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A STUDY ON CONSUMER SATISFACTION TOWARDS PHONEPE WITH PREFERENECE TO KOVAIPUDUR COIMBATORE CITY

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ABSTRACT:

Digital payments platforms revolutionize financial transactions, offering comfort, sec unity and speed. India's leading digital item pocket and UPI payment service, PhonePe has gai ned considerable popularity among consumers. This study examines consumer satisfaction   with a particular focus on users kovaipudur in Coimbatore. A structured survey was conducted with telephone users in Kovaipudur to assess experience and preferences. The results high light consumer expectations, challenges and general satisfaction with the platform.

INTRODUCTION:

In today's rapidly developing digital landscape, mobile payments platforms have ways for consumers to process transactions, revolutionize, and make financial transactions faster, easier and more convenient. Among the numerous digital payment solutions, telephones have evolved into one of the leading actors in the Indian market. With a wide range of services choices ranging from bill payments and charging to transfers and financial investments, phones have a major impact on the payment ecosystem in India.

STATEMENT OF THE PROBLEM:

The purpose of this study is to investigate how Kovaipudur Phonepe users leverage user friendly, transaction security, customer service, rewards programs and general user experience. It is also an attempt to determine obstacles to full adoption and satisfaction that could hinder the potential for growth of the platform in this market. Ultimately, the results can be implemented on telephones and similar platforms to improve services, increase user loyalty and improve urban customer satisfaction on par with India's Kovaipudur.

OBJECTIVES OF THE STUDY

- The main goal of this study is to assess consumer satisfaction with Kovaipudur phones and identify key factors that influence preferences for this mobile payment platform.
- The specific goal of this study is to assess the general level of consumer satisfaction with phone storage among users of Kovaipudur. Analyse the role of advertising offers, cash back and rewards in the influence of consumer preferences on phone call

SCOPE OF THE STUDY:

The scope of this study focuses on investigating the effects of home work guidelines on employee productivity in the IT sector. The research is limited to medium term employees working in IT companies based in Bangalore, India. It specifically examines factors such as time management, communication issues, and job satisfaction, and provides insight into the impact of long-distance work on these aspects. This study covers the period from March 2020 to December 2022 and records trends during and after the Covid 19 pandemic. It does not include any other industries or sectors and does not assess the profitability or mental health impact of employees outside the scope of this study.

RESEARCH METHODOLGY

- Primary data are the original data derived from your research endeavours.
- secondary data are data derived from your primary data.

TOOLS: Simple percentage =   number of respondents

-------------------------------- X 100

Total Respondents

LIMITATIONS OF THE STUDY

- This survey is limited to PhonePe users at Kovaipudur City. This means that results from users in other regions are less generalizable.
- Studies are based on groups of selected respondent groups. 118 may not fully represent the diverse demographic and socioeconomic profiles of all Kovaipudur phone user
- The survey is based on survey data, which may be influenced by interviewed, incomplete responses, or various criteria for understanding the question.
- Digital payment guidelines, competition, or changes to user behaviour are not consider ed during or after the exam.

REVIEW OF LITERATURE

- Acabanillaset al. (2015) many research studies have considered that trust affects the in tent of using mobile wallet technology. However, there have been few studies examining trust as a background to user satisfaction in mobile wallet adoption. Some research have investigated this trust in technology as a key variable in the mobile payment and internet banking perspective. Some research findings view trust as a prerequisite f or customer satisfaction, Cabanillas et al. This study directly influenced the intent of t rust to use mobile.
- Walletsingh & Gupa (2016) conducted a study to identify various factors. It will affect the implementation of mobile item payments between customers. They took into account various variables from the study. This study was conducted in Kalariti city, Punjab district. Pearson's correlation analysis was to examine the relationships between the various fundamental variables of the study. Findings show that mobile item pockets are considered the future of cash
- Mr. Ravikiran (2017) conducted a study that user satisfaction affects the actual level o f mobile wallet usage. This study demonstrates the use of mobile wallets based on three levels of consumer perception, preference and satisfaction.

OVERVIEW OF THE STUDY

Phone is a popular digital wallpaper platform, and the online payment system developed by Google allows users to operate in app and type purchases on mobile devices, allowing users to p ay on Android phones, tablets or watches. From January 8, 2018, the old Android Pay and Go ogle Wallets were uniform with a single wage system called Phonepe. Android Pay has been re-named and changed as a phone. The branding of Google Chrome's automatic filling feature has also been carried over. Phonepe takes over the features of Android Pay and Google Wallet through his services in Shop, Peatopa and Online Payment. The renamed service has provided a new API that allows dealers to add payment services to their websites, apps, stripes, brains ee and Google Assistant. The service allows users to use payment cards that have Google in t heir files

ANALYSIS AND INTERPRETATION

Cash back rewards of offer on phone pe

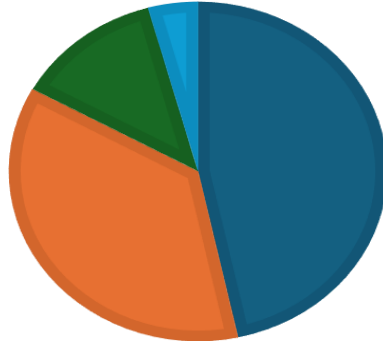| PARTICULAR	NO OF RESPONDENTS	PERCREN TAGE
yes frequently	55	46.6
Yes sometimes	43	37.4
Rarely	15	12.7
No never	5	4.24
total	118	100

SOURCE: Primary data

INTERPRETATION:
Table indicates that 46.6% of the respondents preferred frequently, 37.4% of the respondents preferred sometimes, 12.7% of the respondents preferred rarely , 4.24 % of the respondents preferred never.
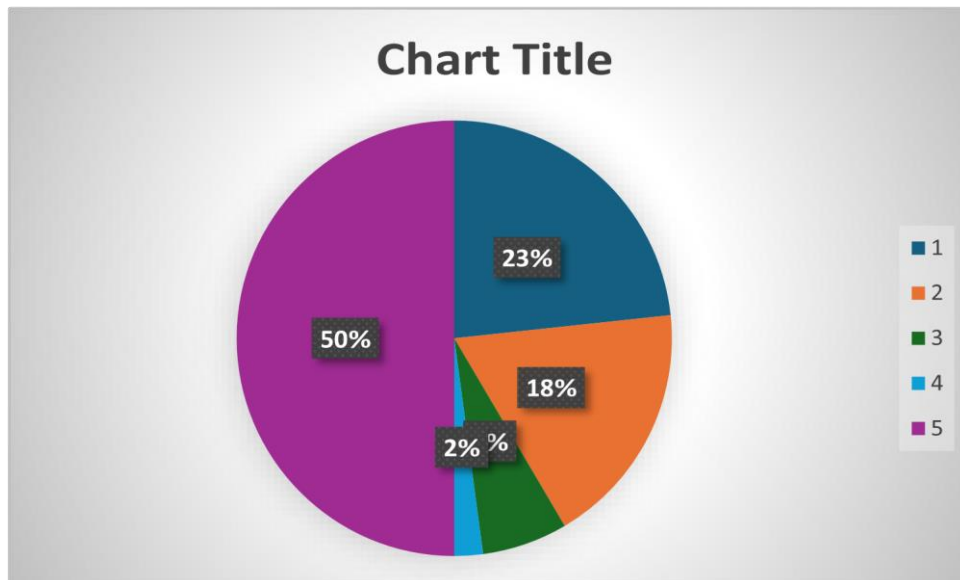
CASHBACK,REWARD OR OFFERS OF PHONEPE

- yes frequently ■ Yes sometimes ■ Rarely ■ No never

INFERENCE : Majority of 46.6% of the respondents preferred frequently

particulars	No of respondents	percentage
Yes frequently	55	46.6%
Yes sometimes	43	37.4%
Rarely	15	12.7%
No , never	5	4.2%
Total	118	100%

Chart Title

FINDINGS

- Majority of 61.9% of the respondents are 18-25.
- Majority of both male and female (50%) are same.
- Majority of 54.2% ok the respondents are students
- Majority of 39.8% of the respondents are post graduate qualified
- Majority of 43.2% of the respondents earn below10,000.
- Majority 38.1% of the respondents' usage between 6 months – 1 year.

- Majority of 51.8% of the respondents frequently use the phonepe daily   • Majority of 43.2% of the respondents frequently use the phonepe mobile rechange
- Majority of (65.3%) of the respondents preferred UPI.
- Majority of 44.9% of the respondents are very easy to use phonepe .
- Majority of 45.8% of the respondents are very secure.
- Majority 46.6% of the respondents are sometimes failure in the transactions

CONCLUSION:

Consumer satisfaction with Phonepe is based on factors due to simplicity, fast trading, secure payments and great acceptance among dealers. The app's user friendly interface, cashback incentives and comfort that integrate directly into UPIs have also become India's digital payments platform. Issues like failed transactions, late refunds, and responsiveness of customer support can affect customer satisfaction. Phonepe should focus on improving transaction reliabilty, improving security measures, improving customer support, and implementing more personalized financial services.

Thus, PhonePe continues to be a trusted digital payment platform, but continuous improvements based on user feedback will be key to sustain high consumer satisfaction and loyalty.

SUGGESTIONS:

PhonePE can work to reduce failures and pending transactions by optimizing the backend infrastructure. Phonepe can provide AI based recommendations for frequently used services. Improved accessibility PhonePe by integrating language payments into several Indian languages.