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### " Users Perception towards Google Pay "

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#### **ABSTRACT**

Digital payment system is gaining popularity due to the 'Digital India' campaign introduced by the government of India. There are various forms of digital payment system. Google Pay is one such payment system which is simple and safe method to transfer money instantly. Accordingly, an attempt has been made in this study to know the reasons for preferring Google Pay and the variables that influence the usage of Google Pay. Data for the study have been collected from 150 customers through issue of structured questionnaire by adopting snowball sampling technique. Simple Percentage, Weighted Average Ranking and Chi-square test have been used to analyze the data. The study reveals that majority of the customers are female with the age of below 30 years and majority of them are undergraduates employed in private sector with an earning of up to Rs.20000 per month and they are aware about Google pay through friends, relatives and by themselves. The reasons for using Google Pay are mobile recharge followed by payment of EMI, DTH recharge, payment of insurance premium, settlement of hotel bill, payment of electricity bill, ticket booking, bank transfer and online purchase. Chi-square test reveals that age, educational qualification, occupation, period of usage, frequency of usage, level of awareness are significantly associated with the level of usage of Google Pay.

#### **Introduction:**

Digital payment system is gaining popularity due to the 'Digital India' campaign introduced by the government of India. There are various forms of digital payment system. Google Pay is one such payment system which is simple and safe method to transfer money instantly. Google pay is popularly known as G Pay. It is