

Trend Study of GP – Google Pay

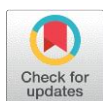
Deetchitha M¹, Dr. Sivaprakash J S²

¹School of Computing, SASTRA Deemed University, Thanjavur, Tamil Nadu, India.

²Assistant Professor, School of Management, SASTRA Deemed University, Thanjavur, Tamil Nadu, India.

How to cite this paper:

Deetchitha M¹, Dr. Sivaprakash J S², "Trend Study of GP – Google Pay", IJIRE-V4I03-21-23.



<https://www.doi.org/10.59256/ijire.2023040249>

Copyright © 2023 by author(s) and
5th Dimension Research Publication.
This work is licensed under the Creative
Commons Attribution International License
(CC BY 4.0).
<http://creativecommons.org/licenses/by/4.0/>

Abstract: In this modern world, everyone is updated with new technologies which make people's work easier. Nowadays, we can find almost everything on the internet – from food to clothes and many more. But, for that, we have to pay money. How do we do that safely and securely? One of the ways to pay is through digital payments. Many companies which are pioneers in the digital industry offer such ways for people which is very useful. Such solutions minimize some risks and provide benefits to the users. This research is carried out on Google Pay- one of the pioneers in providing such solutions. Many companies are providing such solutions. But how Google Pay stands alone and gets benefits is analyzed by the researcher. The financial statement of the company will provide us with the necessary details to carry out this analysis. People prefer user-friendly payment solutions and this increases demand for such platforms. This research helps the company to know its trend based on its previous performance and can predict the future trend. The trend analysis tool is used to analyze the company's operations and performance.

Key Word: Digital payments, Financial Statements, Trend Analysis, user-friendly, demand, Platforms

INTRODUCTION

Newer technologies are benefitting everyone and making lives easier and better. Especially nowadays, most companies try to offer the best solutions to their customers. I use Google Pay for my payments and it has some good features which help us in most situations. Thus, I am taking this research on the company Google Pay. Thus, I am taking this research on how Google Pay can predict its future trend from its previous operations is analyzed.

II. REVIEW OF LITERATURE

Dr. M Esther Krupa and Ms. Shekina D. A study on users' perception towards selected E-Wallets (Google Pay and Paytm) among college students 2023 - The researcher expressed that google pay is a user-friendly application and the development of e-commerce serves as a key factor for the growth of the Google Pay application.

Prabhat Agarwal. Perception towards Online Payment: A comparative study of Google Pay and Paytm in Prayagraj.2022 - The researcher identifies that E-Wallets are a very good way of transacting money and have some issues like security and accessibility to the general public.

Dr. SP Mathiraj,M Mala. A study on users' opinion about google pay. Int J Appl Res 2021;7(12):161-164 - The researcher expressed that Google Pay was preferred by users in a study conducted in Karaikudi as there is no transaction processing fee and the company is constantly trying to improve the security of the application.

Pawan Kalyani. Google pay international: An empirical study exploring google pay's international feature in comparison with its competitors like Paytm, PhonePe, etc., and Understanding Customer POV in Indian Digital Payment Market. 2021 - The researcher identified that when the company introduced its new international payment feature, people liked the feature more.

Ms. V Parvathy and Dr. D Durairaj. A study on factors influencing the user trust towards Google Pay among visually impaired users in Chennai City.2021 - The researcher says that blind users are very happy when they use Google Pay as it is easily accessible for people who are visually impaired.

Satinder Bal Gupta, Raj Kumar Yadav, and Shivani. Study of Growing Popularity of Payment Apps in India 2020 - The researcher identified Google Pay as one of the apps considered for making online payments as it has the feature of making payments directly from a bank account.

Dr. PK Gate and Dr. PN Totala. A study on customer satisfaction of mobile wallet services provided by Google Pay 2020 - The researcher concludes that Google Pay is giving many offers to customers and customers are satisfied with their service.

Dr. M Abdul Rahman and Dr. A Abdul Khader. Comparative Study on customer satisfaction with Google Pay and

Dr. R Sridevi and Thirumoorthiammal V. A comparative study on the usage and customer satisfaction on Google Pay and Paytm 2021 - The researcher expresses that people use digital payment apps to recharge their phones, do online shopping, etc.

III.OBJECTIVES

1. To analyze the growth of the company over 5 years
2. To predict the future trend of the company from its previous performance
3. To know whether the company has to improve somewhere

IV.PROBLEM STATEMENT

The company has the same level of growth as compared to previous years.

V.METHODOLOGY

- Data is collected from online resources in the title of Google Pay Financial Statements.
- Financial statements for the years 2018,2019,2020,2021 and 2022 are taken for the research.
- Research is carried out using Trend Analysis.

VI.ANALYSIS AND INTERPRETATIONS

Calculation of Trend Percentages:

All data in MILLIONS of US Dollars

Base year=2018

Data	2019	2020	2021	2022
Revenue	118%	133%	188%	206%
COGS	120%	142%	186%	211%
Gross Profit	116%	126%	189%	202%
Research and Development Expenses	121%	128%	147%	184%
SG&A Expenses	120%	124%	156%	181%
Other Operating I/E	38%	-	-	-
Operating Expenses	112%	113%	136%	164%
Operating Income	124%	149%	285%	271%
Total Non-Operating Income/Expense	73%	92%	162%	-47%
Pre-Tax Income	113%	137%	259%	204%
Income Taxes	126%	187%	351%	271%
Income After Tax	111%	131%	247%	195%
Income from Continuous operations	111%	131%	247%	195%
Net Income	111%	131%	247%	195%

Interpretations:

1) Revenue:

The company's revenue has increased over the years and in the year 2022, it had an 18% increase in revenue. This shows that the company has the chance to represent a high ROI possibility.

2) Cost of Goods Sold(COGS):

The cost of goods sold increases year by year. In the year 2022, it had a 25% increase in sales. This high percentage of increased sales indicates that the company pays less tax and makes less profit.

3) Gross Profit:

Gross Profit has increased over the years and in the year 2022, it has increased by 13%. This shows the efficiency of the company in its everyday operations.

4) Research and Development Expenses:

There is a 37% increase in R&D Expenses in the year 2022 and it has also increased in the previous years. This shows that the company has the possibility for increased productivity and it could also try for new product lines.

5) SG&A Expenses:

There is a 25% increase in SG&A Expenses in the year 2022. This shows that the company's owners intend to boost their operational profitability.

6) Other Operating Income and Expenses:

There was a 38% increase in the year 2019. After that, the company's operating income and expenses remain the same. This shows that the company has understood the crux of its operations and they act accordingly.

7) Pre-Tax Income:

The pretax Income increased till the year 2021 and it decreased in the year 2022. This shows that the company's performance is better in the year 2022 than in previous years compared with industry peers.

8) Income after Tax:

The income after tax increased till the year 2021 and it decreased in the year 2022. This shows that the company's capability of converting its revenue into income is less than the other years.

9) Net Income:

The net income increased till 2021 and decreased in the year 2022. This shows that the company has a decrease in the amount that is left over after subtracting all the expenses from revenues.

VII.FINDINGS

- The company had a decrease in net income in the recent year compared to previous years.
- The company is open to innovation as it is ready to spend on research and development. This shows that the company improves itself day by day according to new technologies and trends.
- Gross Profit shows that the company is efficient in its operations.
- The company had an increase in revenue in the recent year compared to the previous years.

VIII.RECOMMENDATIONS

- The company can lessen the COGS so that it can make more profit even though they need to pay more tax.
- The company can increase its net income by increasing its sales revenue.

IX.LIMITATIONS

- The research is based on one instrument - Trend Analysis.
- The research shows the past operations and their effects on the company and not the future.
- Trend Analysis predicts the future trend from the past data alone.

X.CONCLUSION

The company has had a good increase in growth over the years. This research helps the company to predict the future trend from their own operations and grow further.

References

- [1].<https://www.macrotrends.net/stocks/charts/GOOGL/alphabet/income-statement?freq=A>
- [2].https://www.researchgate.net/publication/341734798_Study_of_Growing_Popularity_of_Payment_Apps_in_India
- [3].<https://www.investopedia.com/ask/answers/043015/what-are-benefits-research-and-development-company.asp>
- [4].<https://www.investopedia.com/terms/t/trendanalysis.asp>
- [5].<https://www.allresearchjournal.com/search/?q=google+pay>
- [6].https://ijirt.org/master/publishedpaper/IJIRT154140_PAPER.pdf
- [7].<https://zenodo.org/record/5055723#.ZDAxynZBxEY>
- [8].https://www.researchgate.net/publication/369140834_A_STUDY_ON_USERS_PERCEPTION_TOWARDS_SELECTED_E-WALLETS_GOOGLE_PAY_PAYTM_AMONG_COLLEGE_STUDENTS
- [9].https://www.researchgate.net/publication/357402552_A_STUDY_ON_FACTORS_INFLUENCING_THE_USER_TRUST_TOWARDS_GOOGLE_PAY_AMONG_VISUALLY_IMPAIRED_USERS_IN_CHENNAI_CITY
- [10].https://www.researchgate.net/publication/360588074_A_Study_on_Customer_Satisfaction_of_Mobile_Wallet_Services_Provided_by_Google_Pay/link/627f4385973bbb29cc7cb9a6/download
- [11].https://www.researchgate.net/publication/366175938_Comparative_Study_of_Customer_Satisfaction_on_Google_Pay_and_Phonepe_Mobile_Apps