

A Study on Customer Satisfaction Towards Online Payment Applications with Special Reference to Ramanathapuram District

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Abstract:

Mobile payment apps are also known as digital payment apps which are used for easy transactions and payments. This study investigates the usage and satisfaction levels of mobile payment apps among customers, focusing on popular options like Google Pay, PhonePe, and Paytm for UPI transactions. As the adoption of online payment apps has surged, this research employs a descriptive research design with a primary data collection approach, gathering responses from a sample size of 50 customers. The analysis includes simple percentage analysis, chi-square tests, Correlation and simple Percentage tests to interpret the results. The findings, presented through pie charts and graphs, highlight the increasing trend of mobile payment app users in the local market and underscore high customer satisfaction with these digital payment solutions.

Keywords — Mobile payment apps, Digital payments, UPI transactions, Customer satisfaction, Descriptive research, Chi-square test, simple Percentage test, Data analysis, Primary sources.

I. INTRODUCTION

Online payments for buying and selling goods and services offered through the internet. Online payment system is also known as the electronic payment system. E-payment is a type of service that helps the customer who buys the goods over the internet via online shopping and it adds value to the online shopping provider and increases the ratio of sale.

The electronic payment system came to replace the cash payment system. Sales of goods and services increased significantly with the adoption of the e-payment system, so that electronic payments became an important part of the payment system. E-payment system allows people to make cashless payment for goods and services through cards, mobiles phones or the internet.

An electronic payment is a system that provides tools to pay for services or goods

purchased on the internet. An efficient and reliable e-payment system enables faster payouts, better tracking transparent transactions, reduced time, cost savings and increased trust between seller and buyer. E-payment provides significant cost savings on paper-based payments.

STATEMENT OF THE PROBLEM

Online payment service enables businesses and individuals can send and receive money via Mobile services is a form of e-commerce model that is designed to be used with mobile devices due to convenience and easy access to online payment applications. It is Commonly referred to as cashless payment. This type is made with a view to consumer preference towards usage of online payment applications for cashless payment. Therefore, this study aims to examine the customer satisfaction towards online payment apps. And also analyze the

problems and difficulties faced by the customer towards online payment applications.

OBJECTIVES OF STUDY

- To analyse the reason for customer satisfaction towards online payment apps.
- To study the satisfaction level of consumers while using online payment applications.
- To analyse the awareness among consumers about online transactions.
- To study the issues faced by the customers towards online payment applications.

1) RESEARCH METHODOLOGY

Research methodology is the specific procedures or techniques used to identify, select, process, and analyse 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.

a. Primary Data

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

b. Secondary data

Secondary data was collected from external sources like Websites, Journals in the form of review of literature with references.

2) REVIEW OF LITERATURE

Ghosh, Gourab (2021) describes that advancement of information and communication technology opened the gate way for modern

methods of payments. The growth in smartphones and access to the internet made life easier for the people and which gave advent to digitalization. Digitalization not only improved trade and commerce but it also made transactions of payment smooth and fast.

Mishra, A. B. (2020) The increase of the ability and strength of wireless offers provides right opportunities for rising up offerings to customers. Businesses are starting to realize that the e-payment system is the important thing to enhance their brand differentiation, boost sales, customer satisfaction and hold up with competitors. In the present-day, e-payment mode has been entered in finance, services, retails, telecommunication and IT/ITES sectors related business organizations. The recent transaction of BHIM wallet has received three times growth in only one financial year 2019-20.

Singh, Sindhu (2020) The author denotes technological progression in mobile phones has increased the popularity of mobile payments. Users can shop online through a mobile device, which is time saving and convenient. Mobile payment systems involve ongoing interactions between users and payment providers. The initial acceptance of mobile payment systems has been studied extensively, but few studies have attempted to understand users' post-adoption behaviour.

Pal, Abhipsa, Tejaswini Herath and H. Raghav Rao. (2020) The popularity of mobile payment services lies in the convenient transactions they offer to users. In the age of growing cybercrime, however, mobile payment transactions carry risks of financial and data losses. It thus becomes critical to understand how risk and convenience have contrasting impacts on users' intention to use mobile payments

Sathish, M. Thangarasu, R. Sermakani, and G. Sudha. 12 may (2020) In the era of technology, the people are not away in using the newer technologies. One of the most useful and innovative technologies is the introduction of the E-wallets payment system. This e-wallet eased payments for online shopping and payment of utility bills.

Tiwari, Pooja, Vikas Greg, and Abhishek Singhal. (2019). In today's fast-moving lifestyle people need to adopt more convenient and secure gadgets to make their life more comfortable. To achieve this goal, there is an innovative product called Digital Wallet. The digital wallet refers to an electronic device or service provided to persons enabling them to conduct electronic transactions. The best example of a digital wallet is online shopping. It is also known as an e-wallet. Nowadays people prefer online shopping as it is providing them the benefits like it is less time consuming for example Paytm, PayUMoney, etc.

Singh, Gagandeep (2019). "A review of factors affecting digital payments and adoption behaviour for mobile e-wallets" International journal of research in Management & Business studies.

Gurme, Vijayashri Machindra (2019) An E-wallet money is used in the various areas of the world business like and Companies, Banks and Customers. The Banks have taken a better place in providing a better bank transaction services and payment to the customers need

Srihari Hulikal Muralidhar in 2019 whose study found how visually impaired customers used cash and digital systems for payment in metropolitan India.

Lavanya R (2019) also spoke about digital banking services and government initiatives and their role in usage of digital payments in her article.

3) CHI SQUARE

The Chi-square test is one of the simplest and most widely used non-parametric tests in statistical work. It makes no assumptions about the population being sampled. One can find out whether two or more attributes are associated or not. The quantity chi-square describes the magnitude of discrepancy between theory and observation. With the help of the chi-square test we can know whether a given discrepancy between theory and observation can be attributed to chance or whether it results from the inadequacy of the theory to fit the observed facts.

The formula for computing Chi-square is

$$\chi^2 = \frac{\sum(OE-E)^2}{E}$$

Where O = Observed frequency

E = Expected or theoretical frequency.

APPLICATION OF CHI SQUARE TEST

The chi-square test has been applied to find out the relationship between Education of the respondents and their opinion about the usage of online payment applications.

$$\text{Chi-square test} = \frac{\sum(OE-E)^2}{E}$$

$$= 8.2547$$

$$\text{Degree of freedom } v = (r-1) (c-1)$$

$$= (4-1) (4-1)$$

$$= 3 \times 3$$

$$v = 9$$

$$\text{For } v = 9, \chi^2_{0.05} = 16.919$$

INTERPRETATION

The calculated value of Chi-square 8.2547 is less than the table value 16.919.

Therefore, the hypothesis is accepted. Hence it can be concluded that there is no significant association between the education of the customer and the use of online payment applications.

4) FINDINGS

- It is clear that the majority of the respondents are 64% belongs to Students.
- it is clear that the majority of the respondents are 76% is Unmarried.
- it is clear that the majority of the respondents are 32% of people who know about Banks and Friends.
- it is clear that the majority of the respondents are 84% using Google Pay.
- it is clear that the majority of the respondents 64% think mobile payment is safe.
- it is clear that the majority of the respondents are 52% used for Shopping.
- it is identified that the majority of the respondents are 56% who are using Speed and convenience.
- it is clear that the majority of the respondents are 44% preferring the safest application is Google Pay.
- it is clear that the majority of the respondents are 36% used for digital payment sometimes.
- it is identified that 38% of the respondents are using Lower transaction fees.
- it is identified that 64% of the respondents are having technical issues in online payment applications.
- it is clear that the majority of the respondents are 70% prefer Smartphones.
- it is identified that 58% of respondents are using it for time saving.
- On the basis of weighted Arithmetic mean it makes sure that satisfaction level based on safety is 87.6%.
- On the basis of weighted Arithmetic mean it makes sure that satisfaction level for security is 76.8%.
- On the basis of weighted Arithmetic means it makes sure that satisfaction level based on speed is 78%.
- On the basis of weighted arithmetic means it makes sure that the satisfaction level based on customer support is 64.4%.
- On the basis of weighted arithmetic means it makes sure that the satisfaction level based on Economic growth of India is 82.5%.
- The calculated value of chi-square 2.90 is less than the table value is 8.2547. Therefore, the hypothesis is accepted. Hence it can be concluded that there is no significant association between the education of the customer and the use of online payment applications.
- The coefficient of correlation r is +0.174 applied for testing hypothesis, it is a positive correlation between gender and use of online transactions of the customer.
- The coefficient of correlation r is +0.79 applied for testing hypothesis, it is a positive correlation between Age group and type of applications for purchasing the products of the customer.

SUGGESTIONS

- According to this study online payment applications should improve their customer care services to create the best impression among customers.
- The online payment app is very handy and useful for the customers but it also creates some security problems while using the apps.
- The payment app should develop their app and also fix the problems of delay in transactions issues faced by the customers in the current scenario.

- Online payment apps should be upgraded and create more innovative ideas with the payment system.

CONCLUSIONS

In conclusion, this study shows that while online payment apps offer convenience and speed, they also come with challenges like security worries and user discomfort, especially in smaller cities where people are less familiar with them. By understanding what customers like and dislike about these apps, we can make them better. This means improving security, making them easier to use, and providing better support.

Ultimately, making online payments easier and safer can help more people join the digital economy, which benefits everyone. So, even though there are problems, there's a lot of potential for online payments to become even better in the future if we work together to solve them.

SCOPE FOR FUTURE RESEARCH

An online payment app is a software-based system that allows individuals to make electronic transactions, such as bill payments, mobile recharges, and travel/movie bookings. Online payment can also be used to transfer money from one bank account to another, providing a convenient and secure alternative to physical wallets. Future online payment will not only store and allow for payment transactions but will also provide on-demand and seamless access to these alternative digital assets. Better yet, apart from storing these funds, they will offer the ability to complete financial transactions using these varying payment sources. The online payment app has been adopted progressively. However, previous researchers have not fully identified many factors that could significantly improve adoption and continued usage of the online payment wallet. The objective of this study was to build on previous research to close the gap in our knowledge about users' experiences during the post adoption period of online payment by studying the lived experience of online payment wallet users'

perceptions. Demographic attributes may provide more coverage to study the experiences of online payment app users among adults. The findings from these age ranges may help to identify possible challenges faced by the older adults and the possibility of developing approaches required to catch up with the ever-changing technology.