as per my Contact List, not the other way. It's a really bad experience if I can't even find my contact.

Okay, let me send him money. But why is this asking me for the location! Maybe they are tagging location with my transaction. Let's just do it. The confirmation screen provides a clear message about the successful transaction. I like that.
And… I got a reward as a scratch card.Oops, "Better Luck Next Time".

Case 2 — Send money to a friend (previously transacted)

I want to send money to my buddy Aditya for the amazing lunch at DLF (Btw,it's my favorite place in Noida). We have made transactions in the past.So, it's easyto find, right on my home screen.

That's so simple.

4. Make a payment to a business:

Generally, all the brick and mortar stores have this QR Code at their cash counter. So, there should be a QR Scanner on the home page. But, where is it? Don't tell me it's on the new payment page. Yes, it is. I later got to know the google lens look- alike icon on the top left corner is the QR Code scanner which is almost inaccessible with one hand, especially with a tall device.

Businesses play an important role in revenue for such an app. Putting a QR Code in a prominent place could have made it easier to pay.

And the Businesses section for previously transacted ones could be used for stores and businesses I frequently pay like a particular tea shop or dosa joint which currently appears in the 'People' section.

5. Paying Bills:

It's convenient to pay bills and mobile recharge. You could see the plans. A search bar in bill categories like electricity could have been great. Going through a long listlike this is a pain. Also, Overall, it's good.

6. Checking Balance:

Lastly, I want to check my balance. It's an important feature if you consider people who are concerned about their financial status, that's almost all the Indians. But, where to find the check balance. Maybe it's on my profile page. No… It's not there.It takes 4 taps and a sherlock to find where it is.

It's this way — Home>Profile>Payment Methods>Bank Details>View Balance

Or you could find it when you scroll the full home page which was undiscovered till today (I have been using it since 2017).

CHAPTER 4

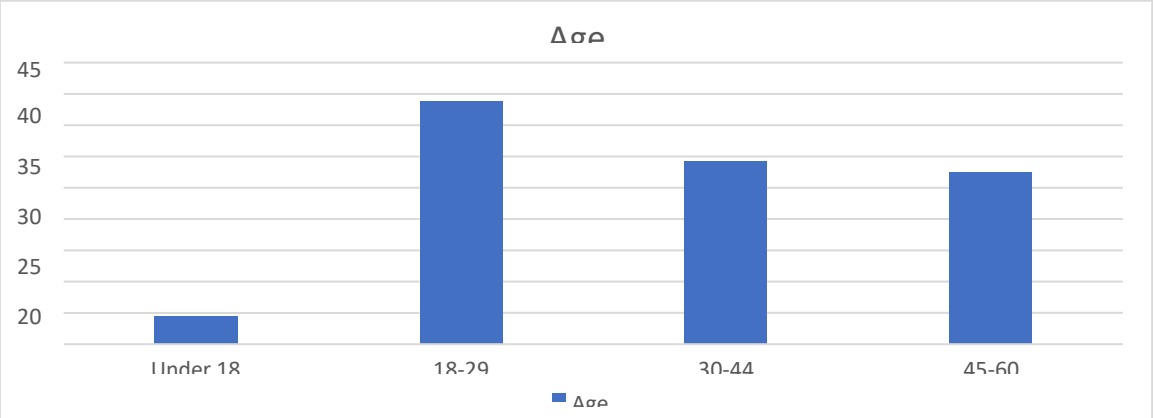
DATA ANALYSIS ANDINTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1: Age of the respondents

S NO	Particulars	No. of Respondents	Percentage
1	Under 18	7	4.46
2	18-29	61	38.85
3	30-44	46	29.30
4	45-60	43	27.39
TOTAL		157	100.00

Source: Primary data



Inference

Majority (38.85%) of the respondents are age between 18 to 29 years.

Chart 4.1.1: Age of the respondents

Interpretation

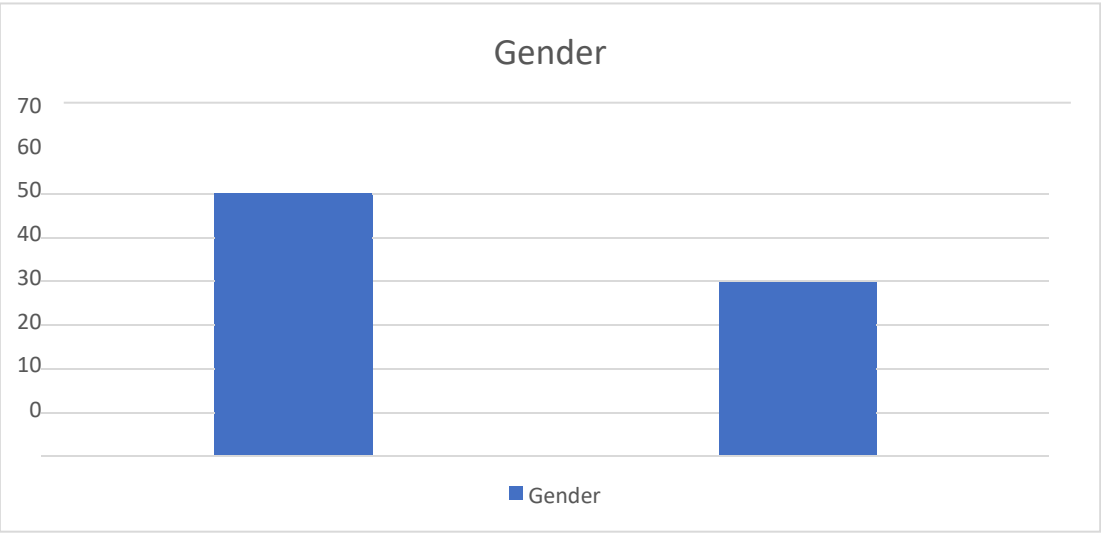
From the above table, it is interpreted that the number of respondents under 18 age of respondents are 4.46%, between 18 to 29 age of respondents are 38.85%,
between 30 to 44 age of respondents are 29.30%, between 45 to 60 age of

respondents are 27.39%.

Table 4.1.2: Gender of the respondents

S.NO	Particulars	No. of Respondents	Percentage
1	Male	96	61.15
2	Female	61	38.85
TOTAL		157	100.00

Source: Primary Data



Inference

Majority (61.15%) of the respondents are Male.

Chart 4.1.2: Gender of the respondents

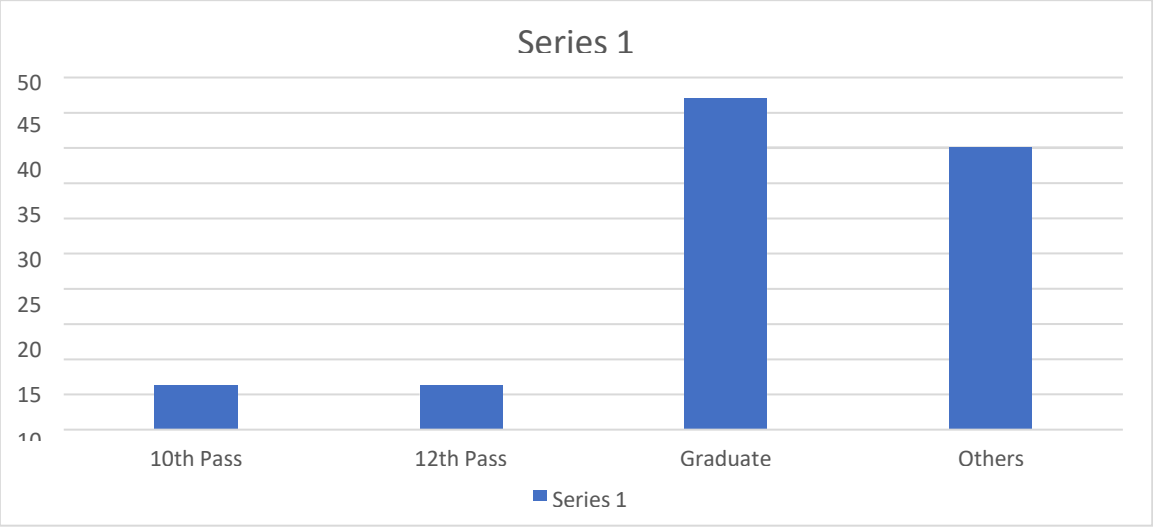
Interpretation

From the above table, it is interpreted that the number of male respondents is 61.15% and female respondents is 38.85%

Table 4.1.3: Qualification of the respondents

S.NO	Particulars	No. of respondents	Percentage
1	10^{th} Pass	10	6.37
2	12^{th} Pass	10	6.37
3	Graduate	74	47.13
4	Others	63	40.13
TOTAL		157	100.00

Source: Primary Data



Inference

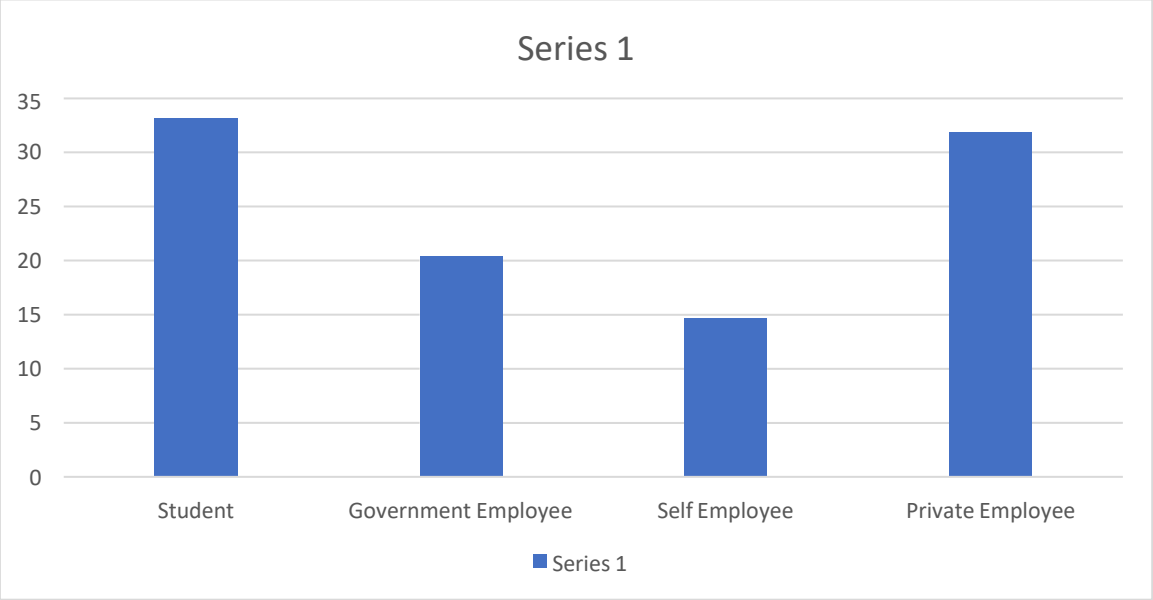
Majority (47.13%) of the respondents are Graduate.***Chart 4.1.3: Qualification of the respondents*** Interpretation

From the above table, it is interpreted that the number of respondents 10^{th} Pass is 6.37%, 12^{th} Pass is 6.37%, Graduate is 47.13%, Others is 40.13%.

Table 4.1.4: Occupation of the respondents

S.NO	Particulars	No. of respondents	Percentage
1	Student	52	33.12
2	Government Employee	32	20.38
3	Self Employee	23	14.65
4	Private Employee	50	31.85
TOTAL		157	100.00

Source: Primary Data



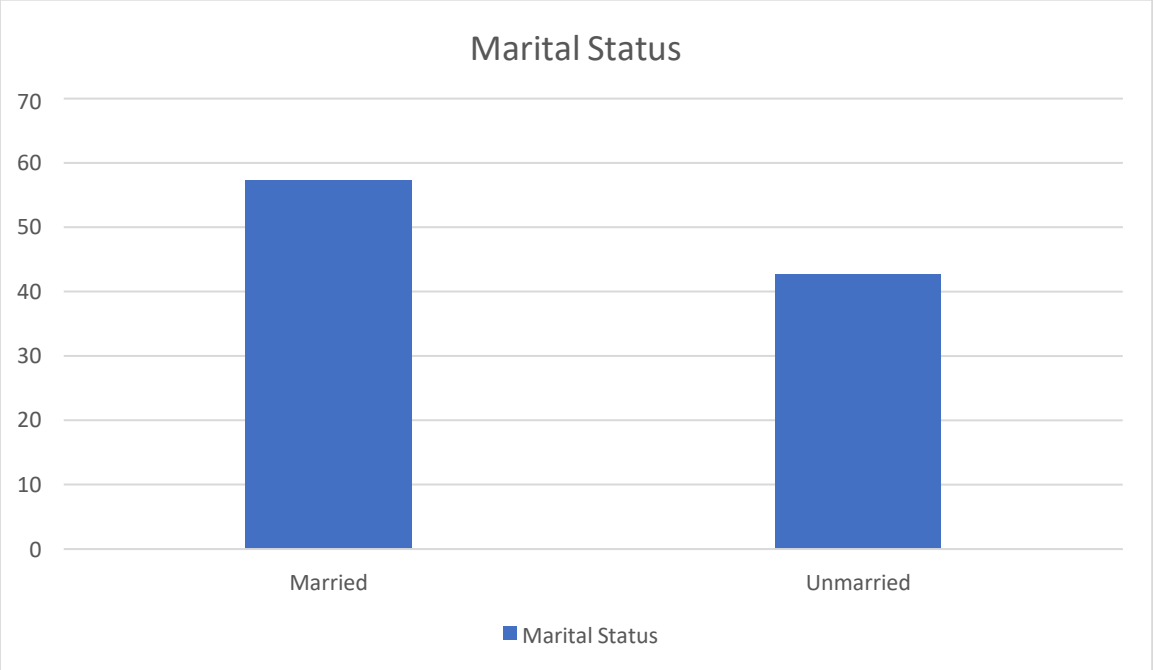
Inference

Majority (33.12%) of the respondents are Student.***Chart 4.1.4: Occupation of the respondents*** Interpretation
From the above table, it is interpreted that the number of respondents were 33.12% is Student, 20.38% is Government Employee, 14.65% is Self Employee, 31.85% isPrivate Employee.

Table 4.1.5: Marital status of the respondents

S.NO	Particulars	No. of respondents	Percentage
1	Married	90	57.32
2	Unmarried	67	42.68
TOTAL		157	100.00

Source: Primary Data



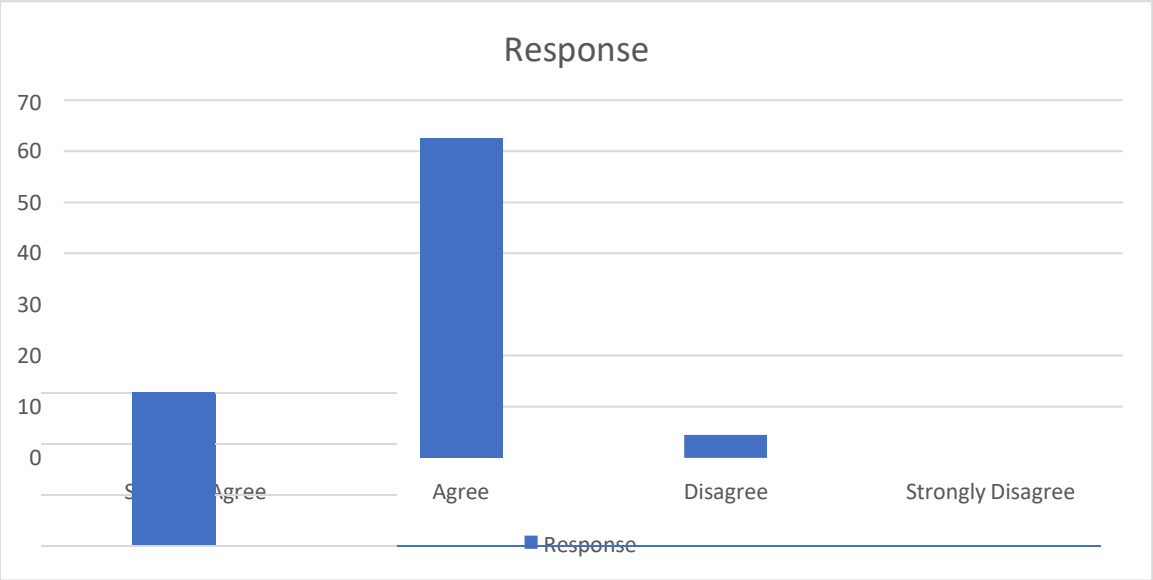
Inference

Majority (57.32%) of the respondents are married.***Chart 4.1.5: Marital status of the respondents*** Interpretation
From the above table, it is interpreted that the number of respondents were 57.32% in married and 42.68% in unmarried.

Table 4.1.6: Response for the company's act towards the complaints lodgedby the customers

S.NO	Particulars	No. of respondents	Percentage
1	Strongly Agree	49	31.21
2	Agree	98	61.21
3	Disagree	7	4.46
4	Strongly Disagree	3	1.91
TOTAL		157	100.00

Source: Primary Data



Inference

Majority (62.42%) of the respondents are agree.

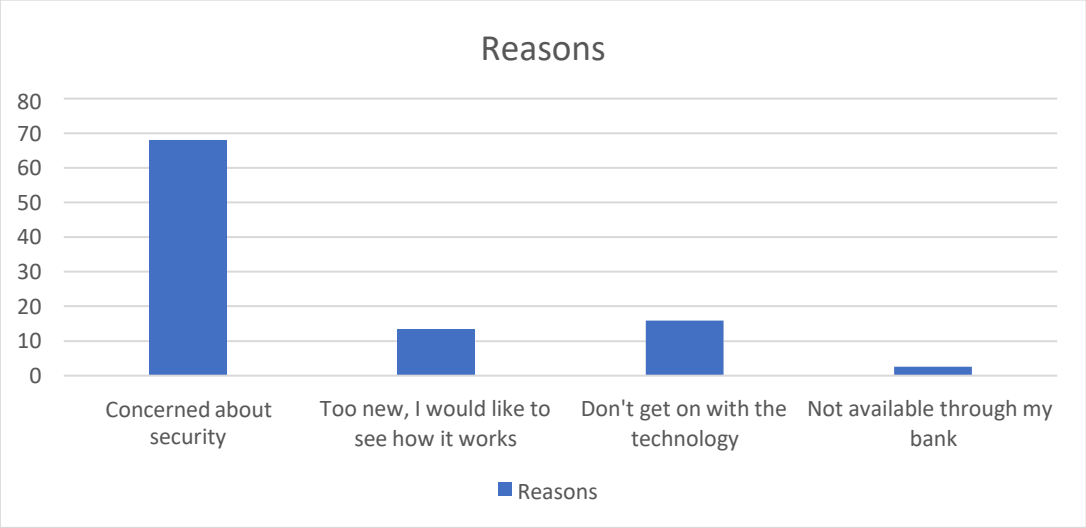
Chart 4.1.6: Response for the company's act towards the complaints lodgedby the customers

Interpretation

From the above table, it is interpreted that the number of respondents were 31.21% strongly agree, 62.42% agree, 4.46% disagree, 1.91% strongly disagree.

Table 4.1.7: Reasons behind not using internet banking.

S.NO	Particulars	No. of respondents	Percentage
1	Concerned about security	107	68.15
2	Too new, I would like to see how it works	21	13.38
3	Don't get on with the technology	25	15.92
4	Not available through my bank	4	2.55
TOTAL		157	100.00



Source: Primary Data

Inference

Majority (68.15%) of the respondents concerned about security.

Chart 4.1.7: Reasons behind not using internet banking.

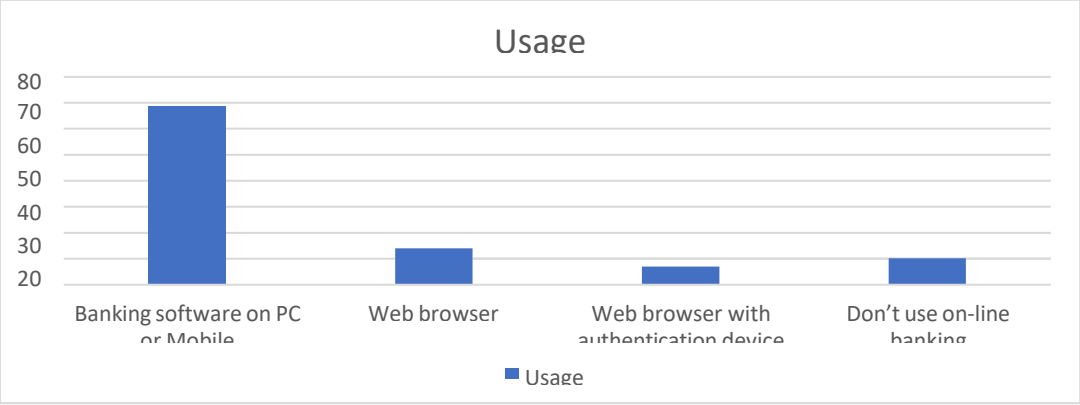
Interpretation

From the above table, it is interpreted that the number of respondents were 68.15% concerned about security, 13.38% too new, would like to see how it works, 15.92% don't get on with the technology, 2.55% not available through my bank.

Table 4.1.8: Usage of on-line banking

S.NO	Particulars	No. of respondents	Percentage
1	Banking software on PC or mobile	108	68.79
2	Web browser	22	14.01
3	Web browser with authentication device	11	7.01
4	Don't use on-line banking	16	10.19
TOTAL		157	100.00

Source: Primary Data



Inference

Majority (68.79%) of the respondents are Banking software on PC or mobile.

Chart 4.1.8: Usage of on-line banking

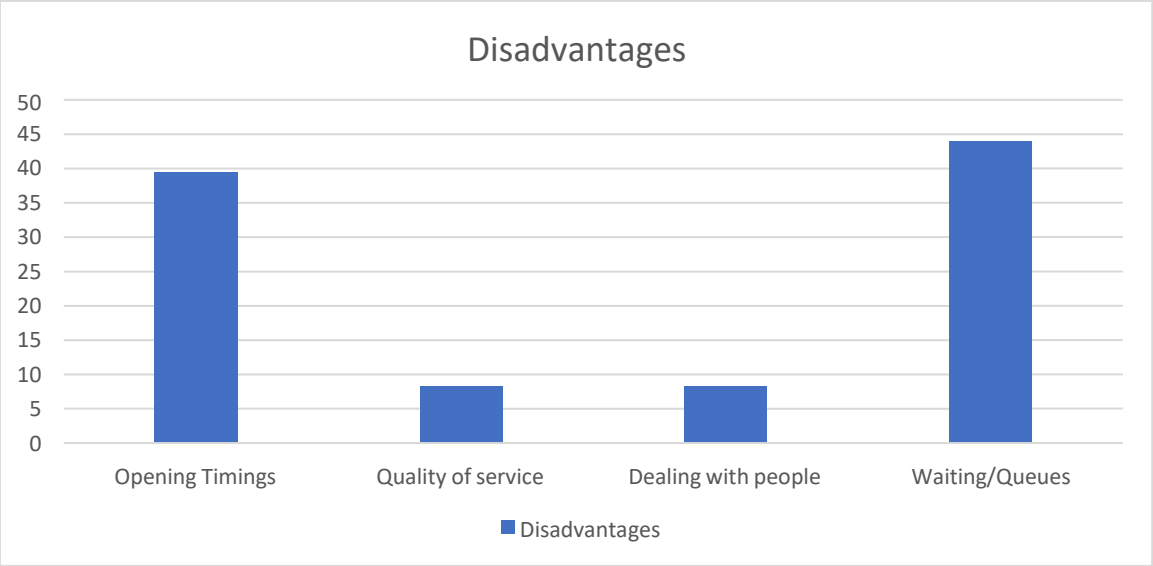
Interpretation

From the above table, it is interpreted that the number of respondents were 68.79% Banking software on PC or *mobile, 14.01% Web browser, 7.01% Web browser with*an authentication device, 10.19% don't use on-line banking.

Table 4.1.9: Disadvantages of visiting a bank branch

S NO	Particulars	No of respondents	Percentage
1	Opening Timings	62	39.49
2	Quality of service	13	8.28
3	Dealing with people	13	8.28
4	Waiting/Queues	69	43.95
TOTAL		157	100.00

Source: Primary Data



Inference

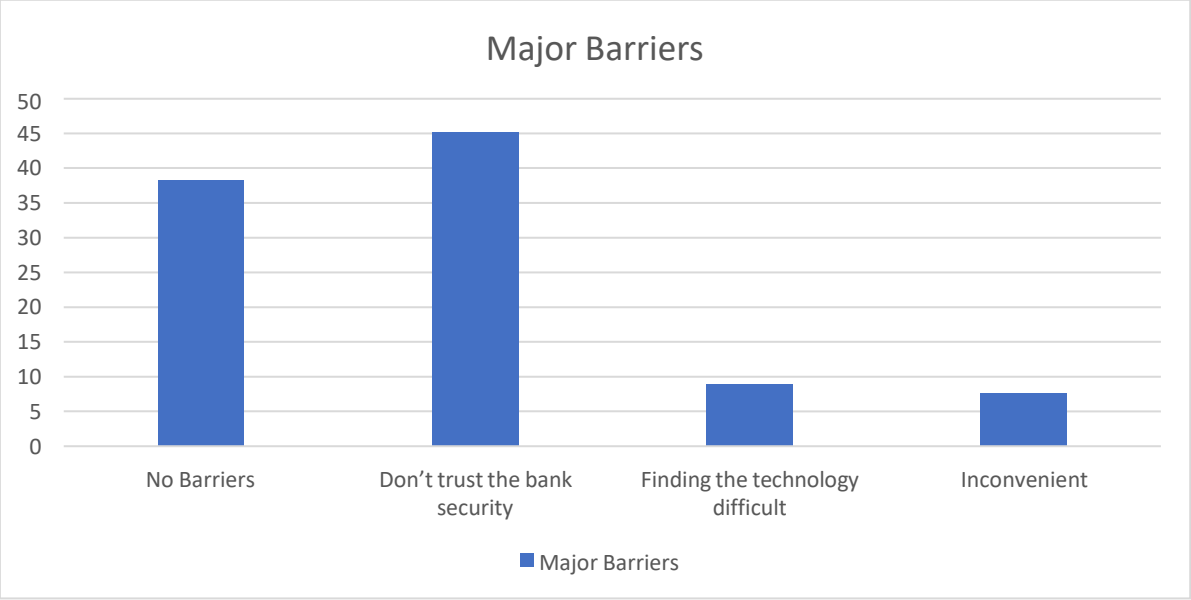
Majority (43.95%) of the respondents are waiting/queues. ***Chart 4.1.9: Disadvantages of visiting a bank branch***
Interpretation
From the above table, it is interpreted that the number of respondents were 39.49% Opening Timings, 8.28% Quality

of service, 8.28% Dealing with people, 43.95% Waiting/Queues.

Table 4.1.10: Major Barriers of online banking

S NO	Particulars	No of respondents	Percentage
1	No barriers	60	38.22
2	Don't trust the bank security	71	45.22
3	Finding the Technologydifficult	14	8.92
4	Inconvenient	12	7.64
TOTAL		157	100.00

Source: Primary Data



Inference

Majority (45.22%) of the respondents don't trust the bank security.

Chart 4.1.10: Major Barriers of online banking

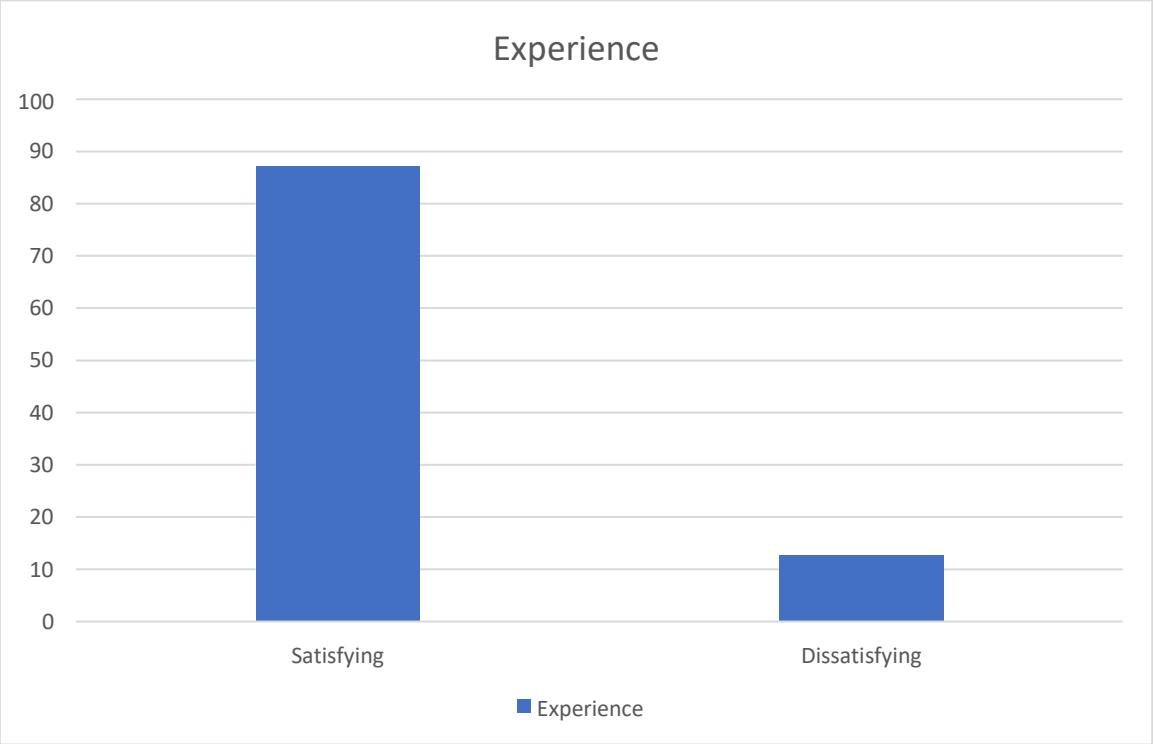
Interpretation

From the above table, it is interpreted that the number of respondents were 38.22%No barriers, 45.22% don't trust the bank security, 8.92% finding the technology difficult, 7.64% inconvenient.

Table 4.1.11: Experience

S NO	Particulars	No of respondents	Percentage
1	Satisfying	137	87.26
2	Dissatisfying	20	12.74
TOTAL		157	100.00

Source: Primary Data



Inference

Majority (87.26%) of the respondents are satisfying.

Chart 4.1.11: Experience

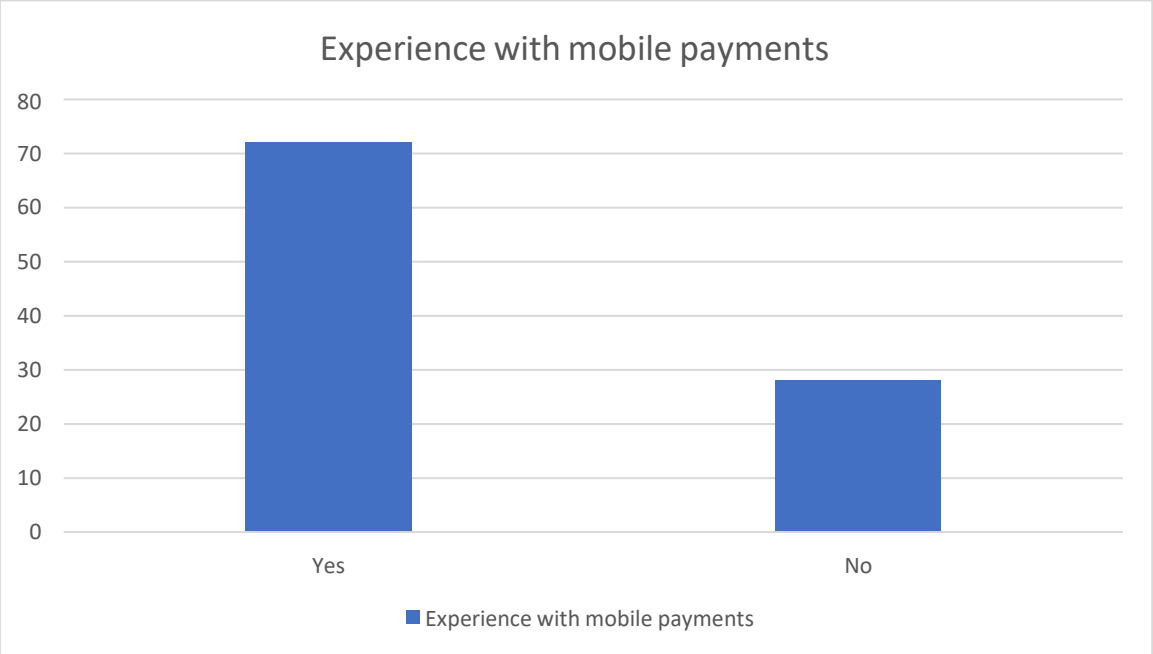
Interpretation

From the above table, it is interpreted that the number of respondents were 87.26%satisfying, 12.74% dissatisfying.

Table 4.1.12: Any Experience with mobile payments

S NO	Particulars	No of respondents	Percentage
1	Yes	113	71.97
2	No	44	28.03
TOTAL		157	100.00

Source: Primary Data



Inference

Majority (71.97%) of the respondents are yes.

Chart 4.1.12: Any Experience with mobile payments

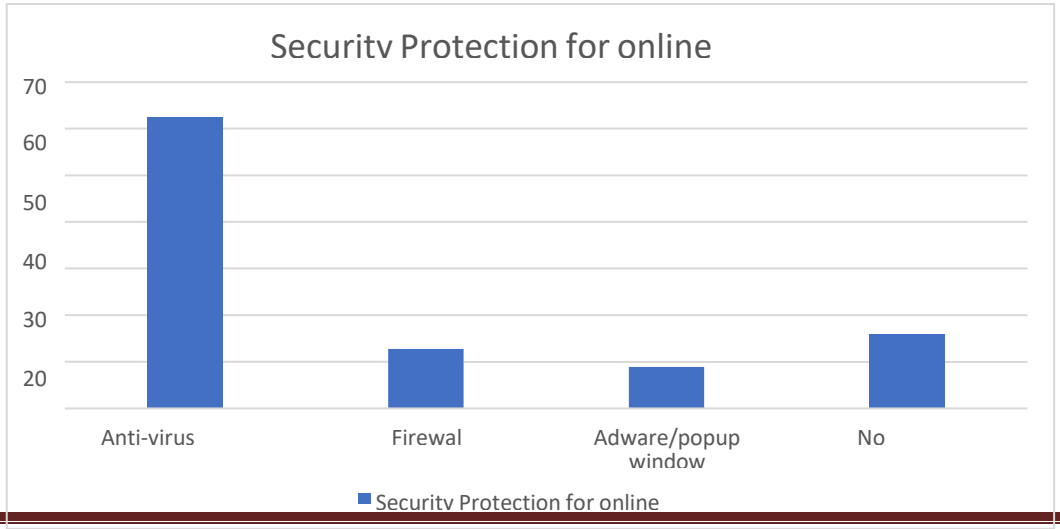
Interpretation

From the above table, it is interpreted that the number of respondents were 71.97%yes, 28.03% no.

Table 4.1.13: Security Protection for online banking

S NO	Particulars	No of respondents	Percentage
1	Anti-virus software	98	62.42
2	Firewall application	20	12.74
3	Adware/popup window blocking tool	14	8.92
4	No security	25	15.92
TOTAL		157	100.00

Source: Primary Data



Inference

Majority (62.42%) of the respondents are anti-virus software.

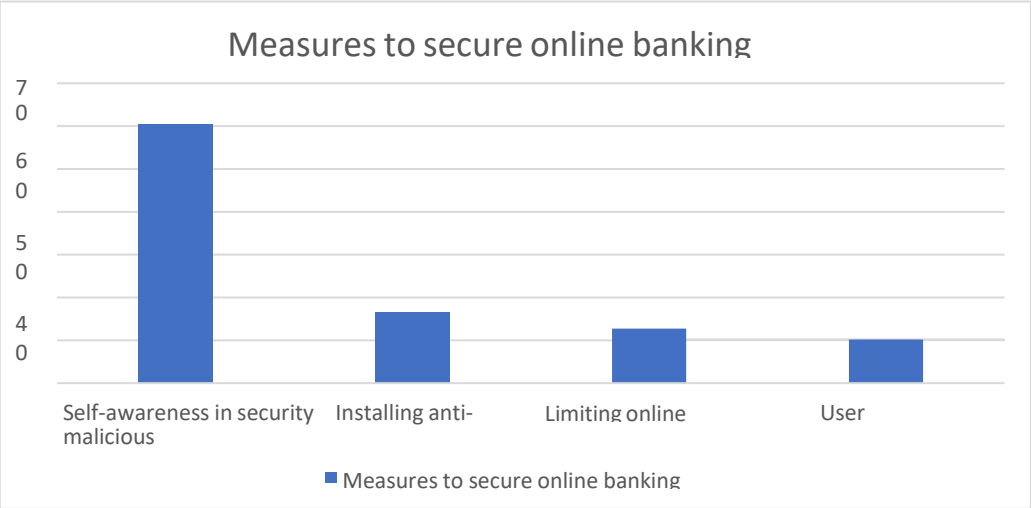
Chart 4.1.13: Security Protection for online banking

Interpretation
From the above table, it is interpreted that the number of respondents were 62.42% anti-virus software, 12.74% firewall application, 8.92% adware/popup window blocking tool, 15.92% no security.

Table 4.1.14: Measures that could secure online banking attacks

S NO	Particulars	No of respondents	Percentage
1	Self-awareness in security	95	60.51
2	Installing anti-Maliciousssoftware	26	16.56
3	Limiting online activities	20	12.74
4	User education	16	10.19
TOTAL		157	100.00

Source: Primary Data



Inference

Majority (60.51%) of the respondents are self-awareness in security.

Chart 4.1.14: Measures that could secure online banking attacks

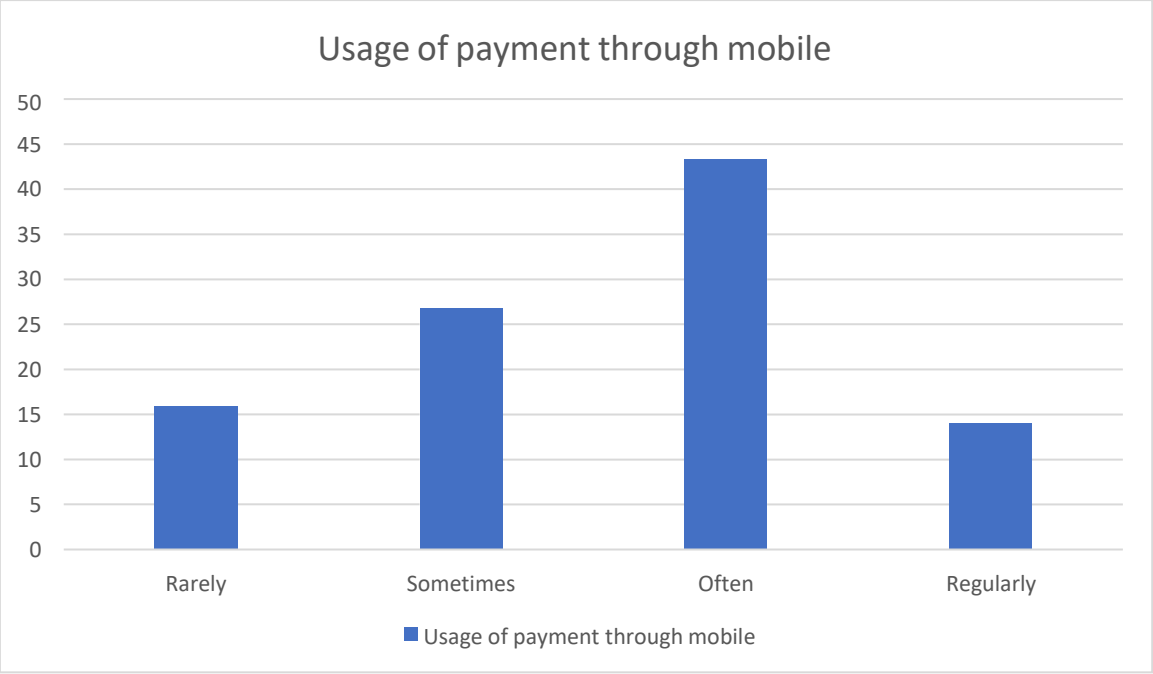
Interpretation

From the above table, it is interpreted that the number of respondents were 60.51% self-awareness in security, 16.56% installing anti-malicious software, 12.74% limiting online activities, 10.19% User education.

Table 4.1.15: Usage of payment through mobile

S NO	Particulars	No of respondents	Percentage
1	Rarely	25	15.92
2	Sometimes	42	26.75
3	Often	68	43.31
4	Regularly	22	14.01
TOTAL		157	100.00

Source: Primary Data



Inference

Majority (43.31%) of the respondents are often.

Chart 4.1.15: Usage of payment through mobile

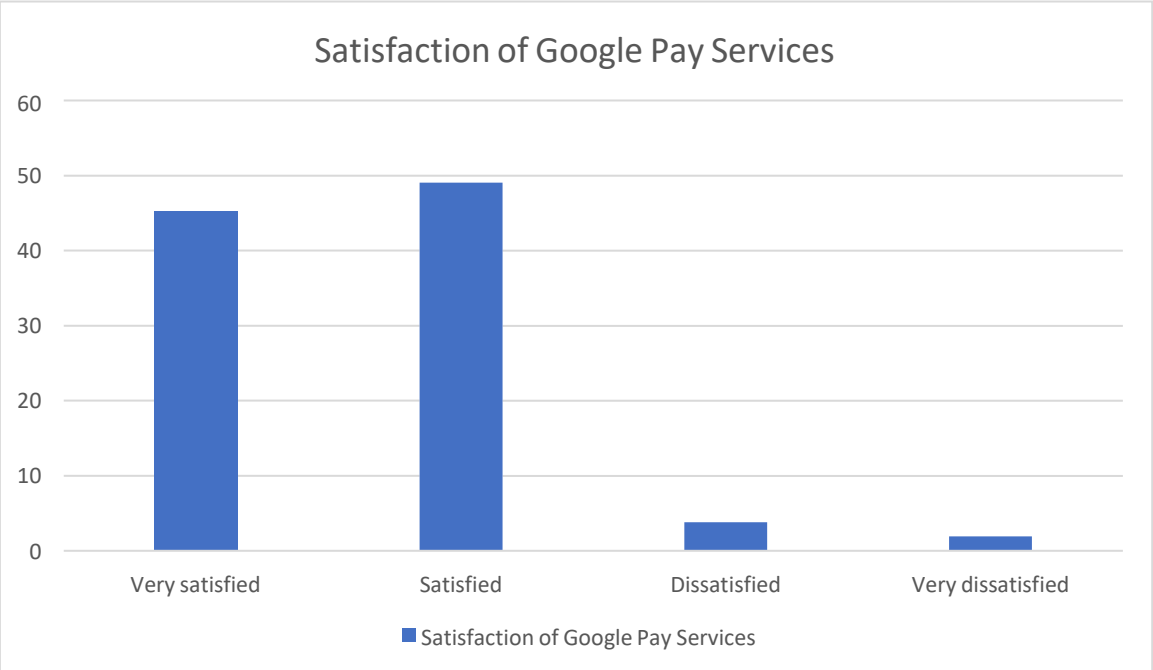
Interpretation

From the above table, it is interpreted that the number of respondents were 15.92%rarely, 26.75% sometimes, 43.31% often, 14.01% regularly.

Table 4.1.16: Satisfaction of Google Pay Services

S NO	Particulars	No of respondents	Percentage
1	Very satisfied	71	45.22
2	Satisfied	77	49.04
3	Dissatisfied	6	3.82
4	Very dissatisfied	3	1.91
TOTAL		157	100.00

Source: Primary Data



Inference

Majority (49.04%) of the respondents are satisfied.

Chart 4.1.16: Satisfaction of Google Pay Services

Interpretation

From the above table, it is interpreted that the number of respondents were 45.22% very satisfied, 49.04% satisfied, 3.82% dissatisfied, 1.91% very dissatisfied.

CHAPTER-5

FINDINGS

1.) Majority (38.85%) of the respondents are age between 18 to 29 years. 2.) Majority (61.15%) of the respondents are Male.
3.) Majority (47.13%) of the respondents are Graduate. 4.) Majority (33.12%) of the respondents are Student. 5.) Majority (57.32%) of the respondents are married. 6.) Majority (62.42%) of the respondents are agree.
7.) Majority (68.15%) of the respondents concerned about security.

8.) Majority (68.79%) of the respondents are Banking software on PC or mobile. 9.) Majority (43.95%) of the respondents are waiting/queues.
10.) Majority (45.22%) of the respondents don't trust the bank security. 11.) Majority (87.26%) of the respondents are satisfying.
12.) Majority (71.97%) of the respondents are yes.

13.) Majority (62.42%) of the respondents are anti-virus software.

14.) Majority (60.51%) of the respondents are self-awareness in security. 15.) Majority (43.31%) of the respondents are often.
16.) Majority (49.04%) of the respondents are satisfied.

SUGGESTION

Provide flexible Payment Options.

A study found that websites providing 4 or more payment methods other than credit cards had a sales conversion rate 12 % higher than those offering just one option. So, it is highly suggested that you accept payment in many ways rangingfrom COD to bank transfer, PayPal, Braintree, credit cards, debit cards, etc.

However, it is not necessary to accept all payment methods, you need to research your target audience and find out which payment methods preferred among the majority and implement only these methods to your store.

Besides, like retail giants – Amazon.com or Ebay.com – they allow payment in over 100 currencies, it will be much

better if you can accept payment in different currencies, at least two in category, your national one and an international one.

Shortly, diversifying your payment methods is one way to make your customersready to process to checkout.

Online purchasers take serious attitude to your compromise to keep their information safe from hackers, esp. financial data or the bank account number.

A survey by e-Consultancy found that 58% of respondents dropped out of the checkout page due to concerns about payment security. Thus, remember to always showcase the security measures you have in place. For example, you comply with the standards of the PCI Security Standards Council (PCI SSC). This is the first thing to gain trust from your customers' right after their buying actions and ensure the next deals in future.

CHAPTER-6

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CONCLUSION

Google Pay is taking giant steps at revolutionizing the payments market in India.

Consumers/users will miss a hoard of features and easy money transfer

transactions if they don't use the app. If you are skeptical about mobile banking,check what makes it safe.

UPI has enabled mobile phone to be used as a primary payment device for making and accepting payments. UPI leverages high tele density in India to enableevery bank account holder to make digital transactions using a mobile phone.
India, which has a poor merchant payment acceptance infrastructure UPI, enables even the smallest merchant to start accepting digital payments without the need for any POS machine.

UPI has done away with the need to know the complicated payment details of the transacting parties, which makes payments easy and seamless for transacting parties. Compared to all other payment systems it would not be misplaced to say that UPI is the most advanced payment system in the world. With its standard set of APIs, UPI has allowed different banks to communicate with each other and has enabled interoperability between disparate bank payment systems. In UPI there are no intermediaries like in card networks, which allows for low transaction costs and instant settlement. While all other digital modes of payments like cards etc. take days to complete the transaction and settlement process, UPI allows payment to be completed in seconds. UPI works on a safe, secure and robust platform with ample security features to make it more secure than any extant payment systems. Introduction of biometric authentication in UPI will not only make payments more secure but will also take a huge leap towards integrating next generation technology with current payments system. UPI can be a great enabler for financial inclusion in India and allow a huge set of population to be a part of digital ~~economy~~.

QUESTINNAIRE

1. What is your age group?

- Under 18
- 18-29
- 30-44
- 45-60

2. What is your gender?

- Male
- Female

3. What is your highest qualification?

- 10th Pass
- 12th Pass
- Graduate
- Others

4. What is your occupation?

- Student
- Government Employee
- Self Employee
- Private Employee

5. What is your marital status?

- Married
- Unmarried

6. How do you rate the company's response to complaints?

- Strongly Agree
- Agree

- Disagree
- Strongly Disagree

7. What is the primary reason you do not use internet banking?

- Concerned about security
- Too new, would like to see how it works
- Don't get on with the technology
- Not available through my bank

8. What method of online banking do you use?

- Banking software on PC or mobile
- Web browser
- Web browser with authentication device
- Don't use online banking

9. What is the biggest disadvantage of visiting a bank branch for you?

- Opening Timings
- Quality of service
- Dealing with people
- Waiting/Queues

10. What is the major barrier you face with online banking?

- No barriers
- Don't trust the bank security
- Finding the technology difficult
- Inconvenient

Based on the detailed information provided in the sources, here are 5 additional sample questions that could be included in a survey based on the data presented:

11. How satisfied are you with the quality of service provided by your bank?

- Very Satisfied
- Satisfied

- Neutral
- Dissatisfied
- Very Dissatisfied

12. What is the primary factor influencing your choice of online banking software?

- Security features
- User-friendly interface
- Availability of mobile app
- Customer service reputation

13. How often do you encounter technical issues while using online banking?

- Rarely
- Sometimes
- Often
- Regularly

14. How would you rate the level of customer support provided by your bank foronline transactions?

- Excellent
- Good
- Average
- Poor

15. Have you ever experienced fraudulent activities related to online banking?

- Yes
- No