



A STUDY ON USERS PERCEPTION AND SATISFACTION TOWARDS MOBILE PAYMENT APPS WITH SPECIAL REFERANCE TO COIMBATORE CITY.

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ABSTRACT:

Mobile payment applications have become more common in the modern day as a result of rising smart phone usage and expanding internet access. Several applications like Paytm, PhonePe, Google Pay etc have re-defined banking system giving services like payment of power bill, water bill, mobile recharge, online shopping etc. With all these features supplied by mobile banking application the focus of this research is the perception of customer regarding these mobile payment apps. The results shed light on the advantages and drawbacks of mobile payment apps and emphasise the significance of security and user experience in fostering customer happiness. The findings of the study can guide the creation of mobile payment applications that more effectively satisfy customer demands and expectations.

Key words: Users perception, customer satisfaction, mobile payment apps.

INTRODUCTION:

Apps that allow people to make mobile payments electronically are referred to as mobile payment apps. These apps run on tablets or smartphones and allow people to make mobile payments. Without using actual cash or physical credit cards, these apps are intended to facilitate financial transactions. Mobile banking, peer-to-peer payment, and mobile wallet apps are just a few of the different categories of mobile payment apps. Users can digitally store their credit and debit card information, as well as other payment information, on their mobile devices using mobile wallets. Peer-to-peer payment apps let users send money directly to other individuals using their mobile devices, while mobile banking apps let users access their bank accounts, see balances, and complete transactions on their smartphones. Because they are quick and easy to use, mobile payment apps are being used by an increasing number of people. They can be used for many different purposes, including as online shopping, bill payment, and in-person purchasing. Consumers like the speed and convenience of mobile payment apps as well as the extra security measures they provide, such as encryption and biometric authentication. Consequently, the goal of this study is to investigate users' attitudes, experiences, and perceptions of mobile payment apps, as well as their levels of satisfaction and the variables that affect how they use these apps.

OBJECTIVES OF THE STUDY:

- To study the customer awareness about the mobile payment apps.
- To determine the factors influence consumers preference towards mobile payment apps.
- To know the customer satisfaction towards mobile payment apps.

STATEMENT OF THE PROBLEM:

The purpose of the study is to look at how people feel about mobile payment apps and how satisfied they are with them. It is important to know how users feel about these applications and how satisfied they are with their usage as mobile payment apps are becoming more and more common in daily transactions. The investigation of user satisfaction-related elements, such as app design, security, usability, and dependability-will be the main goal of the study. The study will also look at any obstacles or problems users may run across when using these apps and how they may be resolved to improve user happiness. Ultimately, the research will offer perceptions of the user's experience with mobile payment apps and suggestions for enhancing it.

SCOPE OF THE STUDY:

The purpose of the study on users' perceptions of and satisfaction with mobile payment applications is to examine users' usage patterns, attitudes about the apps, and level of happiness with them. The study will examine the elements of security, convenience, usability, and trust that affect consumers' opinions and attitudes regarding mobile payment apps. Also, it will look at how demographics like age, gender, income, and education affect how users feel about mobile payment apps. As payment service providers work to

improve their goods and services to satisfy customers' requirements and expectations, the study will offer insightful information on the industry's current trends and problems.

RESEARCH METHODOLOGY:

The term "research methodology" refers to the theoretical examination of procedures that are appropriate for a given field of study or to the body of practises and guidelines that are unique to a particular sector of knowledge.

Area of study:

The area of the study on users perception and satisfaction towards Mobile Payment apps with special reference to the Coimbatore city.

Data collection:

Primary data:

Primary data was collected through a questionnaire. It was collected from 50 respondents.

Secondary data:

Secondary data was gathered from publications, journals, and websites related to research. To aid in a proper grasp of the conceptual framework of the study, it was gathered through a library.

Sample size:

Totally 50 samples has been collected for the survey. Random sampling method is used.

LIMITATION OF THE STUDY:

- The maximum number of samples selected is 50. Therefore, the results cannot be generalized.
- Respondents may be biased. The data collected may not be predictable.
Customer preferences and opinions are expected to change from time to time.

REVIEW OF LITERATURE:

M. Abdullah-Al-Mamun, A. S. M. Riasatul Islam, M. Shahidul Islam, and K. M. Ahasanul Haque (2022) conducted a study on Bangladeshi users' opinions and satisfaction with mobile payment apps. According to the study, consumers' satisfaction with mobile payment apps was positively correlated with both perceived usefulness and perceived simplicity of use.

Chen and Lin (2021) aimed to investigate the elements affecting Taiwanese users' adoption of mobile payment apps. The findings demonstrated that user adoption was positively impacted by perceived utility, perceived simplicity of use, perceived security, and reported enjoyment. Additionally, the study discovered that user satisfaction acted as a mediator between these elements and user adoption.

Alalwan et al. (2020) studied the factors that influence the adoption and continuing use of mobile payment apps in Saudi Arabia. The findings demonstrated that user adoption and continuing use were positively influenced by perceived usefulness, convenience of use, perceived security, and social impact. The study also discovered that trust played a significant role in mediating the link between user adoption and perceived security.

AN OVERVIEW OF MOBILE PAYMENT APPS:

Mobile payment apps are a relatively recent development in both the financial and technological fields. The concept of mobile payments began to take shape with the introduction of the first mobile payment systems in countries like Japan, South Korea, and the Philippines in the early 2000s. In Japan, Sony unveiled the "FeliCa" mobile payment system in 2004. Customers can use this technique to touch their smartphones on a payment terminal to pay for goods and services. M-PESA, a mobile payment service, was launched in Kenya in 2007 by mobile network provider Safaricom. M-PESA, a tool that let users use their mobile phones to pay bills, transfer money, and make purchases, quickly became a popular way to do all of these things. The way for the development of mobile payment apps into what we are familiar with was made by the 2007 release of the iPhone and the subsequent expansion of smartphones and mobile applications. In 2009, Jack Dorsey, a co-founder of Twitter, unveiled "Square," the first mobile payment system. Small businesses may now accept credit card payments using their smartphones or tablets thanks to Square. Since then, a number of mobile payment systems have been introduced, including PayPal, Venmo, Apple Pay, and Google Wallet. These apps have made it easier than ever for users to send money, make payments, and manage their finances on mobile devices thanks to advancements in technology.

Smartphone applications known as mobile payment apps help users conduct financial transactions on their portable electronics. With the help of these apps, users can transfer money to others, pay bills, and more. They can also purchase goods and services. It is usually simple to conduct transactions using the applications because they are connected to the user's bank account, credit or debit card, or mobile wallet.

Mobile payment apps come in a variety of forms, including:

Mobile wallet apps : These apps enable users keep their credit or debit card information in a virtual wallet on their phone. Apple Pay, Google Pay, and Samsung Pay are a few examples.

Peer-to-peer payment apps : These apps let users send and receive money from and to their contacts directly. Zelle, Cash App, and Venmo are a few examples.

Banking apps : Many banks provide their own mobile applications that let customers manage their accounts, send money to others, pay bills, and more.

Merchant payment apps : Several merchants have their own mobile payment apps that let users buy right from the app. The Starbucks app and the Dunkin' app are two examples.

Mobile payment apps have a number of advantages, such as speed, security, and convenience. Users no longer need cash or real payment cards to make purchases using these applications because they may do it anytime,

anyplace. To further protect customers' financial information, the majority of mobile payment apps employ encryption and other security features. Moreover, transactions can be finished fast, frequently with just a few taps or clicks.

DATA ANALYSIS AND INTERPERTATION:

In this chapter the analysis and interpretations of “To Study the users perception and satisfaction towards mobile payment apps with special referance to coimbatore city” on a sample of 50 respondents selected from Coimbatore city is presented. The opinion of the respondents and the relevant information were collected through a questionnaire comprising of personal factors and study factors. The collected information was classified and tabulated and supplementary with the following statistical tools in tune with objectives of the study.

PERCENTAGE ANALYSIS:

The percentage analysis is mainly carried out to determine the percentage of the respondents fall under each category. This analysis also helps to standardize the respondent’s opinion on various aspects. This analysis carried out for all questions given in the questionnaire.

1) TABLE DESCRIBES THE SOCIO ECONOMIC BACKGROUND OF THE RESPONDENTS

Demographic profile	Particular	No. Of respondents	Percentage
Gender	Male	24	48%
	Female	26	52%
	Prefer not to say	0	0%
	Total	50	100%
Age	Below 20	10	20%
	20 to 29	28	56%
	30 to 39	12	24%
	Above 40	0	0%
	Total	50	100%
Marital status	Married	15	30%
	Unmarried	35	70%
	Total	50	100%
Educational qulification	SSLC	3	6%
	HSC	1	2%
	Graduate	43	86%
	Other	3	6%

	Total	50	100%
Annual income	Upto Rs. 5000	5	10%
	Rs. 5000 to Rs. 25000	11	22%
	Rs. 25000 to Rs.35000	10	20%
	Above Rs. 35000	15	30%
	Others	9	18%
	Total	50	100%
Family members	3	9	18%
	4	24	48%
	5	13	26%
	6	4	8%
	Total	50	100%

- The table shows that out of 50 respondents 48% of the respondents are male and 52% of the respondents are female.
- The table shows that out of 50 respondents 20% of the respondents are below 20 years, 56% of the respondents are between 20-29 years, 24% of the respondents are between 30-39 years, and 0% of the respondents are above 40 years.
- The table shows that out of 50 respondents 30% of the respondents are Married and 70 % of the respondents are Unmarried.
- The table shows that out of 50 respondents 6% of the respondents are SSLC, 2% of the respondents are HSC, 86% of the respondents are graduate, 6% of the respondents are others.
- The table shows that out of 50 respondents 10% of the respondents income level is upto Rs. 5000, 22% of the respondents income level is between Rs. 5000 to Rs. 25000, 20% of the respondents income level is between Rs. 25000 to Rs. 35000, 30% of the respondents income level is above Rs. 35000, and 18% of the respondents income level is others.
- The table shows that out of 50 respondents 18% of the respondents are 3 members in their family, 48% of the respondents are 4 members in their family, 26% of the respondents are 5 members in their family, and 8% of the respondents are 6 members in their family.

2) TABLE DESCRIBES THE CHI SQUARE TEST BETWEEN AGE AND AWARENESS OF THE RESPONDENTS

Chi-Square Tests between age and awareness

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.484 ^a	8	.233
Likelihood Ratio	11.525	8	.174
N of Valid Cases	50		

- a. 12 cells (80.0%) have expected count less than 5. The minimum expected count is .80.
- b. The above test proves that age has significant effect on the awareness of the respondents.

FINDINGS OF THE STUDY :

- Majority (52%) of the respondents are female.
- Majority (56%) of the respondents are the below the age of 20 to 29.
- Majority (70%) of the respondents are Unmarried.
- Majority (86%) of the respondents have qualified to under graduate.
- Most (30%) of the respondents income level is above Rs. 35000.
- Most (48%) of the respondents are have 4 members in their family.
- The chi square test has proven that age has significant effect on the awareness of payment apps.

SUGRESSIONS:

Run a survey: A survey is a useful tool for learning about users' opinions and satisfaction with mobile payment apps. The survey should ask questions about the app's usability, security, dependability, and general satisfaction, among other topics. The survey can be made available via a variety of platforms, including email, social media, and the app itself.

Conduct usability testing: This is an additional method of learning about how users feel about and are satisfied with mobile payment apps. This entails watching users use the app and noting any problems they run into. With screen sharing software, testing can be carried out remotely or in a lab environment. The results of the usability testing might offer information about how users actually utilise the app and potential trouble spots.

Examine app reviews: Users generally leave evaluations and ratings for mobile payment apps in app stores. Examining these reviews can offer insightful information about how users feel about the app. Natural language processing methods can be used to examine the reviews to find recurring themes and sentiment. The results

can be used to pinpoint the features of the app where users are particularly happy or unhappy and offer suggestions for potential areas of improvement.

CONCLUSION:

On the basis of the research and surveys done regarding users' perceptions of and satisfaction with mobile payment apps, it can be said that users generally have a favourable perception of and are satisfied with their use of mobile payment apps. Mobile payments' users value their speed and convenience as well as the security measures that safeguard their financial and personal data. They value the simplicity with which they can monitor their spending and conduct transactions while on the road. Mobile payments' security, as well as challenges with compatibility and dependability across various platforms and devices, continue to raise some questions. Some users can also choose conventional payment methods or be reluctant to employ new technology. In overall, it is expected that customers' perceptions and satisfaction with mobile payment apps will continue to increase as this technology develops and is accepted by more people. The study concludes that mobile payment app developers must guarantee the security and privacy of user data, offer improved compatibility and availability, and give more user-friendly features.

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