A STUDY ON CUSTOMER SATISFACTION TOWARDS USAGE OF ONLINE PAYMENT APPS

Dr.S.KOWSALYA

Associate Professor & HOD (i/c)

Coimbatore

India

M.THEJASWINI

B.Com Corporate Secretaryship CA

Coimbatore

India

ABSTRACT

Mobile payment apps are also known as digital payment apps which are used for easy transactions and payments. These payment apps were introduced to customers for their benefits. There are various payment apps which are used for UPI payments like Google pay Phone pe, Paytm etc. Now days the online payment apps users are increased dramatically and also the payment options have been spread in local market. The customers are highly beneficial and satisfied towards payment apps. This study is focused on the usage of payment apps by customers and also their satisfaction towards payment apps This study done using descriptive research design method and data are collected by primary sources with 131 sample size of people. The results are analyzed and interpreted through simple percentage analysis ,rank chi-square test,one sampleT- test and independent sample T-test The data analysis and interpretation done and presented through pie charts and graphs.

KEYWORDS: Online Payment apps ,Types of online payments ,Cashless transactions.

INTRODUCTION

The "Digital India" is the Indian Government's flagship program with a vision to convert India into a digitally empowered country. "Faceless, Paperless, Cashless" is one of Supposed function of Digital India. Digital payment system has gained importance nowadays, especially after demonetization. We all witnessed how technologies have been growing in modern world. On This case the online payment apps also introduced and it has been successful among customers . Major people who live in urban areas are adapted to this digital payment system. Unless very low number of people who lives in rural areas still didn't know the importance and services of this online payment apps.

ONLINE PAYMENT APPS

A online payment app or a mobile wallet is a mobile application that allows you to store your debit or credit card information that can be used to pay for goods and services in digital money instead of using physical

cards or cash and also send money online to friends, family, or merchants in an instant. It is just like having a digital wallet on your phone .Digital payments are a fastgrowing industry in India

BENEFITS OF USING ONLINE PAYMENTS

Online payments provide both the buyer and seller with many benefits, such as security, efficiency, Convenience ,and contactless options.

Security: Online payment options use encryption to protect consumer information and ensure data and funds are transferred securely from buyers to sellers. These safety protocols also decrease the chance of personal information being stolen.

Efficiency: Payments made online are efficient because they are fast, sometimes instantaneous, and don't have any constraints, such as distance, time, or location.

Convenience: Vendors who accept online payments are providing a convenience that allows their customers to easily pay for goods or services, which improves the buying experience.

If the vendor accepts credit card payments, the customer can buy goods on credit and pay later. Payments can also be made from anywhere at any time, eliminating the need to go to a bank or another financial institution

Contactless option: Contactless online payments allow buyers to pay for items by simply holding a smart device near a terminal that processes the transaction and transfers the funds to the seller via tha internet.Customers can also make payments using QR codes or one-time passwords (OTP), both of which eliminate the need for human touch.

CHALLENGES OF ONLINE PAYMENT

There are several challenges:

Technical problems

Like any system that depends on technical infrastructure, online payments themselves may be subject to disturbances and downtime. Fortunately, tech maintenance operations performed on online payment gateways or in the card network system are usually limited in time, announced in advance, and scheduled for periods when eShops don't have a lot of traffic, often during the night.

The cost of fraud

As appetite for online spending has increased, so have fraud attempts in the field. One major disadvantage of online transactions, therefore, is the merchants' and customers' exposure to different malevolent attacks. From ID theft to database exploits and phishing attacks, criminals are becoming more and more versatile in the ways they attempt to interfere with online transactions.

Password issues

Even though transactions use OTPs (one-time passwords), your customers' personal data or bank account details may still be vulnerable. Privacy breaches can be an ongoing problem, especially for a business which processes a high number of online payments and works with a multitude of different banking institutions

Technological illiteracy

There will always be customers who are reluctant to use online payments, whether because they don't know how to initiate making one or find it overly difficult to navigate the checkout process, or because they don't trust that it's a safe method and prefer making a more traditional payment. Especially in developing countries, this can be a drawback that businesses face when offering online payments.

OBJECTIVES OF THE STUDY

- ➤ To study the awareness towards usage of online payment apps.
- ➤ To identify the factors influencing towards usage of online payment apps.
- ➤ To examine the customer satisfaction towards online payment system.
- ➤ To understand the problems faced by the customer while using online apps.

SCOPE OF THE STUDY

Scope of the study examines the customer behaviour on adapting towards online payment apps,issues faced by the customers towards online transaction.

STATEMENT OF THE PROBLEM

Online payment is very much used in recent years due to convenience, speedy a transaction, saving time, attractive sales promotional offers, etc., Despite these factors, there are various transactional and non-transactional issues involved such as internet user being uncomfortable often etc. which act as deterrents. However, the future for online payment looks bright and promising. This is especially true in the context of consumers in small cities, where online payment is still new, and consumers are less familiar and often more

skeptical towards it. Therefore, this study aims to examine the customer satisfaction towards online payment apps and also to analyze the issues and difficulties faced by the customers towards online payment apps.

LIMITATION

- ➢ This research was carried in a shorter period of time.

- ➢ Some of the respondents did not answer the questions accurately with interest.

- ➢ The sample size was small and constraint, the research would have been accurate if the sample size was more

- ➢ For this research the scope of discussion was limited, the research could have been in more depth

RESEARCH METHODOLOGY

Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability. The process used to collect information and data for the purpose of making business decisions. The methodology may include publication research, interviews, surveys and other research techniques, and could include both present and historical information.

SAMPLING

The convenient random sampling technique is used in this study.

SAMPLE SIZE

The sample of 131 peoples has been collected through the questionnaire.

S.NO	TALUKS	NO.OF.RESPONDENT
1	Annur	13
2	Coimbatore(North)	13
3	Coimbatore(South)	13
4	Kinathukadavu	13
5	Madhukarai	13
6	Mettupalayam	13

7	Perur	13
8	Pollachi	13
9	Sulur	13
10	Peelamedu	14
	TOTAL	131

SOURCE OF DATA

Sources of Data begins with figuring out what sort of data is needed, followed by the collection of a sample from a certain section of the population. Next, you have to utilize a certain tool to gather the data from the choosen sample.

DATA COLLECTION PRIMARY DATA

The Primary data for this study was collected through questionnaire and responses collected through google form.

TOOLS USED

Statistical tools are involved in carrying out a study include planning,designing, collecting data, analyzing, drawing meaningful interpretation and reporting of the research findings.

The tools are:

- ➢ Simple percentage
- ➢ Rank analysis
- ➢ One sample T-test
- ➢ Independency sample T- test
- ➢ Chi-square

REVIEW OF LITERATURE Kaur, Puneet, et al (2020)

They examines that mobile wallet apps have been increased trend dramatically. It is useful for customers and effectiveness towards transactions and safety payments on behalf this still the mobile wallets not extended in markets

Ghosh, Gourab (2021)

They describes that advancement of information and communication technology opened the gate way for modern methods of payments. The growth in smart phone and access to internet made life easier for the people and which gave advent to digitalization. Digitalization not only improved trade and commerce but it also made transaction of payment smooth and fast.

Vinitha,K.,and S.Vasantha.(2018)

Digital revolution has altered the routine life style of people. The power of world wide web and digital payments is having pivotal role in getting connected and making any time anywhere payments at your attain user satisfaction and there by leads to consumer loyalty.

TOOLS

SIMPLE PERCENTAGE LIST OF ONLINE PAYMENT APPS

ONLINE PAYMENT APPS	NO.OF.RESPONDENT	PERCENTAGE
Google pay	73	57
Paytm	24	18
Phone-pay	16	12
Amazon pay	14	10
Bharatpe	1	1
Whatsapp pay	3	2
TOTAL	131	100

(SOURCE : Primary data)

It is concluded that majority 73(55 percent) of the respondents are use of Google pay.

RANK ANALYSIS PROBLEMS/ISSUES FACED WHILE YOU USING ONLINE PAYMENTS APPS OF THE RESPONDENTS

S.NO	FACTORS	5(1)	4(2)	3(3)	2(4)	1(5)	Total	RANK
1	Poor internet connectivity	49 245	19 76	28 84	23 46	12 12	131 463	II
2	Transaction cost is high	37 185	•31 124	41 123	17 34	05 05	131 471	I
3	Lack of trust in online payment	31 155	35 140	32 96	26 52	07 07	131 450	III
4	Unsafe	35 175	39 156	31 93	21 42	05 05	131 471	I
5	Risky	36 180	29 116	30 90	25 50	11 11	131 447	IV

(SOURCE: Primary data)

This is resulted that Transaction cost is high and Unsafe is in the Rank 1 among the respondents.

ONE SAMPLE T-test

TABLE

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
User friendly	131	4.1756	1.08473	.09477
Cash back options	131	3.4733	1.17884	.10300
Less service charge	131	3.3664	1.14493	.10003
Upgraded services	131	3.5038	1.08397	.09471
Time saving	131	3.9924	1.19290	.10422
Non-payment cash	131	3.4580	1.26040	.11012

TABLE

					95% Confidence Interval of the Difference	
One-Sample Test						
Test Value = 0						
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
User friendly	44.059	130	.000	4.17557	3.9881	4.3631
Cash back options	33.723	130	.000	3.47328	3.2695	3.6770
Less service charge	33.653	130	.000	3.36641	3.1685	3.5643
Upgraded services	36.997	130	.000	3.50382	3.3165	3.6912
Time saving	38.305	130	.000	3.99237	3.7862	4.1986
Non-payment cash	31.402	130	.000	3.45802	3.2402	3.6759

The result suggests that online payment app providers should continuously monitor customer satisfaction and preferences to identify areas for improvement. Additionally, they should consider offering personalized services and rewards to increase customer loyalty and retention.

INDEPENDENT SAMPLES T-TEST

TABLE

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Occupation	Male	66	2.6818	1.38296	.17023
	Female	65	1.6923	1.04468	.12958

TABLE

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Occupation	Equal variances assumed	14.076	.000	4.616	129	.000	.98951	.21439	.56534	1.41368
	Equal variances not assumed			4.625	120.916	.000	.98951	.21394	.56597	1.41306

Independent Samples Test

. The independent samples test shows that the p-value is less than 0.05, indicating that there is a significant difference between the mean scores of males and females. Therefore, we reject the null hypothesis and accept the alternative hypothesis. A significant mean score difference between gender and occupation. This is because gender can often be a significant factor in determining the occupation and the level of income earned, which, in turn, can influence the score for occupation.

CHI-SQUARE ANALYSIS

TABLE

Occupation * Educational qualification Crosstabulation

Count		Educational qualification			Total
		HSE	Under graduate	Post graduate	
Occupation	Student	4	44	4	52
	Private employee	2	34	5	41
	Govt employee	2	7	2	11
	Business	0	11	4	15
	Professional	1	7	4	12
Total		9	103	19	131

TABLE

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.115[a]	8	.195
Likelihood Ratio	10.848	8	.210
Linear-by-Linear Association	4.805	1	.028
N of Valid Cases	131		
a. 8 cells (53.3%) have expected count less than 5. The minimum expected count is .76.			

These results suggest that there is not enough evidence to reject the null hypothesis. However, it is important to note that 8 cells (53.3%) have expected counts less than 5, and the minimum expected count is .76. This violates the assumption of the chisquare test, which assumes that expected counts are greater than or equal to 5. This violation may affect the validity of the test results, and caution should be exercised when interpreting them.

SUGGESTION

> The online payment app is very handy and useful for the customers but it is also creates some security problem while using the apps.
> The online payment app should maintain privacy for the customer's in order to use safe and secured.
> The payment app should develop their app and also fix the problems of delay in transactions issue faced by the customers in current scenario

> Online payment apps should be upgraded and create more innovative ideas with the payment It is concluded that majority 100 (39.69%) of the respondents are of above 18 years and 18-25 years.

CONCLUSION

An evolutionary succession has been witnessed by payment methods from cash to online payment apps like google pay, phone pe, paytm, and bhim app etc., and currently to electronic commerce and mobile banking. In this paper, it has been studied that online payment methods are increasingly being used for making daily online as well as onsite purchases. The issues associated with online payment as well as the adoption of electronic commerce for making payments by customers has been discussed in this paper. Furthermore, the advancements in technology supporting mobile transactions and making them more convenient and transparent is developing trust among customers who are becoming habitual of employing this mode of payment. This change in the behaviour of customers showing a transition from the traditional to an advanced online mode of payment is apparent in retailing and banking, and with nearly all available mobile devices. The statistics shown in this study signify that the number of customers employing online mode of payment and making online transactions are continuously growing, hinting at a everlasting acceptance of online payment systems. However, the adoption and deployment of several rising

technologies carry new opportunities and challenges to the implementation and design of secure online payment systems in the present day as well as in near future.

REFERENCE

- Kaur, Puneet, et al (2020) why people use and recommend mobil Wallet Volume 56, September 2020

- Ghosh, Gourab (2021) Adoption of digital payment system by consumer Volume 9, Issue 2 February 2021

- Vinitha,K.,and S.Vasantha "usage of E-payment and customer satisfaction " Executive Editor 9.3 (2018):13