A
PROJECT REPORT
ON

"A Competitive Study Of Customer Satisfaction With Reference To Phone pe And Google Pay"

Submitted to

G.S COLLEGE OF COMMERCE AND ECONOMICS

(AUTONOMOUS), NAGPUR

Affiliated to

RASHTRASANT TUKDOJI MAHARAJ UNIVERSITY, NAGPUR

In partial fulfillment for the award of the degree of
Bachelor of Business Administration

Submitted by

SANTOSH B. PANDIYA

Under the Guidance of

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G.S College of Commerce and Economics (Autonomous),

Nagpur

Academic year 2023-24

CERTIFICATE

This is to certify that **"SANTOSH B. PANDIYA''** has submitted the project report titled **"A COMPETITIVE STUDY OF CUSTOMER SATISFACTION WITH REFERENCE TO PHONE PE AND GOOGLE PAY'',** towards partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he has ingeniously completed his project as prescribed by RashtraSant Tukadoji Maharaj Nagpur University, Nagpur.

DR. FARHA HUSSAIN   **DR. AFSAR SHEIKH**

  (Project Guide)   **(Co-ordinator)**

Place: Nagpur

Date:

G.S College of Commerce and Economics (Autonomous),

Nagpur

Academic year 2023-24

DECLARATION

I here-by declare that the project with title "**A COMPETITIVE STUDY OF CUSTOMER SATISFACTION WITH REFERENCE TO PHONE PE AND GOOGLE PAY**'' has been completed by me in partial fulfillment of **BACHELOR OF BUSINES ADMINISTRATION** degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination anddoes not form the part of any other course undertaken by me.

Place: Nagpur   **SANTOSH B. PANDIYA**

Date:

ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to DR. PRAVEEN MUSTOOR, Principal, G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide DR. FARHA HUSSAIN for her guideline throughout the project. I tender my sincere regards to Co-ordinator, DR. AFSAR SIR for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.

Place: Nagpur   **SANTOSH B. PANDIYA**

Date:

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CHAPTER 1
INTRODUCTION

INTRODUCTION

An inventive technological solution to do away with actual cash is the mobile wallet app. Information and communication technology (ICT) is essential for making payments using a variety of payment methods in this age of cashless economies.

The mobile wallet holds it responsible for filing taxes and keeps track of all transactions with a clear payment reference. The phrase "digital payment" describes the process of making online purchases of goods and services utilising electronic funds transfers. Because there is no physical money involved, this economy is known as cashless. These electronic transactions expedite the completion of a transaction cycle and reduce transaction expenses. It reduces the danger of handling currency.

Furthermore, it is possible to easily monitor the digital payment history. The government gains from digital transactions as well since they are simple to register, which promotes economic growth and the eradication of dirty money. A bank account is necessary in order to use an E-wallet, and funds can be moved or deposited using this E-wallet. The wallet can hold important paperwork including a driver's licence, health insurance, and other documents of identification. Transactions can be wirelessly sent to a merchant's account via Near Field Communication (NFC).

In addition, digital wallets are used for a lot of purposes more than just making and receiving money. Digital wallets can be used for a number of purposes and are useful for sending money to anybody, anywhere, at any time. The creation of a "Cashless, Faceless, and Paperless" Indian economy is the main objective of the Indian government. To make payments online, consumers can use a number of apps, including as Google Pay and Phone Pe. Because they enable users to make payments whenever and from anywhere, these are very user-friendly and provide users with a great deal of flexibility.

Users of Google Pay and phone pay. It is urged that users safeguard their payment information. Consumer preferences, affordability, convenience, authorization, security, authenticity, accessibility, and dependability all play a role in e-commerce payment systems. Google Pay and phone calling services are available around-the-clock.

The "Digital India" is the Indian Governments 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 nowadays, especially after demonetization.

It has also introduced UPI (United Payment Interface) which is app based to transact across multiple banks .Another improved version is set to be unveiled by the government, which makes banking transactions though mobile phones are some net banking platforms are available such as a google pay phone pe pat and other platform are used for net banking in this banking platforms that are some specific customer care are provided in phone pe, google pay any problems or some error or any issues they contact to customer care number (1-855-466-4438) to the digital payment services are available in 24\7 availability in the country.

Some private and some Government, net banking platforms are available 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.
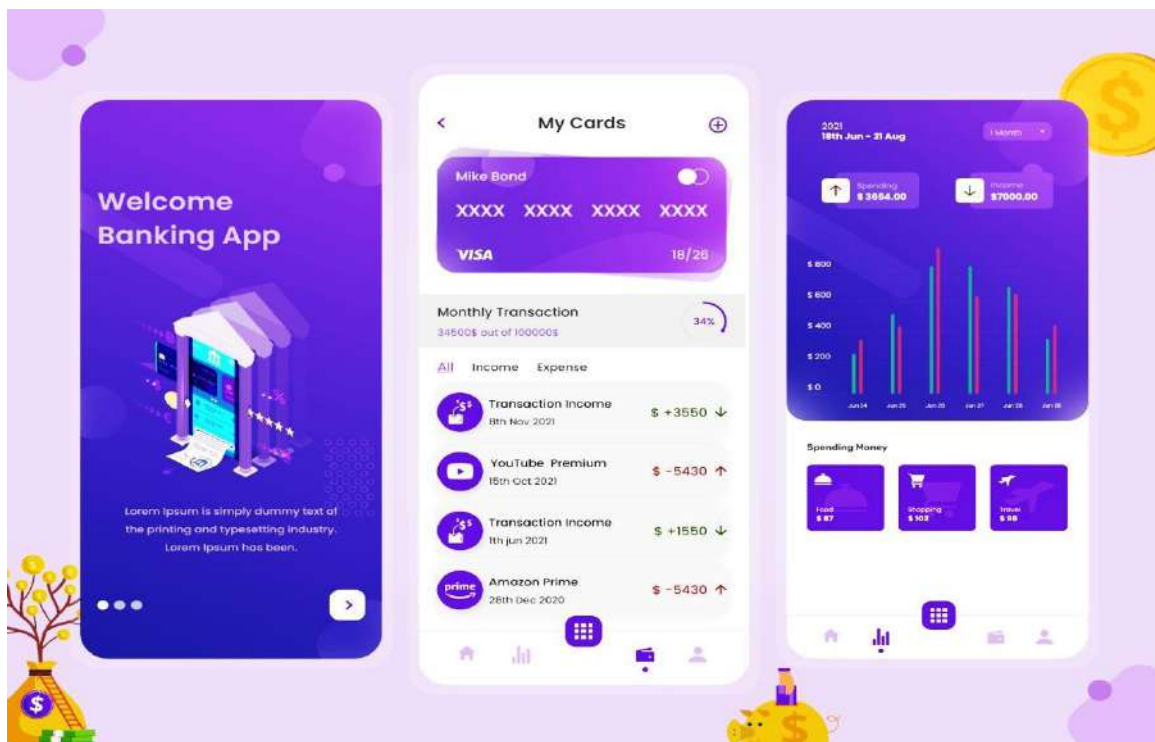
WHAT IS MOBILE BANKING?

Mobile banking is an online banking service provided by banks to their existing customers to access their banking account for carrying out a myriad of transactions using a mobile device, including smartphone and tablet, whenever users are connected to the internet. You can manage your finances on the go with a mobile banking application, which is easy and convenient in comparison to banking in person or on a computer, and doesn't involve any fee for using the service. However, there can be connectivity issues, technical problems, and users will have to adhere to security guidelines.

In this article, we will walk you through setting up a mobile banking application on your device, banking services you can access, as well as address security concerns to help you manage your banking needs. Mobile banking refers to the use of a mobile device, such as a smartphone or tablet, to access and manage one's banking accounts and conduct various financial transactions.

Mobile banking apps offer a convenient and secure way to manage one's finances on the go, without the need to visit a bank branch or ATM. With a mobile banking app, you can check your account balances, view transactions, transfer money, pay bills, and do much more, all from the comfort of your own device. In this blog, we will explore the benefits of mobile banking and how to get started with it.

HOW TO USE A MOBILE BANKING APPLICATION?

You are required to follow the given steps to use the mobile banking application. It should be noted, however, that the structure of banking mobile applications differs from one to the next.

- Download the mobile banking app from the app store (phone pe & Google pay)
- Log in to the app and enter your account or registration number
- Enter a bank details & related information
- Enter a (OTP) One time password & Create a confirm password
- The mobile banking app is now ready to use for online banking transactions

BENEFITS OF MOBILE BANKING APPLICATIONS

- Convenience
- 24/7 Access
- Speed
- Cost Savings
- Enhanced Security
- Real-Time Alerts
- Financial Management Tools
- Accessibility
- Remote Deposits

LIMITATIONS OF MOBILE BANKING APPLICATIONS

- Security Concerns
- Dependence on Technology
- Limited Functionality
- Device Compatibility
- User Experience
- Risk of Fraud and Scams
- Regulatory Compliance
- Customer Support Limitations
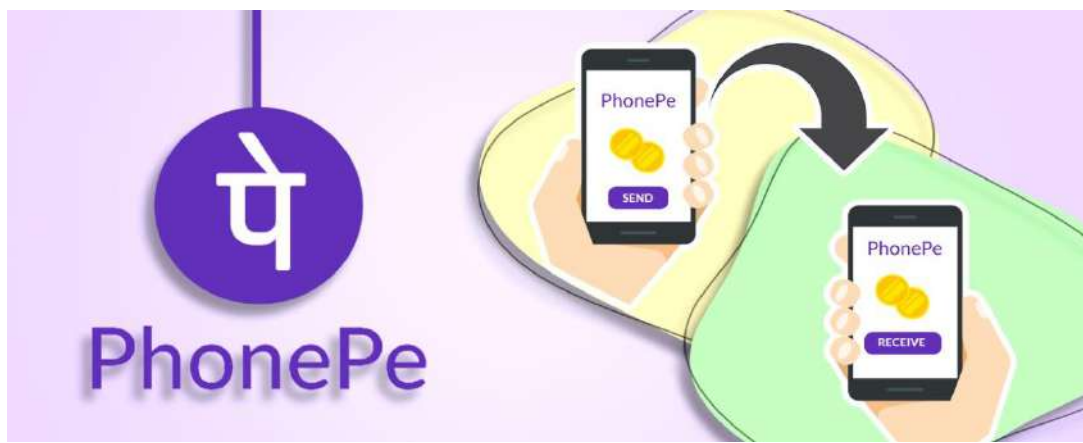- Reliance on Third-party Services

Overall, while mobile banking applications offer numerous benefits, it's essential for users to be aware of their limitations and take appropriate precautions to mitigate potential risks.

CHAPTER 2
<u>COMPANY PROFILE</u>

COMPANY PROFILE

PHONEPE

The digital wallet and phone pre-commerce payment system provider Phone Pe Private Limited, also known as Phone Pe, is based in Bangalore, India. Sameer Nigam and Rahul Chari launched it in December 2015. The Phone Pe application, which was the first to be developed using the Unified Payments Interface (UPI), went online in August 2016.

More than eleven Indian languages are supported by the Phone Pe app. Users can buy gold, send and receive money, send and receive DTH, recharge data cards and mobile phones, pay for utilities, and shop both online and offline using Phoneme.

Furthermore, Phoneme facilitates the booking of Ola rides, payment for Redubs tickets, food ordering from the Fresh menu, ear, fit, and the use of Gibbon Flight and Hotel services via microcaps on its platform.

Across 5 million physical and virtual retail locations, including those selling groceries, movie tickets, travel, and food, Phoneme is accepted as a form of payment. In June 2018, the app reached 100 million users, and in December 2019, it reached 5 billion transactions. The Reserve Bank of India has granted it permission to issue and run a semi-closed prepaid payment system.

Digital transactions involve electronic transfers of funds between clients' accounts, either with organizations or banks. These can be done using various methods like cards, mobile wallets, apps, ECS, NEFT, IMPS, and Pe Phone Prepaid instruments, among others.

PHONEPE

Type of business	Private
Type of site	Digital payments & Financial services
Available in	Multilingual (11)
Founded	2015; 9 years ago
Headquarters	Salarpuria Softzone, Bengaluru, Karnataka, India
Area served	India
Founder(s)	Sameer Nigam (Co-Founder & CEO) Rahul Chari (Co-Founder & CTO) Burzin Engineer (Co-Founder & CRO)
Industry	Internet, E-commerce, Fintech, Financial services, Mutual funds, Insurance, Digital gold, Payment gateway, ONDC, Lending, Wealth Management
Revenue	Rs.16.46 billion (US$206 million) (FY 2021–22)
Parent	Walmart
URL	phonepe.com
Commercial	Yes
Registration	Required
Users	500 million
Current status	Active

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COMPANY PROFILE

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GOOGLE PAY

Google Pay, often referred as G Pay is founded on May 26, 2011. Starting initially as Google Wallet, the digital payments platform has changed its name to Android Pay later on September 11, 2015. The app was then launched as Tez before finally settling on the name Google Pay on August 28, 2018.

Google Pay serves as a digital wallet-cum-online payment system developed by Google. The Google-powered digital payments platform enables the users to make contactless payments and purchases online via android phones, watches and tablets. iOS is another platform that supports G Pay for the users of India and the United States but with some restrictions. Google Pay works with Android Lollipop 5.0 and above.

The second most popular UPI platform in India helps the users to pay other merchants and individual users via the Tez mode, using QR codes, and through phone numbers. The app is currently available for the users of 42 countries, as of 2021.

According to Sujith Narayanan, the Co-founder of Google Pay, it was while working on Google Tez (another offering by Google), he and his team realized that a consumer's financial journey extends beyond digital payments. Moreover, there was a need to concentrate on the millennials in India and give them a new, fast and efficient way to handle their finances.

The founding duo finally decided on a product called 'Google Pay', which would redefine financial services for the millennial. Google Tez , a mobile payment service by Google that targeted users in India, laid the framework for Google Pay. Think of Google Pay as a superior version of Google Tez coupled with a plethora of offerings.

GOOGLE PAY

Developer(s)	Google
Initial release	May 26, 2011; 12 years ago (as Google Wallet) September 11, 2015; 8 years ago (as Android Pay) January 8, 2018; 6 years ago (as Google Pay)
Operating system	Android 7 or later Wear OS 2 or later Fitbit OS on Versa 4 or Sense 2
Platform	**In store**: Android phones or Wear OS smartwatches with NFC, as well as select Fitbit smartwatches **On the web**: Android, ChromeOS, Windows, macOS, iOS, iPadOS, and Linux using Chrome, Edge, Firefox, Opera, Samsung Internet, or Safari
License	Proprietary
Website	pay.google.com/about/

CHAPTER 3
RESEARCH METHODOLOGY

MEANING AND DEFINITION OF RESEARCH

Research is a systematic and methodical investigation conducted to discover, interpret, or revise facts, theories, applications, or laws in any field of study. It involves the collection, analysis, and interpretation of data to answer questions or solve problems. Research aims to advance knowledge, address gaps in understanding, or improve practices in various domains, including science, social sciences, humanities, technology, and business. It can take various forms, such as experimental research, observational studies, qualitative research, quantitative research, and mixed-method approaches. The ultimate goal of research is to contribute to the body of knowledge and to facilitate informed decision-making and problem-solving.

CHARACTERISTICS OF RESEARCH

- **Systematic:**-
  Research follows a structured and organized process, with clear steps for planning, data collection, analysis, and interpretation.

- **Objective:-**
  Research aims to be unbiased and impartial, relying on evidence rather than personal opinions or beliefs.

- **Rigorous:-**
  Research adheres to high standards of quality and accuracy, employing robust methodologies and techniques to ensure reliability and validity of findings.

- **Empirical:-**
  Research is based on observation and experimentation, using empirical evidence derived from observation or experience.

- **Replicable:-**
  Research findings should be replicable by other researchers, meaning that the methods and procedures used can be repeated to obtain similar results.

- **Transparent:-**
  Research should be transparent in its methods, data collection processes, and analysis techniques, allowing for scrutiny and verification by others.

- **Ethical:-**

  Research should be conducted ethically, with respect for the rights and welfare of participants, adherence to ethical guidelines, and consideration of potential risks and benefits.

- **Cumulative:-**

  Research builds upon existing knowledge, contributing to the cumulative growth of understanding within a field or discipline.

- **Focused:-**

  Research is typically focused on specific questions, hypotheses, or objectives, with clearly defined goals and boundaries.

- **Communicative:-**

  Research results are often communicated through publications, presentations, or other means, facilitating the dissemination of knowledge and fostering dialogue within the research community.

ROLE AND SIGNIFICANCE OF RESEARCH

- **Advancing Knowledge:-**

  Research plays a crucial role in expanding our understanding of the world around us. It contributes to the development of theories, concepts, and models, driving progress in diverse fields such as science, technology, social sciences, humanities, and medicine.

- **Solving Problems:-**

  Research is instrumental in identifying, analyzing, and solving complex problems and challenges facing society. Whether it's finding solutions to environmental issues, healthcare problems, or socioeconomic disparities, research provides insights and innovations that can lead to positive change.

- **Driving Innovation:-**

  Research fuels innovation by generating new ideas, technologies, products, and processes. It fosters creativity and entrepreneurship, driving economic growth and competitiveness by creating new markets, industries, and opportunities.

- **Evidence-Based Decision Making:-**

  Research provides the empirical evidence needed to make informed decisions in various contexts, including policymaking, business strategy, healthcare practices, and education. By basing decisions on sound research findings, individuals and organizations can enhance efficiency, effectiveness, and outcomes.

- **Continuous Improvement:-**

  Research facilitates continuous improvement by evaluating existing practices, policies, and systems, identifying areas for enhancement or optimization, and implementing evidence-based interventions to drive positive change and progress.

- **Personal and Professional Development:-**

  Engaging in research fosters critical thinking, problem-solving skills, analytical abilities, and intellectual curiosity. It provides opportunities for individuals to deepen their expertise, expand their knowledge, and contribute to their personal and professional growth.

- **Knowledge Transfer and Exchange:-**

  Research promotes the exchange and dissemination of knowledge within and across disciplines, fostering collaboration, interdisciplinary approaches, and the sharing of best practices. It facilitates communication and collaboration among researchers, practitioners, policymakers, and the public.

- **Addressing Global Challenges:-**

  Research plays a vital role in addressing global challenges such as climate change, public health crises, poverty, inequality, and conflict resolution. By generating evidence-based solutions and fostering international cooperation, research contributes to creating a more sustainable, equitable, and peaceful world.

OBJECTIVES OF RESEARCH

The objectives of research vary depending on the specific context, discipline, and goals of the study. However, some common objectives of research include:

- **Exploration:-**
  To explore new phenomena, topics, or areas of study where limited information exists, aiming to generate new ideas, hypotheses, or theories.

- **Description:-**
  To provide a comprehensive and detailed account of a particular phenomenon, situation, or group, aiming to characterize its features, patterns, and relationships.

- **Explanation:-**
  To understand the underlying causes, mechanisms, or processes influencing a phenomenon, seeking to uncover the factors that contribute to its occurrence or behavior.

- **Prediction:-**
  To forecast or anticipate future trends, outcomes, or events based on past or current observations, aiming to inform decision-making and planning.

- **Evaluation:-**
  To assess the effectiveness, impact, or outcomes of interventions, programs, policies, or practices, aiming to determine their success or failure and identify areas for improvement.

- **Solution-oriented:-**
  To identify practical solutions or strategies to address specific problems, challenges, or issues, aiming to contribute to positive change and improvement in real-world contexts.

- **Theory development:-**
  To contribute to the development, refinement, or validation of theories, models, frameworks, or concepts within a particular discipline or field of study.

- **Comparison:-**

  To compare different groups, conditions, interventions, or approaches, aiming to identify similarities, differences, or patterns that may inform understanding or decision-making.

- **Exploration of relationships:-**

  To investigate the relationships, associations, or correlations between variables, aiming to understand how changes in one variable may influence or relate to changes in another.

- **Verification:-**

  To verify or test existing theories, hypotheses, or claims through empirical research, aiming to validate or refute their accuracy or validity.

TYPES OF RESEARCH

- **Basic Research:-**

  Also known as fundamental or pure research, this type of research aims to expand knowledge and understanding of fundamental principles and concepts without immediate practical applications. Basic research often forms the foundation for applied research.

- **Applied Research:-**

  Applied research is conducted to solve specific practical problems or address practical questions. It seeks to apply existing knowledge and theories to real-world situations, with the goal of developing practical solutions, products, or interventions.

- **Quantitative Research:-**

  Quantitative research involves the collection and analysis of numerical data to quantify relationships, patterns, or phenomena. It relies on statistical methods to analyze data and draw conclusions, often using structured instruments such as surveys, experiments, or statistical databases.

- **Qualitative Research:-**

Qualitative research focuses on understanding human behavior, experiences, and perspectives through in-depth exploration and interpretation of non-numerical data. It often involves methods such as interviews, focus groups, observations, or content analysis to generate rich, descriptive insights.

- **Mixed-Methods Research:-**

  Mixed-methods research combines elements of both quantitative and qualitative approaches in a single study. It allows researchers to gain a more comprehensive understanding of a research problem by triangulating different types of data and perspectives.

- **Action Research:-**

  Action research is a participatory approach in which researchers and practitioners collaborate to identify and address specific problems or challenges within a particular context. It aims to generate actionable knowledge and promote positive change through iterative cycles of planning, action, observation, and reflection.

- **Exploratory Research:-**

  Exploratory research is conducted when little is known about a particular topic or phenomenon, and the goal is to explore and generate initial insights, hypotheses, or research questions. It often involves qualitative methods and is used to inform the design of future studies.

- **Descriptive Research:-**

  Descriptive research aims to describe the characteristics, behaviors, or conditions of a particular population, group, or phenomenon. It provides a snapshot or summary of existing conditions without seeking to explain causal relationships.

- **Explanatory Research:-**

  Explanatory research seeks to identify and explain the underlying causes, mechanisms, or processes that contribute to a particular phenomenon or behavior. It aims to go beyond description to uncover the reasons behind observed patterns or relationships.

- **Longitudinal Research:-**

Longitudinal research involves the study of individuals, groups, or phenomena over an extended period to track changes, trends, or developments over time. It provides insights into processes of development, growth, or change and allows researchers to examine causal relationships and temporal patterns.

- **Descriptive research:-**

  Is a type of research that aims to describe the characteristics, behaviors, or conditions of a particular population, group, or phenomenon. Unlike explanatory research, which seeks to uncover causal relationships or underlying mechanisms, descriptive research focuses on providing a snapshot or summary of existing conditions without attempting to explain why they occur.

  Descriptive research type process is use in project of "An Analysis Of Impact Of Artificial Intelligence On Stock Price Prediction With Reference To Bajaj Finance."

RESEARCH PROCESS

The research process typically involves several key stages, which are often iterative and may overlap. Here's an overview of the general research process:

- **Identifying the Research Problem:-**

  The first step is to identify a research topic or problem that is relevant, interesting, and feasible to investigate. This may involve reviewing existing literature, discussing ideas with colleagues or mentors, and considering personal interests and expertise.

- **Reviewing the Literature:-**

  Once the research problem is identified, researchers conduct a thorough review of existing literature to understand what is already known about the topic, identify gaps or controversies in the literature, and refine the research questions or hypotheses.

- **Formulating Research Questions or Hypotheses:-**

Based on the literature review, researchers formulate specific research questions or hypotheses that they aim to address through their study. These questions or hypotheses guide the design and conduct of the research.

- **Designing the Study:-**

  Researchers design the study by selecting appropriate research methods, sampling techniques, data collection instruments, and analytical approaches. The study design should be aligned with the research questions or hypotheses and consider practical constraints such as time, resources, and ethical considerations.

- **Collecting Data:-**

  Data collection involves gathering relevant information or observations to address the research questions or test the hypotheses. This may involve conducting surveys, interviews, experiments, observations, or archival research, depending on the nature of the study.

- **Analyzing Data:-**

  Once the data is collected, researchers analyze it using appropriate statistical or qualitative techniques. The goal is to extract meaningful patterns, relationships, or insights that can address the research questions or hypotheses.

- **Interpreting Findings:-**

  Researchers interpret the results of the data analysis in the context of the research questions or hypotheses, considering their implications, limitations, and contributions to existing knowledge. This may involve comparing findings to previous research, discussing potential explanations for the results, and identifying areas for further investigation.

- **Drawing Conclusions:-**

  Based on the interpretation of findings, researchers draw conclusions about the research questions or hypotheses. Conclusions should be supported by evidence from the data and presented clearly and logically.

- **Communicating Results:-**

Finally, researchers communicate their findings through various means such as academic papers, conference presentations, reports, or other forms of dissemination. Clear and effective communication is essential for sharing knowledge with the research community and broader audiences.

Throughout the research process, researchers also engage in critical reflection, seeking feedback from peers, mentors, or research participants, and making adjustments as needed to enhance the quality and rigor of the study.

PROBLEM DEFINITION

An in-depth competitive study is required to assess and compare customer satisfaction levels between two prominent digital payment platforms, Phone Pe and Google Pay. This study aims to identify key factors influencing user satisfaction, uncover potential pain points, and provide valuable insights to enhance the user experience on both platforms. The investigation will delve into user preferences, transactional experiences, security perceptions, and overall satisfaction metrics, offering a comprehensive understanding of the strengths and weaknesses of Phone Pe and Google Pay in meeting customer expectations.

NEED OF STUDY

1. To Understand the different factors that influence the customer to use Google pay.

2. To know what are the different challenges faced by the customers wheal using Google pay and phone pe.

3. To Understand the various factors involved in using both payment apps.

OBJECTIVIES OF STUDY

1. To identify the customer preference among Google pay and phone pe.

2. To identify the problems faced by the customers' while using Google pay and phone pe.

3. To identify the satisfaction level of the customer at the time of using Google pay and phone pe.

4. To identify the customer's views regarding quality, service regarding Google pay and phone pe.

RESEARCH DESIGN

Research Type :-

- **Descriptive Research :-** In a descriptive design, a researcher is solely interested in describing the situation or case under their research study. It is a theory-based design method which is created by gathering, analyzing, and presenting collected data. This allows a researcher to provide insights into the why and how of research. Descriptive design helps others better understand the need for the research. If the problem statement is not clear, you can conduct exploratory research.

Sample Design :-

- **Non-Probability :-** In non-probability sampling, the researcher chooses members for research at random. This sampling method is not a fixed or predefined selection process. This makes it difficult for all elements of a population to have equal opportunities to be included in a sample.

Non-Probability :-

- **Convenience sampling :-** This method is dependent on the ease of access to subjects such as surveying customers at a mall or passers-by on a busy street. It is usually termed as convenience sampling, because of the researcher's ease of carrying it out and getting in touch with the subjects. Researchers have nearly no authority to select the sample elements, and it's purely done based on proximity and not representativeness.

  This non-probability sampling method is used when there are time and cost limitations in collecting feedback. In situations where there are resource limitations such as the initial stages of research, convenience sampling is used.

DATA COLLECTION

1. **Primary Data:-**

   Primary data is information that is used or obtained for the first time and has never been used before. There are a variety of primary data sources from which information can be gathered. I can collect only important data about my topic. Here are some data collection sources:

   - **Questionnaire :-**

     A questionnaire is a research tool featuring a series of questions used to collect useful information from respondents. I can use Google forms for questionnaire. It is just like a survey.

   - **Surveys:-**

     The implementation of surveys will be conducted to know, which UPI platform is better and which can satisfy their customers.

2. **SECONDARY DATA:-**

   Secondary data is information that is already available in a ready-to-use format and has been used by people for a variety of purposes. Secondary data can come from a variety of places, including newspapers, periodicals, journals, books, reports, records, and other publicly available material.

   - **Academic Journals:-**

     Search for academic papers and journals that discuss the customer satisfaction of Google pay and phone pe. Websites like Google Scholar, IEEE Xplore, and JSTOR can be helpful.

   - **News Articles:-**

     Look for news articles and reports from reputable financial news sources like Bloomberg, Reuters, and CNBC that discuss the performance of UPI apps.

   - **Websites :-**

     I will collect a data from some websites and already available research project in internet.

   SAMPLE SIZE

   The sample size of my project is limited to 60 people only.

   SAMPLE DESIGN

   Data has been presented with the help of bar graph, pie charts, line graphs etc.

   HYPOTHESIS

Hypothesis 1: There is no significant difference in customer satisfaction with customer support between Phone Pe and Google Pay.

Hypothesis 2: Customer satisfaction shows a significant difference between Phone Pe and Google Pay concerning customer support.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

INTRODUCTION: Above data has been collected from 60 respondents.The questions are asked to mixed group of people are:

1. AGE OF RESPONDENCE

Sr. No	Particulars	Responses	Percentage (%)
1.	18-25 YEAR	51	85%
2.	25-35 YEAR	6	10%
3.	35-45 YEAR	2	3.3%
4.	45 AND ABOVE	1	1.7%
Total		**60**	**100%**

2. Age
62 responses

- 18-25 year
- 25-35 year
- 35-45 year
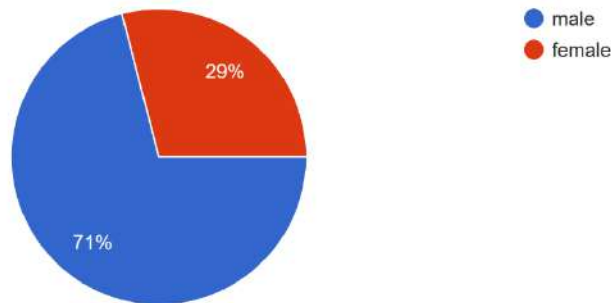- 45and above
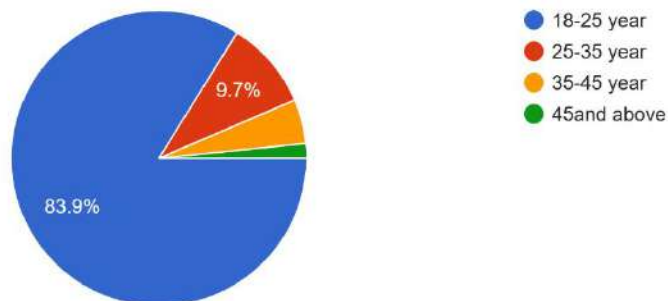
INTERPRETATION:

The majority of respondents are aged 18-25, with 10% falling into the 25-35 age range, 3.3% aged between 35-45, and 1.7% aged 45 and above.

2. GENDER OF RESPONDENCE

| Sr. No	Particulars	Responses	Percentage (%)
1.	MALE	44	73.3%
2.	FEMALE	16	26.7%
Total		**60**	**100%**

3. Gender
62 responses

- male
- female

71%
29%

INTERPRETATION:

The survey sample consisted of 73.3% male respondents, with 44 out of 60 respondents identified as male, while 26.7% female respondents, comprising 26.7% of the total sample, indicated a lower representation of females.

3.   PROFESSION OF RESPONDENCE

| Sr. No	Particulars	Responses	Percentage (%)
1.	STUDENT	15	25%
2.	EMPLOYED	25	41.67%
3.	BUSINESSMEN	10	16.67%
4.	PROFESSIONALS	7	11.67%
5.	UNEMPLOYED	3	5%
Total		**60**	**100%**
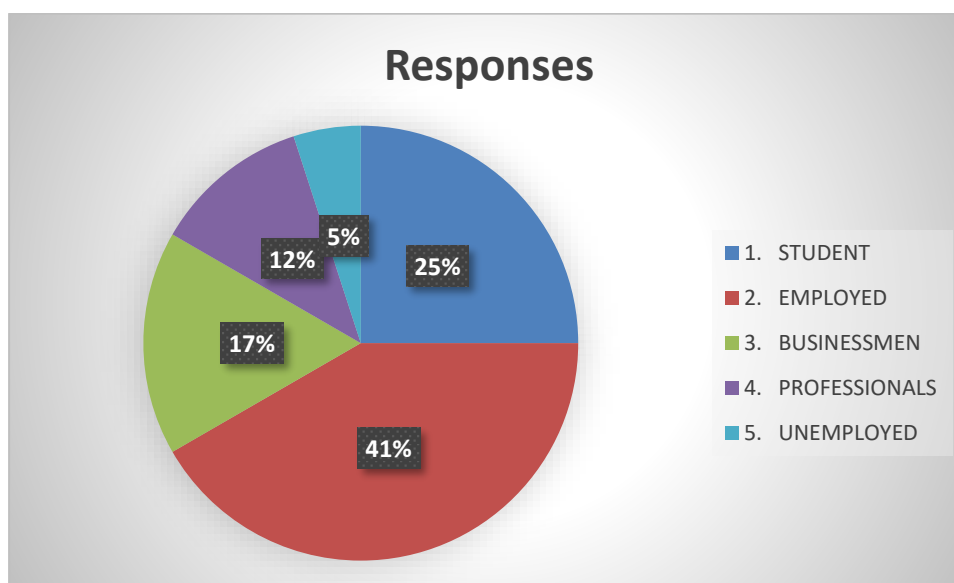
INTERPRETATION:

The majority of respondents, 41.67%, are students pursuing education. 25% are employed, while 17% identify as businessmen. Only 12% consider themselves professionals, and only 5% are unemployed, indicating a low level of unemployment among the surveyed population.

4. INCOME LEVEL OF RESPONDENCE

| Sr. No	Particulars	Responses	Percentage (%)
1.	10000 TO 20000	34	56.7%
2.	20000 TO 30000	17	28.3%
3.	30000 TO 50000	3	5%
4.	50000 AND ABOVE	6	10%
Total		**60**	**100%**
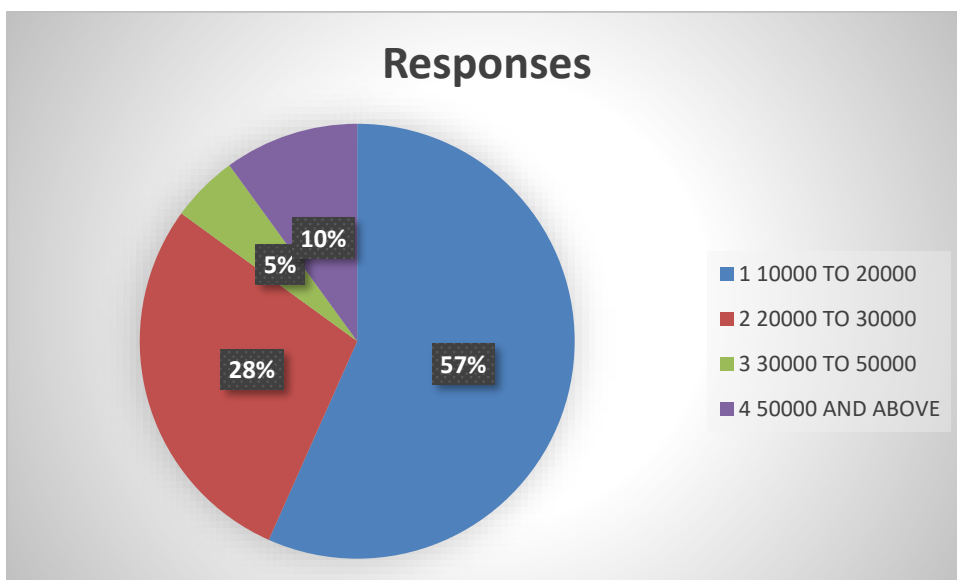
INTERPRETATION:

The majority of respondents, over 85%, are in lower income brackets, indicating a significant income disparity. A smaller percentage of respondents are in higher income brackets, indicating potential economic challenges.

5. KIND OF DIGITAL PAYMENT APP ARE USING

Sr. No	Particulars	Responses	Percentage (%)
1.	PHONE PE	18	30%
2.	GOOGLE PAY	21	35%
3.	BOTH	16	26.7%
4.	OTHER	5	8.3%
Total		**60**	**100**

6. What kind of digital payment app you are using ?
62 responses
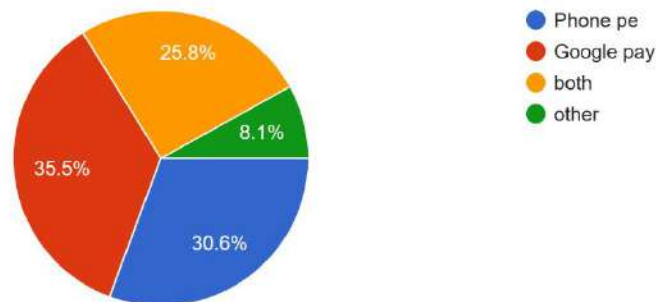
INTERPRETATION:

Google Pay is slightly more popular than Phone Pe, with 35% of respondents using it compared to 30% for Phone Pe. 26.7% of users use both platforms, suggesting they are using different features. Google Pay and Phone Pe dominate the market, with other digital payment apps having a smaller share. However, 8.3% of respondents use other apps, suggesting there is room for niche or specialized apps to gain market share.

6. USE PHONE PE / GOOGLE PAY

Sr. No	Particulars	Responses	Percentage (%)
1.	YES	38	63.3%
2.	NO	8	13.3%
3.	BOTH	14	23.3%
4.	OTHER	NIL	NIL
Total		**60**	**100%**

7. Do you use google pay / phone pe?
62 responses
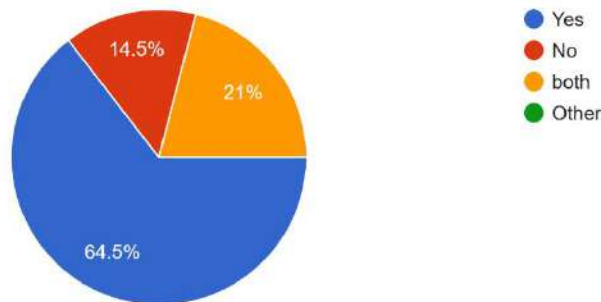
INTERPRETATION:

- The majority of respondents (63.3%) use either Google Pay or Phone Pe.
- A smaller portion (13.3%) does not use either platform.
- A significant proportion (23.3%) uses both Google Pay and Phone Pe, indicating a level of comfort and familiarity with digital payment methods.
- This data suggests a significant adoption of digital payment platforms, with a notable portion of users employing multiple services, possibly for different purposes or due to personal preferences.

7. FREQUENTLY USE THESE APPS

Sr. No	Particulars	Responses	Percentage (%)
1.	DAILY	30	50%
2.	WEEKLY	18	30%
3.	MONTHLY	4	6.7%
4.	RARELY	8	13.3%
Total		**60**	**100%**

8. How frequently do you use these apps?
62 responses
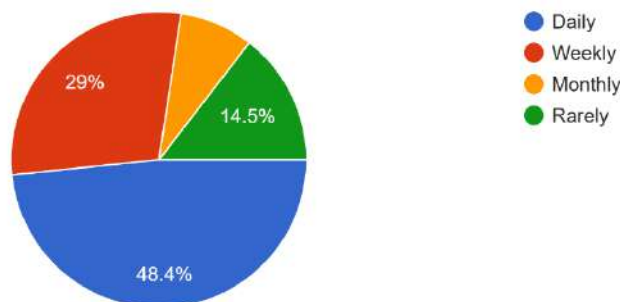
INTERPRETATION:

The survey shows that 50% of respondents use apps daily, 30% use them weekly, 6.7% use them monthly, and 13.3% rarely use them. These usage levels indicate varying levels of reliance on apps for various purposes, with 50% using them daily, 30% using them weekly, 6.7% using them monthly, and 13.3% rarely using them.

8. FACED ANY PROBLEMS WHILE USING PHONE PE / GOOGLE PAY

Sr. No	Particulars	Responses	Percentage (%)
1.	ERROR	14	23.3%
2.	LOWER SERVER	40	66.7%
3.	WRONG TRANSACTION	6	10%
Total		**60**	**100%**

9. Have you faced any problems while using Phone Pe / google pay. (If yes, please specify the problems faced)?

62 responses

Legend: Error, Lower Server, Wrong transaction
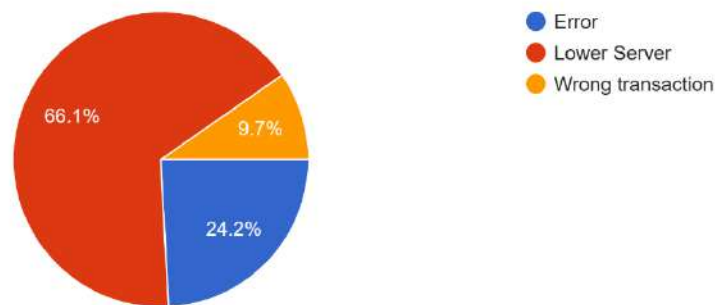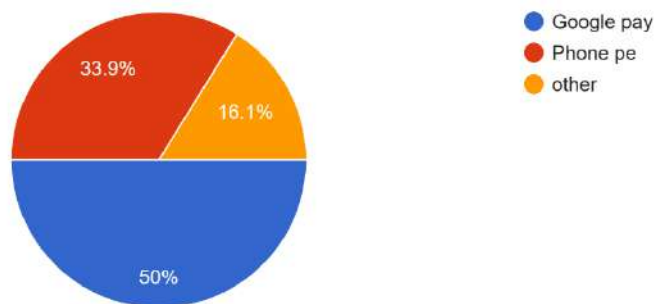
INTERPRETATION:

23.3% of respondents reported errors while using Phone Pe or Google Pay, ranging from technical glitches to transaction issues. 66.7% experienced issues with slower servers, leading to frustration. 10% encountered wrong transactions, indicating potential security or usability concerns. These issues highlight the need for improved server performance and user experience.

9. APP PROVIDES BETTER SECURITY FEATURES, GOOGLE PAY OR PHONEPE

Sr. No	Particulars	Responses	Percentage (%)
1.	GOOGLE PAY	29	48.3%
2.	PHONE PE	21	35%
3.	OTHER	10	16.7%
Total		**60**	**100%**

10. In your opinion, which app provides better security features, Google Pay or PhonePe?
62 responses

Google pay
Phone pe
other

33.9% 16.1% 50%

INTERPRETATION:

- Google Pay has a higher percentage of respondents who believe it offers better security features compared to Phone Pe.

- However, Phone Pe still has a significant portion of respondents who consider its security features to be better.

- There's a smaller but notable proportion of respondents who believe that neither Google Pay nor Phone Pe offers the best security features, opting for an "other" option.
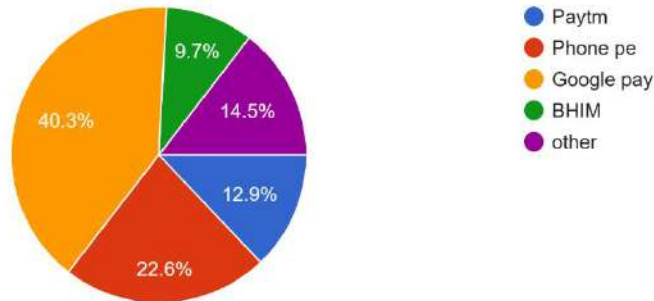
10. APP PROVIDES MORE OFFERS IN NET BANKING

Sr. No	Particulars	Responses	Percentage (%)
1.	PAYTM	8	13.3%
2.	PHONE PE	13	21.7%
3.	GOOGLE PAY	25	41.7%
4.	BHIM	5	8.3%
5.	OTHER	9	15%
Total		**60**	**100%**

11. Which app provides more offers in net banking?
62 responses

INTERPRETATION:

Google Pay is the top provider of offers in net banking, with 41.7% of respondents finding more deals through this platform. Phone Pe follows closely behind, with 21.7% of respondents finding more deals through it. Paytm ranks third with 13.3% of respondents finding more deals, while BHIM, a government-backed UPI app, ranks fourth with 8.3%. The category "Other" accounts for 15% of respondents, indicating a diverse landscape of net banking apps offering deals.

11. SATISFIED WITH OVERALL EXPERIENCE WHILE USING PHONE PE /GOOGLE PAY

Sr. No	Particulars	Responses	Percentage (%)
1.	STRONGLY AGREE	36	60%
2.	AGREE	14	23.3%
3.	DISAGREE	2	3.3%
4.	STRONGLY DISAGREE	1	1.7%
5.	NEITHER AGREE NOR DISAGREE	7	11.7%
Total		**60**	**100%**

12. how satisfied are you with overall experience while using phone pe /google pay?
62 responses

- agree
- strongly agree
- disagree
- strongly disagree
- neither agree nor disagree
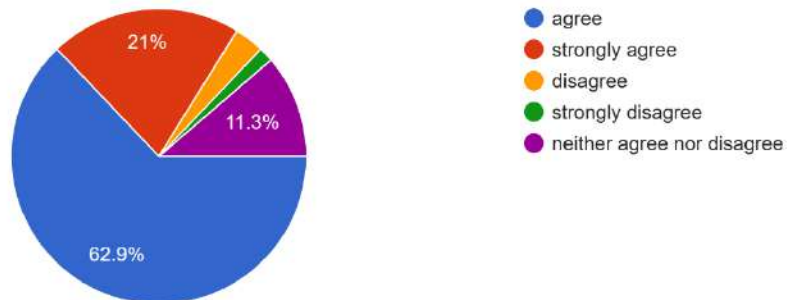
INTERPRETATION:

The majority of respondents are satisfied with their Phone Pe/Google Pay experience, with 60% agreeing and 23.3% agreeing. Only a small percentage disagree or strongly disagree, suggesting minimal dissatisfaction. 11.7% neither agree nor disagree, indicating neutrality or ambivalence in their experience.

HYPOTHESIS TESTING

HYPOTHESIS

Hypothesis 1: There is no significant difference in customer satisfaction with customer support between Phone Pe and Google Pay.

Hypothesis 2: Customer satisfaction shows a significant difference between Phone Pe and Google Pay concerning customer support.

From the above research study conducted during my research work it is found that among the above mentioned hypothesis, Hypothesis H2 i.e. "Customer satisfaction shows a significant difference between Phone Pe and Google Pay concerning customer support." is found to be true hence accepted where as another hypothesis H1 i.e. "There is no significant difference in customer satisfaction with customer support between Phone Pe and Google Pay." is rejected.

CHAPTER 5

<u>FINDINGS</u>

FINDINGS

1. The survey predominantly captures respondents aged 18-25, with a relatively smaller representation in older age groups. There's a significant gender disparity, with male respondents comprising the majority.

2. A large portion of respondents are students, suggesting that the surveyed population is predominantly comprised of young individuals pursuing education. The low unemployment rate indicates a level of economic activity and stability among the surveyed population.

3. The majority of respondents are students, with a smaller percentage being employed or engaged in business. There's a notable income disparity, with most respondents belonging to lower income brackets.

4. Google Pay slightly edges out Phone Pe in popularity, with a considerable portion of users utilizing both platforms. Other digital payment apps have a smaller market share, but there's room for niche apps to gain traction. The data indicates a significant adoption of digital payment platforms, with many users comfortable using multiple services.

5. A significant portion of respondents use apps daily, indicating a high reliance on digital platforms for various purposes.

6. Technical glitches and transaction issues are reported by a considerable number of respondents, highlighting the need for improved server performance and user experience. Security concerns, such as wrong transactions, are also noted, suggesting the necessity for enhancing security features.

7. While Google Pay is perceived to offer better security features by a higher percentage of respondents compared to Phone Pe, a significant portion still considers Phone Pe's security features to be favorable. A notable proportion of respondents believe that neither Google Pay nor Phone Pe offers the best security features, opting for an "other" option.

8. Google Pay leads in providing offers in net banking, followed closely by Phone Pe. Paytm and BHIM also have a notable presence in offering deals. The "Other" category indicates a diverse landscape of net banking apps offering deals, suggesting competition in this space.

9. The majority of respondents express satisfaction with their experience using Phone Pe or Google Pay, with minimal dissatisfaction noted. A small percentage neither agrees nor disagrees, indicating neutrality or ambivalence towards their experience.

CHAPTER 6
<u>CONCLUSION</u>

CONCLUSION

Based on the findings of the survey, several key conclusions can be drawn regarding the demographics, usage patterns, and perceptions of digital payment platforms among the respondents. Firstly, the surveyed population predominantly consists of young individuals, particularly students, with a notable gender disparity skewed towards male respondents.

Despite this demographic skew, there is a high level of economic activity and stability indicated by a low unemployment rate, albeit with significant income disparities among respondents. In terms of digital payment platform usage, Google Pay holds a slight edge over Phone Pe, with both platforms enjoying considerable adoption and a significant portion of users utilizing multiple services.

However, technical glitches and security concerns are prevalent issues, highlighting the need for improved server performance and enhanced security features across these platforms. Despite perceived differences in security features between Google Pay and Phone Pe, a considerable portion of respondents still believe that neither platform offers the best security features. Additionally, the presence of various net banking apps offering deals indicates a competitive landscape in this space.

Overall, while satisfaction with digital payment platforms is generally high among respondents, addressing technical and security concerns will be crucial for further improving user experience and trust in these platforms moving forward.

CHAPTER 7

<u>RECOMMENDATION AND SUGGESTION</u>

RECOMMENDATION AND SUGGESTION

1. The survey's demographic scope should be expanded to include older age groups and diverse genders to better understand digital payment usage across different demographics.

2. Given the income disparity among respondents, consider tailoring digital payment services to cater to lower-income brackets. This may involve offering more affordable transaction fees, introducing budgeting tools, or providing incentives for financial management.

3. Improve security features and user education on safe transactions to address security concerns and in still confidence in Google Pay and Phone Pe.

4. Promptly address technical glitches and transaction issues, invest in server performance optimization, and gather user feedback to improve user experience and address pain points.

5. Google Pay and Phone Pe should differentiate their offerings to attract and retain users, enhancing features, loyalty programs, and collaborating with merchants for exclusive deals and discounts.

6. The initiative aims to educate users about the advantages and functions of digital payment platforms, while also addressing misconceptions about security features.

7. The initiative promotes competition among digital payment platforms, fostering innovation and service improvement by supporting startups and promoting collaborations within the digital payment ecosystem.

8. Continuously monitor user satisfaction and feedback to identify evolving needs and preferences, and continuously improve digital payment services based on user insights and market trends.

CHAPTER 8

<u>BIBILOGRAPHY</u>

BIBILOGRAPHY

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- ❖ https://www.businessinsider.in/business/news/google-pay-has-a-solid-lead-over-phonepe-paytm-and-amazon-pay-in-india-but-its-biggest-challenge-is-yet-to-come/articleshow/76542701.cms

BOOKS:-

- ❖ Google Wallet - a Glimpse Into the Future of Mobile Payments By Rohan Handa, Kritika Maheshwari, Malvika Saraf (2011)

<u>ANNEXTURE</u>

ANNEXTURE

1. Name

SANTOSH B. PANDIYA (BBA 3RD YEAR)

2. Age
    i. 18-25 year
    ii. 25-35 year
    iii. 35-45 year
    iv. 45and above

3. Gender
    i. male
    ii. female

4. Profession
    i. Student
    ii. Employed
    iii. Businessmen
    iv. Professional (Ca/Cs)
    v. Unemployed

5. Income Level
    i. 10,000 TO 20,000
    ii. 20,000 TO 30,000
    iii. 30,000 TO 50,000
    iv. 50,000 & ABOVE

6. What kind of digital payment app you are using ?
    i. PHONE PE
    ii. GOOGLE PAY
    iii. BOTH
    iv. OTHER

7. Do you use Google pay / phone pe?
    i. YES
    ii. NO
    iii. BOTH
    iv. OTHER

8. How frequently do you use these apps?
    i. DAILY
    ii. WEEKLY
    iii. MONTHLY
    iv. RARELY

9. Have you faced any problems while using Phone Pe / Google pay. (If yes, please specify the problems faced)?
    i. ERROR
    ii. LOWER SERVER
    iii. WRONG TRANSACTION

10. In your opinion, which app provides better security features, Google Pay or PhonePe?
    i. GOOGLE PAY
    ii. PHONE PE
    iii. OTHER

11. Which app provides more offers in net banking?
    i. PAYTM
    ii. PHONE PE
    iii. GOOGLE PAY
    iv. BHIM
    v. OTHER

12. How satisfied are you with overall experience while using phone pe /google pay?
    i. AGREE
    ii. STRONGLY AGREE
    iii. DISAGREE
    iv. STRONGLY DISAGREE
    v. NEITHER AGREE NOR DISAGREE