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A Study on Customer Satisfaction towards PhonePe and Google Pay Payment Systems with reference to Tiruchirappalli City

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Abstract

This study will help in understanding the satisfaction of customers towards the digital payment app that are Google pay and PhonePe in Tiruchirappalli city.The e-commerce sector, as well as digital payment apps such as Google Pay, Phone Pe, and a few more e-commerce business apps, were covered in this study. After that, we provided an overview of these apps. With the assistance of respondents who completed the Google form that was shared with groups and individuals as well as those who we asked to fill out in person, we were able to conduct this research and discover that customers are really happy with the Google Pay and phone calling services. And the majority of the forms are submitted by the students in Tiruchirappalli City, who are also the users who regularly use the applications for shopping, account transfers, bill payment, and other purposes. Also we have received some problems that customers are facing and the digital payments apps can solve the problems which will help in their success.

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

I. INTRODUCTION

In recent years, digital payment systems have revolutionized the way we conduct financial transactions, making processes faster, more efficient, and more secure. Two of the most widely used platforms in India for mobile payments are PhonePe and Google Pay. Both offer seamless payment solutions, including peer-to-peer transfers, bill payments, and online shopping, among other services. This study aims to assess customer satisfaction levels with these platforms, focusing on the user experience, security features, ease of use, and customer service. By understanding these factors, businesses can improve their offerings and create better digital payment systems Mobile banking apps include Cash App, Due, Google Pay, Paytm, Amazon Pay, Phone Pe, Airtel Cash, and more.

"Digital India" aims to create a knowledge economy and society that are bolstered by technology. One of the purported objectives of digital India is to be "faceless, paperless, and cashless." The shift from a cash-based to a cashless society necessitates that policymakers evaluate their comprehension of the procedure. Understanding the cashless economy is crucial since it affects numerous parts of the economic structure. At this point, income and education levels are strongly positively connected with the adoption and use of cashless payment methods.Due to the product's widespread use, digital transactions experienced a significant uptick, promoting the demonetization of time and forcing the economy to observe activities online. All the same, digitization is made feasible by technology. It's a creation. Digitalization and information technology have changed the lifestyles of both individuals and industries.Mobile smartphones are the most widely used device for instantaneous money transfers in the contemporary digital era, surpassing other gadgets.

Review of Literature

Comparative Study of Customer Satisfaction on Google Pay and PhonePe (2024): This study, conducted among students at Tumkur University in Karnataka, found that both platforms are user-friendly and offer flexibility. It noted that Google Pay users reported higher satisfaction levels in areas such as transaction speed, ease of use, safety, and customer service compared to PhonePe users.

A Study on Customer Satisfaction on Google Pay and PhonePe (2024): This research, conducted in Thiruvalla, Kerala, aimed to understand customer satisfaction with Google Pay and PhonePe. It utilized primary data collected through surveys to assess factors influencing adoption and satisfaction levels among users.

A Comparative Study of Users' Perception and Satisfaction towards Google Pay and PhonePe (2024): This study identified problems customers face while using digital payment platforms like Google Pay and PhonePe. It emphasized the importance of understanding user perceptions to enhance satisfaction levels and address challenges effectively.

A Case Study of PhonePe Mobile Banking Application (2024): This case study examined customer satisfaction with PhonePe, linking it to the quality of service and the ease of the mobile banking experience. It highlighted that user-friendly interfaces and efficient customer support are crucial for enhancing satisfaction level

A Study of Consumer Satisfaction towards Google Pay and Paytm (2023): Conducted in Chennai, this research revealed that Google Pay generally offers higher customer satisfaction compared to Paytm. Notably, younger consumers demonstrated a stronger dependence on Google Pay than older age groups, indicating a generational difference in digital payment usage.

Google Pay Customer Satisfaction (2023): This study analyzed factors influencing customer satisfaction with features and services provided by Google Pay. It utilized statistical tools to assess user satisfaction levels and identify areas for improvement.

A Study of Consumer Satisfaction towards GPay and Paytm (2023): This research examined consumer satisfaction with Google Pay and Paytm, revealing that Google Pay generally offers higher customer satisfaction. It also identified a generational difference in digital payment usage, with younger consumers demonstrating stronger dependence on Google Pay.

Research Methodology

Researchmethodologyisthespecificproceduresortechniquesusedtoidentify,select, process,andanalyseinformationaboutatopic.

Objectives of the Study

- To know the 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 offer suitable recommendation and suggestions to enhancing the E-payment system

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 Tiruchirappalli 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 Tiruchirappalli city.

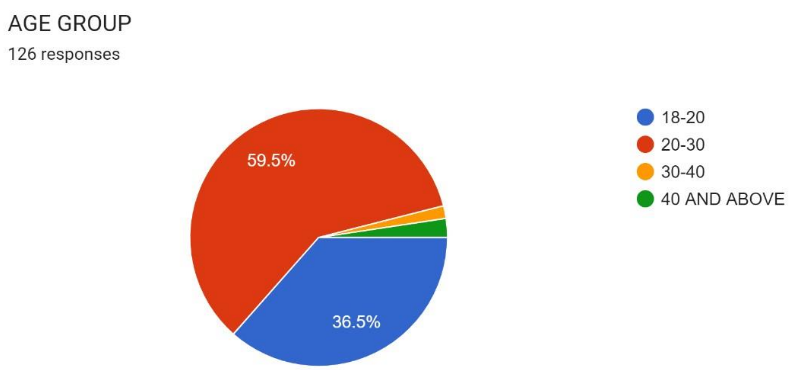
Population: The respondents of this study considered were the people who use online payment apps and lives in Tiruchirappalli. The data is collected among -- peoples who use PHONE PE and GOOGLE PAY.

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 Tiruchirappalli city.

Data Analysis and Interpretation

Theonlinesurveyincludedatotalof126respondents,andeverysingleone ofthemusedmobilepaymentmethods. In the survey, both genders were represented.All responders in the sample are using the digital payment apps,whowereallabove theage of 18,knewaboutmobilepaymentoptions.

1 Age group of respondents

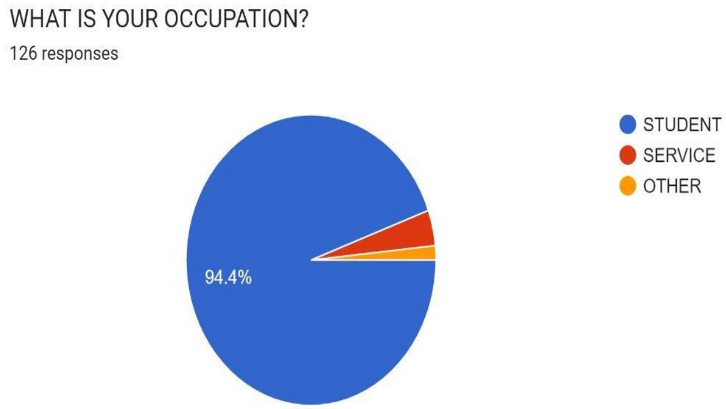


Interpretation

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% of the respondents are of age group of 40 or above.

2. Occupation

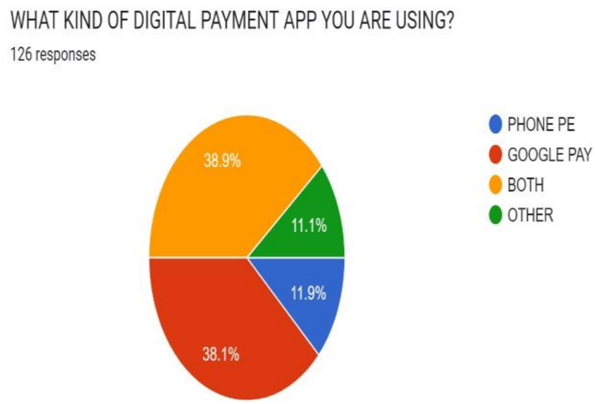


Interpretation

According to the responses the researcher 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 is using digital payment apps.

3. What Kind of Digita Payment App you are Using?

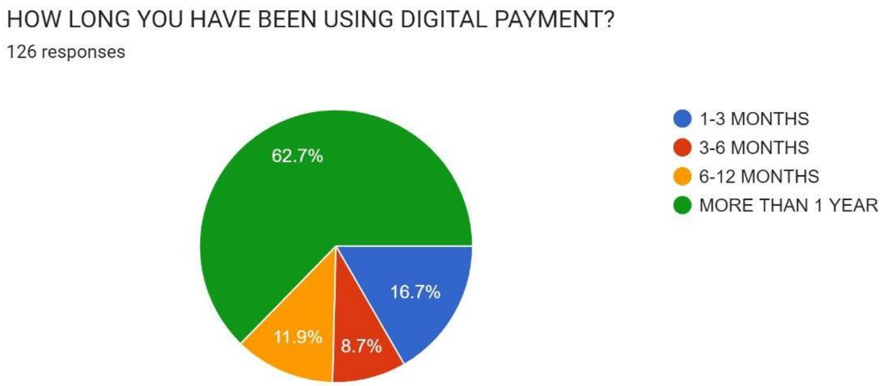


Interpretation

Based on the responses received, 38.9% of respondents use both Google Pay and Phone Pe. More respondents are utilizing Google Pay, as seen by the 38.1% of respondents who use it.

Of the respondents, 11.1% use other apps such as Amazon Pay, Bharat Pe, etc., and 11.9% use Phone Pe.

4. How long you have been using digital payment app?



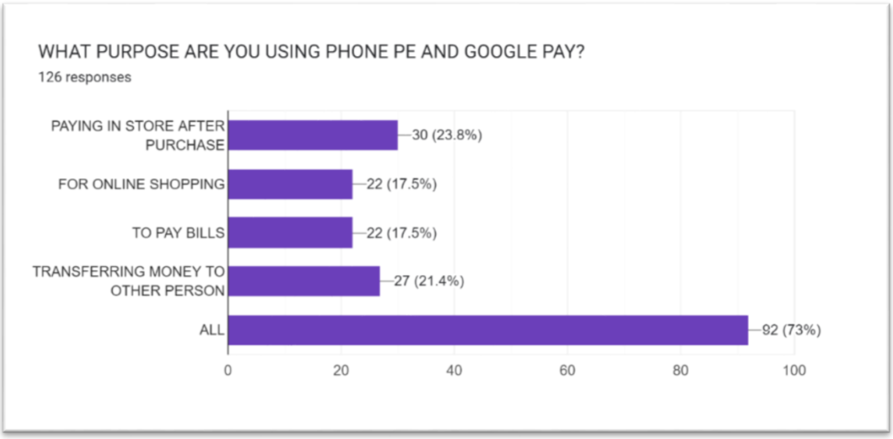
Interpretation

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 Phonepe and Google Pay?

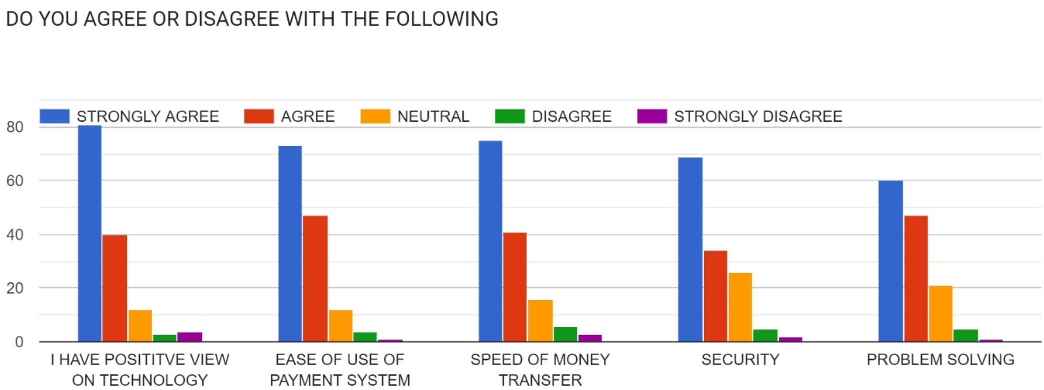


Interpretation

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.
- Twenty-two responders are paying their bills with apps.
- Twenty-seven respondents are transferring money via the apps.
- Ninety-two respondents utilize applications for a variety of purposes.

6. Do you Agree or Disagree with the Following?



Interpretation

Accordingto the abovechart wecaninterpret that

- 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 disagreeing 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 agreeing which means agree which means they are satisfied which the ease of use of payment system.
- 12 responders have neutral view.
- 4 responders are disagreeing with ease of use of payment.
- 1 responder is strongly disagreeing 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 disagreeing 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.

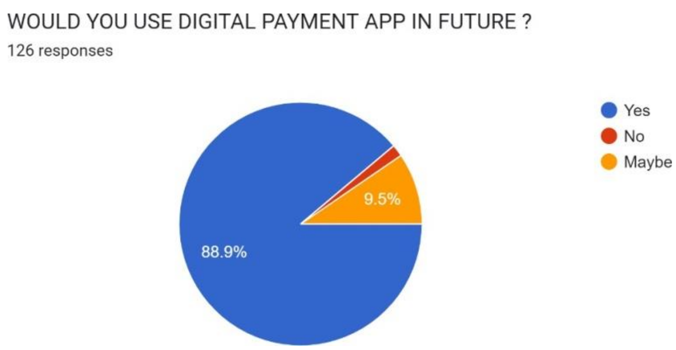
•35 responders agree means that they are also satisfied with security.

• 26 responders are neutral means that they don't have any good or bad view on security.
• 4 responder is disagrees 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 disagreeing 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 Use Digital Payment App in Future?



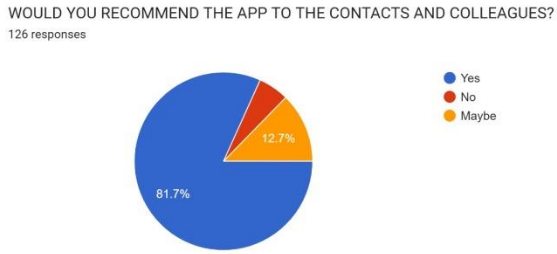
Interpretation

We can clearly see that 88.9% of the respondents agreed with Yes

- 9.5%ofresponderssaid**no.**
- 1.6%ofresponderssaid**maybe.**

Thisclearlystatedthattheywilluse digitalpaymentsinfuture whichclearlyinterpret thatrespondersare satisfied with the app to use and they will use the app in future which states that they are satisfied inusingthese apps.

8. Would ou Recommend the App to the Contacts and Colleagues



Interpretation

This graph indicates that 81.7% of respondents stated they would recommend this app to others, indicating that they were pleased enough to do so.

Results and Findings of the Study

With the help of the responders it is observed 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.

- From the above study it is inferred 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 past3-6 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.

- From the study it is observed 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.
- From the analysis, it is found that 81 responders strongly agree which means theyarestronglysatisfiedwiththe technology
- 73respondersstronglyagree which meanstheyare stronglysatisfiedwhichthe easeofuse ofpaymentsystem.
- 75respondersstronglyagree which meanstheyarestronglysatisfied withspeedof transfer ofmoney.
- 69respondersstronglyagree whichmeanstheyarestronglysatisfiedwithsecurity.

- ➢60respondersstronglyagreewhichmeanstheyarestronglysatisfiedwithproblemsolving.
- ➢88.9%of responderssaid thattheyareagreeingto usetheapp infuture.

By looking at all the above mentioned points and data that we have collected we can interpret that theresponders of Tiruchirappalli city that have filled the Google form are satisfied in using the digital payment app bywhich we can say that they are happily using the apps and will use the app in future and also we have foundthatmorethan80%ofrespondersareagreetosharethedigitalpaymentappsin future,whichalsointerpret, that theyarehappyand satisfied tousetheapps.

Suggestions

Although Google Pay and Phone Pe have many happy clients, there are still certain things that need to be addressed

- First and foremost, Google Pay and Phone Pe need to persuade users of the services they offer.
- They must persuade the user that the data they are presenting is secure from cyber-attacks. The details, in particular the bank account number.
- In order to make clients happy with their services, they must promptly address their questions and concerns.
- In order to entice users to utilize the applications and cultivate loyalty, they must provide incentives like cash back and offers.
- Customers must be informed about digital payments and services.

II. CONCLUSION

This study aims to provide valuable insights into customer satisfaction with PhonePe and Google Pay, contributing to a deeper understanding of user preferences and expectations. By addressing the strengths and weaknesses of these platforms, the research can help businesses improve their services and enhance the customer experience, ultimately promoting higher engagement and loyalty.Even respondents who are not students use the applications for a variety of purposes, such as bill payment, internet shopping, booking hotels, tickets, and much more.Thus, we can draw the conclusion that digital payment apps allow users to save time, carry less cash, and do much more.Therearesomeproblemsthatcustomersarefacingoftransactionfailed,companiesarereturningtheamountin1 week, server failand so more.We used a structured online survey to gather data in Tiruchirappalli city. We distributed the questionnaire to several social media groups in the city, including those attended by college students. A total of 126 replies were obtained through a Google form. When we have asked the people personally to fill the form but we have seen that 2 out of 10 people are notusingthedigitalpayment appsbutwehave encouraged them tousethe apps.

SobyinterpretingallthechartsandgraphswecansaythatpeoplearesatisfiedwiththeGooglepayandPhonePe they are happily using the app for paying the bills, doing recharge, paying bills on in hotels , paying in retailoutlets, booking train tickets, booking flight tickets , booking the hotels , transferring the money in bank accounts, investing infundsandmuchmore are theyare very satisfied in usingtheappandtheyare happytoshare the apps and recommend the app tofriendsand familywho arenot usingthe apps.

Finally, we can draw a conclusion that responders' positive feedback has a positive impact on the use of Google Pay and Phone Pe. They also express strong satisfaction with the services offered by these apps, using them constantly. Furthermore, respondents say they would recommend Google Pay and Phone Pe to their friends, family, and coworkers.

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