

A STUDY ON CUSTOMER SATISFACTION TOWARDS DESIGN THINKING ON PHONE PAY WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

This summary provides an overview of a study that aimed to understand how satisfied customers are, with PhonePe, a digital payment and financial services platform. In today's world the success of platforms like PhonePe relies heavily on user experience and satisfaction. To gain insights this research used a combination of surveys and in-depth interviews. The findings highlight factors that contribute to customer satisfaction, including the platforms ease of use security measures, transaction speed, quality of customer support and the range of services. The study also explores how variables and user behavior influence satisfaction levels. These results offer insights for PhonePe and other similar service providers to enhance their offerings. By doing they can improve customer satisfaction and loyalty in an era where digital payments increasingly common. Understanding and meeting customer expectations is crucial, for remaining competitive in the market.

Keywords: Customer Satisfaction, PhonePe, User Experience, Digital Payment and Demographic Variables

INTRODUCTION

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 fresh menu, eat, fit and avail Goibibo Flight and Hotel services through microapps on its platform.

CREATE AN EMPATHY MAP AND DEEP USER UNDERSTANDING

Design Thinking Stage	Potential Questions
Empathy	How do the Phone Pe App influence the customer to use online payment method?
	What was the level of satisfaction of customer using Phone Pe App?
	How did the Phone Pe App provide service to the customers?
	What are the problems faced by customers using Phone Pe App?

STATEMENT OF THE PROBLEM

This research is pertaining to find out the problems faced by the customers who uses the Phone Pe app. The study on the problems faced by the customers helps to know who are the

customers, what are the problems faced, and how they react on using Phone Pe. The customers where carefully studied by conducting survey on problems faced by customers.

DEFINE PROBLEM STATEMENT

Design Thinking Stage	Interference
Define	<ol style="list-style-type: none"> 1. What are the problems faced by the consumer using Phone Pe App? 2. What are the solutions to be provided for the problem faced by the customer using PhonePe App?

SCOPE OF STUDY

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

promotional activities taken by PhonePe.

- To study the difficulties faced by the users by using payment applications.

OBJECTIVES OF THE STUDY

- To analyze the satisfaction of customers in the usage of PhonePe.
- To study the effectiveness of the

RESEARCH METHODOLOGY

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

section allows the reader to critically evaluate a study's overall validity and reliability. The methodology section answers two main questions, how was the data collected or generated? How was it analyzed?

STATISTICAL TOOL:

- Percentage analysis
- Chi-square
- ANOVA

REVIEW OF LITERATURE

Doan (2014) he conducted a study to understand consumer adoption on mobile wallets in Finland area. 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 wallets is only in the initial stage and respondents are showing positive attitudes towards usage of mobile wallets.

Govender & Sihlali (2014) they explored the factors determine the adoption of mobile banking (mobile 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.

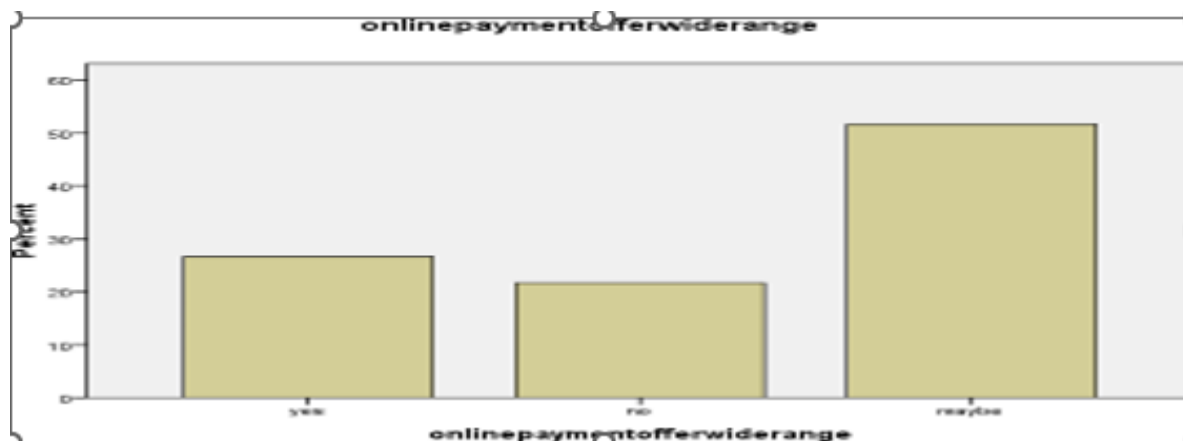
Cabanillas et.al., (2015) they have developed a model to examine user's intention to use mobile payment based on TAM and MPTAM (Mobile Payments Technology Acceptance Model). The study was investigated the moderator effect of the user's age between the subjective rules and the facility of use. The survey 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.

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.

DATA ANALYSIS AND INTERPRETATION

TABLE 1.1
SHOWING DO YOU THINK USING ONLINE PAYMENT CAN OFFER YOU TO
WINDER RANGE OF BANKING SERVICES AND PAYMENT OPTIONS?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	32	26.7	26.7	26.7
No	26	21.7	21.7	48.3
Maybe	62	51.7	51.7	100.0
Total	120	100.0	100.0	



INTERPRETATION:

A Majority of 26.7 % of the respondents says PhonePe offer wider range of banking serviceand payment options and only 21.7 % of the respondents doesn't support this system and 51.7% of the respondents says May be.

TABLE 1.2
SHOWING HOW MUCH MONEY YOU CAN SPEND FOR MONTHLY TRANSACTION

	Observed N	Expected N	Residual
under10000	43	30.0	13.0
10000 to 20000	34	30.0	4.0
40000 to 50000	30	30.0	.0
above 50000	13	30.0	-17.0
Total	120		

TEST STATISTICS

	Money spends for monthly transaction
Chi-Square	15.800a
df	3
Asymp. Sig.	.001

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 30.0.

INTERPRETATION:

The above table indicates that 43% of the respondents spend money under10000 and 34% of the respondents spends under 10000 to 20000, 30% of the respondents spends money under 40000 to 50000, 13% of the respondents spent above 50000 for monthly transaction.

TABLE 1.3
SHOWING THE REASON FOR NOT USING ONLINE PAYMENT

	Observed N	Expected N	Residual
lack of technical knowledge	31	30.0	1.0
unsecured	38	30.0	8.0
chance of fraud	35	30.0	5.0
other	16	30.0	-14.0
Total	120		

TEST STATISTICS

	Reason for not using online payment
Chi-Square	9.533a
df	3
Asymp. Sig.	.023

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency

INTERPRETATION:

The above table indicates that 31% of the respondents not uses the online payment app for lack of technical knowledge, 38% of the respondents not uses the online payment app for unsecured, 35% of the respondents not uses the online payment app for chances of fraud, 16%of the respondents not uses the online payment app for other purposes.

TABLE 1.4

SHOWING DOES YOUR PHONE SUPPORT THESE APP?

DESCRIPTIVE

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
PhonePe	60	1.4000	.49403	.06378	1.2724	1.5276	1.00	2.00
Google pay	42	1.4762	.50549	.07800	1.3187	1.6337	1.00	2.00
Paytm	18	1.2778	.46089	.10863	1.0486	1.5070	1.00	2.00
Total	120	1.4083	.49359	.04506	1.3191	1.4976	1.00	2.00

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.504	2	.252	1.036	.358
Within Groups	28.487	117	.243		
Total	28.992	119			

INTERPRETATION:

The above table indicates that 60 % of the respondents using PhonePe app and 42% of the respondents using Google pay and remaining 18% were using Paytm app.

TABLE 1.5
SHOWING WHICH APP DO YOU PREFER MORE FOR ONLINE PAYMENT?
DESCRIPTIVE

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
yes	71	1.6761	.77043	.09143	1.4937	1.8584	1.00	3.00
no	49	1.6122	.67133	.09590	1.4194	1.8051	1.00	3.00
Total	120	1.6500	.72934	.06658	1.5182	1.7818	1.00	3.00

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.118	1	.118	.220	.640
Within Groups	63.182	118	.535		
Total	63.300	119			

INTERPRETATION:

The above table indicates that 71% of the respondents says yes, 49% of the respondents says no for not prefer online payment.

FINDINGS:

A major of 26.7 % of the respondents use online payment options

A Majority of 43% of the respondents using under transaction

Majority 31% of the respondents are not using online payment

Majority of 60% using PhonePe app

Majority of 71% prefer more for online payment

SUGGESTIONS:

PhonePe revolutionize online payment and take cash less transaction to the next level

The customer meets to be convinced about the safety of mobile wallets and their advantage

They need to be induced to use mobile wallets for all kinds of payment by making attractive offer such as cash back offer etc.

All doubts and ignorance's in that regards need to be addressed effectively to pump up the use of mobile wallets.

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 30-45 age group of people satisfied and using of digital wallets like pay tm or pay u money applied.

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