



AN ANALYSIS OF CUSTOMER USAGE PATTERNS OF THE ONLINE PAYMENT APPLICATIONS IN MADURAI DISTRICT

A.ULAGARAJ

II M.COM (C.A), PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNARTHIRUMALAINAICKER COLLEGE (AUTONOMOUS), MADURAI-625004, TAMILNADU, INDIA.

DR. N. PRABHA

ASSITANT PROFESSOR, PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNARTHIRUMALAINAICKER COLLEGE (AUTONOMOUS), MADURAI-625004, TAMILNADU, INDIA.

ABSTRACT:

Mobile payment apps are also known as digital payment applications which are used for easy transactions and payments. These payment apps were introduced to customers for their benefits. There are various payment applications which are used for UPI payments like Google pay Phone pe, Paytm etc. Now days the online payment apps users are increased dramatically and also the payment options have been spread in local market. The customers are highly beneficial and satisfied towards payment apps. This study is focused on the usage of payment apps by customers and also their satisfaction towards payment apps This study done using descriptive research design method and data are collected by primary sources with 100 sample size of customers. The results are analysed and interpreted through simple percentage analysis and Anova(Analysis of variance) test. The data analysis and interpretation done and presented through pie charts and graphs.

This study analyses the customer usage patterns of online payment applications in Madurai District, Tamil Nadu, with a focus on understanding how users engage with digital payment platforms. The research aims to identify key factors influencing the adoption, frequency, and preferences for various online payment methods among residents of the district. Through a combination of surveys and data analytics, this study explores demographic factors, user behaviour, transaction types, security concerns, and the overall satisfaction with these platforms. The findings are expected to provide valuable insights into the trends shaping the digital payment landscape in Madurai, offering recommendations for businesses, policymakers, and application developers to enhance user experience and encourage broader adoption.

KEYWORDS:

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1.1 INTRODUCTION

The "Digital India" is the Indian Government's flagship program with a vision to convert India into a digitally empowered country. "Faceless Paperless, Cashless" is one of supposed function of Digital India. Digital payment system has gained importance now a days, especially after demonetization. The government is taking essential steps to encourage the public to use payment gateway platforms. To promote payment gateways, it has declared discounts on purchases of certain products digitally. It has also introduced UPI (United Payment Interface)

These initiatives have provided extensive boost up to the digital payment system in the country. Government's other initiatives like BHIM and UPI are supporting in transition and faster adoption of digital payments. Electronics Consumer transaction made at point of sale (POS) for services and products either through internet banking or mobile banking using smart phone or card payment are called as digital payment.

1.2 STATEMENT OF THE PROBLEM

Online payment is very much used in recent years due to convenience, speedy a transaction, saving time, attractive sales promotional offers, etc.,

Despite these factors, there are various transactional and non- transactional issues involved such as internet user being uncomfortable often etc. which act as deterrents. However, the future for online payment looks bright and promising.

This is especially true in the context of consumers in small cities, where consumers are less familiar and often more sceptical towards it.

Therefore, this study aims to examine the customer usage patterns of online payment application. And also to analyse the issues and difficulties faced by the customers towards online payment application.

1.3 OBJECTIVES OF THE STUDY

- To analyse the customer satisfaction towards online payment application.

- To analyse the trend of online payment application.
- To examine the impact of online payment application by analysing the issues faced by customers.
- To analyse the importance, functions, advantages and limitations of online payment application.
- To analyse the utilization of online payment application by customers.

1.4 METHODOLOGY

1.4.1 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.

1.4.2 SAMPLING METHOD

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

1.4.3 PRIMARY AND SECONDARY DATA

Primary data are those data which are collected for the first time. The primary data has been collected with the help of questionnaire which is distributed and collected from the respondents in Madurai District. Secondary data was collected from external sources like Websites, Journals in form of review of literature with references.

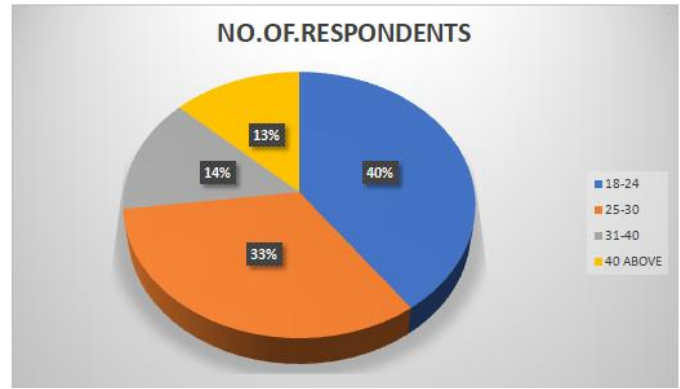
1.4.4 SAMPLE SIZE

A sample size is a component of population which is cautiously selected to signify the population. The study was conducted.

1.5 DATA ANALYSIS

TABLE: 1.5.1 AGE OF RESPONDENTS

Age	No.of. Respondents	Percentage
18-24	40	40%
25-30	33	33%
31-40	14	14%
40 ABOVE	13	13%
Total	100	100



INTERPRETATION:

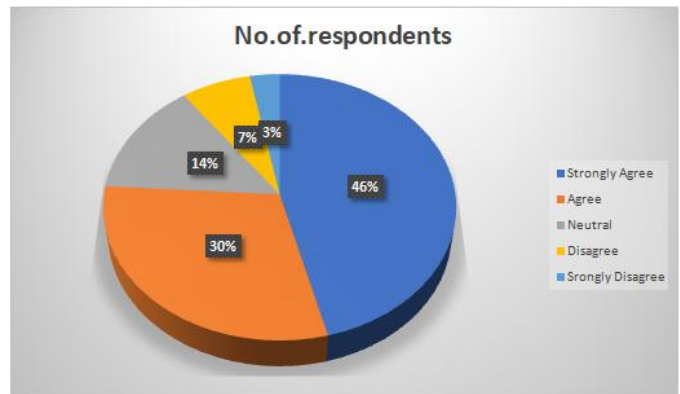
From the above chart interpreted that 40% of the respondents are 18-24 years, 33% of the respondents are 25-30 years, 14% of the respondents are 31- 40 years, 13% of the respondents are 40 above.

INFERENCE:

Majority (40%) of the respondents are 18 – 24 years.

1.5.2 TIME AND MONEY SAVED BY RESPONDENTS

Satisfaction Level	No. of. Respondents	Percentage
Strongly Agree	46	46%
Agree	30	30%
Neutral	14	14%
Disagree	7	7%
Strongly Disagree	3	3%
Total	100	100



INTERPRETATION:

From the above chart interpreted that 46% of the respondents are Strongly Agree, 30% of the respondents are Agree, 14% of the respondents are Neutral, 13% of the respondents are Disagree, 3% of the Respondents are Strongly Disagree.

Inference

Majority 46% are Strongly Agree.

1.6 FINDINGS AND SUGGESTIONS

1.6.1 FINDINGS

- Majority (40%) of the respondents are 18 - 24 years.
- Majority 46% are Strongly Agree.

1.6.2 SUGGESTIONS

- ✓ The online payment app is very handy and useful for the customers but it is also creates some security problem while using the apps.
- ✓ The online payment app should maintain privacy for the customers in order to use safe and secured.
- ✓ The payment app should develop their app and also fix the problems of delay in transactions issue faced by the customers in current scenario.
- ✓ Online payment apps should be upgraded and create more innovative ideas with the payment system.

CONCLUSION

An evolutionary succession has been witnessed by payment methods from cash to online payment apps like Google pay, Phone pe, Paytm, and BHIM app, Free charge, etc., and currently to electronic commerce and mobile banking. In this paper, it has been studied that online payment methods are increasingly being used for making daily online as well as onsite purchases. The issues associated with online payment as well as the adoption of electronic commerce for making payments by customers has been discussed in this paper. Furthermore, the advancements in technology supporting mobile

transactions and making them more convenient and transparent is developing trust among customers who are becoming habitual of employing this mode of payment. This change in the behaviour of customers showing a transition from the traditional to an advanced online mode of payment is apparent in retailing and banking, and with nearly all available mobile devices. The statistics shown in this study signify that the number of customers employing online mode of payment and making online transactions are continuously growing, hinting at an everlasting acceptance of online payment systems. However, the adoption and deployment of several rising technologies carry new opportunities and challenges to the implementation and design of secure online payment systems in the present day as well as in near future.

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