

Factors Influencing Trust and Adoption of Google Payment Services: A Customer Perspective

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ABSTRACT

This research explores the factors influencing customer trust and adoption of Google Payment Services (GPay) in the context of the evolving digital payment landscape. The study delves into the intricate dynamics that shape users' perceptions of the safety and reliability of Google's digital payment solutions, with a focus on the critical role of perceived security. The research employs a comprehensive methodology, combining first-hand data from a structured questionnaire administered to 153 users, predominantly in Gujarat, with an analysis of secondary data from various written sources. The literature review highlights the significance of trust in the adoption of digital payment services, emphasizing the role of security, reliability, and transparency. The study identifies demographic and socio-economic characteristics of respondents, revealing a diverse sample predominantly composed of youth residing in rural areas with varying income levels. Data analysis, including normality tests and Wilcoxon Signed Ranks Test, indicates a statistically significant preference for trusting Google Payment Services in terms of securing personal and financial information compared to other influencing factors. The study underscores the importance of addressing perceived security concerns to enhance overall trust and adoption. The findings contribute valuable insights for academic discourse and practical implications for Google Payment Services in navigating the competitive digital payment market.

Keywords: Digital Payment Adoption, Customer Trust, Google Payment Services, Perceived Security, Evolving Payment Landscape.

INTRODUCTION

In the rapidly evolving landscape of digital payment services, the surge in popularity of platforms offered by tech giants, particularly Google (GPay), has sparked inquiries into the factors that underpin customer trust and adoption. This research delves into the intricate dynamics influencing users' perceptions of the safety and reliability of Google Payment Services, exploring the nuanced issues and concerns that may deter individuals from embracing these digital payment solutions. As societies increasingly transition towards digital transactions, understanding the multifaceted factors affecting customer trust becomes imperative for both academic discourse and the success of Google Payment Services in an ever-changing and competitive market. The study employs a comprehensive research methodology, combining first-hand data from a structured questionnaire administered to a diverse sample of 153 users, predominantly in Gujarat, with an analysis of

secondary data from various written sources. The findings underscore the pivotal role of perceived security in shaping users' trust, highlighting the necessity for Google Payment Services to address and communicate robust security measures to foster and enhance user confidence.

REVIEW OF THE LITERATURE

Trust plays a pivotal role in the adoption of digital payment services, and numerous studies have emphasized its significance. Prior research (Smith et al., 2019; Wang & Emurian, 2020) suggests that users tend to adopt payment platforms they trust, considering factors such as security, reliability, and transparency. Examining the antecedents of trust in the context of Google Payment Services, scholars have explored the impact of security measures, privacy policies, and users' previous experiences with digital payments on building trust (Li & Wang, 2018; Gupta & Bhatia, 2021). Understanding the dimensions of trust will provide valuable insights into enhancing the user experience and fostering adoption. The literature underscores the importance of users' perceptions of the benefits and barriers associated with adopting digital payment services. Previous studies (Hassanein & Head, 2007; Venkatesh et al., 2012) highlight that perceived usefulness and perceived ease of use significantly influence users' intentions to adopt technology. In the context of Google Payment Services, investigating the perceived benefits such as convenience, efficiency, and cost-effectiveness, as well as the perceived barriers like security concerns and the learning curve, can shed light on the factors shaping users' decisions to adopt or resist the platform.

PROBLEM OF THE STUDY

The fast growth of digital payment services, especially those provided by tech giants like Google (GPay), has brought up important questions about what makes customers believe and use these services. As more and more people switch to digital payments, it's important to know the specific issues and fears that make people afraid to use Google Payment Services (GPay). The point of this study is to look into the complex factors that affect how customers feel about trusting that deals are safe, how reliable they think Google's payment choices are, and how satisfied they are with their experiences overall. Finding and addressing these factors will not only add to the wealth of academic literature on how people use digital payments, but it will also help Google Payment Services become more popular and successful in a market that is always changing and becoming more competitive.

RESEARCH METHODOLOGY

Purpose of the Study

The aim of this study is to explore and understand the key factors that influence trust and adoption of Google Payment Services (GPay) from a customer perspective. This investigation will encompass factors such as

security, user experience, perceived benefits, and overall satisfaction, contributing to a comprehensive understanding of the dynamics influencing customers' decisions to trust and adopt Google Payment Services.

Data Collection

Both first-hand and second-hand statistics are used in the study. Secondary data comes from a wide range of written sources, like websites and publications. The first-hand information comes from a structured questionnaire that was administered to 153 people who were chosen at random. The process of gathering data is focused on payment users, especially those in Gujarat who use Google Pay. Data collection was conducted from August 2023 to December 2023.

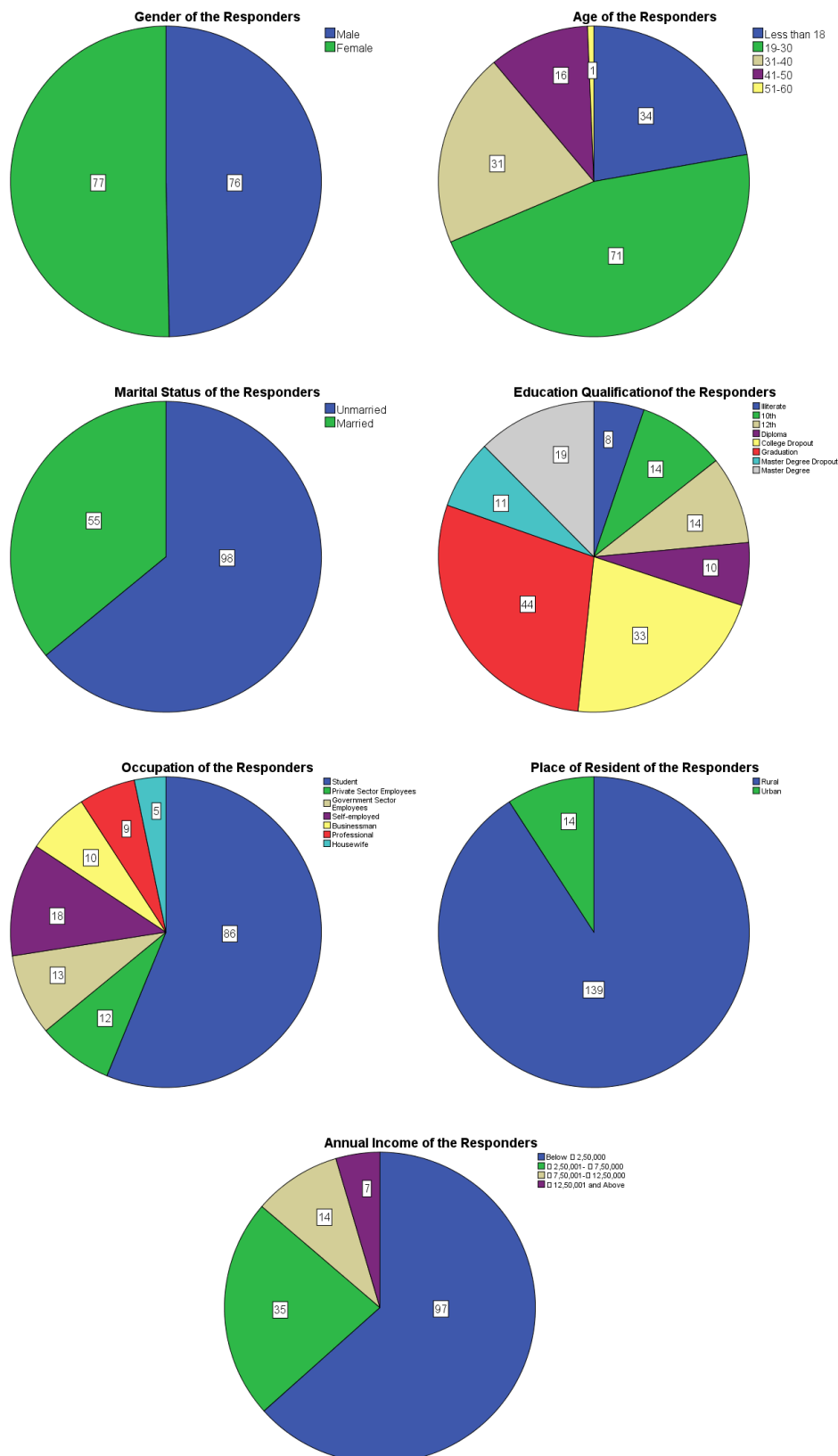
Data Analysis

Quantitative study methods are used to look at the data and information that has been gathered. SPSS is used to do frequency analysis and factor analysis to find out how important the factors being studied are.

DATA INTERPRETATION

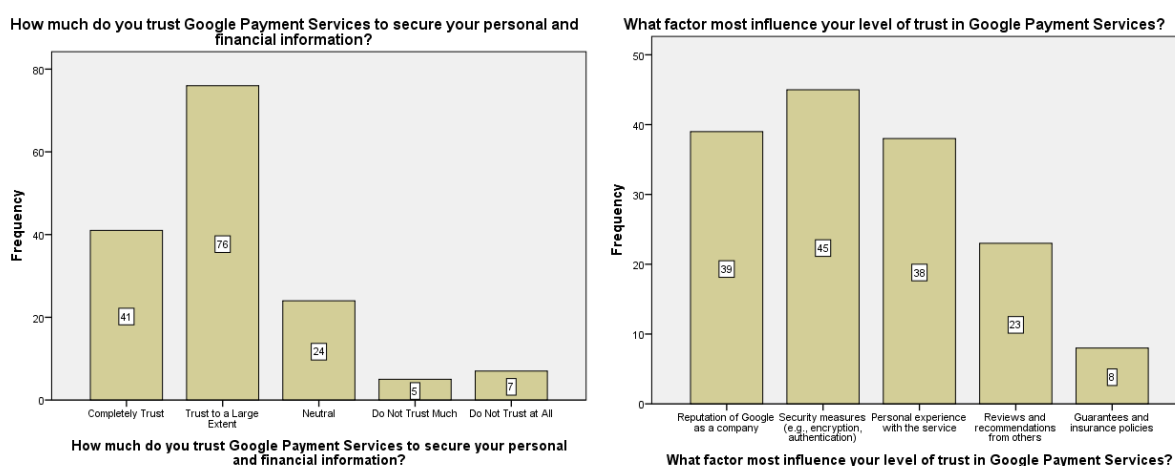
The data that was collected through the online survey responses can be used to draw the following conclusions.

Frequency of Demographic Information



The study provides insights into the demographic and socio-economic characteristics of respondents, shedding light on factors influencing trust and adoption of Google Payment Services from a customer perspective. The gender distribution among respondents was fairly balanced, with 49.7% males and 50.3% females. In terms of age, the majority fell within the 19-30 age group (46.4%), followed by those under 18 (22.2%), indicating a predominantly youthful sample. Most respondents were unmarried (64.1%), and the education levels varied, with a notable proportion having completed graduation (28.8%) and a significant presence of students (56.2%). The majority resided in rural areas (90.8%), while annual income distribution was skewed towards the lower end, with 63.4% reporting incomes below ₹2,50,000. The findings highlight the diverse demographic and economic backgrounds of the respondents, providing a comprehensive foundation for understanding the factors influencing trust and adoption of Google Payment Services within different segments of the population.

Frequency of the Questions



The chart one data suggests varying degrees of trust among respondents regarding the security of their personal and financial information with Google Payment Services. A significant portion, 26.8%, expressed complete trust in the platform's security measures, while 49.7% indicated a high level of trust. A smaller percentage, 15.7%, remained neutral on the matter. On the flip side, a combined 8.0% of respondents expressed some level of distrust, with 3.3% stating they do not trust much and 4.6% asserting they do not trust Google Payment Services at all. This survey highlights a generally positive perception of trust in Google Payment Services, but the presence of respondents with reservations suggests the need for ongoing efforts to enhance transparency and security features to maintain user confidence.

The chart two survey data indicates that multiple factors influence the level of trust in Google Payment Services among respondents. The most significant factor appears to be the reputation of Google as a company, with 25.5% of respondents citing it as a key determinant of trust. Following closely, security measures such as encryption and authentication play a crucial role, influencing the trust level for 29.4% of participants.

Personal experiences with the service also contribute significantly, with 24.8% relying on their individual encounters to gauge trustworthiness. Reviews and recommendations from others hold weight for 15.0% of respondents. Guarantees and insurance policies, while less prominent, still contribute to trust, as indicated by 5.2% of participants. This suggests that a combination of corporate reputation, robust security measures, positive personal experiences, and external reviews collectively shape the overall trustworthiness perception of Google Payment Services among users.

NORMALITY TEST

Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
How much do you trust Google Payment Services to secure your personal and financial information?	.302	153	.000	.806	153	.000
What factor most influence your level of trust in Google Payment Services?	.198	153	.000	.891	153	.000
a. Lilliefors Significance Correction						

The statistic values and significance levels (Sig.) are provided for each test. In general, a small p-value (less than 0.05) indicates that the data deviates significantly from a normal distribution. This implies that the response distribution might be non-normal or skewed. In order to ensure the validity of the findings, it is critical to account for the non-normality of the data and to apply appropriate statistical methods when analysing the data or getting conclusions based on these constructs.

WILCOXON SIGNED RANKS TEST

Descriptive Statistics					
	N	Mean	Std. Deviation	Minimum	Maximum
How much do you trust Google Payment Services to secure your personal and financial information?	153	2.092	.9825	1.0	5.0
What factor most influence your level of trust in Google Payment Services?	153	2.451	1.1751	1.0	5.0

The table presents descriptive statistics for two variables related to trust in Google Payment Services among a sample of 153 respondents. For the first variable, measuring the level of trust in securing personal and

financial information, the mean score is 2.092 with a standard deviation of 0.9825. The scores range from 1.0 (minimum) to 5.0 (maximum), suggesting a moderate level of trust on average, as indicated by the mean falling between the possible range. The second variable assesses the factors influencing trust, with a mean score of 2.451 and a higher standard deviation of 1.1751. This suggests greater variability in responses regarding the factors influencing trust, possibly indicating diverse opinions among respondents. The minimum and maximum values again range from 1.0 to 5.0, showcasing the variability in factors influencing trust in Google Payment Services. Overall, the descriptive statistics provide insights into the central tendency and variability of respondents' perceptions of trust in the security of personal and financial information and the factors influencing that trust.

Ranks				
		N	Mean Rank	Sum of Ranks
What factor most influence your level of trust in Google Payment Services? - How much do you trust Google Payment Services to secure your personal and financial information?	Negative Ranks	37 ^a	46.09	1705.50
	Positive Ranks	68 ^b	56.76	3859.50
	Ties	48 ^c		
	Total	153		
a. What factor most influence your level of trust in Google Payment Services? < How much do you trust Google Payment Services to secure your personal and financial information?				
b. What factor most influence your level of trust in Google Payment Services? > How much do you trust Google Payment Services to secure your personal and financial information?				
c. What factor most influence your level of trust in Google Payment Services? = How much do you trust Google Payment Services to secure your personal and financial information?				

The provided data presents a comparison of respondents' rankings between the factors influencing trust in Google Payment Services and the level of trust in the service's ability to secure personal and financial information. The negative ranks indicate instances where the factor influencing trust was rated lower than the trust in security, while positive ranks represent cases where trust in the factor was higher. The mean rank for the trust in security (56.76) is notably higher than that for the influencing factor (46.09), suggesting that respondents generally place a higher level of trust in Google Payment Services to secure their personal and financial information than in the specific factors influencing their trust. The sum of ranks supports this trend, with a higher cumulative rank for trust in security (3859.50) compared to the influencing factor (1705.50). Overall, this implies that the security aspect has a more significant impact on trust in Google Payment Services than specific influencing factors.

Test Statistics ^a	
	What factor most influence your level of trust in Google Payment Services? - How much do you trust Google Payment Services to secure your personal and financial information?
Z	-3.554 ^b
Asymp. Sig. (2-tailed)	.000
a. Wilcoxon Signed Ranks Test	
b. Based on negative ranks.	

The table presents the results of a Wilcoxon Signed Ranks Test assessing the factors influencing individuals' trust in Google Payment Services and their trust in the platform's ability to secure personal and financial information. The mean rank for negative responses (46.09) is significantly lower than the mean rank for positive responses (56.76), as indicated by a Z value of -3.554 with a p-value of .000. This suggests a statistically significant difference, indicating that respondents tend to trust Google Payment Services more in terms of securing personal and financial information than they do when considering other influencing factors. The negative ranks in the test further support this conclusion, reinforcing the notion that the perceived security of personal and financial information plays a pivotal role in shaping individuals' overall trust in Google Payment Services.

The study suggests that respondents tend to place higher trust in Google Payment Services when it comes to the security of personal and financial information compared to other influencing factors. The negative ranks further emphasize that factors influencing trust, other than the security aspect, are generally perceived with less confidence. This finding underscores the critical role that the perceived security of personal and financial information plays in shaping overall trust in Google Payment Services among the surveyed individuals. The results imply that efforts to enhance and communicate the security measures taken by Google Payment Services may positively impact users' trust in the platform.

CONCLUSION

This study emphasizes the critical importance of the perceived security of personal and financial information in shaping overall trust in Google Payment Services. Users' trust appears to be significantly influenced by the platform's ability to secure sensitive information, and efforts to enhance and communicate these security measures may positively impact user trust. Recognizing and addressing the factors that contribute to this perceived security, while continuing to build and maintain trust in other areas, will be crucial for Google Payment Services in maintaining and enhancing its user base.

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