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## **A STUDY ON CONSUMER SATISFACTION OF MOBILE PAYMENT SYSTEMS AT SATHYAMANGALAM**

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### **Abstract**

*In this world, as technology grows most of the consumers started to transfer funds through electronic or digital mediums using mobile payment systems. It is quick and efficient, and the fund transfer typically takes place instantly. It is a secure mode of making payments. Electronic payment has revolutionized the business processing by reducing the paperwork, transaction costs, and labour cost. Being user friendly and less time-consuming than manual processing, it helps business organization to expand its market reach/expansion. Mobile payments such as Google Pay, PhonePe, Paytm apps are used by the consumers. This study deals with the consumer satisfaction of mobile payment systems at Sathyamangalam during January 2023. The descriptive research method was used in this study. To collect the responses from the respondents' questionnaire method was used. For analysis simple random sampling technique is used. The responses were collected randomly. From the analysis I was able to find that most of the consumers had a positive view on various parameters of consumer satisfaction by using mobile payment systems. Majority of the study participants (82%) were using the Google Pay mobile payment system for their transaction purpose. The reason given for satisfaction with the mobile payment system, are attributes like positive view on technology, security, able to carry the device, ease of use, problem solving and efficiency were reasons for satisfaction. They think that speed of the process and speed of money transfer should be improved. So in order to give a better experience to consumer through mobile payment systems all payment providers should develop and adopt a better technology for speed of process and speed of money transfer.*

**Keywords:** *Mobile payment system, Cash transaction, Consumer satisfaction.*

### **Introduction**

Mobile payments are a mode of payment using mobile phones. Instead of using methods like cash, cheque, and credit card, a customer can use a mobile phone to transfer money or to pay for goods and services. For easy transactions and payments digital payment apps through mobile phone are used. A mobile payment or m-payment may be defined, for our purposes, as any payment where a mobile device is used to initiate, authorize and confirm an exchange of financial value in return for goods and services

(Kauffman, 2007). Mobile devices may include mobile phones, PDAs, wireless tablets and any other device that connect to mobile telecommunication network and make it possible for payments to be made (Fokus, 2004).

### **Background of the Study**

Customers are adopting the mobile payment devices in order to spend less time on banking. This digital payment is very useful to transact funds without taking any risk and also easy to handle and make use of it. With the evolution of e-payment portals like Google

Pay, PhonePe, Paytm, cash transactions could be done with smart phones, by the click of a button and thus the transactions are simple, cashless and are available for local vendors at the point of sale (POS) and also to customers.

### Statement of Problem

Online payment using Mobile phone is used in recent years for various reasons. Some of them are convenience, speedy transaction, time saving, and attractive sales promotional offers. To study usage of different e-payment systems for business transactions in the sample population and to examine the customer satisfaction towards mobile payment systems.

### Objectives of the Study

- To identify the demographic profile of the consumers using mobile payment system.
- To study the comparative usage of mobile payment systems among the sample population.
- To study usage of different e-payment systems for business transactions in the sample population.
- To examine the satisfaction level of customers using e-payment systems.

### Review of Literature

*Paramasivan. C (2011)* Financial inclusion is the provision of affordable financial services to various poor/low-income groups who are often excluded from the financial system. Despite the growth of the banking sector in the last three years, a significant portion of households, especially in rural areas, remain out of the reach of financial institutions. An important step in bringing the financially excluded into the financial sector is the promotion of microfinance in India.

*Tr.Kalai Lakshmi and V. Sanjai (2021)* in the paper titled "A study on usage of online payment apps by customers" focused on the usage of payment apps by customers and also their satisfaction towards payment apps. Both primary and secondary data was used. The type of research used was Descriptive. Information was collected from 120 respondents through the questionnaire in Chennai with the help of Google forms and survey method was used for this study. They found out that 84% of respondents always use google pay and 42% of respondents always use phone pe and 31% of respondents always use paytm. The resultant of this study revealed that online payment apps should be upgraded

and creates more innovative ideas with the payment system. Majority (48%) use online payment app for mobile phone bill payment.

*Saviour F (2019)*, in his paper titled "A Study on Customer Satisfaction of Mobile Wallet Services Provided by Paytm" tells that most of the people are aware about the various services of Paytm and they use it in maximum extend. Paytm is drastically used among the youths and increasingly used by students for their transactions. Customers are highly satisfied with the overall services of paytm. The survey method is used as the main research tool for data collection from 100 respondents. The resultant of this study revealed that after the demonetization Paytm has taken steps to increase its market share within a short span of time.

### Research Methodology

The primary data is collected from the respondents, which includes students, employee, businessmen, professionals and others using questionnaire.

*Type of Research:* Descriptive research is used for the study. Simple random sampling method is used for the study. Simple Random sampling offers equal chances of being selected for each participant of the target population.

*Sample Size:* The sample of 90 respondents was considered for the study.

*Tools of Analysis:* Methods that are used for research consist of the techniques of data gathering through questionnaire, statistical tools for evaluating the data. Percentage and Charts: Bar diagram and pie charts are used.

*Limitations of the Study:*

1. The research is being done by the collection of primary data through questionnaire and limited to Sathyamangalam. Hence the outcome cannot be exported to other areas.
2. Since the survey is being designed for finding the analysis of users of mobile payment, the samples are restricted to them.

### Data Analysis and Interpretation

Data was collected from 90 respondents from Sathyamangalam and all of them were using mobile payment systems. Overall, sample comprised mostly of middle class population aged 18 years and above and all were familiar with mobile payment solutions.

### Socio-demographic profile of the respondents

The data was collected on the basis of gender, age, locality, occupation and

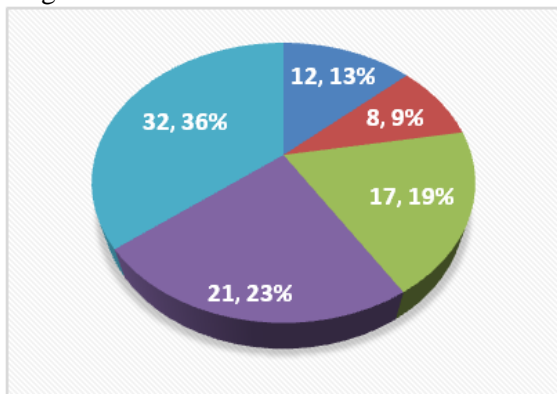
education. From the study it was found that there are 60 male respondents which is 67% of the total respondents and 30 female respondents which is 33% of the total respondents. In the age category, in the range below 20 years of age are totally 40 in numbers and 44% out of total respondents and in the range of 21-40 there are 36 respondents which is 40%. In the range from 41-60 there are 16 respondents which is 17% from total respondents. In case of locality, in urban there are totally 20 in numbers and 22% out of total respondents and in rural there are totally 20 in numbers and 22% out of total respondents but majority are from semi-urban 40 (44%) respondents. Regarding the occupations of the respondents, from the 90 respondents there are 30 students, 26 employees, 22 business and 6 from other occupations. Then regarding education 26 (28%) respondents are 10th pass, 10 (11%) are 12th pass, 4 of them are diploma holders, 22 (24%) respondents are post graduate holders and 28 (31%) respondents are currently studying under graduation.

**Usage of different Payment Systems by the respondents**

Among the study participants highest number were using Google Pay (n=74, 82%), followed by PhonePe (n=10, 11%) and Paytm (n= 6, 7%). Other interesting observation was 10 of the respondents were using 2 portals for money transaction whereas 18 were using all the 3 payment systems. All of the study participants were of the opinion that they will use the mobile payment system in the future.

**Duration of usage of Mobile payment systems**

Majority of the study participants (n=32 ,36%) were using the mobile solution for more than 2 years .22 of the participants were using the payment system for 13 months to 2 years which is depicted in the Pie – Diagram and Table



Duration of usage	Number	Percentage
Less than 3 months	12	13%
3 to 6 months	08	08%
7 to 12 months	17	18%
13 months to 2 years	21	24%
More than 2 years	32	36%

**Reasons for satisfaction with mobile payment systems**

From the Table and Bar-Chart given below we can infer that among the respondents, reasons for satisfaction with the mobile payment system, those with ease of use (76%), 68% Problem Solving and Efficiency (78%) were as 99 % with Security, able to carry the device (96 %) and positive view on technology (97%) were reasons for satisfaction.

Parameters	Strongly Agree	Somewh at agree
Positive view on Technology	87(97%)	03(03%)
Ease of Use	68(76%)	22(24%)
Speed of Process	25(28%)	65(72%)
Speed of Money Transfer	33(37%)	57(63%)
Can carry the Device	86(96%)	04(4%)
Efficiency	70(78%)	20(22%)
Security	89(99%)	01(01%)
Problem Solving	61(68%)	29(32%)

Main reasons for dissatisfaction among the respondents were Speed of the process (28%), Speed of money transfer (37%), complexity of the system (26%), inefficiency (1%) and not liking technology in money transfer (3%) In general, those who were dissatisfied with mobile payment system were far less compared with those who had positive view on use of mobile payment portals.

**Suggestions**

- a) Mobile payment system platform studies exclusively for different categories like money transfer, online payments, paying in stores and also paying bills should be conducted to find out the satisfaction/dissatisfaction among the users of these payment portals
- b) Local mobile payment systems must be encouraged at all levels so that consumers can approach for inconvenience and inefficiency or any other issues immediately.
- c) Effective feedback system should be maintained so that consumers can share their views about the service and to

improve the industry. Cashless payments can be encouraged rather than direct money payments to ensure the safety.

### Conclusion

Mobile payment systems occupy a predominant role in generating an attractive income for the substantial portion of income which helps in development of Indian economy. This study observed that respondents were mostly in the late teens, 20's or 30's they are mostly technology driven. Around 90% of the study population had a positive view on various parameters of customer satisfaction. Sources of dissatisfaction are mostly because feeling of complexity. As customers demand sophisticated technology in mobile payment apps, higher quality mobile payment apps will be purchased and utilised if available online. From the study we could say that the main reason the customers use mobile payment systems are to save time, easy to use, can carry the device, efficiency and security features but speed of the process and speed of money transfer should be improved by developing and adopt a better technology. With the development of internet and mobile phones

day by day the mobile payment systems can be taken to next level. Lot of new ideas can be implemented.

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