



TO STUDY ON ONLINE TRANSACTIONS IN BANKING SECTORS USING GPAY

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ABSTRACT

This study explores the use of Google Pay (GPay) for online transactions in the banking sector, emphasizing its role in promoting digital payments post-demonetization. It analyzes user satisfaction, security concerns, adoption challenges, and operational benefits of GPay. Primary data was collected from 120 respondents in Coimbatore using surveys and analyzed using statistical tools like percentage analysis, correlation, and ANOVA. Findings highlight high user satisfaction, ease of use, trust in security features, and reduced operational costs for banks. The study concludes that GPay enhances transaction efficiency and promotes digital financial inclusion, despite certain limitations and user adoption barriers.



INTRODUCTION :

The digital payment changed the buying behaviour of Indian society. It prevents black money market. It helps the government to maintain a record of all transaction. Digital Payment Habit has changed after demonetization. People have no other option for transaction so Indian society move slowly from cash to digital transaction system. On the earlier, when digital payment introduce people hesitate to change their transaction habits but after demonetization, they force to do their transaction with digital payment. This research is on online transactions in banking sectors using g pay. The way consumer perceives digital transaction after demonetization, it affects a lot in the society, of Indian culture in recent time technology plays a very vital role with this, the way we transact in daily life has changed drastically with the advent of Smartphone the life has become easier where all payments & transaction are taking place on online. The present study focus on online transactions in banking sectors using gpay.

Google pay stylized as 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. 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 auto fill feature Google pay adopt the features of both android pay and Google wallet through its in-store, peer-to-peer, and online payments services. The rebranded service provided a new API that allows merchants to add the payment services, apps, stripe, Braintree, and Google assistant, the service allows user to use the payment cards they have on file with Google pay. It looks like the day will soon arrive when your smartphone or smart watch will replace your wallet. Instead of scrambling to locate your credit or debit card to pay for items as you go about your day, you need only your device and a retail terminal to pay for any product you need. If you shop online or in stores using an Android phone, Google Pay is there for you.

Like Apple Pay on the iPhone, the Android-centric Google Pay lets you purchase products and services by linking your credit card or various other payment sources to your Google account. The Google Pay app comes preinstalled on new NFC enabled Android phones, providing a secure system for sending money to friends or family, purchasing items in stores, buying and storing events, airline, or transit tickets, and tracking rewards and loyalty cards. Plus, you can send or receive personal funds via Google Pay completely free from your desktop, tablet, or mobile phone running Android 4.4 (Kit Kat) and later, or iOS 7 or later.

Google Pay, which evolved from a series of previous merchant platform incarnations like Android Pay and Google Wallet into a unified online digital payment service, now



lets you pay for merchandise on websites or within various merchant apps, and is accepted by millions of retail outlets in the U.S. and worldwide.

STATEMENT OF THE PROBLEM

- Security concerns and Fraud risks.
- Technological Barriers and user Adoption issues.
- Integration Difficulties with existing Banking Systems.
- Security risks in G Pay Transactions.
- Frequent Transaction Failures.
- Low user Adoption.

OBJECTIVE OF THE STUDY

- To provide a secure and convenient online payment experience for users.
- To increase digital adoption and reduce cash transactions in the banking sector.
- To reduce operational costs for banks and financial institutions
- To provide real-time transaction updates and tracking.
- To increase transaction efficiency and reduce errors.

SCOPE OF STUDY

- Instant Payments reduce Transaction Time and Effort.
- Seamless access to banking services like balance checks, Fund Transfers, and bill Payments but also Facilitates easy transactions between Individuals.
- Advanced Security measures e.g., two-factor authentication Increase user Trust.
- Offers cashback and incentives, encouraging Digital Transactions
- Potential for Advancements like AI and blockchain to enhance functionalities and Security.

RESEARCH METHODOLOGY

Research Methodology is a way to find out consumers satisfaction towards public distributive system. It is conducted if there's any problems faced by consumers based on this system.

RESEARCH DESIGN

Descriptive Research Design was used for the study.

AREA OF STUDY



The area of study is confined to Coimbatore.

SAMPLE SIZE

The Sample size of the study is 120 respondents.

PERIOD OF STUDY

The period of study is from 2024 to 2025

LIMITATIONS OF THE STUDY

- Requires a stable internet connection, limiting access in low-connectivity areas.
- May impose daily or monthly limits on Transactions, Restricting larger Payments.
- Users may face technical glitches or app Downtimes, Disrupting Transactions.
- Not all merchants or service providers accept G Pay, limiting its usability.
- Some users may lack the technical skills or knowledge to use G Pay effectively.

REVIEW OF LITERATURE

Hari (2015) Is plastic Money Matter for Consumer Buying Behavior? This examination gives the affirming data since buyers feel good in 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.

Murali (2017) "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 tremendous undiscovered market for computerized wallets both regarding expanding mindfulness and also its use.

Shivani (2020) they explored the factors determine the adoption of mobile banking (m-banking) services among students who are more technically knowledgeable. The questionnaire is prepared based on the qualitative approach. Based on the extension of the Technology Acceptance Model, the theoretical framework is developed to investigate the factors that determine student's acceptance of mobile banking. The constructs of TAM for mobile adoption such as Perceived Ease of Use, Perceived usefulness, Perceived Value, Trust Intention to Use, and Usage Behavior were used. The statistical tool multiple regression analysis was used to examine the influence of



independent variables on the dependent variable of intention to use m- banking. The independent variables trust, perceived value, perceived ease of use and social influence may account for 42percent on the influence of dependent variable.

Anitha (2024) stated that the role of trust and security as critical factors influencing consumer behavior in the digital payment era. Consumers are more likely to adopt digital payment methods when they perceive them as secure, reliable, and protected against fraud. Building trust through robust security measures, transparent policies, and effective customer support emerged as essential strategies for both consumers and vendors to fully embrace the digital payment ecosystem.

SECURITY OF GOOGLE PAY

S.NO	SECURITY	NUMBER OF RESPONDENT	PERCENTAGE
1	VERY SATISFIED	50	41.7
2	SATISFIED	59	49.2
3	NEUTRAL	11	9.2
4	DIS SATISFIED	0	0
	TOTAL	120	100

SOURCE: Primary Data

Interpretation:

The above exhibit indicates that 41.7% of the respondents are very satisfied,49.2% of the respondents are satisfied,9.2 % of the respondents are neutral.

Majority of 49.2% of the respondents are satisfied

EASE OF ONLINE PAYMENT

S.NO	EASE OF ONLINE PAYMENT	NUMBER OF RESPONDENT	PERCENTAGE
1	EASY	77	64.2
2	NEUTRAL	39	32.5



3	DIFFICULT	4	3.3
4	VERY DIFFICULT	0	0
	TOTAL	120	100

SOURCE: Primary Data

Interpretation:

The above exhibit indicates that 64.2% of the respondents are easy,32.5% neutral,3.3% respondents are difficult.

Most of 64.2% of the respondents are easy

CASH FOR DAILY TRANSACTION

S.NO	CASH FOR DAILY TRANSACTION	NUMBER OF RESPONDENT	PERCENTAGE
1	ALWAYS	45	37.5
2	OCCASIONALLY	46	38.3
3	RARELY	26	21.7
4	NEVER	2	2.5
	TOTAL	120	100

SOURCE: Primary Data

Interpretation:

The above exhibit indicates that 37.5% of the respondents are always use cash,38.3% of the respondents are occasionally use cash,21.7% of the respondents are rarely use cash,2.5% of the respondents are never use cash for daily transaction.

Highest of 38.3% of the respondents are occasionally use cash for daily transaction



TRACKING FEATURES

S.NO	TRACKING FEATURES	NUMBER OF RESPONDENT	PERCENTAGE
1	FREQUENTLY	46	38.3
2	OCCASIONALLY	43	35.8
3	RARELY	25	20.8
4	NEVER	6	5
	TOTAL	120	100

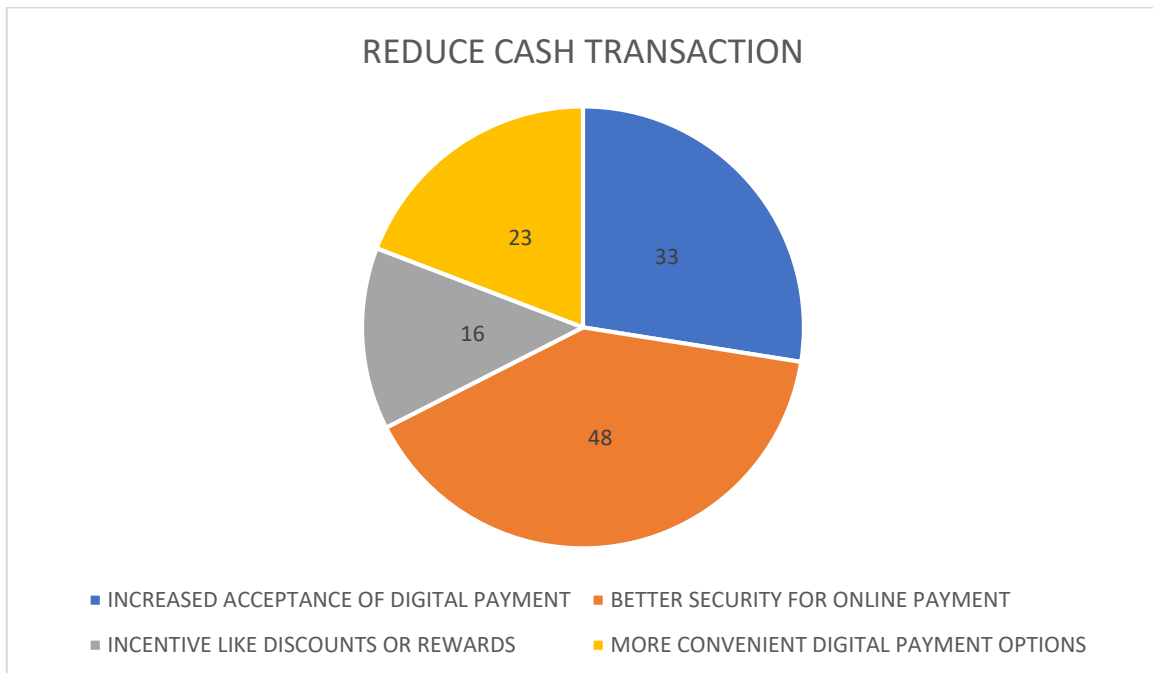
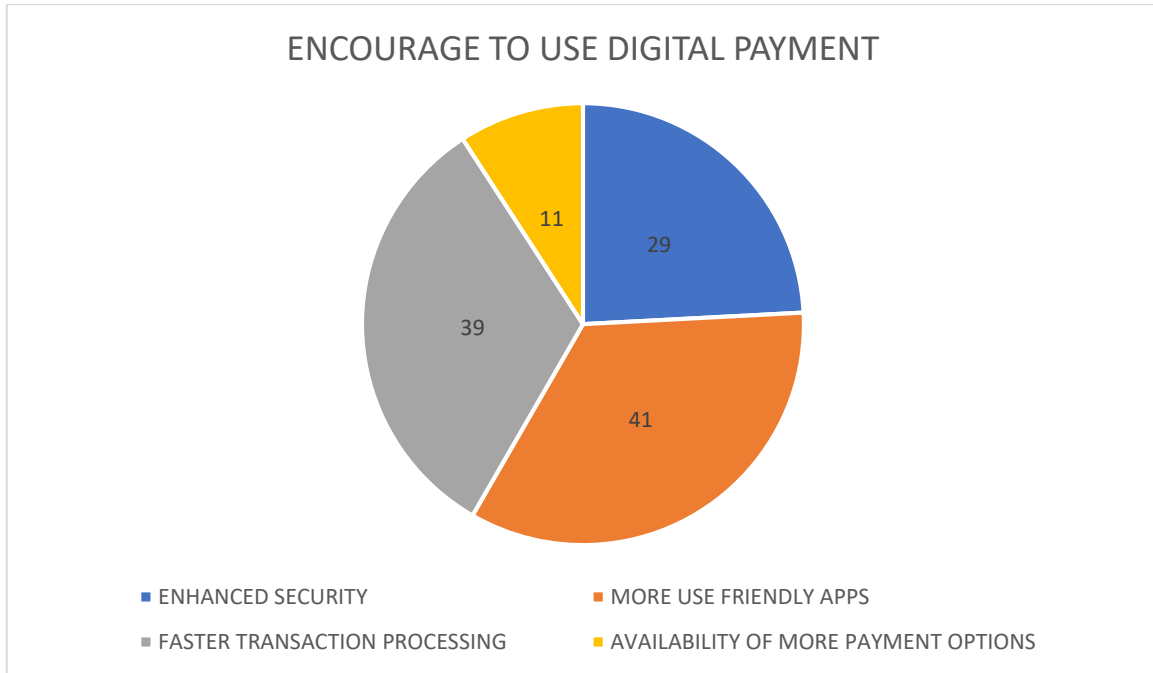
SOURCE: Primary Data

Interpretation:

The above exhibit indicates that 38.3% of the respondents are frequently,35.8% of the respondents are occasionally,20.8% of the respondents are rarely,5% of the respondents are never use tracking features.

Highest of 38.3% of the respondents are using tracking features provided by google pay

ENCOURAGE TO USE DIGITAL PAYMENT



FINDINGS

- Majority of 59% of the respondents are satisfied with the security of google pay
- Most of 37% of the respondents are trust two factor authentication
- Majority of 54% of the respondents are rarely faced security issue
- Most of 77% of the respondents are easy
- Most of 41% of the respondents are more user-friendly apps



- Most of 68% of the respondents are facing challenges in adopting digital payment method
- Majority of 37% of the respondents are giving preference for cash
- Highest of 46% of the respondents are occasionally use cash for daily transaction
- Majority of 55% of the respondents are neutral to use digital payment for larger transactions
- Most of 48% of the respondents are better security for online payments
- Highest of 65% of the respondents are positive towards the shift of digital banking service
- Most of 87% of the respondents are yes for digital banking reduce operational costs
- Majority of 55% of the respondents are transaction processing
- Highest of 44% of the respondents are improved online banking platforms reduce operational costs
- Most of 70% of the respondents are noticed a positive changes in banking fees or services

SUGGESTION

- Payment platforms can increase awareness by offering more accessible and detailed tutorials on using Google Pay, focusing on its security features, benefits, and step-by-step instructions for new users.
- Enhance security by incorporating multi-layered authentication, such as integrating voice recognition or enhanced biometrics
- Develop 24/7 AI-powered customer support systems to address user queries instantly and efficiently
- Improve the speed of transactions, especially during peak times or high-volume transactions, ensuring seamless real-time processing without delays.
- Expand the number of banks and financial institutions integrated with Google Pay, making it more accessible to users across various financial providers and in different regions.
- Use advanced AI and machine learning algorithms to detect irregular spending patterns, providing real-time alerts and automatic transaction blocking for suspicious activities.
- Ensure that Google Pay is accessible and easy to use by supporting more local languages
- Offer more attractive rewards, cashback, or discounts for using Google Pay for various types of transactions, such as bill payments, online shopping, or merchant purchases.
- Improve international transaction capabilities by offering real-time currency conversion, lower foreign transaction fees, and faster cross-border payments.



- Introduce offline payment options, allowing users to make payments even when there is no internet connectivity, by storing data locally or using Bluetooth for peer-to-peer transactions.
- Provide users with more detailed transaction histories and financial reports, offering better categorization of expenses
- Optimize the app to consume less mobile data, making it more accessible for users with limited data plans, especially in rural areas or developing regions.

CONCLUSION

In conclusion, the study of online transactions in the banking sector, particularly through platforms like Google Pay (G Pay) underscores the profound impact of digital payment systems on modern financial practices. G Pay has revolutionized the way people conduct financial transactions, offering unprecedented levels of convenience, speed, and security. By allowing users to make seamless transactions, pay bills, and transfer funds with just a few taps, G Pay enhances financial accessibility, providing an inclusive platform for people across different socio-economic backgrounds.

Moreover, the integration of features such as biometric authentication, real-time notifications, and instant transfers has significantly improved user trust and satisfaction. However, challenges persist, including concerns about user data privacy, fraud risks, and the vulnerability of digital platforms to cyberattacks. Additionally, the digital divide remains an issue, as not everyone has access to smartphones or stable internet connections, limiting the reach of digital banking services.

KEY WORDS

1. Digital payment
2. Transaction
3. Security
4. Operational costs
5. Tracking features

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