



A Research on Mobile Payment Applications in Customers Preferences on Madurai District

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ABSTRACT

The mobile phones are used everywhere in this current world. Mobile payment application stands referred as mobile or mobile transfer money. The technological advancement has made everything it is performed through android mobile phone. By using the applications installed in the mobile phones the users can pay any bills and transact their money to someone at their convenience. The main objective of the study is to examine the level of satisfaction among the respondents and control the customer's favorite towards mobile applications for payment. Using a structured questionnaire primary data sample of 223 respondents was suitably selected from Madurai district. The statistical tools used for analysis are simple percentage, scaling technique and ranking method. The research concludes that customer's satisfaction towards mobile payment applications are gradually going high.

Key words: Digital Payment, Consumer preference, Applications, bank, transaction, customers, money, transfer, cards, etc.

1 INTRODUCTION

The growth of technology plays a significant role in daily life of people. Technological advancement in smartphones helps as a cause of communication device, socialized tool, and even as a payment device. Mobile case allows you to store various credit card details and bank account numbers, this information is stored in a secure environment and if lost, data can be recovered using backup option. So, the mobile wallet money once it is registered it avoids entering account evidence every time. Mobile payment applications is discussed as mobile money or mobile money transfer. It is performed through an android mobile phone. It is commonly refers to payment services and operated under financial regulations. In its place of paying by cash, cheque or ATM cards a customer can use a mobile phone to pay for a wide range of services. Customers can make three types of payments with a mobile device such as a mobile phone or laptop or computer.

- ✚ A person-to-person transfer started from a mobile device. These transfers include non-commercial payments since one customer to another customer and commercial payments after a customer to a merchant.
- ✚ Goods and services purchased above the Internet arranged a mobile device.
- ✚ Mobile payments at a point of sale (POS), anywhere the payments started from a mobile device at physical locations, such as a store, gas station and restaurant.

The challenge of Mobile payment is to reduce the problems and provide solutions for the payer and the recipient.

2 DEFINITION OF 'MOBILE PAYMENT'

A mobile payment is money paid for a product or service through an electric device such as a tablet or mobile phone. It can also be used to transfer or send money to friends or family members. Many banks have recently adopted mobile payment technology into their banking apps that allows customers to send or transfer money instantly to friends and family members directly from their bank accounts. It can also be made on site at stores by scanning a barcode on an

App on your mobile. The buying on stores may be deducted from the cost on the account it is associated with the particular store, or it can be paid by debit or credit card. Mobile payment information is encrypted during transmission, so it is thought of being a safer payment method than paying with a debit or credit card.

3 DIFFERENT VARIETIES OF MOBILE APPLICATION

- ✚ **Communications:** Social Networking, E-mail, Internet Browsing, Yahoo,
- ✚ **Games:** Cards or Casino, Action or Adventure, Puzzle or Strategy,
- ✚ **Productivity:** Calendars, Calculators, Notepad or Memo, Spreadsheets
- ✚ **Travel:** GPS/Maps, Itineraries / Schedules, City guide, Translators, Weather
- ✚ **Utilities:** Screen saver, Profile manager, Call manager, File manager, Task manager,
- ✚ **Multimedia:** Presentations viewers, Image viewer, Graphics, Video, Players



4 ADVANTAGES OF MOBILE PAYMENT

Customers Comfort

The benefit of accepting mobile payment is small commercial enterprise owners makes an less difficult manner for customers to pay. Instead of having customers apply credit score playing cards, cash or cheque cellular bills are a clean manner to pay through smartphones. This quickens the system and gives the risk to interact with their customers.

Ease of use

It's a one click on pay without a want to fill card numbers and passwords. It could also be used by using linking debit or credit cards and bank debts and pay immediately. It's miles viable to change cash at any moment and transfer cash at any time.

Accessibility

Absolutely everyone who wishes to make and get hold of payments ought to get right of entry to price device. One has the ability to get right of entry to cellular price gadget whilst and wherein it is required. People across national borders can get admission to charge machine as it is an smooth way to pay for goods. It's far feasible to make instantaneous bills.

Safety and Reliability

Encryption (cease-customers) of a charge device may be to be had whilst predicted and that bills will attain the recipient on the time. The machine is comfy, so the use of it will now not reveal any destiny losses due to facts being fraudulently obtained. Some of these problems may be addressed by using device contributors providing a assure of one orevery other form, but top gadget layout is a extra fundamental response.

5 REVIEW OF LITERATURE

Md. Rashedulislam, Md. Rofiqulislam and TahidulArafhinMazumder(2010) Stated the uses and effect of cellular software in people, enterprise and social region. In modern international, mobile software is one of the most worried and unexpectedly developing areas. This research found out that how person mobile consumer, facilitate the cellular software and the popularity of the mobile utility. The researcher explains the result of mobile utility within the commercial enterprise quarter. In this research, statistical statistics of the past and gift scenario of cell software had been offered to explicit the impact. The research concludes some impact of cell utility on society from the ethical attitude.

Dr. Sanjeevpadashetty, prof. Krishna kishoresv, (2013) Examined The Functionality Of Client To Result In Behavioural Intention Among Them To Use Mobile Bills. The have a look at is descriptive in nature. Questionnaire approach is used in an effort to collect the information, statistical tools used for the look at is anova. This research reveals the price apps that have shown the regular relationship with cell charge adoptive.

David g. Taylor, Michael Levin Motive (2014) Revealed How The Mobile Phone Platform (Android Vs Apple Ios), Hobby Inside The App And Recency of The Store Visit Affect Patron's Likelihood To Use The Apps For Getting And Information-Sharing Sports. This paper finds the predictors of cell app usage for purchasing and information sharing. The facts gathered from us retailers the use of partial least squares regression became taken for the take a look at. This studies concludes that the extent of hobby in a retail app is definitely associated with the customer's purpose to have interaction in each purchasing and statistics-sharing activities.

Shamsher Singh (2017) Examined The Client Notion of Virtual Fee Has A Significant And Fine Impact On Adoption Of Virtual Fee. The records needed for the examine are accrued the use of dependent questionnaire for understanding consumer belief of virtual charge.

6 OBJECTIVES OF THE STUDY

- ✚ To research the demographic profile of the respondents.
- ✚ To study the level of satisfaction among the respondents towards Mobile Payment, Applications.
- ✚ To control the customers preference to Mobile Payment applications.
- ✚ The research on the concept of customer's preference to mobile payment.
- ✚ The research the overview of mobile payment customer's preference.

7 LIMITATIONS OF THE STUDY

- ✚ The study is restricted to the selected sample of Madurai and hence care has to be exercised while extending these results to other areas.
- ✚ The statistical methods used to analyze the data have their individual limitations.
- ✚ All limitations of primary data are applicable to this study.
- ✚ Time limitations when collecting secondary data.
- ✚ Study is not needed to simplify all the data from this study.

8 RESEARCH METHODOLOGY

The data Madurai District is the study area. A total of 223 respondents was conveniently particular from Madurai. The respondents contain together Male and Female of various economic groups. The primary data essential for the study remained collected done well designed questionnaire. The secondary data desired for the study were collected from journals, magazines, books, etc.

9 RESEARCH DESIGN

This research title is "A research on mobile payment applications c in customers preferences on madurai district" and the methodology discussed the data collection, reliability analysis, sampling design, period of the study pilot study and statistical tools and techniques in social media marketing. The validity of a research depends on the logical method of collecting the data and analyzing in sequential order. In the current study and general analysis of Primary survey data and Secondary data were used systematically.

10 SOURCES OF THE DATA

Primary Data

This research is primary source of data is Google forms online mode to various respondents in Madurai district. The collection of samples help the researcher to carry out a reliable analysis.

Secondary Data

Secondary sources are the details are presented already. In this research the secondary data were collected from the published articles, previous records, submitted thesis, magazines, and internet etc.

11 ESTIMATED NUMBER OF MONTHLY VISITORS IN MOBILE PAYMENT APPLICATION

DATA ANALYSIS AND INTERPRETATION

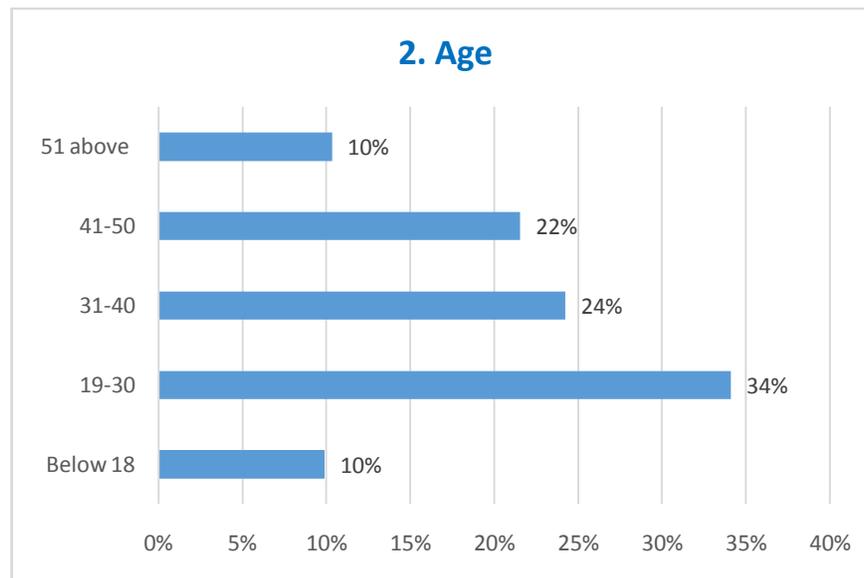
Table -1 Gender Respondents

SI. No	Gender	Respondents	Percentage
1	Male	91	41%
2	Female	122	55%
3	Other	10	4%
4	Total	223	100

The table -1 is gender total resonance is 223 male 41%, female is 55% and other gender is 4%. Finally female is increased in development of mobile payment applications. It is useful to online payment.

Table 2 Age Respondents

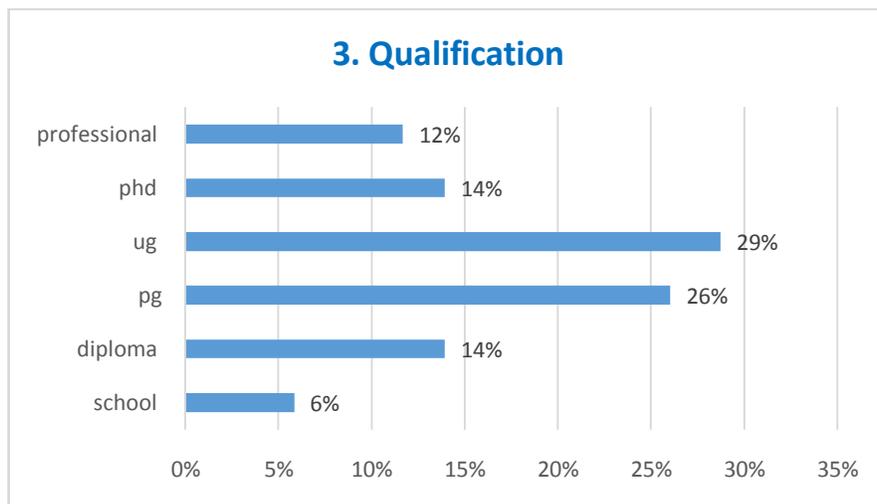
SI. No	Age	Respondents	Percentage
1	Below 18	22	10%
2	19-30	76	34%
3	31-40	54	24%
4	41-50	48	22%
5	51 above	23	10%
6	total	223	100%



The table 2 it is age responses below 18 to above 50 ages, then 19-30 is 34% and 31-40 is 24% it increase in 37 percentages. It is use full to development of online payment in Madurai District.

Table 3 Qualification Respondents

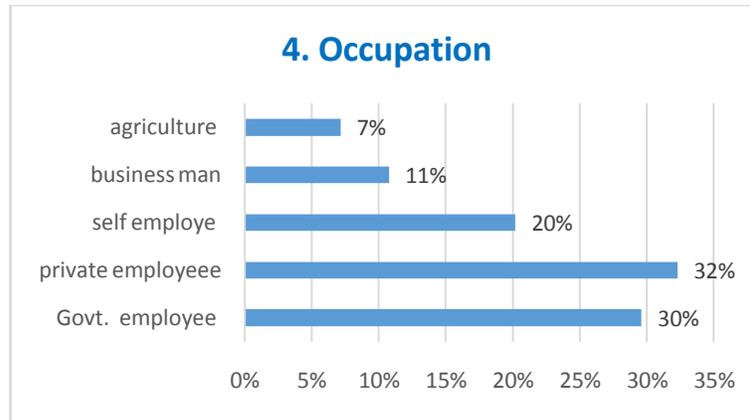
SI NO	Qualification	Respondents	Percentage
1	School	13	6%
2	Diploma	31	14%
3	PG	58	26%
4	UG	64	29%
5	PHD	31	14%
6	Professional	26	12%
7	Total	223	100%



The table 3 is qualification total responses is 223 different qualifications school, college. Diploma students and PHD staffs. Then UG is 29% responses is 64 this is high level in development of e- commerce useful to online payment in UG and PG students.

Table 4 Occupation Respondents

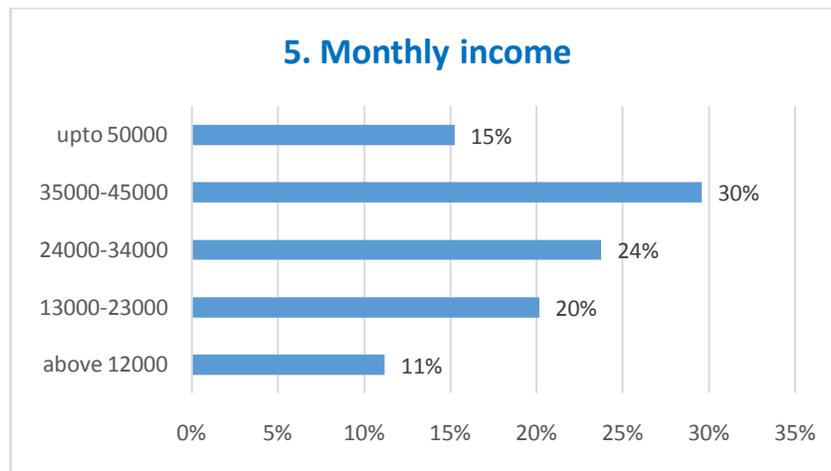
SI NO	Occupation	Respondents	Percentage
1	Govt. employee	66	30%
2	Private Employee	72	32%
3	Self-Employee	45	20%
4	Business Man	24	11%
5	Agriculture	16	7%
6	Total	223	100%



Then table 4 is occupation in Govt employee 30%, private employee 32%, business persons and agriculture responses total in 223, very low level is business man and agriculture. Finally the online payment used private and government employees.

Table 5 Monthly income Respondents

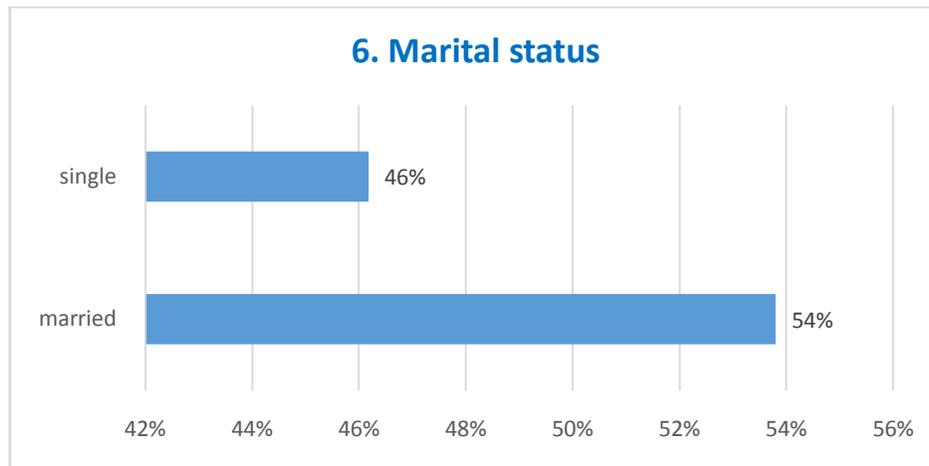
SI NO	Income	Respondents	Percentage
1	Above 12000	25	11%
2	13000-23000	45	20%
3	24000-34000	53	24%
4	35000-45000	66	30%
5	Up to 50000	34	15%
6	Total	223	100%



The table 5 is monthly income respondents in above 12000 and up-to 50000 it is low level of monthly income, 35000-40000 it is 30% and 24000-34000 24%. The monthly income is maximum level. It calculated percentage analysis in 100%.

Table 6 Marital status Respondents

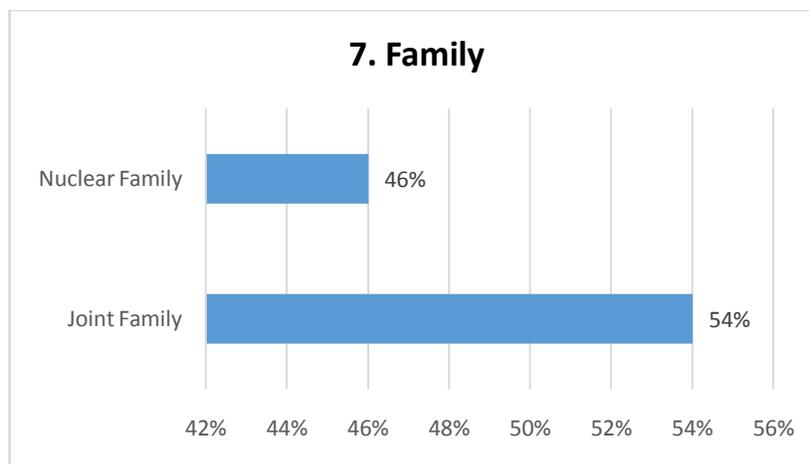
SI NO	Marital status	Respondents	Percentage
1	Married	120	54%
2	Single	103	46%
3	Total	223	100%



Then table 6 is marital status total 223 respondents single 46% is decreased and married respondents is 54% it is highly useful to development of online payment and useful to Indian economy. Finally after married highly used online payments.

Table 7 Type of the Family

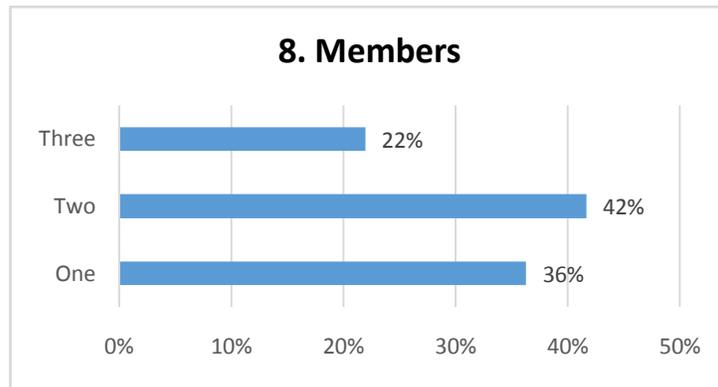
SI NO	Family	Respondents	Percentage
1	Joint Family	120	54%
2	Nuclear Family	103	46%
3	Total	223	100%



Then table 7 is Type of the family total 223 respondents Nuclear Family is 46% is decreased and joint family is 54% it is highly useful to development of digital payment and useful to Indian economy. Finally Nuclear Family highly used online payments.

Table 8 Earning Members in a family

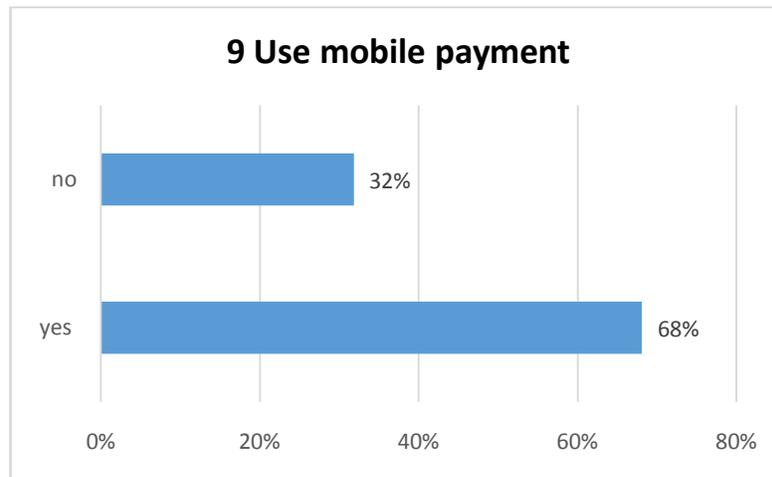
SI. No	Members	Respondents	Percentage
1	One	81	36%
2	Two	93	42%
3	Three	49	22%
4	Total	223	100



The table 8 is Earning in family persons One is 81 respondents 36%, Two is 93 respondents 42%, Three is 49 respondents 22% . family 2 persons earning is 42%

Table 9 Use Mobile Payment

Sl. No	Mobile payment	Respondents	Percentage
1	Yes	152	68%
2	No	71	32%
3	Total	223	100



The table 9 is Mobile payment users 152 respondents 68% and No use mobile payment no is 71 respondents 32%. It is total respondents 223 calculation percentage is 100%.

Table 10 Type of Mobile Payment

Sl. No	Types	Respondents	Percentage
1	Cards	39	17%
2	Cheque	41	18%
3	Cash	35	16%
4	Mobile payment app	108	48%
5	Total	223	100%

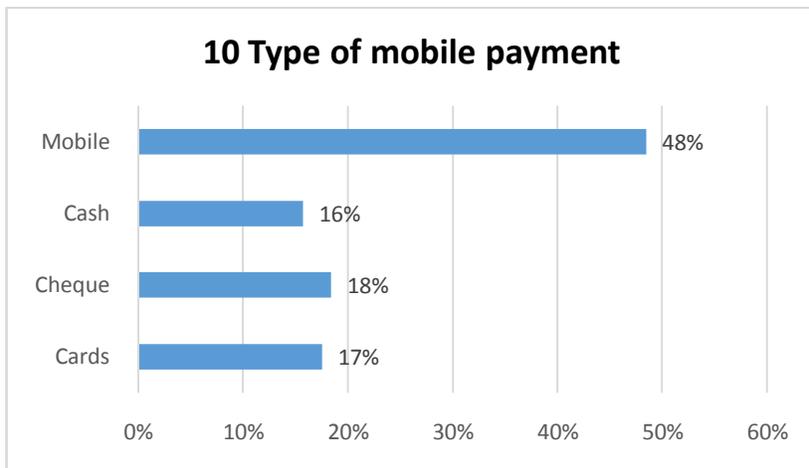


Table 10 is type of mobile payment high level increased mobile is 48% 108 respondents, cash 16%, cheque is 18% and card payment is 17%. Finally Madurai district out of 100% mobile payment is 48%. It is important point for types of payment.

Table 11 Type of Smart Phone

SI. No	Mobile	Respondents	Percentage
1	Android	140	63%
2	Blackberry	23	10%
3	IPhone	49	22%
4	Windows	11	5%
5	Total	223	100%

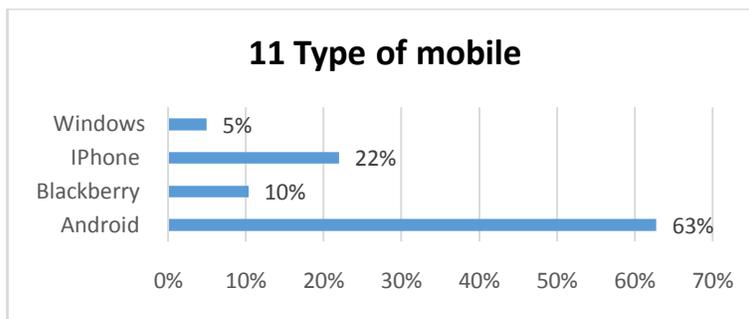
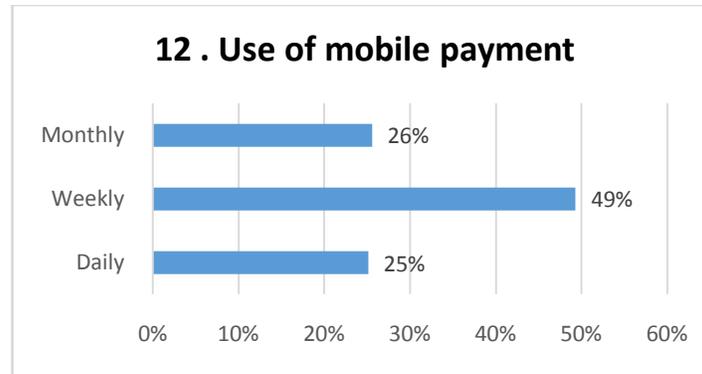


Table 11 is Type of mobile phone total 223 respondents android is 63% the currently more than peoples used in android mobiles it is useful to online payment and online shopping. Apple I phone is branded and costly mobile so lower level is i phone. The blackberry and windows mobiles old models so very lower level.

Table 12 Use of mobile payment

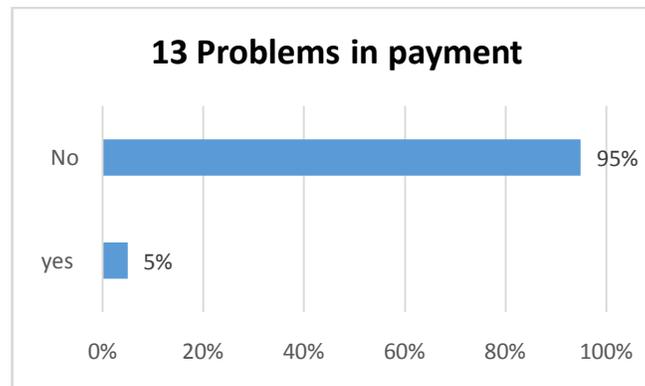
SI. No	Use of Payment	Respondents	Percentage
1	Daily	56	25%
2	Weekly	110	49%
3	Monthly	57	26%
4	Total	223	100%



The table 12 is use of mobile payment Monthly 56 respondents 25%. Weekly 110 respondents 49%, Monthly 57 respondents 26% overall weekly online payment users is 49%.

Table 13 Problems in online payment

SI. No	problems	Respondents	Percentage
1	yes	12	5%
2	No	211	95%
3	Total	223	100%



The table 13 is problems in online payment it is questions responded 223 persons yes is 12 the respondents only 5% and another option is no 211 respondents 95% no problems in online payment. It is easy to pay and save the time another important point is not collected transactions it is liked for online payment users.

Table 14 what is the online payment application you use?

SI. No	App	Respondents	Percentage
1	Google Pay	46	21%
2	Phone Pe	41	18%
3	Pay tm	34	15%
5	Bhim	22	10%
4	Mobi Kwik	13	6%
5	Sbi Pay	22	10%
6	Amazon Pay	25	11%
7	Whatsapp	12	5%
8	Airtel Pay	8	4%
9	Total	223	100%

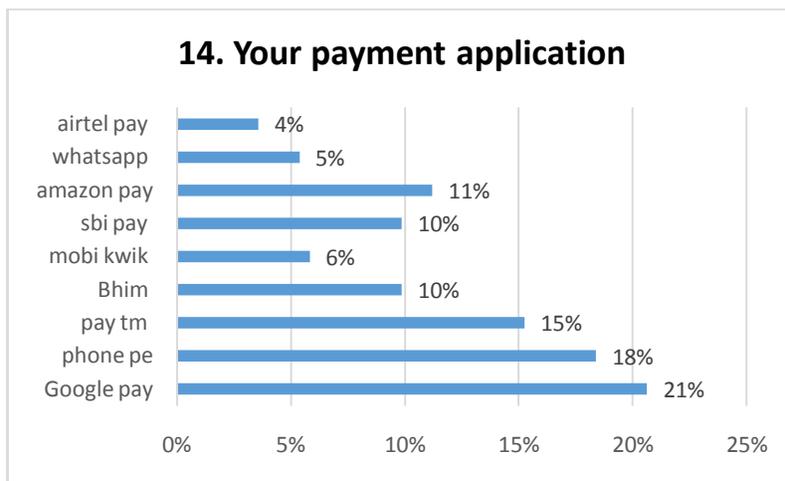


Table 14 your online payment application is Google Pay 46 respondents 21%. PhonePe is 41 respondents 18%. Pay tm is 34 respondents 15%. Bhim 22 respondents 10%. Mobi Kwik is 13 respondents 6%, Sbi Pay is 22 respondents 10%, Amazon Pay is 25 respondents 11%, Whatsapp is 12 respondents 5%. Finally best in Google pay, phone pe, Paytm.

Table 15 If you service charge a fee for online payment you will use

Si. No	Charges in future	Respondents	Percentage
1	yes	79	36%
2	No	88	39%
3	may be	56	25%
4	total	223	100%

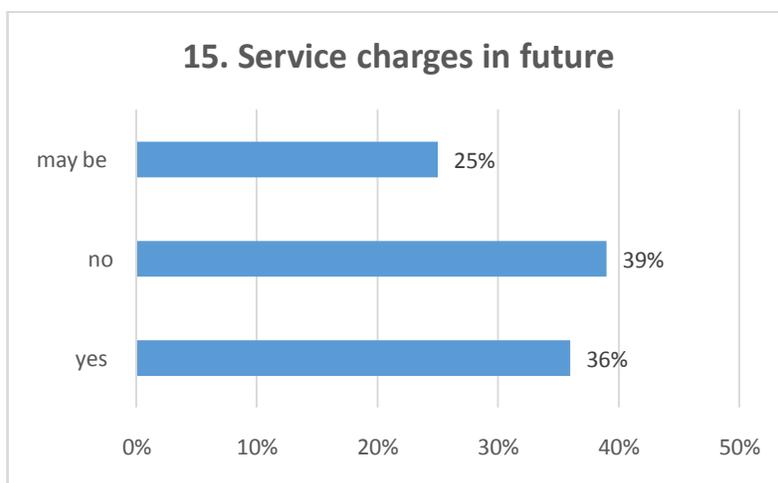


Table 15 Is you service charge a fee for online payment you will use it yes is 79 respondents 36%, No is 88 respondents 39%, may be is 56 respondents 25%. Finally extra charges some peoples accepted, some peoples reject the condition no is 39%.

Table 16 Level of satisfaction

SI. No	Satisfaction	Respondents	Percentage
1	High	126	57%
2	Medium	74	33%
3	Low	23	10%
4	Total	223	100%

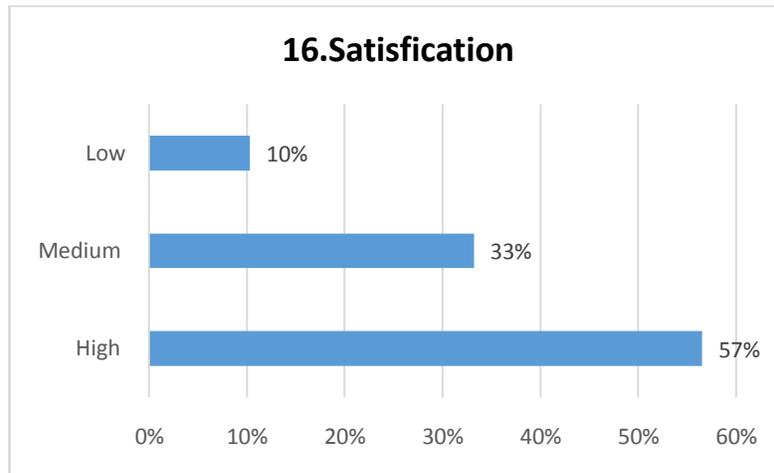


Table 16 Level of satisfaction it High is 126 respondents 57%, Medium is 74respondents33%, Low is 23respondents10%. The online payment users highly satisfied 57%.

12 FINDINGS OF THE RESEARCH

- ✚ Most of the respondents are female in online payment use.
- ✚ Majority of the respondents are popular the age group of 19-35 years.
- ✚ Educational qualifiers of the respondents stand UG and Diploma courses.
- ✚ Most of the respondents are Professional jobs use online payment.
- ✚ Most of the respondents marital status are single after marriage not use online payment.
- ✚ Most of the respondents income level is Rs.35,000 - Rs.40,000.
- ✚ Majority of the respondents are living in Madurai district area.
- ✚ Most of the respondents belong in a nuclear family so increase user levels.
- ✚ Most of the respondents through mobile payment use and liked .
- ✚ Most of the respondents are use Android phone.
- ✚ Most of the respondents mobile payment weekly used.
- ✚ Most of the respondents have online payment applications no problems,
- ✚ Majority of the respondents consume a high level of satisfaction in male and female.
- ✚ Most of the respondents use Google pay and phone pe graded as first payment app.

13 CONCLUSION

Mobile payments app in India have been facing exponential development and with development of internet. The development of usage of smartphones enabled the adoption of Mobile payments app. Mobile payment app is measured valuable since of the time it saves and for single click of purchase and payment. People have started using payment technique instead of cash/cards. While mobile payment app is used in variety of situations, it is tougher to steal a customer's payment information's. Though mobile payment app has less fraudulent than traditional payments. So the mobile payments are more capable and usable for the user. Regularly customer's preference towards mobile payment applications are successful high. Later demonetization mobile case usage has become more general. Internet problem and payment for two digit amount are the normally issues faced by the respondents then also people are not willing to

pay extramoney. Whether it is a payment or transaction, mobile case is measured as a most convenient method. Financial learning must be nearby in a country to accept these kinds of changes.

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