A STUDY ON CUSTOMER SATISFACTION TOWARDS UPI WITH SPECIAL REFERENCE TO POLLACHI TALUK

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Abstract

The research paper aims at exploring impact of unified payment interface (UPI) in customer satisfaction. The data used in the study is primary in nature which has been collected through issue of structured questionnaire. A sample of 100 respondents are belonging Pollachi Taluk has been selected through convenient sampling technique. Simple percentage analysis, and chi-square test are applied in analysing the gathered data. The study depicts as people are gradually increasing their usage of UPI app irrespective of age, gender, educational qualification and profession. It shows that majority of the respondents are satisfied with this facility and they have hired to increase their usage.

Key Words: Unified Payment Interface – Payment - Customer Satisfaction etc …

INTRODUCTION:

India being developing country, it has weak infrastructure, low PC penetration, improving security norms and consumer reluctance in the rural sector. But many banks are providing e-banking services. Google Pay is a digital wallet platform and online payment system developed by Google to enable users to make payments through Android phones, tablets, or watches to facilitate app and tap-to-pay purchases on mobile devices. Users in US and India can use IOS device, albeit with limited functionality. As part of the 'Digital India' crusade, the government aims to create a faceless, paperless and cashless 'digitally empowered' economy. There are different types and methods of digital payments. Some of these include debit cards/credit cards, internet banking, mobile handheld and digital payment apps. It allows guests to buy their products online with less ease. In the current trend, the lack of web services in mobiles has led to a new trend in the functionality of apps. Considering these advancements in mobile technology, getting information about plutocrat deals through mobile in less time can be useful for narcotics. A one-stop ecosystem for organization and bill payment provides a bill payment service that is accessible anytime anywhere to every customer. This system provides customers with reliability, security and convenience. Considering the above aspects, it is clear that such a system plays an important role in the Indian financial system. This study focused on customer satisfaction towards UPI services and also attempted to analyze customer problems related to usage of UPI services.

REVIEW OF LITERATURE

The studies undertaken earlier with regard to customer's satisfaction in UPI transaction of different organizations are reviewed in the following paragraph.

Gawrav Tyagi et al. (2022) in their study disclose that the user base of UPI apps is increasing due to various benefits such as ease of use, two factor authentication, no need to carry change was major benefit for the user.

Sukanya and Subbulakshmi (2021) in their study observe that customers are quite satisfied with service of UPI application, the developer has to improve their service strategies so that customer's expectations can be satisfied. Improvement can be still to be made in the security levels while using the UPI apps.

Bijin Philip (2019) in their study shows that the customers have a positive attitude towards Unified Payment Interface service and there is relation of a education of a respondent and usage of UPI services, educated person are more inclined to use UPI services, the growth of users of smartphone and internet penetration in such area also facilitated the adoption of UPI services.

Shubham Boke and Omker Harkare (2018) in their study concluded that there is dire necessity of digital literacy in India, in it is said that 90% of people are under digital illiteracy in India.

Pal, Abhipsa, Tejaswini Herath,and H.Raghav Rao (2020) in their study examines that the user-friendly transactions that mobile payment systems provide are what make them so popular. Mobile payment transactions, however, come with the risk of data and financial loss in an era of escalating cybercrime. So, it is crucial to comprehend the conflicting effects that risk and convenience have on users' decision to use mobile payments.

STATEMENT OF THE PROBLEM

The UPI system enables customers to transact securely while reducing the need for liquid currency. The major advantages of this system are quick and easy transactions, time saving, low cost, ease of use etc. Currently, customers are using numerous digital payment apps but apart from these benefits, UPI transactions also have some limitations. Payment gateway failure, difficulty accepting debit or credit cards, mobile payment app failure, delays in transactions, connectivity and service quality etc. The level of consumer satisfaction and perception of usage and uptake of digital payment app services should be determined in this research. As a result of these facts, a careful review is needed to ascertain the level of satisfaction of digital payment users with UPI transactions.

OBJECTIVES OF THE STUDY

The following are the objectives of the study

- To study the satisfaction level of digital payment users on UPI transactions

- To identify key factors contributing to user satisfaction in UPI transactions

RESEARCH METHODOLOGY

The study is mainly based on primary data and the data required for the study have been collected through issue of structured questionnaire. The questionnaire contains questions relating to the personal details and factors influencing the customer's satisfaction towards UPI applications. A sample of 100 customers in pollachi taluk has been selected by adopting convenient sampling technique. The statistical tools like simple percentage analysis and chi-square test are used to analyse the collected data.

FINDINGS OF THE STUDY

The findings of the study are divided into three sections namely, demographic profile of respondents, preference of UPI transactions and satisfaction of UPI users. These are presented in different sections as like below.

(i) Socio-Economic Profile of respondents

- Majority of the 58 (58%) respondents are residing in Urban area
- Majority of the 30 (30%) respondents are belongs to the age group up to 30 years
- Majority of the 66 (66%) respondents are female
- Majority of the 57 (57%) respondents are married.
- Majority of the 30 (30%) of the respondents are qualified with Post graduates.
- Majority of the 42 (42%) respondents are working employees.
- Majority of the 71 (71%) respondent's belong to nuclear family.
- Majority of the 68 (68%) respondents are earning member of the family.
- Majority of the 48 (48%) of the UPI user's earnings per month is Rs 21000 to 50000.
- Majority of the 53 (53%) respondent's family expenditure lies between Rs.10,001 and Rs.20, 000 p.m.

(ii) Preference of UPI Transactions

- Majority of the 67 (67%) respondents are having one bank account.
- Majority of the 97 (97%) respondents are using Smartphone as device to do UPI transaction
- Majority of the 65 (65%) respondents are using Google pay (third party UPI application) to conduct their UPI transaction.
- Majority of the 53 (53%) respondents were used ATM card to activate their UPI id.
- Majority of the 44 (44%) respondents are using this UPI application less than one year
- Majority of the 81 (81%) of the respondents are transferred money is less than Rs 50000
- Majority of the 37 (37%) respondent's family has Two UPI users
- Majority of the 45 (45%) respondents are using UPI application are using daily bases.
- Majority of the 57 (57%) respondents are preferred phone number based to transfer money in UPI application.
- Majority of the 56 (56%) respondents are preferred bank's own UPI application but most of them are using third party UPI applications.
- Majority of the 87 (87%) respondents are preferred direct to bank account option instead of Wallet option to hold and send money in UPI applications.

(iii) Level of satisfaction of UPI customer's

- Majority of the 54 (54%) respondents are satisfied with transaction speed of UPI applications.
- Majority of the 68 (68%) respondents are highly satisfied with Safe and secure of UPI applications.

- Majority of the 71 (71%) respondents are satisfied with Internet access in UPI application

- Majority of the 68 (68%) respondents are satisfied with Service charges of UPI application

- Majority of the 82 (82%) respondents are satisfied with Wallet option in UPI Application

- Majority of the 83 (83%) respondents are not satisfied with rewards and offers of UPI application

- Majority of the 54 (54%) respondents are neutral with payment through QR code of UPI application

(iv) Gender and Level of satisfaction of UPI customer's

This section deals with the computation of level of significant association between the gender and level of satisfaction of UPI users, the following hypothesis has been framed and tested. The analysis has been done by employing Chi-square test.

Ho: There is no association between the Gender and the level of satisfaction of UPI users

Table-1: Select Variable and level of satisfaction of UPI users - Chi-square Test

Gender	Level of Satisfaction			Total
	Low	Medium	High	
Male	3 (8.82%)	24 (70.59%)	7 (20.59%)	34 (100%)
Female	10 (15.15%)	43 (65.15%)	13 (19.69%)	66 (100%)
Total	13	67	20	100

d.f : 2	Calculated x^2 value : 7.799	Table value : Five per cent level : 5.991
		One per cent level : 9.210

- Out of 100 respondents 34 (34%) belongs to male category, of them 3 (8.82%) respondents have low level of satisfaction, 24 (70.59%) respondents have medium level of satisfaction and 7 (20.59%) respondents have high level of satisfaction

- Out of 100 respondents 66 (66%) belongs to male category, of them 10 (15.15%) respondents have low level of satisfaction, 65.15 (43%) respondents have medium level of satisfaction and 13 (19.69%) respondents have high level of satisfaction

- From the above table it could be inferred that the percentage of the Unified Payment Interface Users with high level of satisfaction is high with male respondents and percentage of the Unified Payment Interface Users with low level of satisfaction is also high among the same category of respondents. It is noted that high level of satisfaction is found with male Unified Payment Interface users. However, the calculated chi-square value is higher than the table value at five per cent level, hence there exist significant association between the gender and the level of job satisfaction of Unified Payment Interface. Therefore the null hypothesis is rejected.

(v) Gender and Level of satisfaction of UPI customer's

In order to examine whether there exist a significant association between the age and level of satisfaction of UPI users, the following hypothesis has been framed and tested.

H_o: Age factor does not influence the level of satisfaction of UPI users.

Table-2: Select Variable and level of satisfaction of UPI users - Chi-square Test

AGE	LEVEL OF SATISFACTION			Total
	Low	Medium	High	
Below 20 years	4 (16%)	16 (64%)	5 (20%)	25 (100%)
21-30	5 (16.66%)	22 (73.33%)	3 (10%)	30 (100%)
31-50	1 (4%)	16 (64%)	8 (32%)	25 (100%)
Above 50	3 (15%)	13 (65%)	4 (20%)	20 (100%)
Total	13	67	20	100

d.f : 6 Calculated x^2 value : 5.661   Table value : Five per cent level : 12.592 One per cent level : 16.812

- Out of the 100 respondents 25 (25%) belongs to below 20 year of age category, of them 4 (16%) respondents are have low level of satisfaction, 16 (64%) are medium level of satisfaction and 5 (20%) respondents are high level of satisfaction

- Out of the above table 100 respondents 30 (30%) belongs to 21-30 year of age category, of them 5 (16.66%) respondents are have low level of satisfaction, 22 (73.33%) are medium level of satisfaction and 3 (10%) respondents are high level of satisfaction

- Out of the above table 100 respondents 25 (25%) belongs to 31-50 year of age category, of them 1 (4%) respondents are have low level of satisfaction, 16 (64%) are medium level of satisfaction and 8 (32%) respondents are high level of satisfaction

- Out of the above table 100 respondents 20 (20%) belongs to above 50 year of age category, of them 3 (15%) respondents are have low level of satisfaction, 13 (65%) are medium level of satisfaction and 4 (20%) respondents are high level of satisfaction

- From the above table it could be inferred that the calculated chi-square value is less than the table value at five per cent level, hence there does not exist any significant association between the age and the level of job satisfaction of Unified Payment Interface. Therefore the null hypothesis is accepted.

CONCLUSION

This result will conclude as people are gradually increasing their usage of UPI app irrespective of age, gender, educational qualification, profession etc… It shows that majority of the respondents are satisfied with this facility and they have hired to increase their usage. UPI or any other online money transaction is one of the ways to eliminate black money but we are

not able to do it completely in this facility. Although it has some negative suggestions, UPI has been a developmental step, provided the government recognizes such issues. This is easy and it can generate high profits.

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