



“A STUDY ON CUSTOMER SATISFACTION TOWARDS PHONE PE AND GOOGLE PAY WITH REFERENCE TO VADODARA CITY”

SUBMITTED BY

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ABSTRACT

This study will help in understanding satisfaction of customers towards the digital payment app that are google pay and phone pe in Vadodara city. In this study we have discussed about the e-commerce industry and the digital payment apps that are google pay and phone pe and some other apps of e-commerce industry, then we have given the introduction of the digital payment apps.

By doing this research we have find that the customers are very satisfied with services that google pay and phone pe with the help of the responders who have filled the google form which have shared in the groups and to individual and also we have asked to fill the form in person. And maximumly the forms are filed by the students of Vadodara as they the users who are using the apps on regular basis for paying the bills , shopping , account transfer , paying in shops and so more. Also we have received some problems that customers are facing and the digital payments apps can solve the problems which will help in there success.

Keywords – customer , customer satisfaction , digital payment app , E-commerce.

INTRODUCTION

The movement of electronically shopping or reselling goods using on line offerings via the net is known as e-commerce (or electronic commerce). online banking presents customers with almost all of the offerings which can be usually provided by way of a neighborhood branch, together with deposits, transfers, and online invoice fee. almost all banks a few types of net banking, which is out there via desktop and mobile apps. cash App, Due, Google Pay, Paytm, Amazon Pay, Phone Pe, Airtel cash, and others are examples of mobile banking apps.

A knowledge economy and society that are supported by technology are the goals of “digital India.” Being “faceless, paperless, and cashless” is supposedly one of the goals of digital India. The move from a cash-based to a cashless society requires policymakers to carefully assess their understanding of the process. Given that it has an impact on many economic structural aspects, it is important to comprehend the cashless economy. The adoption and use of cashless payment options at this stage are significantly positively correlated with income and education levels.

Digital transactions had a considerable increase as a result of the widely used product, which encouraged the demonetization of times and pushed the economy to view activities online. However, technology makes digitalization possible. It is an invention. Both people and industries lifestyles are altered by digitalization and information technology. those that advance civilization. In the current digital era, mobile smartphones have surpassed other gadgets as the most popular means of quick money transfers.

OBJECTIVES OF STUDY

- To study usage of e-payment systems for business transactions in the sample population.
- To identify the satisfaction level of customers, using e-payment systems.
- To identify the reasons for preference of e-payment.
- To check the knowledge and awareness level of the people about the different payment systems provided by Phone pe and Google pay.
- To analyse figure out what problems people have with E-wallet transactions.
- To provide suitable recommendation and suggestions, if any.

HYPOTHESIS

Since we have observed that peoples in Vadodara city are using PHONE PE and GOOGLE PAY, so want to study customer satisfaction toward phone pe and google pay which should lead to find the level of customer satisfaction.

RESEARCH MEATHODOLOGY

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

Research Design: The study follows the descriptive method of research to measure, evaluate and analyse the impact of online payment apps among customers. Primary data has been collected through questionnaire.

Sources of data begins with figuring out what sort of data is needed, followed by the collection of a sample from a certain section of the population..

Area of the study: The Respondents are from Vadodara city majority of data is collected with students

Data collection method : Survey method is used to collect the sample of – peoples through the questionnaire in Vadodara city.

Population: The respondents of this study considered were the people who use online payment apps and lives in Vadodara . The data is collected among -- peoples who use PHONE PE and GOOGLE PAY.

Sampling method

Convenience sampling: A convenience sample is a type sampling method where the sample is taken from a group of people easy to contact or to reach

Data collection instrument : we are using questionnaire as a data collection instrument which will be filled by people who are using phone pe and google pay in Vadodara.

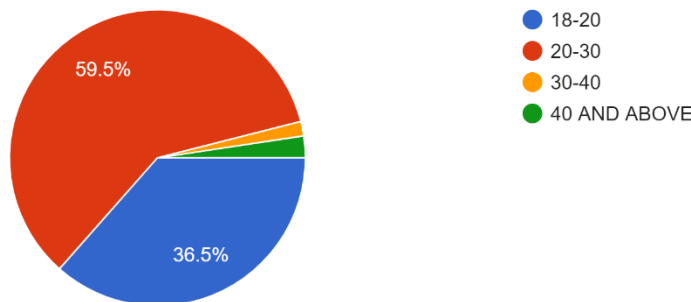
DATA ANALYSIS AND INTERPRETATION

The online survey included a total of 126 respondents, and every single one of them used mobile payment methods. In the survey, both genders were represented. All responders in the sample are using the digital payment apps, who were all above the age of 18, knew about mobile payment options.

1 AGE GROUP OF RESPONDENTS

AGE GROUP

126 responses



INTERPRETATION

In terms of age distribution 59.5% respondents are in age group of 20-30 ,

36.5% of respondents are in age group of 18-20 ,

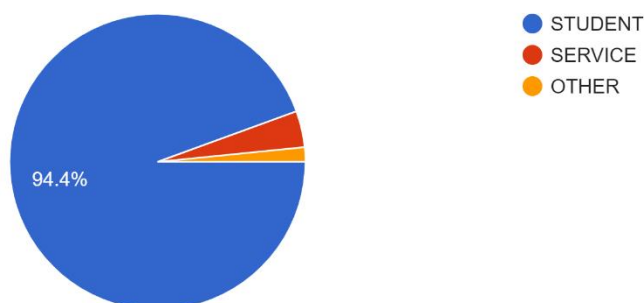
1.6% of respondents are of age group of 30-40.

2.1% pf respondents are of age group of 40 or above.

2 WHAT IS YOUR OCCUPATION?

WHAT IS YOUR OCCUPATION?

126 responses



INTERPRETATION

According to the responses I received in terms of occupation .

94.4% of respondents are students which shows that youth are using the digital payment apps and going towards cashless transactions which is good sign for the growth of this industry.

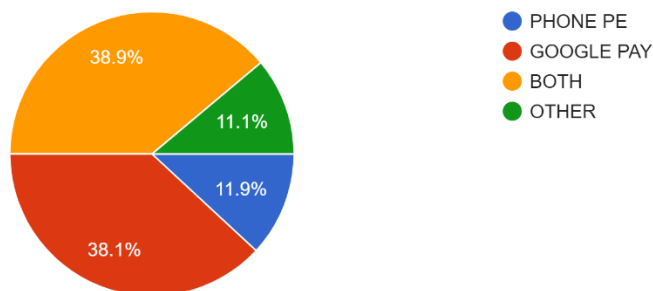
4% of respondents are performing their jobs in different sectors and using the digital payment apps.

1.6% of the respondents are other who are using digital payment apps.

3 WHAT KIND OF DIGITA PAYMENT APP YOU ARE USING?

WHAT KIND OF DIGITAL PAYMENT APP YOU ARE USING?

126 responses



INTERPRETATION

According to the responses I have found that 38.9% of responders are using both Phone pe and Google pay .

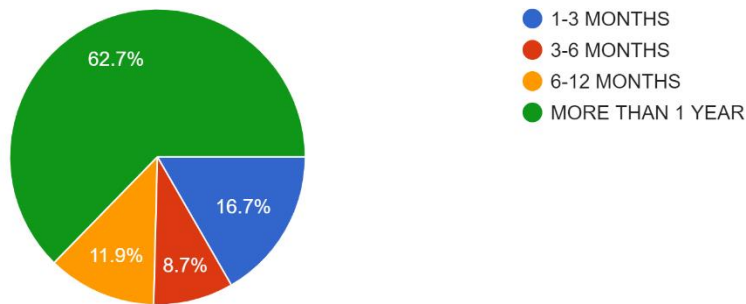
38.1% of responders are using Google pay which shows that more responders are using google pay.

11.9% of responders are using Phone pe and 11.1% of the responders are using other app like Amazon pay, Bharat pe etc.

4 HOW LONG YOU HAVE BEEN USING DIGITAL PAYMENT APP?

HOW LONG YOU HAVE BEEN USING DIGITAL PAYMENT?

126 responses



INTERPRETATION

From the above figure we can see that 62.7% of are responders are using the digital payment apps from more than 1 year which means that they are regular users of the apps .

11.9% of responders are using the digital payment apps from 6-12 months .

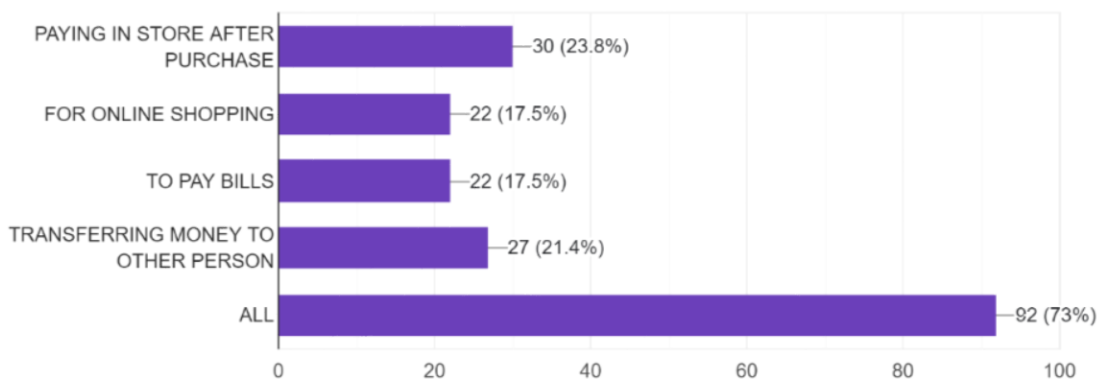
8.7% of responders are using the digital payment apps from past 3-6 months .

16.7% of the responders are using the digital payments from past 1-3 months which means they are the new users of the app.

5 WHAT PURPOSE ARE YOU USING PHONE PE AND GOOGLE PAY?

WHAT PURPOSE ARE YOU USING PHONE PE AND GOOGLE PAY?

126 responses



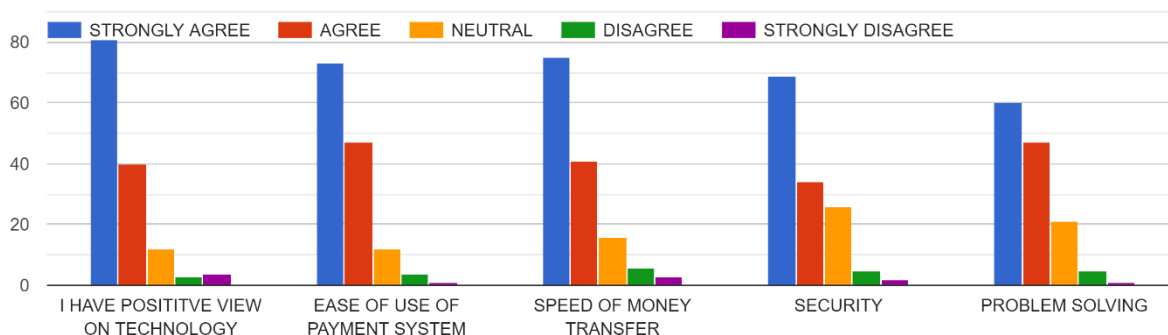
INTERPRETATION

According to the responses that we have collected we found that-

- 30 responders are using apps for paying in store after purchase.
- 22 responders are using apps for online shopping .
- 22 responders are using apps to pay the bills.
- 27 responders are using the apps for transferring money.
- 92 responders are using apps for all kind of uses.

6 DO YOU AGREE OR DISAGREE WITH THE FOLLOWING?

DO YOU AGREE OR DISAGREE WITH THE FOLLOWING



INTERPRETATION

According to the above chart we can interpretate that-

I have positive view on technology

- 81 responders strongly agree which means they are strongly satisfied with the technology.
- 40 responders agree means that they are also satisfied with the technology.
- 12 responders are neutral means that they don't have any good or bad view on technology.
- 1 responder is disagree which means he/she not satisfied with technology.
- 2 responders are strongly disagree means that they are strongly not satisfied with the technology.

Ease of use payment system

- 73 responders strongly agree which means they are strongly satisfied which the ease of use of payment system.
- 47 responders are agree which means agree which means they are satisfied which the ease of use of payment system.
- 12 responders have neutral view.
- 4 responders are disagree with ease of use of payment.

- 1 responder is strongly disagree with ease of use of payment.

Speed of money transfer

- 75 responders strongly agree which means they are strongly satisfied with speed of transfer of money.
- 40 responders agree means that they are also satisfied with speed of transfer of money.
- 26 responders are neutral means that they don't have any good or bad view on speed of transfer of money.
- 6 responder is disagree which means he/she not satisfied with speed of transfer of money.
- 3 responders are strongly disagree means that they are strongly not satisfied with the speed of transfer of money.

Security

- 69 responders strongly agree which means they are strongly satisfied with security.
- 35 responders agree means that they are also satisfied with security.
- 26 responders are neutral means that they don't have any good or bad view on security.
- 4 responder is disagree which means he/she not satisfied with security.
- 2 responders are strongly disagree means that they are strongly not satisfied with security.

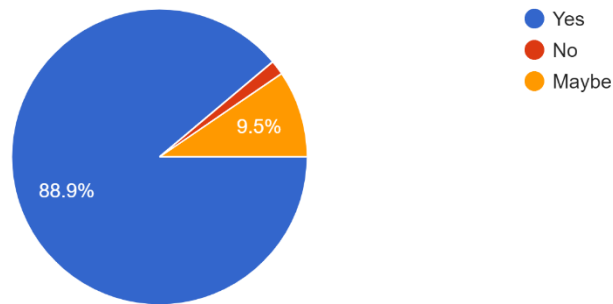
Problem solving

- 60 responders strongly agree which means they are strongly satisfied with problem solving.
- 47 responders agree means that they are also satisfied with problem solving.
- 21 responders are neutral means that they don't have any good or bad view on problem solving.
- 4 responder is disagree which means he/she not satisfied with problem solving.
- 1 responders are strongly disagree means that they are strongly not satisfied with problem solving.

7 WOULD YOU SEE DIGITAL PAYMENT APP IN FUTURE?

WOULD YOU USE DIGITAL PAYMENT APP IN FUTURE ?

126 responses

**INTERPRETATION**

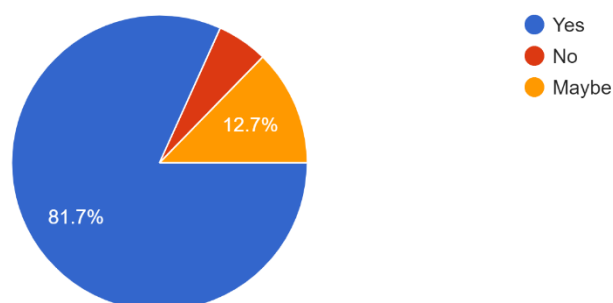
- We can clearly see that 88.9% of responders said **yes**.
- 9.5% of responders said **no**.
- 1.6% of responders said **maybe**.

This clearly stated that they will use digital payments in future which clearly interpretate that responders are satisfied with the app to use and they will use the app in future which states that they are satisfied in using this apps.

8 WOULD YOU RECOMMEND THE APP TO THE CONTACTS AND COLLEAGUES?

WOULD YOU RECOMMEND THE APP TO THE CONTACTS AND COLLEAGUES?

126 responses

**INTERPRETATION**

This figure shows that 81.7% said that they will recommend this app to other which means that they are satisfied that is why they will recommend app to others.

RESULTS AND FINDINGS

- With the help of the responders we have found that 38.9% of responders are using both Phone pe and Google pay , 38.1% of responders are using Google pay which shows that more responders are using google pay , 11.9% of responders are using Phone pe and 11.1% of the responders are using other app like Amazon pay, Bharat pe etc.
- Then we have found that 62.7% of are responders are using the digital payment apps from more than 1 year which means that they are regular users of the apps , 11.9% of responders are using the digital payment apps from 6-12 months , 8.7% of responders are using the digital payment apps from past 3-6 months and 16.7% of the responders are using the digital payments from past 1-3 months which means they are the new users of the app.
- Then we have found that out of 126 responders 92 of them are using the app for all kind of uses like paying in store after purchase ,online shopping ,pay the bills ,transferring money.
- Then we have found that out of 126 how many of them are satisfied
- 81 responders strongly agree which means they are strongly satisfied with the technology
- 73 responders strongly agree which means they are strongly satisfied which the ease of use of payment system.
- 75 responders strongly agree which means they are strongly satisfied with speed of transfer of money.
- 69 responders strongly agree which means they are strongly satisfied with security.
- 60 responders strongly agree which means they are strongly satisfied with problem solving.
- 88.9% of responders said that they are agree to use the app in future.

By looking at all the above mentioned points and data that we have collected we can interpretate that the responders of Vadodara that have filled the google form are satisfied in using the digital payment app by which we can say that they are happily using the apps and will use the app in future and also we have found that more than 80% of responders are agree to share the digital payment apps in future, which also interpretate that they are happy and satisfied to use the apps.

CONCLUSION

We have seen that the use using of the digital payment apps are increasing rapidly and according to are research we have found that majority of the students are using the apps and for day to day transaction in shops , cafes , canteen , stationery shops so more. and the responders other than students are using the apps for paying bills , online shopping , ticket booking , hotel booking and so more.so we can conclude that digital payment apps are saving the time of consumers , they can less cash with them and so more.

There are some problems that customers are facing of transaction failed, companies are returning the amount in 1 week , server fail and so more.

We have conducted the online survey with structured questionnaire in Vadodara city and we have send the questionnaire in the groups in social media apps of Vadodara like of college students and we have collected total of 126 responses from google form.

When we have asked the people personally to fill the form but we have seen that 2 out of 10 people are not using the digital payment apps but we have encouraged them to use the apps.

So by interpreting all the charts and graphs we can say that people are satisfied with the google pay and phone they are happily using the app for paying the bills, doing recharge, paying bills on in hotels , paying in retail outlets, booking train tickets, booking flight tickets , booking the hotels , transferring the money in bank accounts, investing in funds and much more are they are very satisfied in using the app and they are happy to share the apps and recommend the app to friends and family who are not using the apps.

And finally we can conclude that the results that we have get from responders impacting positively on usage of the phone pe and google pay and also they are very strongly satisfied with the services that phone pe and google pay are providing and they are using the apps on regular basis and also responders said that they will recommend phone pe and google pay to there friends , family and colleagues.

SUGGESTION

The customers of google pay and phone pe are very satisfied but then also there are some need-

- The google pay and phone pe have to convince the users about the services they are providing.
- They need to convince the user that the data they are proving are safe from hackers. The information like especially bank account number.
- They need to solve the doubts and queries of the customers on the immediate basis to satisfy customers with there services.
- They have to gives offers and cashback to attract the customers to use the apps and to also to gain the loyalty.
- They need to educate the consumers about digital payment and the services.

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