



CONSUMER SATISFACTION TOWARDS ONLINE APPS

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1.1 INTRODUCTION :

Today digital era the usage of the internet has increased dramatically. Nowadays customers are adopting the digital device to spend less time on banking. Digital payment is very useful for transaction funds without taking risks and is also easy to handle and make use of. UPI was launched by NATIONAL PAYMENT CORPORATION OF INDIA in 2016. BHIM was the first platform to start the UPI mode of payment. The Largest payment app in India is Phonepe-47.8%, Gpay -33.6%, Paytm-13.2%. The interface is regulated by the Reserve Bank of India (RBI). 91% of people use online payment apps. India is a world leader in digital payment. In the country, the younger generation has skipped the usual process of owing a credit or debit card, in favor of using mobile apps.

The “DIGITAL INDIA” is an Indian government with the vision to convert into a digitally empowered country. Faceless, paperless, and cashless are some of the supposed functions of digital payment systems that have gained importance nowadays, especially after demonetization. To promote the payment gateway, it has declared discounts on the purchase of certain products digitally. It has also introduced UPI (United Payment Interface) which is based on transit across multiple banks. Another improved version is set to be unveiled by the government, which makes banking transactions through mobile phones without the Internet the a platform called USSD (unstructured supplementary service data). The USSD code is *99#.

1.2 STATEMENT OF THE PROBLEM :

The main focus of the study is to assess the impact of online payment apps. The global online payment market revenue was worth approximately \$88.1 billion in 2021 and is to generate a revenue of around \$180.2 billion by the end of 2026.

1.3 OBJECTIVES OF THE STUDY

- To know the problem faced by the customers in digital payment app
- To analyze the influence of customers by using digital payment apps
- To study the impact of online payment applications on customers.

1.4 SCOPE OF THE STUDY

The impact of online payment apps is broad and multifaceted, encompassing various dimensions of their influences on individuals, businesses, and the economy. Digital payment will increase employment, and reduce risks related to cash like corruption, robbery, and carrying large amounts of cash, helping people to transfer money with security and safety at high speed.

2.1 RESEARCH METHODOLOGY

The methodology section elucidates the data collection and analysis approaches employed in your research. This chapter is integral to your thesis, dissertation, or research paper, providing a comprehensive account of the actions taken and their execution. It enables readers to assess the trustworthiness and accuracy of your research and the chosen dissertation topic.

2.2 RESEARCH DESIGN

The study employs a descriptive research design, which seeks to provide an accurate and systematic depiction of a population, situation, or phenomenon. Descriptive research addresses what, where, when, and how questions, though it does not delve into the why. This design allows for the exploration of one or more variables using a diverse array of research methods and techniques. In contrast to experimental research, a descriptive research strategy involves the observation and measurement of variables without active manipulation by the researcher.

2.3 SAMPLE SIZE

The sample size will depend on factors such as the population size, desired level of confidence, and margin of error. Nearly 200 respondents are chosen as a sample size for this study

2.4 METHODS OF DATA COLLECTION

Research utilizes various techniques and procedures known as data collection methods to gather information. These methods encompass a spectrum, ranging from straightforward self-reported surveys to intricate experiments, and they can employ quantitative or qualitative approaches.

In this study, primary data were acquired using a questionnaire administered through Google Forms. The predominant method of data collection for this research involved surveys, where a Structured Questionnaire was presented to the participants to gather responses.

- 1.Survey
- 2.Observation
- 3.Questionnaire

2.5 DURATION OF THE STUDY

The study will span for 6 month duration, during which we will investigate the impact of online payment apps with reference to coimbatore

2.5 TOOLS USED FOR ANALYSIS

The analysis for the study is done based on the data collected through observation and questionnaire. Based on the information gathered through observation and questionnaire, the study's analysis is completed. The data collected were Qualitative for extracting meaningful information from the data collected the following tools were used,

- 1..Percentage
2. Ranking

2.6 SCHEME OF THE REPORT

- The initial chapter encompasses the study's Introduction and Design. It includes the title of the study, Objectives, significance, Scope, Methodology, Sampling Design, Tools used for Analysis, collection of data, limitations, and Chapter Scheme.
- The emphasis in the second chapter is on the examination of existing literature. Various reviews collected from various journals, magazines, newspapers, and web Portals are presented in this chapter.
- The study's Theoretical Framework is the focus of the third chapter.
- The fourth chapter deals with the Analysis and Interpretation of the impact of online payment apps in Coimbatore
- The fifth chapter shows the major findings and suggestions that have emerged from the study.

Mamta, Prof. Hariom Tyagi and Dr. Abhishek Shukla(2023) authored the article titled "An Examination of Electronic Payment Systems" in 2021. The objective of this study is to pinpoint the problems and hurdles associated with electronic payment systems and propose viable solutions to enhance the overall quality of e-payments.

Sujith T S, Julie C D(2023)The article entitled "Opportunities and Challenges of E-Payment System in India".

Sanghita Roy and Dr. Indrajit Sinha (2023) The article entitled "Determinants of Customer's Acceptance of Electronic Payment system in Indian Banking sector".

Kaur, Puneet, etal (2023) 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 (2022) 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.

Vinitha,K.,and S.Vasantha.(2022) 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

CHERUKUR, MR. (2022) The present study focuses on the customer satisfaction towards mobile wallets. This study examines the factors that influence customer's satisfaction while using mobile wallets. Nowadays everyone uses their Smartphone's to make their day today transactions using mobile wallets.

Miruna,S.Lyrics. (2021) In recent times technology plays a very vital role with this, the way we transact in daily life has changed drastically with the advent of smart phone Life has become more convenient with the streamlining of all financial transactions.& transaction are taking place on online

Anshari, Muhammad, et al. (2021).Adoption of e-wallet can potentially enhance the efficiency of financial institutions and the provision of new services for the convenience of the customers. The young individuals quickly embraced and adjusted to these payment applications.

Dr S. Manikandan and J.Mary Jayakodi (2020) The research titled “An Empirical study on Consumers Adoption of Mobile Wallet with special reference to Chennai City” This paper elucidates the utilization of mobile wallets and outlines the challenges encountered by users when employing different mobile wallet options. These challenges, in turn, impact consumers' decisions regarding the adoption of mobile wallets.

THEORETICAL FRAMEWORK

4.1 HISTORY OF ONLINE PAYMENT APPS

Online payment apps have evolved significantly over the years. The history dates back to the late 1990s and early 2000s when services like PayPal emerged, providing a secure platform for online transactions. The rise of e-commerce and the need for convenient payment methods fueled their growth. In the following years, various companies introduced their payment solutions, including Google Checkout (2006) and Amazon Payments (2007). Mobile payment apps gained popularity with the advent of smartphones, leading to the launch of Apple Pay (2014) and Android Pay (later merged into Google Pay).

The introduction of peer-to-peer (P2P) payment apps like Venmo (2009) and Cash App (2013) further transformed the landscape, making it easier for individuals to send money to each other. Cryptocurrencies also entered the scene, with Bitcoin being used as a form of online payment. Blockchain technology, the backbone of cryptocurrencies, introduced new possibilities for secure and decentralized transactions.

As of my last update in January 2022, the online payment industry continues to evolve rapidly, with new technologies and players entering the market. In the early 2000s, services as PayPal emerged, enabling users to make online transactions securely. The introduction of smartphones led to the rise of mobile payment apps, with Square launching in 2010, allowing businesses to accept card payments using mobile devices.

4.3 ADVANTAGES OF ONLINE PAYMENT APPS:

1. Transaction Speed

Online payments offer significant time savings for both sellers and customers. Waiting in lines, writing checks, and dealing with paper bills become obsolete. The delay caused by banks clearing checks is eliminated, allowing quicker access to funds. For sellers, the time spent on printing and mailing bills is saved, and the likelihood of late payments is reduced. Quick transactions, taking only a few minutes, ensure that people complete transactions promptly without forgetting or delaying.

2. Convenience

Paying for goods and services becomes convenient at any time, from anywhere globally. Clicking a feature on a smartphone is easier than dealing with the correct amount of cash. The hassle of carrying a substantial amount of cash, concerns about theft, or not having exact change are eliminated. Online payment options simplify transactions with the requirement of just remembering a PIN.

3. Global Audience Reach

Online payment gateways enable businesses to operate globally, transcending geographical constraints and attracting a diverse customer base. Research indicates that over 56% of online shoppers prefer cross-border shopping, making the implementation of online payment options crucial for businesses looking to cater to a global audience and increase sales.

4.Reduced Transaction Costs

Traditional payment setups involve hiring staff to manage sales and payments, leading to higher costs. In contrast, online payments occur in an automated environment, allowing merchants to set up cost-effective online payment gateways with minimal investment.

4.4 DISADVANTAGES OF ONLINE PAYMENT APPS

1. Technical Challenges:

Issues related to technology can impact online payments, much like any other software reliant on technological infrastructure. While scheduled maintenance activities are usually communicated in advance and often occur during off-peak hours, unexpected disruptions can frustrate online shoppers. Businesses, particularly those caught off guard by unannounced technical hitches, may witness a significant increase in bounce rates.

2. Security Risks with Passwords:

Regular users of online payment platforms face the potential risk of their personal information or bank details being accessed by the website. Despite the use of one-time passwords (OTPs) in most transactions, the importance of password protection becomes crucial, especially for individuals dealing with multiple banks, to mitigate the risk of privacy breaches.

3. Fraud-Related Costs:

The growing popularity of online payments attracts cybercriminals engaging in identity theft, phishing attacks, and exploiting databases. To counter these threats and enhance security, businesses invest heavily in payment-security software, incurring substantial costs in the process.

4. Security Concerns:

As highlighted previously, online payments expose users to security vulnerabilities. Without robust security measures, fraudsters can easily exploit financial information. The absence of verification systems like facial recognition or biometrics allows criminals to evade detection.

4.5 BENEFITS OF ONLINE PAYMENT APPS:

1. Convenient Payments Anytime, Anywhere:

Make instant payments at your convenience, whether you're at home, in the office, or miles away from either. Access your bank's online portal and settle bills without the need to physically visit a payment center. Save time and effort while ensuring prompt payment of bills, taxes, premiums, and more, all before the due date, thanks to the quick and easy nature of digital payments.

2. Robust Security Measures:

Dispelling concerns about the security of digital payments in India, rest assured that banks employ multiple security layers to safeguard every transaction. Two-factor authentication secures online banking transactions, requiring not only a password (for Internet Banking) or CVV (for Debit or Credit Cards) but also additional verification like a 3D secure PIN, Card PIN, or One-Time Password (OTP) sent to your registered mobile number or email.

4.6 ONLINE PAYMENT APPS:

Online payment apps are digital platforms that facilitate electronic transactions, allowing users to send and receive money, make purchases, and pay bills through the internet. There are several types of online payment apps, including:

1. BHIM (Bharat Interface for Money):

Launched and managed by the NPCI (National Payments Corporation of India), BHIM operates as a UPI (United Payments Interface) app, similar to Google Pay and PhonePe. Despite not being the UPI market leader, BHIM is tailored to meet the specific needs of the Indian population and functions effectively as one of the top online transaction apps in India.

2. Paytm:

A highly successful online payment application in the Indian fintech industry, Paytm offers a broad range of payment options, from mobile recharge to municipal taxes and school fees. Initially popularized post-demonetization, Paytm faces competition in the payments space from players like Phonepe and Google Pay, providing both B2B and B2C payment services.

3. Amazon Pay:

Amazon Pay, a service offered by Amazon, allows users to conveniently and securely pay for purchases on various websites and mobile applications using their stored Amazon account information. This service eliminates the need to re-enter payment details for every transaction, offering a seamless payment experience.

ANALYSIS AND INTERPRETATION:

This chapter deals with presentation, analysis and interpretation of data gathered from the respondents for this research work. The analysis and interpretation of data in this section were based on the questionnaire administered and gathered from sample respondents. This chapter commences with the analysis and presentation of the questionnaire retrieved, followed by the presentation of demographic data through the use of tables and graphs, analysis, and presentation of data relating to customer awareness towards internet banking services.

5.1 Percentage and Chart Analysis

TABLE 4.1 EDUCATIONAL STATUS OF THE RESPONDENTS

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
Student	180	90%
Uneducated	9	5%
Graduate	10	5%
Total	199	100%

TABLE 5.2

ACCOUNT CATEGORY USED BY RESPONDENTS

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
Savings	180	90%
Current	10	5%
Fixed	6	3%
Demat	3	2%
Total	199	100%

TABLE 5.3
DO YOU USE PAYMENT APPS FOR YOUR FINANCIAL TRANSACTION

PARTICULARS	NO.OF RESPONDENTS	Percentage
Daily	172	86%
Weekly	15	7%
Monthly	7	4%
Never	1	1%
Rare	4	2%
Total	199	100

INTERPRETATION

In this analysis of respondents' frequency of using online payment apps for financial transactions, it is notable that a substantial majority, comprising 87% of the total sample, reported using these apps on a daily basis. A smaller percentage, 7%, indicated weekly usage, while 4% reported monthly usage. Interestingly, 3% mentioned never using online payment apps, and 25% reported rare usage. The total number of respondents in the dataset is 200. These findings illustrate a prevalent trend of daily usage among the surveyed individuals, reflecting a high level of reliance on online payment apps for regular financial transactions.