

A Study on Perception Towards Online Payment Among Customers with Special Reference to Tirunelveli City

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Abstract: *The study is about Google Pay and Paytm users. To know satisfaction level of the customers, the developers introduced new features to attract the users. The record of online payment can also be maintained easily. online transactions also help to government for reduce black money issues and help in growth of economy. In this study I gathered the data from 50 respondents in Tirunelveli city through the users of Google pay and Paytm. Users have giving feedbacks in gateway failure, Problem with acceptance of debit/credit card, Delay in confirmation of money transaction. Therefore, in this study is to identify the problem and preference among Google Pay and Paytm users.*

Keywords: Government, Growth of economy, Debit/ credit card, online transaction

I. INTRODUCTION

India are making various efforts to minimize the use of physical cash in the economy by promoting the digital payment of google pay and Paytm devices or modes including prepaid instruments and cards. Online transaction economy doesn't mean shortage or scarcity of cash rather it indicates a culture of people settling transactions digitally. In a modern economy, money moves electronically. Hence, the spread of online payment system along with the expansion of infrastructure facilities is needed to achieve the goal. This study provides an in-depth knowledge about customers' perception towards online transaction (Google pay and Paytm) in Tirunelveli District. Thus, this study would assist the bank administration to figure out the issues associated with online transactions so as to improve the quality of online transaction system.

1.1 Objectives

- To know the demographic profile of the respondents.
- To study the customer perception towards Google pay and Paytm.
- To analyze the growth and development of the Google pay and Paytm.
- To examine the necessity of online transaction for customer.
- To study the various problems faced by the customers during the payment of paying money transaction through online mode.
- To provide suggestion for effective user of google pay & Paytm.

1.2 History of Online Payments:

- Early stages
- Rise of cashless payments
- New technology of debit cards
- Cashless society

1.3 Online Money Transaction System

Online transaction is a process of buying goods and services against money when no physical currency is involved. All these money transfer methods have their own features, qualities and mechanisms that work together with other devices or equipment's therefore they are termed as "systems".

II. REVIEW OF LITERATURE

- **Ramavath and Arun (2018)** discuss the Indian consumer perception towards Google pay and Paytm wallet application. The research data for the study is collected using a survey questionnaire which was distributed to 50 respondents but only 40 respondents were valid and considered for analysis.
- **Jain menu (2017)** In this paper online transaction is maintaining the flow of cash in the economy. E-payment services are provided by the services like immediate payment service (Imps) national electronic fund transfer (NEFT) and real time gross settlement (RTGS).
- **Dr Poonam (2016)** in this paper "mobile wallet an upcoming model of business transaction" has explained about mobile wallet, types and trends and discussed about role of mobile wallet in various sectors like banks, retail and hospitality.
- **Prof. Trilok Nath Shukla (2016)** "online transaction present and the future" has discussed about online payment workings, types and its advantages and disadvantages.
- **Abhijit and Harmeet (2017)** studies about the Paytm usage by smartphone users and also attempts to analyse the various obstacles faced

III. METHODOLOGY

- **PRIMARY DATA:** Primary data refers to data collected for the first time and that is original in nature. The primary data are collected through questionnaire method.
- **SECONDARY DATA:** Secondary data here have been collected from journal, newspaper, magazines and etc
- **SAMPLE SIZE:** The sample size has been collected on convenience and numbers of sampling 50.

IV. DATA ANALYSIS AND INTERPREDATION:

TABLE – 1

ITEM	VARIANCE	FREQUENCY	PERCENTAGE %
AGE	Below 25	15	30
	26 – 35	18	26
	36 – 45	12	24
	Above 46	10	20
	TOTAL	50	100
OCCUPATION	Business	10	34
	Professional	15	30
	Private govt employee	8	16
	House wife	10	20
	TOTAL	50	100
INCOME	Below 20,000	10	20
	20,000 – 30,000	22	44
	30,000 – 40,000	10	20
	Above 40,000	8	16
	TOTAL	50	100
DEVICES OF USING GOOGLE PAY & PAYTM	Smart phone	25	50
	Computer	15	30

	Both	10	20
	TOTAL	50	100
PURPOSE OF USING GOOGLEPAY & PAYTM	Money transfer	15	30
	Recharge	10	20
	Utility bill	5	10
	Ticket booking	8	16
	Purchase	12	24
	TOTAL	50	100
FACTORS OF USING GOOGLE PAY & PAYTM	Available discount	10	20
	Premium	12	24
	Cash back	18	36
	Gift voucher	15	20
	TOTAL	50	100

SOURCES: PRIMARY DATA

From the above table – 1

- According to age wise classification out of 50 respondents, 30% of respondents belong to age group of **below 25 years**, 26% respondents are 26 – 35 years, 24% respondents are 36 – 44 years. 20% respondents belong to age group of above 46 years.
- According to that out of 50 respondents, 34% of respondents are have **qualified business**, 30% respondents have professionals, 16% respondents have private / government employees, 20% respondents have house wife.
- According to 44% of the respondents are getting monthly salary of **RS.20,000 – 30,000**, 20% **respondents** are receiving salary 30,000 – 40,000, 16% respondents are getting above RS. 40,000 as salary.
- According to that out of 50 respondents, 25% respondents have using **smart phone**, 15% of respondents should be used computer, 20% of the respondents are using both devices system.
- According to purpose of using Google pay & Paytm, 24% of respondents have **purchasing purpose**, 30% respondents have money transfer, 20% respondents have recharge, 16% respondents have using for ticket booking.
- According to that out of 50 respondents, 36% respondents have **cash back**, 24% respondents have premium, 20% respondents have available discount and gift voucher.

CHI SQUARE TEST:

OCCUPATION	MONEY TRANSACTION	RECHARGE	UTILITY BILL	TICKET BOOKING	PURCHASE	TOTAL
BUSINESS	2	4	3	4	2	15
PROFESSIONAL	4	6	2	3	1	20
PRIVATE/ GOVERNMENT EMPLOYEES	1	1	1	1	1	5
HOUSE WIFE	3	84	2	2	3	10
TOTAL	10	15	8	10	7	50

O	E	(O – E)	(O – E)	(O – E) / E
2	3	1	1	0.333
4	13.33	-9.33	87.04	6.529
1	1	0	0	0

3	2	1	1	0.5
4	4.5	0.5	0.25	0.058
6	6	0	0	0
1	1.5	0.5	0.25	0.055
4	3	1	1	0.333
3	2.4	0.6	0.36	0.15
2	3.2	-1.2	1.44	0.45
1	0.8	0.2	0.04	0.05
2	1.6	0.4	0.16	0.1
4	3	1	1	0.33
3	4	-1	1	0.25
1	1	0	0	0
2	2	0	0	0
2	2.1	0.1	0.01	0.0047
1	2.8	-1.8	3.24	1.157
1	0.7	0.3	0.09	0.1285
3	1.4	1.6	2.56	1.8285
				12.4067

SOURCE: COMPUTED DATA

Calculated value = 12.4067

Degree of freedom = (r-1) (c-1)

= (5-1) (4-1)

= 4 x 3 = 12

TABLE VALUE = 24.65

Inference: Since the calculated value (12.4067) is less than the table value (24.6542), so the NULL HYPOTHESIS ACCEPTED. Hence there is no significant relationship between occupation and purpose using google pay & Paytm

V. FINDINGS

- Majority of the respondents are age group of below 25 years (30%)
- Majority of the respondents are business people (34%)
- Majority of the respondents are income level is 20,000 – 30,000(44%)
- Majority of the respondents are using smart phone devices (50%)
- Majority of the respondents are money transfer process (30%)
- Majority of the respondents are cash back facilities for google pay & Paytm (36%)

VI. SUGGESTION

The respondents of different gender especially females have less awareness related to online transaction, so it is suggested to alert the females for online transaction.

Customers are suggested to make payment using internet banking, mobile banking, mobile wallet and other similar easy ways to make payments. It saves time and also it can easily keep track of the payment made.

The risk of technological changes has to be carefully analysed. This is important to update technologies and remain cost effective and customer friendly.

The researcher has found that the identified factors like convenience and speed factor, time saving factor, trust and availability factor, protection factor, user friendly factor and multiple facility factor influenced the online transaction.

The knowledge about the operation of electronic devices. Plays an inevitable role in practicing online transaction.

Therefore, some title step on extensive basis are required with regard to educating people about the usage of online modes of payments.

VII. CONCLUSION

The researcher has concluded that online transaction system is essential and it is an appropriate decision of government of India. In India majority of the people accept the system of online transaction. The researcher has given some suggestions based on the findings of the study. The government and banks should follow suggestions given by the researcher. These suggestion definitely would improve the online transaction among the users than the existing level.