

# Customer Awareness and Satisfaction towards Google Pay Application With Reference To Tirupur

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**Abstract:** Online advertising has revolutionized marketing by providing businesses with direct access to consumers through digital platforms. This study explores the impact of online advertisements on consumer behavior, focusing on awareness, engagement, and purchasing decisions. Key factors such as ad relevance, personalization, visual appeal, and frequency influence consumer perception and retention. Psychological aspects, including attention span, brand recall, and emotional response, play a crucial role in determining ad effectiveness. The research also examines challenges like ad fatigue, privacy concerns, and consumer skepticism. Findings suggest that interactive and targeted ads significantly enhance engagement and conversion rates. Understanding consumer psychology and leveraging data-driven strategies can optimize online advertising effectiveness, leading to improved brand loyalty and sales growth. Online advertising influences consumer behavior by shaping awareness, engagement, and purchasing decisions. Factors like ad relevance, personalization, and visual appeal impact effectiveness. Psychological elements such as attention, brand recall, and emotional response play a key role. While targeted ads improve engagement, challenges like ad fatigue and privacy concerns exist. Effective strategies enhance consumer trust, boost conversions, and drive brand loyalty.

**Keywords:** Online advertising, consumer perception, consumer attitude, consumer buying behavior.

## I. INTRODUCTION

Marketing is the activity, set of institutions, and process for creating, communication, delivering, and exchanging offerings that have value for customers, clients, partners and society at large. Also included in the definition are all of the activities that help business reach the target the market effectively. Marketing is a widely used term of the company associated with the buying and selling of a product or service. People who work in marketing departments of companies try to get the attention of target audiences by using of many slogans, packing

design, and general media exposure .The four principles of marketing are product, place, price, promotion.

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Antoine Didenne defines as,” marketing is essentially involved in outward communication, in promoting the corporate goals of the company its it for serving. It is the process through which companies accelerate returns by aligning all of the communication objectives”.

## II. REVIEW OF LITERATURE

N. Siva Kumar, S. Balaji (2019), as per analysis that Google Pay is maximum handy and it's far accepted as true with worthy. The respondents are all impartial approximately the offerings rendered through Google Pay. It ought to increase fine of provider and offer cognizance approximately Google Pay. It helps its clients to switch their payments with the utilization in their mobile phones in the simplest way. Google Pay is a good app for download because of its huge community of companions makes it handy and so on.

Dr. T. Venkatesan (2018) found that utilization of Google Pay is handiest at a pleasant degree. The customers face troubles in ease of use, protection problem and sluggish Google Pay server within of Google Pay. Google Pay set up a separate wing for skilled team of workers to deal with the troubles and problems associated with it. Google Pay may also provoke important motion for periodic updating, up gradation and maintenance of hardware and software storages.

Daravath and Arun (2018) discusses the Indian consumer perception towards Google Pay mobile

wallet application. The research data for the study is collected using a survey questionnaire which was distributed to 250 respondents but only 205 responses were valid and considered for analysis. Further, the data was analyzed using SPSS 23.0 version software. The findings conclude that consumers opined that the use of Google Pay application was both easy and made them move from place to place without carrying a physical wallet

### III. OBJECTIVES

- The objectives of the research project are as under:
- To study the customer satisfaction level with regard to Google Pay services on the basis of various parameters i.e. safety and security, transaction speed, convenience, add on services, software issues, charges, anytime /anywhere/ 24\*7 access, etc.
- To study the major factors that influence the customer to avail of services of the Google Pay application.
- To study the customer awareness level and problems faced while using the Google Pay application.

### IV. RESEARCH METHODOLOGY

The methodology has a specified framework for effectively collecting the data. Methodology means "defining a problem, defining the research objectives, developing the research plan, collecting the information, analyzing the information, and presentation of findings." Such a framework is called

"Research Design". The research process was followed, consisting of the following steps: -

#### RESEARCH DESIGN:

A research design is the arrangement of conditions for the collection and analysis of data in a manner that aims to combine relevance to research purpose with economy in procedure. This research was descriptive in nature. The users of the Google Pay application in urban, semi-urban, and rural areas of Tirupur District were interviewed. This step of the study consists of developing the 2 most efficient plan for gathering the relevant data. The following factors were under focus in the research plan:

#### DATA DESIGN:

It involves different aspects like the nature of data, the data sources, the data frequency and the data tools.

#### NATURE OF DATA:

The nature of data used under the project was both primary and secondary in nature. The term data can be defined as facts, figures and information, systematically collected and presented to draw inferences. The first-hand information bearing on any research, which has been collected by the researcher, or his agent or assistant, is called "primary data". The results based on primary data are bound to be empirical and of great utility. Once the primary data has been put to use, the original characters disappear and the data becomes secondary. The data which has already been collected, compiled and presented earlier by any agency may be used for the purpose of investigation.

#### TYPE OF RESEARCH:

Survey is best suited for descriptive and analytical research. Survey is undertaken to learn about people's knowledge, beliefs, preferences, satisfaction and so on and to measure these magnitudes in the general public. Therefore, this survey was done for Descriptive and analytical research process. Descriptive research includes surveys and fact- finding enquiries of different kinds. The main purpose is description of the state of affairs is noted down and analytical research used to analyze the material and facts.

#### SAMPLING DESIGN:

It is a definite plan for obtaining a sample from a given population. It refers to the technique or procedure the researcher would adopt in selecting items for the sample. The sampling plan or design calls for the following decisions:

#### POPULATION:

200 Sample Unit: Who is to be surveyed? The target population must be defined that will be sampled. It is necessary to develop a sampling frame so that everyone in the target population has an equal chance of being 3 sampled. The sample unit in present study was the users of the Google Pay

application residing in urban, semi-urban, and rural areas of Tirupur

**POPULATION SIZE:**

How many people will be surveyed? This refers to number of respondents to be selected from the universe to constitute a sample. The sample size of 50+ served the purpose of study.

**SAMPLE METHOD:**

The sampling method used is non-probability convenience sampling (where the researcher selects the most accessible population members from which to obtain information). Finally, a questionnaire was prepared and a sample size of 100 respondents was randomly selected.

**V. USAGE OF GOOGLE PAY SERVICES**

Time Period	No. of respondents	Percentage
Less than 6 months	14	7
6 months – 1 year	26	13
1 year - 2 year	40	20
More than 2 years	120	60

INTERPRETATION: From the above table, the majority of respondents with 64% are using the Google Pay from 6 months to 1 year.

**VI. USE FOR GOOGLE PAY DEVICES**

Device	No. of respondents	Percentage
Mobile	200	100
Tablet	–	–
Laptop / PC	–	–

INTERPRETATION: From the above table, majority of respondents use mobile 100%.

**VII. RANKING METHOD**

**THE USAGE OF GOOGLE PAY APPLICATION - RANKING**

Purpose	No. of Persons	Rank

Mobile recharge	66	I
Bill payment	27	II
Ticket booking	4	III
Shopping	1	V
Hotel booking	2	IV
Total	100	

INTERPRETATION: The data shows how people commonly use Google Pay for different purposes. The most popular use is mobile recharge, with 66 out of 100 people using it for that purpose, making it rank first. Bill payments come next, with 27 users, ranking second. Ticket booking, such as for travel or events, is used by 4 people, placing it third. Hotel booking is slightly less common, with 2 users, ranking fourth. Shopping is the least used feature, with only 1 person using Google Pay for purchases, placing it fifth. This suggests that most users prefer Google Pay for quick, everyday transactions like recharges and bill payments rather than shopping or travel-related expenses.

**VIII. FINDINGS**

- Majority of the respondents belongs to 0 to 25 years age group followed by other age groups.
- Majority of the respondents are not post graduates.
- Majority of the respondents are students.
- Majority of the respondents are residing in urban areas of Tirupur City.

**IX. SUGGESTIONS**

- Google Pay officers should frequently visit the customers and enquire about their requirements and problems they face.
- Google Pay has to increase its advertising in television media in order to increase the awareness to the general public.
- Proper awareness should be created among the people that Google Pay would save their time as they can do transactions even in their traveling time.
- Google Pay services may also introduce some sales promotion activities, such as more cash discounts; reduce service charges and gift etc.

## X. CONCLUSION

Google Pay usage awareness spread among the people in India due to government policy of demonetization and this has forcefully induced the usage of Google Pay. It has made tremendous growth after demonetization and even, the smaller vendors have introduced Google Pay to promote cashless payment methods. Therefore, it can be generalized that the current trends are moving towards a cashless economy. It also indicates that adoption of Google Pay is influenced by the education level of the customer. If a person has studied beyond matriculation and internet savvy, he or she will be inclined to use the Google Pay. Google Pay supports their customers to transfer their payments with the usage of their mobile phones in the easiest way.

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