

A STUDY
ON
“A STUDY ON CUSTOMER SATISFACTION ON GOOGLE PAY AND
PHONE PAY

With reference to

RAJANNA SIRICILLA

Submitted to

SATAVAHANA UNIVERSITY KARIMNAGAR
In Partial Fulfillment of the requirement for the award of the degree of
BACHELOR OF COMMERCE



Submitted

By

V. ISHWARYA(20077104402024)
M. AKSHITHA(20077104402017)
A. PRATHYUSHA(20077104402002)
G. SHAILAJA(20077104401010)

Under the guidance of

Mrs. T. VIDYA

Degree Lecturer



Department Of Commerce
TELANGANA TRIBAL WELFARE RESIDENTIAL DEGREE COLLEGE
FOR WOMEN
THANGALLAPALLY, RAJANNA SIRICILLA
(Affiliated to SATAVAHANA UNIVERSITY
(2020-2023)




**TELANGANA TRIBAL WELFARE RESIDENTIAL
DEGREE COLLEGE FOR WOMEN**

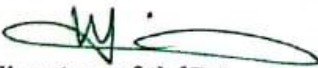
Thangallapally, Rajanna Sircilla


(Affiliated To Satavahana University)

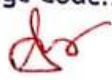
CERTIFICATE

This is to certify that the project report title ““A STUDY ON CUSTOMER SATISFACTION ON GOOGLEPAY AND PHONEPAY:WITH SPECIAL REFERENCE TO RAJANNA SIRICILLA” submitted in partial fulfillment for the award of degree of B.COM programmed of Department of Commerce was carried out by **V.ISHWARYA-(20077104402024), M.AKSHITHA-(20077104402017), A.PRATHYUSHA-(20077104402002), G.SHAILAJA-(20077104401010)**. This has not been submitted to any other Institute or University for the award of any degree.


Signature of the guide


Signature of the Principal
T.G.T.W.R.D.C. (W)
THANGALLAPALLY
Dist: Rajanna Sircilla (T.G)


Signature of HOD
Department of Commerce
TTWRDC(W), SIRICILLA
College Code:7104


Signature of external examiner

DECLARATION

I hereby, declare that this project entitled “ A STUDY ON CUSTOMER SATISFACTION ON GOOGLE PAY AND PHONE PAY IN RAJANNA SIRICILLA” have completed successfully towards the partial fulfillment for the award of the degree “**BACHULAR OF COMMERCE**” from “**TELANGANA TRIBAL WELFARE RESIDENTIAL DEGREE COLLEGE FOR WOMEN, RAJANNA SIRICILLA** .This is the bonafide work undertaken by me which is not submitted to any other university or institution for the award of any degree / diploma.

DATE :

PLACE: RAJANNA SIRICILLA

. V. ISHWARYA(20077104402024)
M AKSHITHA(20077104402017)
A.PRATHYUSHA(20077104402002)
G. SHAILAJA(20077104401010)

ACKNOWLEDGEMENT

The satisfaction that accomplishes the successful completion of any task would be incomplete without the mention of the people who make it possible and whose constant guidance and encouragement crown all the efforts with success.

It is my privilege and pleasure to express my profound sense of respect, gratitude and indebtedness to my guide **T. VIDYA**, Department of Commerce for her constant guidance, inspiration, and constant encouragement throughout his this project work .

We wish to express my deep gratitude to **M.SANDHYA RANI, HOD, Department of Commerce, TELANGANA TRIBAL WELFARE DEGREE COLLEGE FOR WOMEN, RAJANNA SIRICILLA** for her cooperation and encouragement, in addition to providing necessary facilities throughout the project work.

we sincerely extend my thanks to **K.RAJINI, PRINCIPAL, TELANGANA TRIBAL WELFARE RESIDENTIAL DEGREE COLLEGE FOR WOMEN,RAJANNA SIRICILLA.**

We would like to thank all the staff and all my friends for their good wishes, their helping hand and constructive criticism, wish led the successful completion of this project.

Finally, I thank all those who directly and indirectly helped me in this regard; we apologize for not listing everyone here.

V. ISHWARYA(20077104402024)
M AKSHITHA(20077104402017)
A.PRATHYUSHA(20077104402002)
G. SHAILAJA(20077104401010)

A STUDY ON CONSUMER SATISFACTION ON PHONEPAY AND GOOGLEPAY: WITH REFERENCE TO RAJANNA SIRICILLA

INTRODUCTION

Google Pay is a digital wallet platform and online payment system developed by **Google** to power-in-app and tap-to-pay purchases on mobile devices, enabling users to make payments with **Android** phones, tablets or watches. It took over the branding of google chrome's autofill feature. Google pay adopts the features of both android pay and google wallet through its instore, peer-to-peer and online payment services.

Google pay uses **Near Field Communication (NFC)** to transmit card information facilitating funds transfer to the retailer. It replaces the credit or debit card chip and pin or magnetic stripe transaction at point-of-sale terminals by allowing the user to upload these in the Google Pay wallet. It is similar to contactless payments already used in many countries, with the addition of two-factor authentication. The service lets android devices wirelessly communicate with point of sale systems using a near field communication (NFC) antenna, host-based card emulation (HCE), and android's security.

Google Pay takes advantage of physical authentications such as fingerprint ID where available. On devices without finger print ID, Google pay is activated with a passcode. When the user makes a payment to a merchant, Google Pay does not send the credit or debit number with the payment. Instead it generates a virtual account number representing the users account information. This service keeps customer payment information private, sending a one-time security code instead of the card or user details.

PhonePe is an Indian e-commerce payment system and digital wallet company headquartered in

Bangalore, India. It was founded in December 2015, by Sameer Nigam, Rahul Chari and Burz in Engineer. PhonePe app went live in August 2016 and was the first payment app built on Unified Payments Interface(UPI).

The PhonePe app is available in over 11 Indian languages. Using PhonePe, users can send and receive money, recharge mobile, data cards, make utility payments, buy gold and shop online and offline. In addition PhonePe also allows users to book Ola ride, pay for Redbus tickets, order food on freshmenu, eat, fit and avail Goibibo Flight and Hotel services through microapps on its platform.

1.1 OBJECTIVES OF THE STUDY

1. To understand the concept of Google, Pay and PhonePe.
2. To analyze the satisfaction of customers in the usage of Google Pay and PhonePe.
3. To determine the various facilities provided by Google pay and PhonePe.
4. To study the effectiveness of the promotional activities taken by Google Pay and PhonePe.
5. To study the difficulties faced by the users by using payment applications.

1.2 LIMITATIONS OF THE STUDY

1. The time for the study was limited.
2. Could not cover different categories of people like (people with different financial status etc).
3. Sample method is being used for data collection and it is restricted for few people.

1.3 SCOPE OF THE STUDY

The aim of the study is to determine the satisfaction of customers in using Google Pay and PhonePe. As this area e-payment system is widely used. The study is conducted on sampling method of survey.

1.4 METHODOLOGY

This study is exploratory in nature. Both primary and secondary data have been used for the study. Primary data was collected with the pre-designed questionnaire to the consumers in Thiruvalla region. 60 consumers were selected conveniently as samples. Study on the basis of primary data helps to understand the customer satisfaction on Google pay and Phonepe and the factors that influence their adoption. The method adopted for the study is convenience sampling. The secondary data has been collected from the Internet.

1.5.1 TOOLS FOR PRESENTATION

Bar diagram and pie diagrams are used for the purpose of presentation of data.

1.5.2 TOOLS FOR ANALYSIS

For analyzing the data, percentage and composite indices are used.

1.5 CHAPTERISATION

Chapter 1: Introduction

Chapter 2: Review of literature and theoretical
framework

Chapter 3: Data analysis and interpretation

Chapter 4: Findings, conclusions and suggestion

CHAPTER 2

REVIEW OF LITERATURE AND THEORETICAL FRAMEWORK

2.1 REVIEW OF LITERATURE

2.1.1. Doan (2014) he conducted a study to understand consumer adoption on mobile wallets in Finland. This research was designed in a quantitative method using questionnaire which was sent to potential respondents in Finland. The study measures the market condition of mobile wallets users. The study findings reveal that the usage of mobile wallet is only in the initial stage and respondents are showing positive attitudes towards usage of mobile wallets. Research concluded that the trust factor reveal the positive or negative impact on adoption of user, depending on the user satisfaction and user's situation

2.1.2 Govender & Sihlali (2014) they explored the factors determine the adoption of mobile banking (m-banking) services among students who are more technically knowledgeable. The questionnaire is prepared based on the qualitative approach. Based on the extension of the Technology Acceptance Model, the theoretical framework is developed to investigate the factors that determine student's acceptance of mobile banking. The constructs of TAM for mobile adoption such as Perceived Ease of Use, Perceived usefulness, Perceived Value, Trust Intention to Use, and Usage Behavior were used. The statistical tool multiple regression analysis was used to examine the influence of independent variables on the dependent variable of intention to use m-banking. The independent variables trust, perceived value, perceived ease of use and social influence may account for 42percent on the influence of dependent variable.

2.1.3. Cabanillas et.al., (2015) they have developed a model to examine user's intention to use mobile payment based on TAM and MPTAM (Mobile Payments Technology Acceptance Model). The study was investigated the moderator effect of the user's age between the subjective rules and the facility of use. The survey has been conducted among the 2012 national panel of internet user (physical & virtual). The analysis of data shows that an internet user's behavior is influenced by their intention to use new tools. The study findings show that most of the younger mobile payment users are satisfied and accepted the mobile technology tools when compared to older mobile users. This study has indicated that older consumers are the stronger relationship between facility to use and subjective rules. So the mobile technology provider should give more attention to older consumers to create knowledge about usable of new tools.

2.1.4 Meuthia (2015) the study has been investigated that empirically the experiences of users' satisfaction on e-money adoption in Indonesia. In this study the trust was considered as an important factor for e-money adopt, and at the time of promotes the system quality and participation. The data was collected from 117 e-money respondents in Indonesia. The result shows that users' satisfaction is determined based on system quality and participation of users.

have high level followed by the others stimulants variables. The study concluded that trust and distrust were strongly influenced the level of users' satisfaction on e-money adoption in Indonesia.

2.1.5 Liu & Tai (2016) they have conducted a study in Vietnam to analyze the factors influencing the consumer's intention to use mobile payment services. The variables considered for the study to determine consumer's intention to use of mobile payment services are mobility, mobile payment knowledge, convenience, compatibility, ease of use, usefulness, risk, trust, and safety. The two variables namely perceived ease to use and perceived usefulness was extracted from the TAM model which was deemed as a suitable model to study consumers' response and behaviors when a new product is introduced. The data has been collected from 604 respondents. The result shows that among the four external variables compatibility has a strong influence on ease of use and perceived usefulness is found to be a positive impact on the intention to use M-payment. The study highlighted that trust and safety have no direct impact on usefulness but it has a direct impact on the intention to use mobile payment. The study concluded that in Vietnam young people have greater intention to use mobile payment services when compared to older people and most of the consumers are not giving much importance to risk.

2.1.6 Singh & Gupta (2016) They have conducted a study to identify various factors influence on the adoption of mobile wallet payment among customers They considered the various variables for the study are Convenience, Trust, Security, and Adaptability which have an impact on the satisfaction of mobile wallet usage. The study was conducted in the Kurali city, District of Punjab. Pearson's Correlation Analysis was to investigate the relationship between the different basic variables of the study. The study findings show that mobile wallets are considered as the futures of cash.

2.1.7 Ahuja & Joshi (2018) have studied about the customer perception concerning Mobile wallets. In this study they examined that the factors exploration technique is used to classify the factors which influence customer opinion towards Mobile wallets. The study has been conducted about the different types of mobile wallets in India. The data is collected from both secondary data and primary data. The survey was conducted among 139 mobile respondents in the telecommunication industry.

2.1.8 Ahuja & Joshi (2018) have studied about the customer perception concerning Mobile wallets. In this study they examined that the factors exploration technique is used to classify the factors which influence customer opinion towards Mobile wallets. The study has been conducted about the different types of mobile wallets in India. The data is collected from both secondary data and primary data. The survey was conducted among 139 mobile respondents in the

telecommunication industry.

2.2 THEORETICAL FRAMEWORK

Many of the research studies investigate that trust influences the users' intention of mobile wallets technologies usage. But not much research has been done to investigate trust as backgrounds of user's satisfaction on mobile wallet's adoption. Some researchers have explored that trust in technology as the main variable in the perspective of mobile payment and internet banking, some research has considered trust as an antecedent to customer satisfaction – Cabanillas et al. (2015). This study has directly impacted on trust intention to use mobile wallets.

Trust is the important factor which affects the growth of the digital payment system in the rural areas which is mainly due to a lack of awareness of consumer about security information. Dr. Saraswat S & Dr. Mehta M (2017) the study was conducted about the mobile phone companies which provide new technologies and many other benefits like surety, trust, privacy etc., Therefore this study focused on cashless transactions and the problems faced by users, how they overcome the issues, how they have accepted and accessed mobile payment services. the study suggested that government can also make effects in speeding up the procedures by developing an expectation level which can build the trust among the consumer. Kumar et.al., (2018) the study proposed that trust affects the users' Satisfaction. This research is based on integrative research model. The consequence of this study helped to prove that trust significantly influenced user's satisfaction. This study has been reviewed the relevant literature and discussions done by the national and international researchers.

The study has been conducted that users' satisfaction affecting the mobile wallets actual usage level. This

research has proved the usage of mobile wallets based on three levels likes consumer perception, preference and satisfaction. The study analyzed the factors in influencing the consumer's perception towards mobile wallet technology. The study has included few transactions such as bill payment, fund transfer, online shopping, checking account information and its relationship consumers' satisfaction.

Hakim & Maamari (2017) this study has been measured that consumers' perceived service quality on the internet banking user's satisfaction. This study suggested that a model to analyze the online banking service quality and banks users satisfaction. The result shows that e-payment service quality is important for service industries act as a driver of user satisfaction.

The glance at the top six trending mobile wallets,

1 Paytm Paytm is one of the most popular mobile wallets in India that offers users an online payment platform for secure transactions. Paytm is a user-friendly application and easy to use. Paytm, which is now a payments bank too, has over the last 4-5 years expanded into ecommerce, ticketing, and distribution of financial products. As a payments bank, its focus is also on building a banking customer base and to sell other financial products. Paytm is available on both platforms, Android and iOS.

2 MobiKwik Mobikwik wallet is an online payment wallet system where a person after logging in, can add money via his debit or credit card. After adding the money he or she can make transactions on mobile, DTH, pay electricity bills and much more. You can undertake all these transactions without any hard cash. MobiKwik is available to iOS, Android, and Windows Phone users.

3 JioMoney JioMoney wallet has a simple interface and all the elements that matter are visible at once to users. For instance, wallet balance, the option to recharge, send/request money, and pay at a shop are present on the main page itself. It is available in Google Play Store and Apple App Store.

4.Oxigen Oxigen has a lively looking interface with a banner on special schemes running on top, followed by the options that are available. You can send or ask for money, pay bills and get recharges. Users feel secure with Oxigen while doing transaction because every time a sixdigit one-time password (OTP) is sent to the registered mobile number. According to company website it has a retail footprint of 1,00,000 outlets and has processed over 2 billion transactions till date with a current transaction volume rate of 720 million transactions per annum. It has a large customer base of over 150 million. The Oxigen wallet app is available only to Android users.

5.State Bank Buddy The mobile wallet app can be used to send money to new and registered customers, book movies, flights and hotels, as well as for shopping. It also has features like reminders to settle dues, recharge and pay bills instantly. This wallet app is available in 13 languages and allows users to set reminders for money transfers and clearing dues. The SBI Buddy app is available in Google Play Store and Apple App Store. International Journal of Management, Technology And Engineering Volume 8, Issue XII, DECEMBER/2018 ISSN NO : 2249-7455 Page No:1733

6. Google Pay Google Pay (G pay) is a digital wallet platform and online payment system developed by Google to power in-app and tap-to-pay purchases on mobile devices, enabling users to make payments with Android phones, tablets or watches. Google Pay adopts the features of both Android Pay and Google Wallet through its in-store, peer-to-peer, and online payments

services. Google Pay takes advantage of physical authentications such as fingerprint ID where available. On devices without fingerprint ID, Google Pay is activated with a pass code. The simple way to send or receive money with anyone, Shop, recharge, and more, Rewards that are endlessly rewarding, Pay nearby, more than 50 banks listed under that google pay wallet, money is protected.

Presently 200-250 million of people are using a mobile wallet which is expected to grow to about 500 million users in further. Most of the mobile wallets are offering cashback offer and discounts for an online payment transaction to motivate the customer to do online payment.

CHAPTER 3

DATA ANALYSIS AND INTERPRETATION

The source of data collected is from the questionnaires distributed to people in Thiruvalla region. Responses from 60 were collected.

3.1 AGE OF THE RESPONDENTS

TABLE 3.1

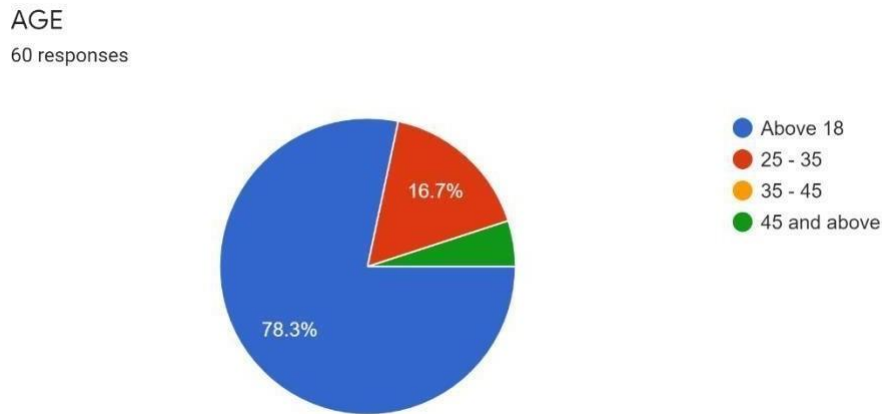
Age category that use Online Payment

AGE GROUP	NO. OF RESPONDENTS	PERCENTAGE
18-25	47	78.3
26-35	10	16.7
36-45	Nil	Nil
Above 46	3	5
Total	60	100

Source: Primary data

Figure 3.1

Age category that use Online Payment



Source: Table 3.1

INTERPRETATION: Respondents in the age category of 18-35, account of 78.3% of the response, which indicates that the younger generation has more active participation in this project. This implies that online payments are of much use among the younger generation as compared to therest.

Table 3.2

Gender	Respondents	Percentage
Male	28	46.7
Female	32	53.3
Transgender	nil	Nil
Total	60	100

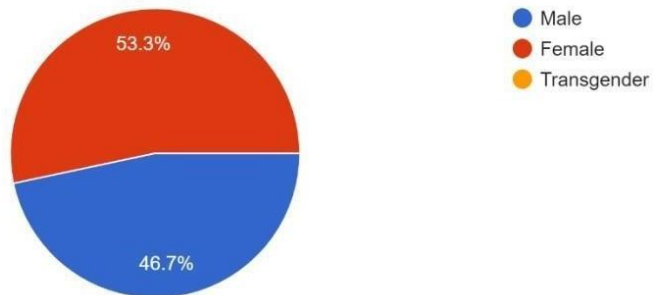
Source: Primary data

Figure 3.2

Statistics of Online Payment on the basis of Gender

Source: Table 3

GENDER
60 responses



INTERPRETATION:

A majority of 53.3% of respondents are women who use Google pay and PhonePe and a majority of 46.7% of the respondents are male. This shows that women use online payment more.

Table 3.3

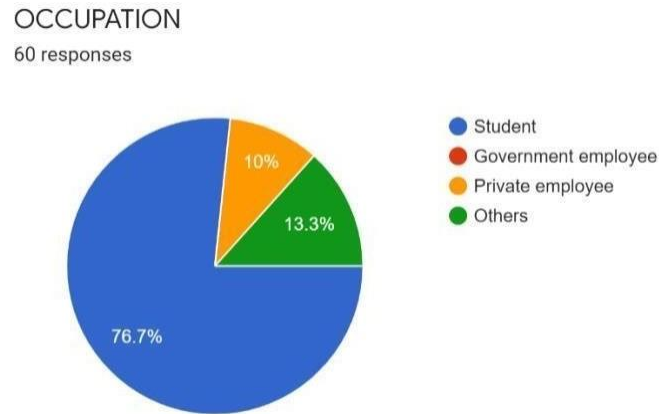
Online Payment usage of respondents on the basis of occupation

Occupation	No of Respondents	Percentage
Student	46	76.7
Government Employee	nil	Nil
Private Employee	6	10
Others	8	13.3
Total	60	100

Source: Primary data

Figure 3.3

**Statistics of Online Payment on the basis
of Occupation**



Source: Table 3.3

INTERPRETATION:

A majority of 76.7% of respondents are students who use Google Pay and Phonepe. 10% of the respondents are private employees who use Google Pay and Phonepe.

Table 3.4

Range of banking services and payment options

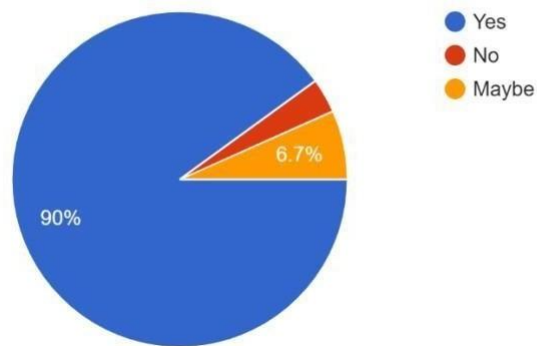
Particulars	No of Respondents	Percentage
Yes	54	90
No	2	3.3
Maybe	4	6.7
Total	60	100

Source: Primary data

Figure 3.4

Statistics of respondents using Online Payment

Do you think using online payment can offer you a wider range of banking services and payment options?
60 responses



Source: Table 3.4

INTERPRETATION:

A majority of 90% of the respondents says Google Pay or Phone pe offer wider range of banking services and payment options and only 3.3% of the respondents doesn't support this statement.

Table 3.5

Statistics of respondents not using online payment

Particulars	Respondents	Percentage
Lack of technical knowledge	nil	Nil
Insecure	1	7.1
Chance of Fraud	4	28.6
Lack of trust	4	28.6
Others	5	35.7
Total	14	100

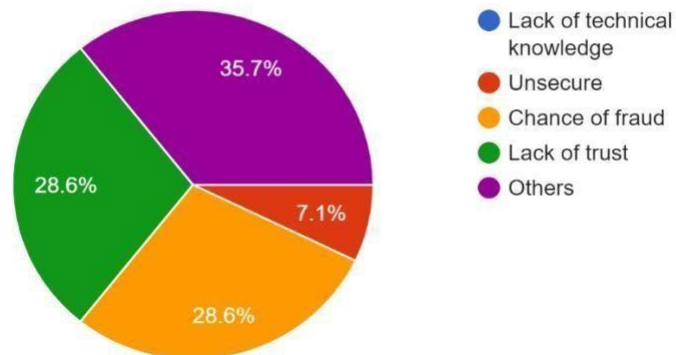
Source: Primary data

Figure 3.5

Statistics of respondents not using online payment

If no, select the reason for not using online payment?

14 responses



INTERPRETATION:

Respondents not using online payment in this project are of the opinion that online payments are not safe due to reasons such that of fraudulent activities, insecurity, lack of trust, technical issues etc.

Table 3.6

Respondents whose phones support the app

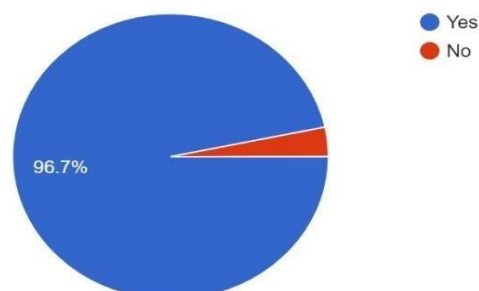
Particulars	Respondents	Percentage
Yes	58	96.7
No	2	3.3
Total	60	100

Source: Primary data

Figure 3.6

Respondents whose phone support the app

Do your phone support these apps? (Phone pe , Google pay)
60 responses



Source: Table 3.6

INTERPRETATION:

A majority of 96.7% of respondent's phones support google pay or phone pay and only 3.3% of the respondent's phone doesn't support the same.

Table 3.7

More preferred online payment app

Payment app	No. of Respondents	Percentage
Phone pe	5	8.3
Google Pay	55	91.7
Total	60	100

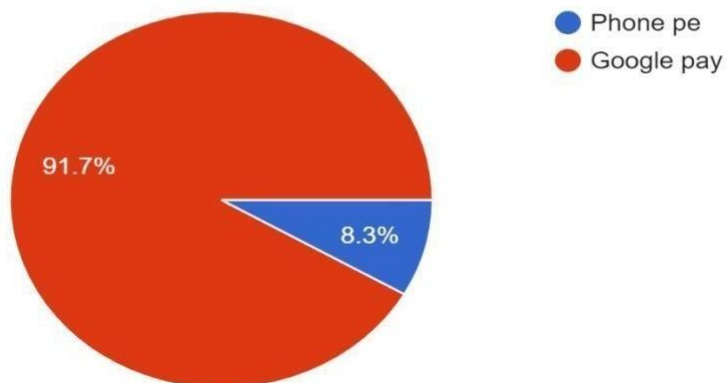
Source: Primary data

Figure 3.7

Most preferred online payment app

Which app do you prefer more for online payment?

60 responses



Source: Table 3.7

INTERPRETATION:

Most of 91.7% of the respondents prefer to use Google Pay than Phone Pe and only 8.3% of the respondents prefer Phone Pe. This indicates that Google Pay is the most widely known and used app.

Table3.8

Respondents usage of online payment app

Usage	Respondents	Percentage
Below 1 year	28	46.7
1 - 2 years	21	35
Above 2 years	11	18.3
Total	60	100

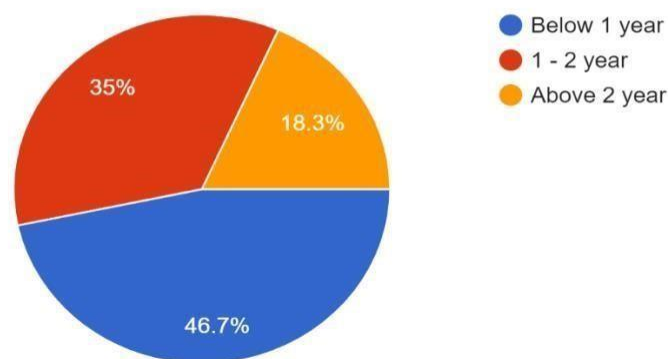
Source: Primary data

Figure 3.8

Respondents usage of online payment app

How long have you been using this app?

60 responses



Source: Table 3.8

INTERPRETATION:

46.7% of people have been using the payment app below one year and 35% for one to two years and 18.3% more than two years.

Table: 3.9

Satisfaction of respondents toward Google Pay

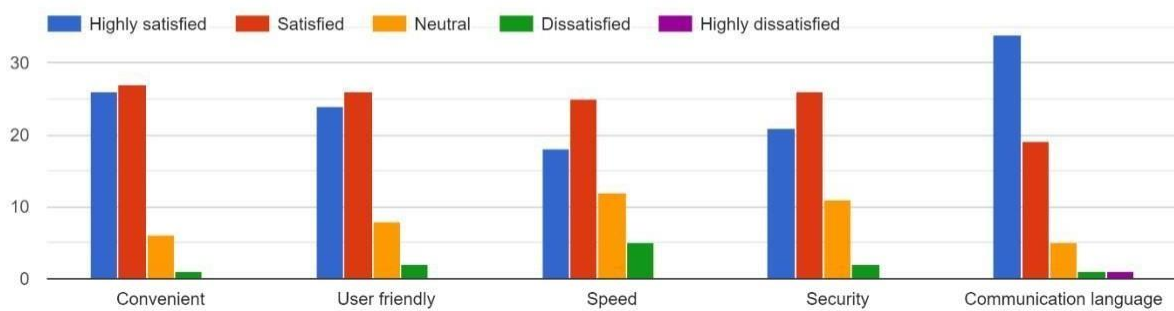
	Highly satisfied		Satisfied		Neutral		Dissatisfied		Highly dissatisfied	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%
Convenient	26	43	27	45	6	10	1	1.6	0	0
User Friendly	24	40	26	43	8	13	2	3	0	0
Speed	18	30	25	42	12	20	5	8	0	0
Security	21	35	26	43	11	18	2	3	0	0
Communication	34	57	19	32	5	8	1	1.6	1	1.6
Language										

Source: Primary data

Figure: 3.9

Satisfaction of respondents towards Google Pay

Are you satisfied with the service they provide? (Google pay)



Source: Table 3.9

INTERPRETATION:

A majority of 45% of the respondents has stated satisfied in terms of its convenience. 43% of the respondents has stated satisfied in term of user friendliness. 42% of the respondents has stated satisfied in terms of its speed. 43% of the respondents has stated satisfied in terms of its security and 57% of the respondents has stated highly satisfied in terms of its communication language. This indicates that the respondents are satisfied with the service provided by Google Pay.

Table: 3.10

Satisfaction of respondents toward Phone Pe

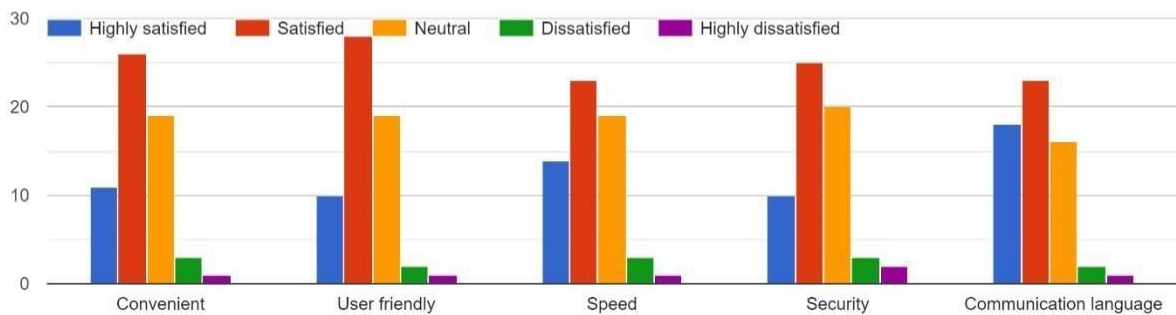
	Highly satisfied		Satisfied		Neutral		Dissatisfied		Highly dissatisfied	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%
Convenient	11	18	26	43	19	32	3	5	1	2
User Friendly	10	17	28	47	19	32	2	3	1	2
Speed	14	23	23	38	19	32	3	5	1	2
Security	10	17	25	42	20	33	3	5	2	3
Communication Language	18	30	23	38	16	27	2	3	1	2

Source: Primary data

Figure: 3.10

Satisfaction of respondents towards Phone Pe

Are you satisfied with the service they provide? (Phone pe)



Source: Table 3.10

INTERPRETATION:

A majority of 43% of the respondents has stated satisfied in terms of its convenience. 47% of the respondents has stated satisfied in term of user friendliness. 38% of the respondents has stated satisfied in terms of its speed. 42% of the respondents has stated satisfied in terms of its security and 38% of the respondents has stated highly satisfied in terms of its communication language. This indicates that the respondents are satisfied with the service provided by Phone Pe.

Table 3.11

Usage of Online Payment by respondents

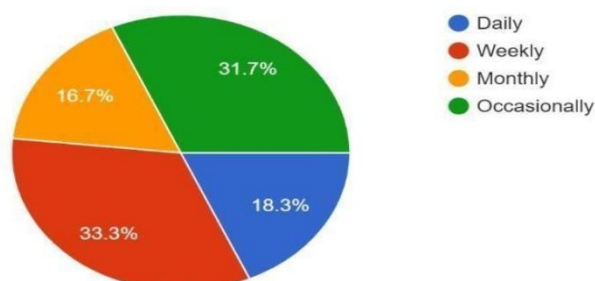
Particulars	No of respondents	Percentage
Daily	11	18.3
Weekly	20	33.3
Monthly	10	16.7
Occasionally	19	31.7
Total	60	100

Source: Primary data

Figure 3.11

Usage of Online Payment by respondents

How often do you use this app?
60 responses



Source: Table 3.11

INTERPRETATION

Most of 33.3% of the respondents preferred to use Google Pay or Phone pe weekly for their transactions which shows the increasing popularity of the applications.

Table 3.12

Respondents preferred app for transferring money among peers

Particulars	No Respondents	of Percentage
Google Pay	55	91.7
Phonepe	5	8.3
Total	60	100

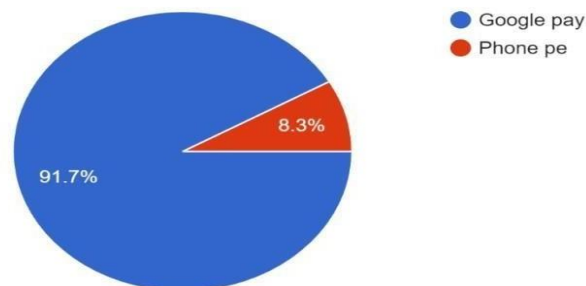
Source: Primary data

Figure 3.12

Respondents preferred app for transferring money among peers

What is your preferred payment app for transferring money among peers?

60 responses



Source: Table 3.12

INTERPRETATION

A majority of 91.7% of the respondents use Google Pay than Phone Pe for transferring money among thepeers and only 8.3% of the respondents use Phone Pe.

Table 3.13

Online payment app that provide more payment options

Payment app	Respondents	Percentage
Phone Pe	9	15
Google Pay	51	85
Total	60	100

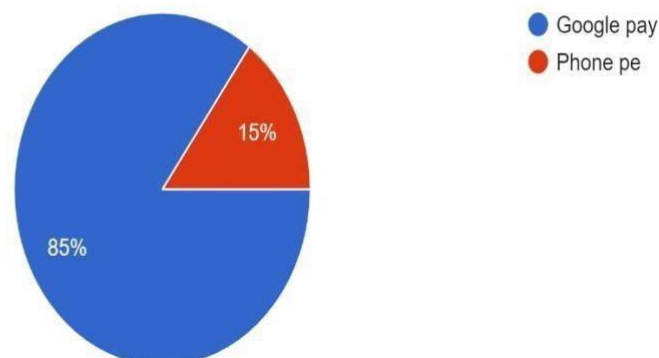
Source: Primary data

Figure 3.13

Online payment app that provide more payment option

Which payment app provides more payment options?

60 responses



Source: Table 3.13

INTERPRETATION

Google Pay provides more (85%) payment options when compared to Phone Pe (15%).

Table 3.14

Immediate responds to customer queries

Payment app	Respondent	Percentage
Phone Pe	6	10
Google Pay	54	90
Total	60	100

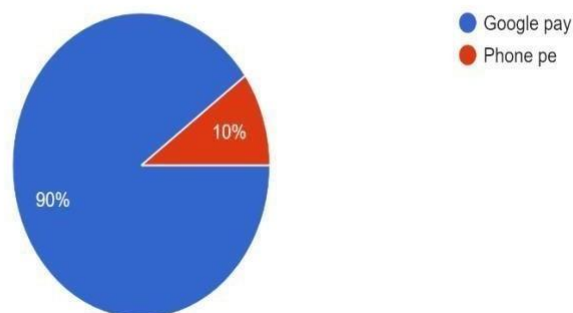
Source: Primary data

Figure 3.14

Immediate responds to customer queries

Which app has quick response to your(customer) queries?

60 responses



Source: Table 3.14

INTERPRETATION:

Customer queries and problems are given fast responds by Google Pay than Phone Pe. This indicates that Google Pay is readily available to meet the needs of the customers and are customer friendly.

Table 3.15

Cost and Time effective payment app

Payment app	Respondents	Percentage
Phone Pe	13	21.7
Google Pay	47	78.3
Total	60	100

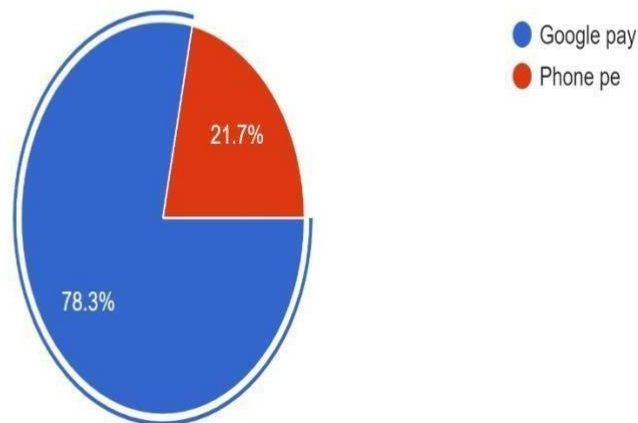
Source: Primary data

Figure 3.15

Cost and Time effective payment app

Which app is more likely to be cost and time effective?

60 responses



Source: Table 3.15

INTERPRETATION:

Majority of 78.3% of the respondents find Google Pay more cost effective as well as time effective than Phone pe which is only 21.7%.

Table 3.16

App which does not need much legal formalities

Payment app	Respondents	Percentage
Phone Pe	10	16.7
Google Pay	50	83.3
Total	60	100

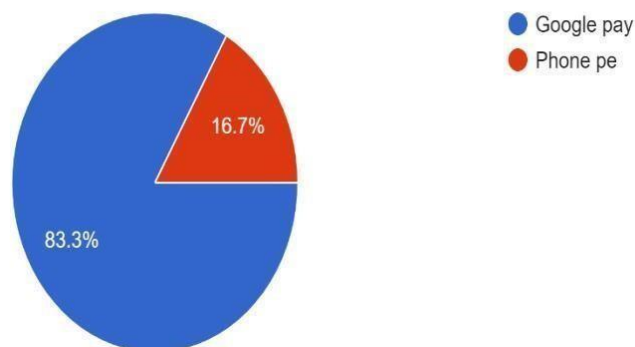
Source: Primary data

Figure 3.16

App which does not need much legal formalities

Which app does not require much legal formalities to start up?

60 responses



Source: Table 3.16

Table 3.17

Promotional offers provided by Google Pay and Phone Pe

	Google Pay		Phone Pe	
	Frequency	%	Frequency	%
Rewards	51	85	9	15
Offer	45	75	15	25
Cash back	45	75	15	25

Source: Primary data

Figure 3.17

Promotional offers provided by Google Pay and Phone Pe

Which app provides more promotional offers?



Source table 3.17

PRETATION:

About 85% of the respondents has stated that Google Pay offers more rewards than that of PhonePe (9%). 45% of the respondents agree that Google Pay has more offers than that of Phone Pe (15%). 45% of the respondents agree that Google Pay has more cash back than that of Phone Pe(15%).

Table 3.18

Cash loss of respondents

Payment app	Respondents	Percentage
Phone Pe	Nil	Nil
Google Pay	10	16.7
None	50	83.3
Total	60	100

Source: Primary data

Figure 3.18

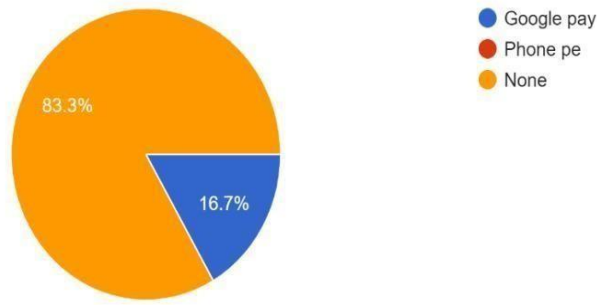
Cash loss of Respondents

Payment app	Respondents	Percentage
Phone Pe	Nil	Nil
Google Pay	10	16.7
None	50	83.3
Total	60	100

Source: Primary data

Figure 3.18

Have you ever had cash lose from your account? If yes,
60 responses



Cash loss of Respondents

Source: Table 3.18 INTERPRETATION:

Majority of the respondents (83.3%) have not faced any problem of cash loss. But 16.7% of respondents lost cash through Google pay.

Table 3.19

Security of Online Banking Services

Particulars	Respondents	Percentage
YES	35	58.3
NO	4	6.7
MAYBE	21	35
Tota l	60	100

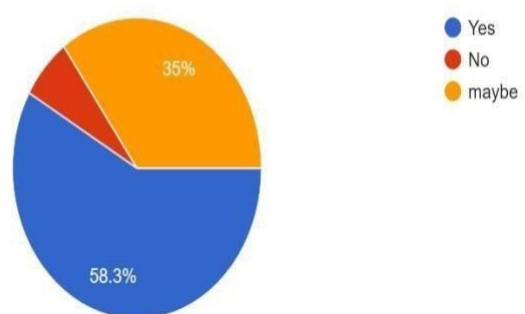
Source: Primary data

Figure 3.19

Security of Online Banking Service

Do you trust the security of online banking services?

60 responses



Source: Table 3.19

INTERPRETATION:

About 58.3% of respondents trust the security of Online Banking Services and only a small fraction of 6.7% feel that its not secure. But 35% of respondents are neutral on security services render

Table 3.20
Quality of Google Pay

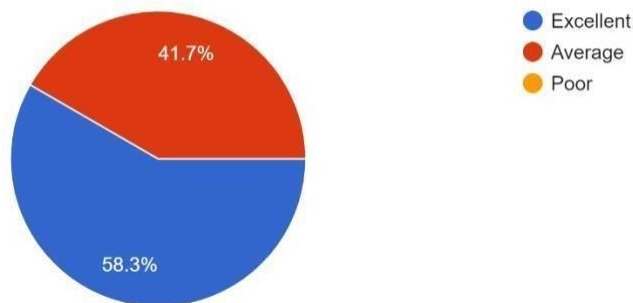
Particulars	Respondents	Percentage
Excellent	35	58.3
Average	25	41.7
Poor	Nil	nil
Total	60	100

Source: Primary data

Figure 3.20 Quality of Google Pay

How would you rate the quality of the app? (Google pay)

60 responses



Source: Table 3.20

INTERPRETATION:

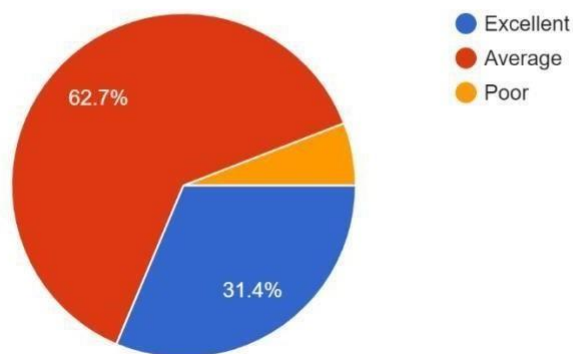
A majority of 58.3% of respondents find the quality of Google Pay as excellent and no number of respondents find the quality poor.

Table 3.21
Quality of Phone
Pe

particulars	Respondents	Percentage
Excellent	35	31.4
Average	20	62.7
Poor	05	6.9
Total	60	100

How would you rate the quality of the app? (Phone pe)

51 responses



Source: Table 3.21

INTERPRETATION:

A majority of 31.4% of respondents find the quality of Phone Pe as excellent and 5.9% of respondents find the quality poor.

Table 3.22

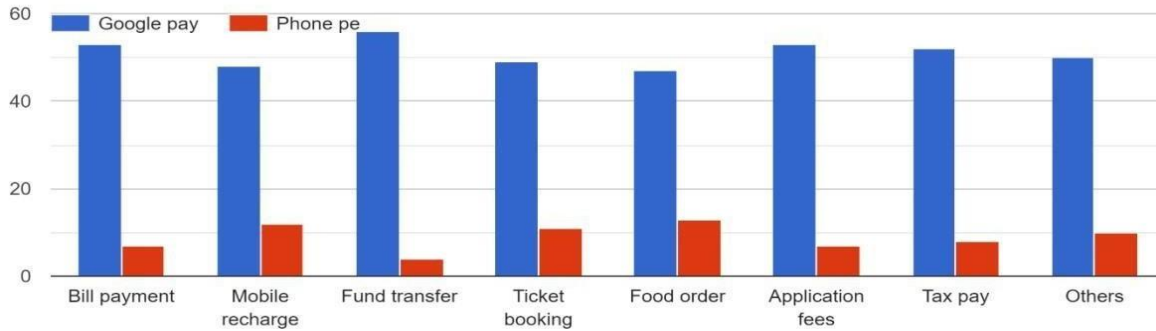
Most preferred app

	Google Pay		Phone Pe	
	Frequency	%	Frequency	%
Bill Payment	53	88	7	12
Mobile Recharge	48	80	12	20
Fund Transfer	56	93	4	7
Ticket Booking	49	82	11	18
Food Order	47	78	13	22
Application Fees	53	88	7	12
Tax Pay	52	87	8	13
Others	50	83	10	17

Source: Primary data

Figure 3.22
Most preferred app

Which app do you prefer more for the following?



Source: Table 3.22

INTERPRETATION: A majority of 88% of the respondents has preferred to use Google Pay for bill payment, 80% for mobile recharge, 93% for fund transfer, 82% for ticket booking, 78% for food ordering, 88% for application fees, 87% for tax payment and 83% for others. This indicates that Google Pay is more preferred more.

Table 3.23

Google Pay

Services

Particulars	Respondens	Percentage
Restaurants	23	38.3
Stores	14	23.3
Others	23	38.3
Total	60	100

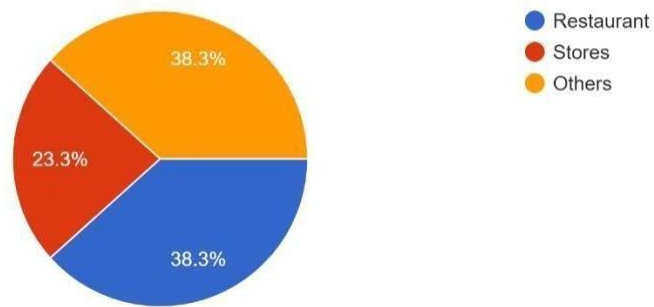
Source: Primary data

Figure 3.23

Google pay

Services

Does your preferred app provide services at? (Google pay)
60 responses



Source: Table 3.23

INTERPRETATION:

Google pay is used for both restaurants and other services (38.3%) more than stores (23.3%).

Table 3.24
Phone Pe Services

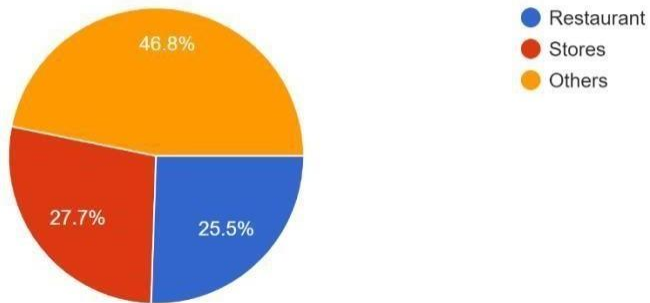
Particulars	Respondents	Percentage
Restaurants	12	25.5
Stores	13	27.7
Others	22	46.8
Total	60	100

Source: Table 3.24

Source: Table 3.24

Does your preferred app provide services at? (Phone pe)

47 responses



Source: Table 3.24

INTERPRETATION:

Phone Pe is used for other services (46.8%) more than restaurant (25.5%) and stores (27.7%). This indicates that Google pay is acceptable for rendering different services.

Table 3.25 Most preferred app

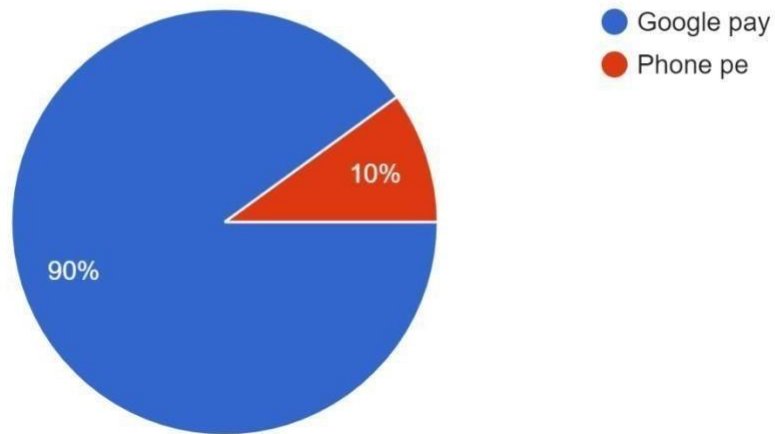
Payment app	Respondents	Percentage
Google Pay	54	90
Phone Pe	6	10
Total	60	100

Source: Primary data

Figure 3.25 Most preferred app

Which app would you like to refer your friend to use?

60 responses



Source :table 3.25

INTERPRETATION:

Here, 90% of the respondents stated that they would refer Google pay to their friends and only a fraction of 10% of the respondents would refer phone pe .

Table 3.26 Rating of Google Pay

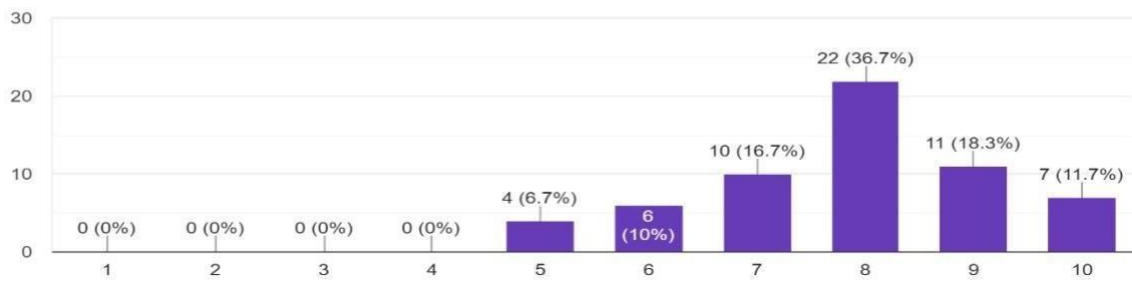
	Google Pay	
	No of respondents	Percentage
0-1	0	0
1-2	0	0
2-3	0	0
3-4	0	0
4-5	4	6.6
5-6	6	10
6-7	10	16.7
7-8	22	36.7
8-9	11	18.3

9-10	7	11.7
Total	60	100

Source: Primary data

Figure: 3.26 Rating of Google Pay

How would you rate this app on a scale of 10? (Google pay)
60 responses



Source: Table 3.26

INTREPERTATIION:

On a scale of 10 a majority of 36.7% of the respondents has given an '8' and 6.7% has given '5' for

Google Pay. This shows that Google pay has good rating among the respondents.

Table 3.27

Rating of Phone

Pe

	Phone Pe	
	No of respondents	Percentage
0-1	0	0
1-2	0	0
2-3	1	1.6
3-4	4	6.7
4-5	9	15
5-6	13	21.7
6-7	10	16.7
7-8	14	23.3
8-9	5	8.3
9-10	4	6.7
Total	60	100

Source: Primary data

Figure: 3.27 Rating of Phone Pe

How would you rate this app on a scale of 10? (Phone pe)

60 responses



INTERPRETATION:

On a scale of 10 a majority of 23.3% of the respondents has given an '8' and 1.7% has given '3' for

Phone Pe.

CHAPTER 4
FINDINGS, CONCLUSION AND SUGGESTION

4.1 FINDINGS

- Respondents in the age category of 18-35, account of 78.3% of the response, which indicates that the younger generation has more active participation in this project. This implies that online payments are of much use among the younger generation as compared to the rest.
- A majority of 53.3% of respondents are women who use Google pay and Phonepe.
- A majority of 76.7% of respondents are students who use Google Pay and Phonepe.
- A majority of 90% of the respondents use Google Pay or Phone pe.
- Respondents not using online payment in this project are of the opinion that online payments are not safe due to reasons such that of fraudulent activities, insecurity, lack of trust, technical issues etc.
- A majority of 96.7% of respondent's phones support google pay or phone pay
- Most of the respondents prefer to use Google Pay than Phone Pe. This indicates that Google Pay is the most widely known and used app.
- 46.7% of people have been using the payment app below one year and 35% for one to two years and 18.3% more than two years.
- Majority of the respondents stated 'satisfied' with the service provided by Google Pay in terms of convenience, user friendly, speed, security and communication language.
- Majority of the respondents stated 'satisfied' with the service provided by Phone Pe in terms of convenience, user friendly, speed, security and communication language.
- Most of the respondents preferred to use Google Pay or Phone pe weekly for their transactions which shows the increasing popularity of the applications.
- A majority of 91.7% of respondents use Google Pay than Phone Pe.
- Google Pay provides more (85%) payment options when compared to Phone Pe (15%)

- Customer queries and problems are given fast responds by Google .This indicates that Google Pay is readily available to meet the needs of the customers and are customer friendly.
 - Majority of the respondents find Google Pay more cost effective as well as time effective than Phone pe.
 - As compared to phone pe it has been observed that google pay uses less legal formalities as when compared to phone pe.
 - About 85% of the respondents has stated that Google Pay offers more rewards than that of Phone Pe (9%). 45% of the respondents agree that Google Pay has more offers thanthat of Phone Pe (15%). 45% of the respondents agree that Google Pay has more cash back than that of Phone Pe(15%).
 - Majority of the respondents (83.3%) have not faced any problem of cash loss. But 16.7% of respondents lost cash through Google pay.
 - About 58.3% of respondents trust the security of Online Banking Services and only a small fraction of 6.7% feel that it's not secure. But 35% of respondents are neutral on security services rendered.
 - A majority of 58.3% of respondents find the quality of Google Pay as excellent and no number of respondents find the quality poor.
 - A majority of 62.7% of respondents find the quality of Phone Pe as excellent and 5.9% of respondents find the quality poor.
 - A majority of 88% of the respondents has preferred to use Google Pay for bill payment, 80% for mobile recharge, 93% for fund transfer, 82% for ticket booking, 78% for food ordering, 88% for application fees, 87% for tax payment and 83% for others. This indicates that Google Pay is more preferred more.
 - Google pay is used for both restaurants and other services (38.3%) more than stores (23.3%).
 - Phone Pe is used for other services (46.8%) more than restaurant (25.5%) and stores (27.7%). This indicates that Google pay is acceptable foe rendering different services.
 - Here, google pay (90%) is the most preferred app, and only a fraction of 10% prefer

phonepe (10%).

- On a scale of 10 a majority of 36.7% of the respondents has given an '8' and 6.7% has given '5' for Google Pay.
- On a scale of 10 a majority of 23.3% of the respondents has given an '8' and 1.7% has given '3' for Phone Pe.

4.2 SUGGESTIONS

Both google pay and phone pe can revolutionize online payments and take cashless transaction to the next level, But then

- The customers need to be convinced about the safety of mobile wallets and their advantages.
- They need to be induced to use mobile wallets for all kinds of payments by making attractive offers such as cashback offer etc.
- All doubts and ignorances in that regard need to be addressed effectively to pump up the use of mobile wallets.

4.3 CONCLUSION

Consumers' knowledge about new mobile technology innovation is increasing rapidly, and consumer's perception is most important in the usage of mobile wallet application in India. Consumers' need has increased with advanced technology. Consequently mobile wallets service providers are innovating new technology from consumer's point of view. Therefore, people can

adopt and use their mobile wallets for the payment transaction, fund transfer, purchasing groceries and paying bills etc. The study has discussed the trust is the main factor affecting users' satisfaction directly and it impacts on many users intention to adopt mobile wallets. The results show that the trust has significantly positive impact on actual usage of mobile wallets. Vidyashree et. al., (2015) found that mobile wallet provides an opportunity of cash back and discounts. The study highlights that 18-30, 30-45 age group of people satisfied and using of digital wallets like paytm or pay u money application.

BIBLIOGRAPHY

JOURNALS

1. Aijaz A. Shaikh & Heikki Karjalainen (2016) - Mobile banking services continuous usage – Case study of Finland
2. Ajax Persaud and Irfan Azhar (2012) “Innovative mobile marketing via smartphones Are consumers ready?”, *Marketing Intelligence & Planning*, Vol. 30 No. 4, 2012, pp. 418-443, DOI 10.1108/02634501211231883, Emerald Group Publishing Limited 0263-4503
3. Anjali Ahuja & Richa Joshi (2018) “Customer Perception towards Mobile Wallet”, *IJRDO- Journal of Business Management* - ISSN: 2455-6661.
4. Basavaraj Nagesh Kadamudimatha (2016) “Digital Wallet: The next way of growth” - *International Journal of Commerce and Management Research*.
5. Dennehy, D. & Sammon, D., 2015. “Trends in mobile payments research: A literature review”, *Journal of Innovation Management*, 3(1), pp. 49-61.

WEBSITES

1. https://en.wikipedia.org/wiki/Google_Pay
2. <https://en.wikipedia.org/wiki/PhonePe>
3. http://cashlessindia.gov.in/digital_payment_methods.html
4. https://en.wikipedia.org/wiki/Mobile_banking

QUESTIONNAIRE

CUSTOMER SATISFACTION ON GOOGLE PAY AND PHONE PE

1. NAME:
2. AGE: (a) Above 18 (b) 25-35 (c) 35-45 (d) 45 and above
3. GENDER: (a) Male (b) Female (c) Transgender
4. OCCUPATION: : (a) Student (b) Government employee (c) Private employee (d) Others
5. Do you think using online payment can offer you a wider range of banking services and payment options?
 - a) Yes
 - b) No
 - c) Maybe
6. If no, select the reason for not using online payment.
 - a) Lack of technical knowledge
 - b) Unsecure
 - c) Chance of fraud
 - d) Lack of trust
 - e) Others
7. Does your phone support these apps? (Phone Pe, Google Pay)
 - a) Yes
 - b) No

8. Which app do you prefer more for online payment?
- a) Phone pe
 - b) Google pay
9. How long have you been using this app?
- a) Below 1 year
 - b) 1-2 years
 - c) Above 2 years
10. Are you satisfied with the service Google pay provide you?

CONVENIENT

- a) Highly satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly

dissatisfied USER

FRIENDLY

- a) Highly satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly

dissatisfied SPEED

- a) Highly satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly dissatisfied

SECURITY

- f) Highly
dissatisfied USER

FRIENDLY

- a) Highly satisfied
 - b) Satisfied
- Neutral
- a) Highly satisfied
 - b) Satisfied
 - c) Neutral
 - d) Dissatisfied
 - e) Highly dissatisfied

COMMUNICATION

LANGUAGE

- a) Highly satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly dissatisfied

11. Are you satisfied with the service Phone pe provide you?

CONVENIENT

- a) Highly satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied

- c) Highly dissatisfied

SPEED

- a) Highly satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly dissatisfied

SECURITY

- a) Highly satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly dissatisfied

COMMUNICATION

LANGUAGE

- a) Highly satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly dissatisfied

12. How often do you use this app?

- a) Daily
- b) Weekly
- c) Monthly
- d) Occasionally

13. What is your preferred payment app for transferring money among peers?

- a) Google pay
- b) Phone pe

14. Which payment app provides more payment options?

- a) Google pay
- b) Phone pe

15. Which app has quick response to your (customer) queries?

- a) Google pay
- b) Phone pe

16. Which app is more likely to be cost and time effective?

- a) Google pay
- b) Phone pe

17. Which app does not require much legal formalities to start p?

- a) Google pay
- b) Phone pe

18. Which app provides more promotional offers?

REWARDS

- c) Google pay
- d) Phone

peOFFERS

- a) Google pay
- b) Phone

pe CASH

BACK

- a) Google pay
 - b) Phone pe
19. Have you ever had cash lose from your account, If yes from
- a. Google pay
 - c) Google pay
 - d) Phone pe
 - e) Google pay
 - f) Phone pe
20. Do you trust the security of online banking services?
- a. Yes
 - b. No
 - c. Maybe
21. How would you rate the quality of Google pay?
- a. Excellent
 - b. Average
 - c. Poor
22. How would you rate the quality of phone pe?
- a. Excellent
 - b. Average
 - c. Poor
23. Which app do you prefer more for the following?

BILL PAYMENT

- a) Google pay
- b) Phone pe

MOBILE

RECHARGE

- a) Google pay
- b) Phone pe

FUND

TRANSFER U

- a) Google pay
- b) Phone pe

TICKET BOOKING

- a) Google pay
- b) Phone

pe FOOD

ORDER

- a) Google pay
- b) Phone pe

APPLICATION

FEES

- a) Google pay
- b) Phone

peTAX PAY

- a) Google pay
- b) Phone

peOTHERS

- a) Google pay
- b) Phone pe

24. Does your preferred app (Google pay) provide services at:

- a) Restaurant
- b) Stores
- c) Others

25. . Does your preferred app (Phone pe) provide services at:

- a) Restaurant
- b) Stores
- c) Others

26. Which of these apps would you recommend to your friends?

- a) Google pay
- b) Phone pe

27. How would you rate Google pay on a scale of 10?

- a) 1
- b) 2
- c) 3
- d) 4
- e) 5
- f) 6
- g) 7
- h) 8
- i) 9
- j) 10

28. How would you rate Phone pe on a scale of 10?

- a) 1
- b) 2
- c) 3
- d) 4
- e) 5

- f) 6
- g) 7
- h) 8
- i) 9
- j) 10

