

TRANSITION OF CASH TO DIGITAL PAYMENTS: AN INVESTIGATION INTO FACTORS INFLUENCING DIGITAL PAYMENTS ACROSS THE PAYMENT PLATFORMS

Submitted in partial fulfilment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

By

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**DEPARTMENT OF BUSINESS
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SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A++" by NAAC I 12B Status by UGC I
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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **SRIGANTH A 42410266** who carried out the Project Training “**TRANSITION OF CASH TO DIGITAL PAYMENTS: AN INVESTIGATION INTO FACTORS INFLUENCING DIGITAL PAYMENTS ACROSS THE PAYMENT PLATFORMS**” under my supervision from October 2023 to December 2023.

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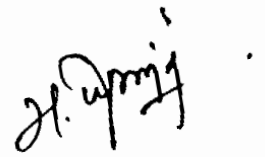
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DECLARATION

I **SRIGANTH A (41410266)** hereby declare that the Project Report entitled “**TRANSITION OF CASH TO DIGITAL PAYMENTS: AN INVESTIGATION INTO FACTORS INFLUENCING DIGITAL PAYMENTS ACROSS THE PAYMENT PLATFORMS**” done by me under the guidance of **DR.P.HAMEEM KHAN** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE: CHENNAI

A handwritten signature in black ink, appearing to read 'Sriganth A', is written on a light gray rectangular background.

SRIGANTH A

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ABSTRACT

Digital payment apps, which are utilised for quick transactions and payments, are also referred to as mobile payment applications. For the advantage of the users, several payment apps were made available. Payment apps like Google Pay, Phone Pe, Paytm, and others can be used to make UPI transactions. Today, there are a significantly higher number of users of online payment apps than ever before, and more local merchants are accepting various forms of payment. Customers are overwhelmingly delighted with and benefit from payment apps. This study uses a descriptive research design approach and collects data from primary sources with a sample size of 120 consumers. It focuses on how customers use payment apps and how satisfied they are with them. Simple analyses and interpretations are used to interpret the results.

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CHAPTER 1 – INTRODUCTION

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 the supposed functions of Digital India. Digital payment systems have gained importance nowadays, 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 (Unified Payment Interface) which is an app-based system to transact across multiple banks. Another improved version is set to be unveiled by the government, which makes banking transactions through mobile phones without internet by a platform called USSD (Unstructured Supplementary Service Data).

These initiatives have provided an 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. Electronic consumer transactions 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.

In today’s digital era the usage of internet has increased dramatically. Nowadays the customers are adopting the digital 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.

We all witnessed how technologies have been growing in the modern world. In this case the online payment apps have also been introduced and it has been successful among customers. Major people who live in urban areas are adapted to this digital payment system. Unless a very low number of people who live in rural areas still didn’t know the importance and services of this online payment apps.

1.2.INDUSTRY PROFILE:

A mobile wallet or e-wallet app or e-wallet is an application that combines your bank and credit card details to allow users to digitally pay for goods and services using their mobile devices. List of popular online payment software or payment apps or e-wallet in India:

Google pay

Google Pay is a digital wallet platform and online payment system developed by Google that enables in-app, online and in-person contactless purchases on mobile devices. It allows users to make payments using Android phones, tablets, etc.

Payzapp

Payzapp is a complete payment solution that allows a person to pay with just one click. The app allows people to buy products from partner programs, book movie tickets, send money to someone and pay for utilities, among other things.

Phone pe

Phone pe is an Indian digital wallet platform and online payment company. Phonepe allows users to send and receive money, recharge mobile, DTH, data cards, pay utilities, pay at shops, invest in tax saving funds, liquid assets, buy insurance and mutual funds for gold.

Paytm

Paytm is (partially short for "Mobile Payment") an Indian international e-commerce payment system and financial technology company headquartered in Noida, Uttar Pradesh, India. Paytm is currently available in 11 Indian languages and offers use cases like mobile recharge, utilities. bill payments, travel, movies and shop payments in grocery stores and educational institutions with paytm QR code.

Kotak 811

Kotak 811 is a zero balance digital bank account available to everyone (individuals residing in India only). Kotak 811 lets you choose a Zero Balance or 811 Guaranteed Savings Account as per your needs as a one-stop solution for all financial matters. needs and everyday things.

Bhim app

Bhim (Bharat Interface for Money) is an Indian mobile payment app developed by the National Payments Corporation of India (NPCI) based on the Unified Payments Interface (UPI). Named after B.R.Ambedkar and launched on December 30, 2016, it plans to facilitate electronic payments directly through banks and promote a cashless mode of payment.

Free charge

Freeload, a wholly owned subsidiary of Axis bank Limited, is one of the online payment applications based in Gurugram, Haryana. ...With free recharge users can pay electricity bills, mobile recharges, broadband, metro card recharges, landline bills, DTH bills. Mobile wallet/payment app works: If this is the first payment using online payment applications Registered users enter their phone number and the service provider sends them a text message with a PIN code. The user enters the received PIN code and authenticates the number Now, if necessary, the user must enter their credit card details or other payment method (not required if the account has already been added) and start confirming payments. Later payments through E-Wallet programs: The user must re-enter the PIN to authenticate and confirm the payment process

1.3 STATEMENT OF THE PROBLEM

Online payment has been widely used in recent years due to convenience, fast transaction, time saving, attractive discount offers etc. Despite these factors, there are various events and non-events associated with it, such as the frequent discomfort of the Internet user, etc. which act as a deterrent. However, the future of online payments looks bright and promising. This is especially true for consumers in small towns, where online payments are still new and consumers are less familiar and often more skeptical. to it Therefore, the purpose of this study is to investigate customer satisfaction with online

payment applications. Also analyze the problems and difficulties faced by customers while using online payment applications.

1.4. OBJECTIVES OF THE STUDY

Primary objective:

- ☐ To study customer usage pattern of online payment application.

Secondary objective:

- ☐ To identify the factors influencing towards usage of online payment apps.
- ☐ To examine the impact of online payment apps by analyzing the issues faced by customers.
- ☐ To analyze the customer satisfaction towards online payment apps

1.5. NEED FOR STUDY

- ☐ To study the consumer behavior towards using online payment apps.
- ☐ To study the benefits and safety of using online payment apps
- ☐ To study the issues faced by the customers towards online payment apps
- ☐ It also determines the customers' adoption towards online transactions
- ☐ To study the importance of online payment apps among customers

1.6. SCOPE & SIGNIFICANCE OF THE STUDY

- ☐ The study examines the customer behaviour on adopting towards online payment apps.
- ☐ To analyze the issues faced by the customers towards online transactions
- ☐ To understand the issues and give suggestions for improving online payment apps in future
- ☐ To understand the growth of online payment apps among customers

1.7 FEATURES OF E-WALLETS

Instant Payments

Money transfer between the payer's wallet and the recipient's wallet happens in seconds instead of hours or business days with an e-wallet account. The feature offers huge benefits as payments can be made anytime and anywhere, speeding up financial transactions, increasing control over personal and corporate finances.

Managing Virtual and Physical Card Operations

Advanced technology has helped the e-wallet app store the user's credit or debit card details, which can be used to transfer money anywhere in the world at any time. The development of an e-wallet simplifies the user's finances and helps conveniently collect all cards in one central space. A mobile wallet or payment app is safer to carry all cards because it prevents the user from physically carrying the credit card. The software helps the application encrypt the card data without storing the card numbers with a high level of protection.

Bill Payments

Payment program is one of the most important features of mobile wallet like most of the youth prefer to pay their bills online, be it shopping, groceries, restaurants or movie tickets reservation, flight ticket, rent, tuition fees, utilities, loans etc. Digital As the cash situation increases, mobile wallets do become an important part services for the common man.

App is one of the critical mobile wallet features as most of the youngsters prefer to pay bills online be it for shopping, groceries, restaurants, movie tickets booking, flight tickets booking, rent, tuition, utilities, loans, and so on. With the digital cash moment gaining pace, mobile wallets are indeed becoming a part of essential services for a common man

Easy and Fast Self – Registration

The main intention of the introduction of e-wallet is to save people's time, efforts and ease to do the transaction. The simple self-registration process comes in handy for the users which pushes them to go for the app without thinking twice before using it.

Usually, these—registration process has the following steps

- ☐ Downloading the app and running it on the mobile phone
- ☐ Signing up for it by providing the necessary data
- ☐ Confirming the registration
- ☐ Setting up of password and login
- ☐ Linking up with debit or credit card or bank account, as per requirements
- ☐ Adding money in the wallet finally using the wallet.

Payments To and From Respective Bank Accounts

The payment application allows you to instantly transfer money to any bank, including a person's account in the same bank, as well as a transfer to another person's account in different banks. The owner of the payment program has several options to send and receive business or personal money with just a few clicks anywhere, anytime as needed. First, they need to download online payment apps on their smartphones. Most payment apps can be downloaded to both Android and IOS based phones.

Security

Mobile financial services are coming into the picture. people want the highest security to make this possible. It is important that money transfers are secure from one end to the other. Max mobile applications can be protected by a number of robust technologies such as passwords, one-time passwords via SMS, point-to-point encryption, security questions, biometrics, out-of-group authentication, etc. Despite the proven fact that digital wallets are more secure than credit cards, there is a growing concern about consumer security and #039; Mindset remains the biggest barrier to payment software adoption.

Merchant Payments using Contactless Technologies

With the advancement of technology, many merchants around the world realize the need to use different mechanics that accept digital wallets. The majority of retail customers agreed to make payments in the store with a mobile phone wallet, using contactless methods, whether by QR code or near field communication, etc. NFC, or Near Field Communication, is a contactless remote technology that works close, e.g. at a distance of up to 10 cm, and offers people secure payments between point of service devices and smartphones. A Quick Response Code, or QR code, is one of the most popular payment methods and is very similar to a barcode. The user must first scan the QR code with either a smartphone or a camera that interprets the barcode and the associated application or website through which payment can be made. Most of the payment apps offer NFC and QR payment facility as the demand for contactless commerce and the convenience it offers to users is growing constantly.

Coupons, Rewards, Discounts

Using payment apps and e-wallets offers its users coupons, discounts, rewards, loyalty points, etc. Digital wallet solutions are tied up with many companies that offer deals, discounts and coupons for using payment apps. E-wallets provide the perfect environment to deliver a huge number of benefits to bargain shopping consumers and help a mobile app stand out from the crowd.

1.8 BENEFITS OF PAYMENT APPS & E-WALLETS

The following are different types of payment apps and e-wallets they are Customer Convenience

The best advantage of using a payment app is customer convenience as they will be able to make payments using their mobile phones either using the contactless payments or by scanning QR code instantly. The payment apps India can be made by using either Samsung Pay or Android Pay or Apple Pay. One can easily leave the cash and cards at home and use their phones to make payments instead. Payments made using a mobile wallet is often easier and faster.

Secure way to make payments:

Payments made through mobile phone applications allow the user to use the mobile phone to make purchases in the store. These applications use a technology called Near - Field Communication (NFC). All you have to do is tap or swipe your phone to make payments at a point of service (POS). In most cases, these programs use either encryption or a security code to minimize the risk to users' personal information. Your original card number is not stored on the device or at the retailer, but the system masks card numbers by assigning them a random number or code for each purchase. If a hacker tries to hack to gain access to save data on your device, they will only get useless information. E-wallets provide excellent protection for users' financial information. The user can add a fingerprint or PIN or password to the phone as an additional protection to improve the tracking spread.

Improves Cash Flow

The introduction of electronic wallets improved the flow of money in the market. First, most customers prefer to pay their bills by debit/credit card instead of the traditional cash method. Most mobile payment processors transfer funds to a merchant account in less than three days.

A faster way to make payments

All users have to do is tap, pay and go. With the increase in the number of people using mobile phones, the electronic payment system has gained momentum worldwide. All you have to do is wave or tap your phone in front of an NFC compatible terminal. With this one action, the user agreed to the transaction. This results in a contactless transaction, despite the security of the card number, which is never revealed, and the process is faster compared to a debit or credit card, which must be inserted or swiped into a device and can also expire after a year.

Integrates Loyalty Programmes:

Mobile payment allows you to combine loyalty and rewards programs if customer information is stored in the application. For example, you can send customers a coupon when they are near your store. It helps customers automatically get reward points or coupons for every transaction they make

1.9- DRAWBACKS OF USING PAYMENT APPS

Security

Security remains one of the top concerns amongst the owners and customers. It has been found the half of the mobile payments is not safe and secure.

Adoption of user's remains slow

Most customers prefer to stay in their comfort zone, ie. prefer to pay in cash or by debit or credit card. Although mobile payment is linked to a credit or debit card or bank account, customers prefer to swipe the card or insert the card into the terminals instead of waving the phone over the terminal.

Expensive Technology

Although it is a proven fact that mobile payment is cheaper than traditional POS systems, it still requires new hardware, including a terminal or smartphone that supports near field communication. Paying is impossible if you still have an old credit or debit card terminal or if you don't have a smartphone. Also, the internet connection must be strong, and up-to-date infrastructure is mandatory for processing mobile payments.

Difficult to Read Terms and Conditions

Users of mobile payment applications should read the terms and conditions. As with any business deal, business owners should first read and understand the terms and conditions of payment applications. However, if the user cannot read the fine print, mainly due to processing costs, one can expect an unwanted surprise when opening the invoice at the end of the month. So, be careful and read all the terms and conditions of online payment programs before using them in your daily life.

CHAPTER 2 – REVIEW OF LITERATURE

INTRODUCTION

The main purpose of the literature review work was to survey previous studies on knowledge sharing. The review of literature helped the researcher to conduct the survey in better and extensive manner. It should also help the researcher for finding and getting deeper into the topic.

Kaur, Puneet, et al (2020) examines that mobile wallet apps have been increased trend dramatically. It is useful for customers and effectiveness towards transactions and safety payments on behalf this still the mobile wallets not extended in markets.

Ghosh, Gourab (2021) describes that advancement of information and communication technology opened the gate way for modern methods of payments. The growth in smart phone and access to internet made life easier for the people and which gave advent to digitalization. Digitalization not only improved trade and commerce but it also made transaction of payment smooth and fast.

Vinitha,K.,and S.Vasantha.(2018) Digital revolution has altered the routine life style of people. The power of world wide web and digital payments is having pivotal role in getting connected and making any time anywhere payments at your attain user satisfaction and there by leads to consumer loyalty.

Pillai,Sruthy S.,G. Sandhya, and G.Rejikumar.(2019) They describe the trend shows that more people prefer using the non-cash modes when cash shortage was at its crest even for small transaction matter. It shows that there is a significant positive influence of simplicity and interoperability on the mobile payment adoption, timely contacts and security proved to have a negative influence on the dependent variable. People are more concerned about the security aspects as they believe that their people are more

concerned about the security aspects as they believe that their monetary details are not safe while doing online transactions.

Maindola, Pallavi, Neetu Singhal, and Akash D.Dubey.(2018) The digital payment landscape is sprouting in the country at a dizzying step. After the demonetization, complete turnaround in the payment landscape has been observed. The technology revolution and government initiative of cashless economy, followed by demonetization saga has enabled the evolution of multiple non-banking players in the payment space.

Mishra, Sonal, and Kirti R. Swain. (2018) Mobile payment system has gained popularity in the recent past, due to increased Smartphone penetration, cheap high speed internet facilities; crave for quicker payment settlement and convenience for use. But the percentage increase is yet not satisfactory, even after major efforts made by our government to facilitate digital literacy and provide various payment method alternatives

Gupta, Knavish, and Nupur Arora. (2020) shows that Perceived ease of use and perceived usefulness have a positive impact on attitude to adopt mobile payment systems. Also, there exists a substantial positive relationship between attitude to adopt mobile payment systems and intention to adopt mobile payment systems. The current study examines the impact of attitude towards mobile payment systems on intention to adopt mobile payment systems through the application of technology acceptance model **Mishra, A. B. (2020).** The increase of the ability and strength of wireless offers provides right opportunities for rising up offerings to customers. Businesses are starting to realize that e-payment system is the important thing to enhance their brand differentiation, boost sales, customer satisfaction and hold up with competitors. In the present-day, e-payment mode has been entered in finance, services, retails, telecommunication and IT/ITES sectors related business organizations. The recent transaction of BHIM wallet has been received three times growth in only one financial year 2019-20.

Singh, Sindhu (2020). The author denotes technological progression in mobile phones has increased the popularity of mobile payments. Users can shop online through a mobile device, which is time saving and convenient. Mobile payment systems involve

ongoing interactions between users and payment providers. The initial acceptance of mobile payment systems has been studied extensively, but few studies have attempted to understand users' post-adoption behaviour.

Pal, Abhipsa, Tejaswini Herath, and H. Raghav Rao. (2020) The popularity of mobile payment services lies in the convenient transactions they offer to users. In the age of growing cybercrime, however, mobile payment transactions carry risks of financial and data losses. It thus becomes critical to understand how risk and convenience have contrasting impacts on users' intention to use mobile payments.

Djauhari, Medina Junior, Chairul Furqon, and Mokh Adib Sultan. 3.1: 29-36. They examines that Go-Pay was the innovation in Financial Technology offered in efficiency of payment. The main objective of this study was to bring further insights into customer intentions to use mobile payments Go-Pay it helps improving service quality and increasing user satisfaction of the Go-Jek user. Mobile payment is in a developing stage and consumers are still reluctant and so they hesitate to use mobile payment.

Kavitha, M., and K. Sampath Kumar. (2018). The demonetization resulted in tremendous growth in digital payments. With the government initiative such as Digital India and increased use of mobile and internet are means to exponential growth in use of digital payment. This transformation towards digital payments benefits in more transparency in transactions which empowers the country's economy. In recent days many changes took place in the payment system like digital wallets, UPI and BHIM apps for smooth shift to digital payments.

Pal, Abhipsa, Tejaswini Herath, and H. Raghav Rao. (2019) The heavy cash dependence of India and low digital adoption changed when the government announced its demonetization scheme on November 2016, invalidating bank notes and creating a crisis. In this cash shortage, the nation, that was historically low on mobile payment adoption, was pushed to use digital payment.

Das, Abhrajyoti, et al. (2018) Digital wallets', gained a lot of popularity in recent times in India and around the globe. A digital wallet refers to a platform based on electronic device or online service that allows an individual to make electronic transactions. It is a transformed way to pay for things. It is basically paperless payment method which reduces all the hassle of carrying cash with you everywhere. Many digital wallet services have their own mobile apps. Post demonetization in India, the popularity of digital wallet gains exponentially. There are many digital wallets which are currently active in India like paytm, freecharge, jio Money, Airtel Money etc.

Gupta, Rahul, Cheshtha Kapoor, and Jayesh Yadav. (2020). The author derives “Faceless, Paperless, Cashless”. Digital India' is a flagship programme of the government of India that envisions India as a digitally empowered knowledge economy. As India emerges a global competitor in innovative population-sale payment systems, various digital payment methods have been introduced nation-wide, including Micro ATMs, Banking Cards, Internet Banking, UPI (Unified Payment Interface), Mobile Banking, and Mobile Wallets.

Yuvaraj, S., and N. Sheila Eveline. (2018) In every economy, money is said to be the life blood. With the advent of internet, Smartphone's and other digital technologies has made cash transactions simpler. In the current scenario most of the transactions were made cashless and in future physical form of currencies will no longer be a king. There are different medium introduced to carry out cashless transactions.

CHERUKUR, MR. (2020) The present study focuses on the customer satisfaction towards mobile wallets. This study examines the factors that influence customer's satisfaction while using mobile wallets. Nowadays everyone uses their Smartphone's to make their day today transactions using mobile wallets. Mobile wallets create a huge impact among the people. The present study is carried by a survey conducted among the mobile wallet users to identify the satisfactory levels of them.

Miruna,S.Lyrics. (2019) In recent times technology plays a very vital role with this, the way we transact in daily life has changed drastically with the advent of smart phone the life has become easier where all payments & transaction are taking place on online.

This paved the way for the emergence of platform termed has a digital wallet.

Anshari, Muhammad, et al. (2021).Adoption of e-wallet can potentially enhance the efficiency of financial institutions and the provision of new services for the convenience of the customers. The youngsters really adapted to this payment apps .It really satisfy the customers in easy transaction and payment

Tiwari, Pooja, Vikas Greg, and Abhishek Singhal. (2019).In today's fast-moving lifestyle people need to adopt more convenient and secure gadgets to make their life more comfortable. To achieve this goal, there is an innovative product called Digital Wallet. The digital wallet refers to an electronic device or service provided to persons enabling them to conduct electronic transactions. The best example of digital wallet is the online shopping. It is also known as e-wallet. Nowadays people prefer online shopping as it is providing them the benefits like it is less time consuming for examples paytm, payUmoney, etc.

Gurme, Vijayashri Machindra (2019)An E-wallet money is used in the various areas of the world business like and Companies, Banks and Customers. The Banks have taken a better place in providing a better bank transaction services and payment to the customers need .For customers are dragged by the shopping facilities that is given by E-wallet and customers are attracted because of convenience and speedy transaction.

Sathish, M. Thangajesu, R. Sermakani, and G. Sudha. 12 may (2020)In the era of technology, the people are not away in using the newer technologies. One of the most useful and innovative technologies is the introduction of E-wallets payment system. This e-wallet eased payments for online shopping and payment of utility bills.

DR.S.Manikandan may (2017) in present world smart phones play an important role in the daily life of people. The technological advancement has made smart phone as devices where the mobile users can make money transaction or payment by using application installed in phone. The present study aims to explain the application and usage of wallet money endorsed by different companies and various factors that affect the consumer's decision to adopt mobile wallet and various risks and challenges faced by the users of mobile wallet.

T. Praiseye September (2018) Mobile phones are used everywhere in this modern world. The technological advancement has made everything possible under one touch. By using the applications installed in the mobile phones the users can pay any bills and transact their money to anyone at their convenience. Increase in use of mobile phones and internet is the main reason for mobile wallet penetration. This study was carried out to find out the factors that affect consumers' preference towards mobile wallet.

Rathore, Hem Shweta. (2016) In today-world, smart phone has become essential part of daily life. Due to technology, mobile users can nowadays use their Smartphone's to make money transaction or payment by using applications installed in the phone. When smart phones can function as leather wallets, it is called "Digital Wallet" or widely known as "Mobile Wallet".

Akhila Pai, H. (2018) Government of India's initiative such as 'Digital India' and increased use of mobile and internet are the main reasons for the exponential growth in use of digital payment. Even though the thought of digitalization raised long years ago, it took growth pace recently. This is because of lack of awareness and knowledge among people, fear to make online payment, security issues etc. The E-Payment system will be boosted only when the awareness is created in the minds of the people. But in the current scenario, India has seen a substantial increase in the number of digital wallets available and is slowly moving towards a cashless economy.

Singh, Gurinder, Bhawna Kumar, and Ruchika Gupta. “(2018).Digital wallets are gaining wide popularity across the globe as a means to make payments, transfer funds and manage loyalty relations as well. It enables the consumer the ease of “paying with your phone”. Despite the ease of use and several other benefits and the availability of dozens of applications, the consumers are still skeptical about its adoption. This consumer vacillation is evidenced by the fact that adoption of truly multi-channel “digital wallets” remains low.

Nair, Amal, Manisha Dahiya, and Naman Gupta. (2016).Wallets have been used from thousands of years to protect and carry personal items of value. The earliest value wallets or satchels were a piece of cloth tied with a piece of string which enabled a range of items such as coins to be carried out to market. Humans have always been mobile and have needed a container to securely carry personal items. People consume for both necessity and pleasure. Basic items such as food and clothing are purchased on a regular basis but people also buy goods which are only for enjoyment purpose.

Universtiy, K. L., et al. (2018).The demonetization resulted in tremendous growth in digital payments. With the government initiative such as Digital India and increased use of mobile and internet are means to exponential growth in use of digital payment. This transformation towards digital payments benefits in more transparency in transactions which empowers the country's economy. In recent days many changes took place in the payment system like digital wallets, UPI and BHIM apps for smooth shift to digital payments.

Singh, Gagandeep. (2019)In the growing era of the digitization of the technology much of the people have using the plastic money in the form of Debit Card, Credit Card and other cards provided by the numerous respective commercial banks. The banking industry had an array of payment products – Core banking Services, immediate payment service, net banking and mobile banking; but it is found that people needed an easier, simpler way to make payments. so this gap was filled by the digital wallets or ewallets. This paper is constructed to find out the adoption behaviour and change in the daily payment or transactions.

CHAPTER 3 – RESEARCH METHODOLOGY

3.1.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 process used to collect information and data for the purpose of making business decisions. The methodology may include publication research, interviews, surveys and other research techniques, and could include both present and historical information

3.2. RESEARCH DESIGN:

Descriptive Research Design

Descriptive research aims to accurately and systematically describe a population, situation or phenomenon. It can answer what, where, when and how questions, but not why questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables.

3.3. SAMPLING TECHNIQUE:

Convenience 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.

3.4. SOURCES OF DATA:

Data collection is the term used to describe a process of preparing and collecting data.

☐ **Primary Data –**

The Primary data for this study was collected through questionnaire and responses collected through google form

☐ **Secondary Data –**

Secondary data was collected from external sources like Websites, Journals in form of review of literature with references.

3.5. STRUCTURE OF QUESTIONNAIRE:

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the **respondent's opinions about customer's satisfaction**

3.6. SAMPLE SIZE:

The respondents of this study considered were the people who use online payment apps and lives in Chennai. The data is collected among 100 peoples who use online payment apps.

3.7. LOCATION & TARGETED PEOPLE OF STUDY:

The Respondents are from Chennai city majority of data is collected with students

3.8 HYPOTHESIS

- ☐ H0 : There is no significance relation between customer usage pattern and payment applications
- ☐ H1: There is an significance relation between customer usage pattern and payment applications

3.9. TOOLS FOR ANALYSIS:

Statistical tools are involved in carrying out a study include planning, designing, collecting data, analyzing, drawing meaningful interpretation and reporting of the research findings.

The tools are used are

Chi-Square test

Annova test

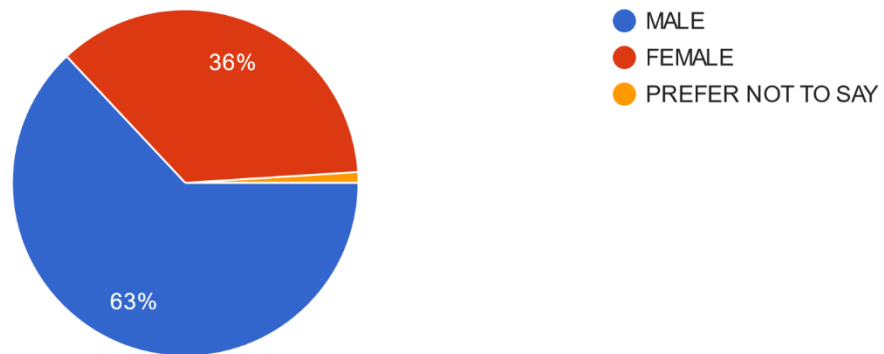
CHAPTER 4 – DATA ANALYSIS AND INTERPRETATION

4.1.PERCENTAGE ANALYSIS

4.1.1 GENDER

GENDER

100 responses



SOURCE : PRIMARY DATA

S NO	Gender	No. of Respondents	Percentage
1.	Male	63	63
2.	Female	36	36
TOTAL		96	96

Interpretation

From the above table it is interpreted that the number of male respondent is 63% and female respondent is 36%.

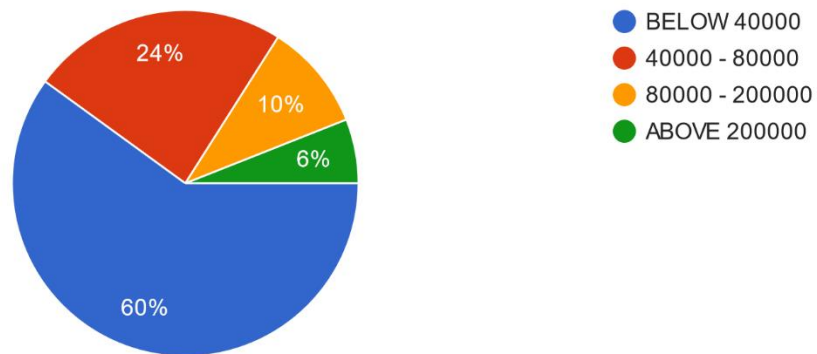
Inference

Majority 63% of the respondents are Male.

4.1.2 SALARY

SALARY

100 responses



SOURCE : PRIMARY DATA

s.no	Particulars	No.of respondants	percentage
1	Below 40000	60	60
2	40000 – 80000	24	24
3	80000 – 200000	10	10
4	Above 200000	06	6
5	Total	100	100

Interpretation

From the above table it is interpreted that the number of below 40000 respondent is 60% , 40000 – 80000 respondent is 24% , 80000 – 200000 respondent is 10 , above 200000 respondent is 6%.

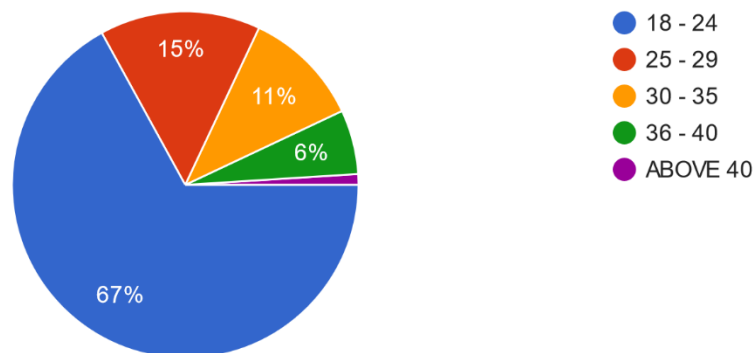
Inference

Majority 60% of the respondents are below 40000.

4.1.3 AGE

AGE

100 responses



SOURCE : PRIMARY DATA

S.NO	AGE	NO.OF RESPONDANTS	PERCENTAGE
1	18 – 24	67	67
2	25 – 29	15	15
3	30 – 35	11	11
4	36 – 40	06	06
5	Above 40	01	01
TOTAL		100	100

Interpretation

From the above table it is interpreted that the number of respondents between age group of 18 – 24 years are 67(67%) between 25-29 age of respondents are 15 (15%) between 30-35 age of respondents are 11(11%),54 between 36-40 age of respondents are 6 (6%) and above age of respondents are 1(1%)

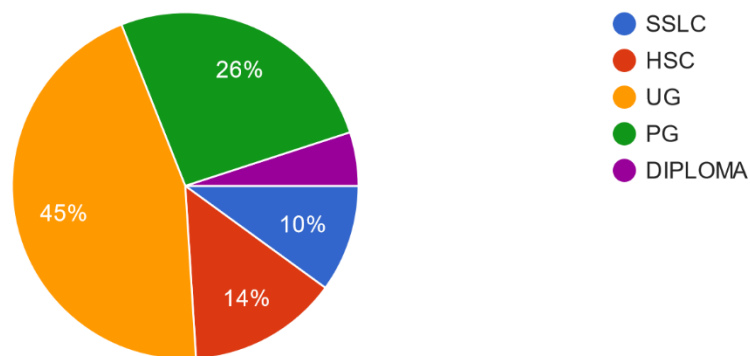
Inference

Majority (67%) of the respondents are age between 18 - 24 years.

4.1.4 EDUCATION

EDUCATION

100 responses



S.NO	PARTICULARS	NO.OF RESPONDANTS	PERCENTAGE
1	SSLC	10	10
2	HSC	14	14
3	UG	45	45
4	PG	26	26
5	DIPLOMA	05	01
TOTAL		100	100

Interpretation

From the above table it is interpreted that the number of respondents of SSLC is 10(10%), number of respondent in HSC is 14(14%), number of respondent of UG is 45(45%), number of respondent of PG is 26(26%), diploma 05(5%).

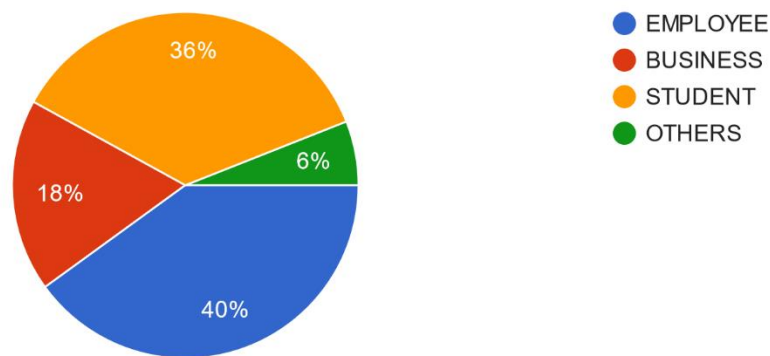
Inference

Majority (45 %) of the respondents are UG is 45.

4.1.5PROFESSION

PROFESSION

100 responses



SOURCE : PRIMARY DATA

S.NO	PARTICULARS	NO.OF RESPONDANTS	PERCENTAGE
1	EMPLOYEE	40	40
2	BUSINESS	18	18
3	STUDENTS	36	36
4	OTHERS	06	06
TOTAL		100	100

Interpretation

From the above table it is interpreted that the number of respondents of employee is 40(40%), number of respondents of business is 18(18%), number of respondents of students is 36 (36%), number of respondents of others is 06(06%).

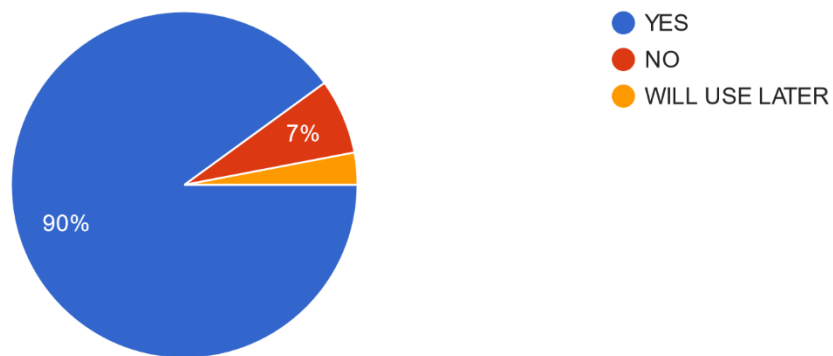
Inference

Majority (40 %) of the respondents are employee is 40.

4.1.6 DO YOU USE ONLINE PAYMENT

DO YOU USE ONLINE PAYMENT

100 responses



SOURCE : PRIMARY DATA

S.NO	PARTICULARS	NO.OF RESPONDANTS	PERCENTAGE
1	YES	90	90
2	NO	07	07
3	WILL USE LATER	03	03
TOTAL		100	100

Interpretation

From the above table it is interpreted that the number of respondents of yes is 90(90%),number of respondents of no is 07(07%),number of respondent of will use later is 3(3%).

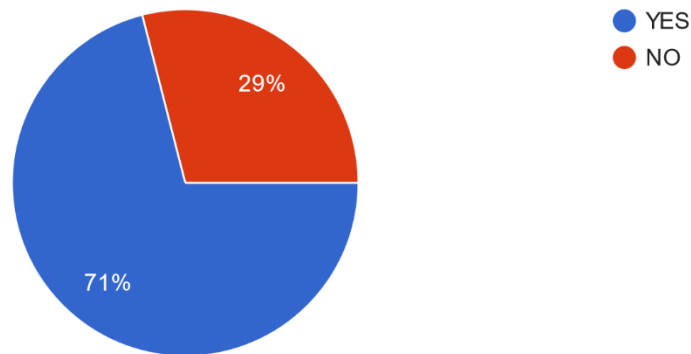
Inference

Majority (90 %) of the respondents are YES is 90.

4.1.7 EDUCATION KNOWLEDGE REQUIRED FOR ONLINE PAYMENTS ?

EDUCATION KNOWLEDGE REQUIRED FOR ONLINE PAYMENTS ?

100 responses



SOURCE : PRIMARY DATA

S.NO	PARTICULARS	NO.OF RESPONDANTS	PERCENTAGE
1	YES	71	71
2	NO	29	29
TOTAL		100	100

Interpretation

From the above table it is interpreted that the number of respondents of yes is 71(71%),number of respondents of no is 29(29%),number of respondent of will use later is 3(3%).

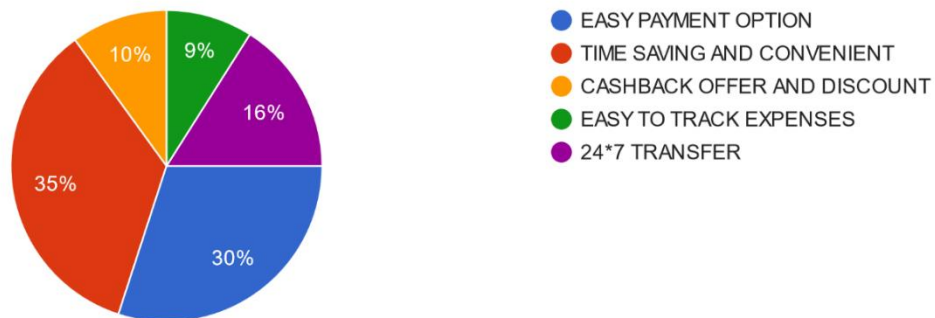
Inference

Majority (71 %) of the respondents are YES is 71.

4.1.8 WHY WOULD YOU ADOPT ONLINE PAYMENT OPTION OVER PHYSICAL PAYMENTS

WHY WOULD YOU ADOPT ONLINE PAYMENT OPTION OVER PHYSICAL PAYMENTS

100 responses



SOURCE : PRIMARY DATA

S.NO	PARTICULARS	NO.OF RESPONDANTS	PERCENTAGE
1	SSLC	10	10
2	HSC	14	14
3	UG	45	45
4	PG	26	26
5	DIPLOMA	05	01
TOTAL		100	100

Interpretation

From the above table it is interpreted that the number of respondents of easy payment option are 30(30%) number of respondents of time saving and convenient are 35(35%) number of respondents of cashback offer and discount are 10(10%) number of respondents of easy to track expenses are 9(9%) number of respondents of 24*7 transfer are 16(16%).

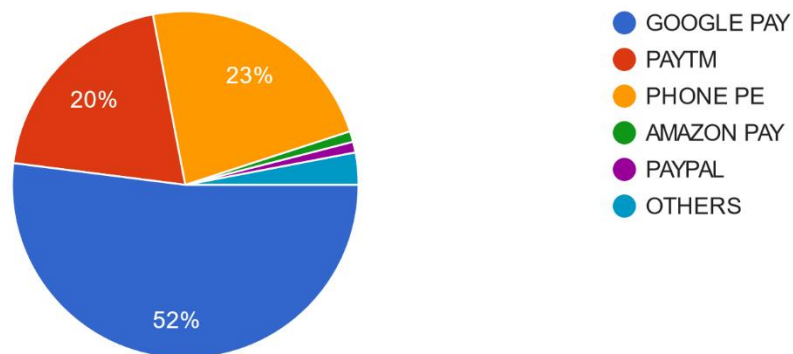
Inference

Majority (35%) of the respondents are time saving and convenient is 35.

4.1.9 WHICH ONLINE PAYMENT DO YOU USE MOST REGULARLY

WHICH ONLINE PAYMENT DO YOU USE MOST REGULARLY

100 responses



SOURCE : PRIMARY DATA

S.NO	PARTICULARS	NO.OF RESPONDANTS	PERCENTAGE
1	GOOGLE PAY	52	52
2	PAYTM	20	20
3	PHONE PE	23	23
4	AMAZON PAY	01	1

5	PAYPAL	01	1
6	OTHERS	03	3
TOTAL		100	100

Interpretation

From the above table it is interpreted that the number of respondents of easy google pay are 52(52%) number of respondents of paytm are 20(20%) number of respondents of phone pe are 23(23%) number of respondents of amazon pay are 1(1%) number of respondents of paypal are 1(1%) and number of respondents of others are 3(3%).

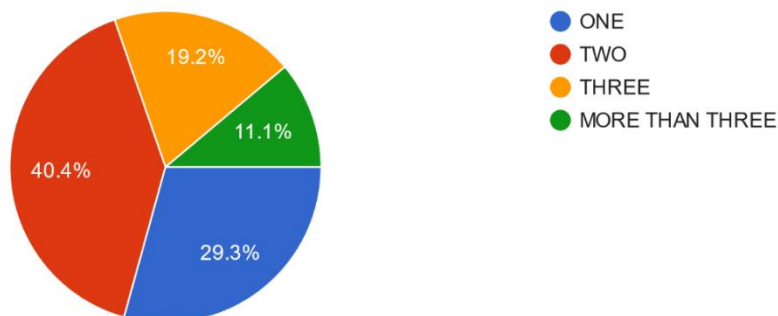
Inference

Majority (52%) of the respondents are google pay is 52.

4.1.10 HOW MANY ONLINE PAYMENT APPS DO YOU USE?

HOW MANY ONLINE PAYMENT APPS DO YOU USE?

99 responses



SOURCE : PRIMARY DATA

S.NO	PARTICULARS	NO.OF RESPONDANTS	PERCENTAGE
1	ONE	40	40.4
2	TWO	19	19.2
3	THREE	11	11.1
4	MORE THAN THREE	29	29.3
TOTAL		99	100

Interpretation

From the above table it is interpreted that the number of respondents of easy ONE are 40(40.4%) number of respondents of TWO are 19(19.2%) number of respondents of THREE are 11(11.1%) and number of respondents of MORE THAN THREE are 29(29.3%).

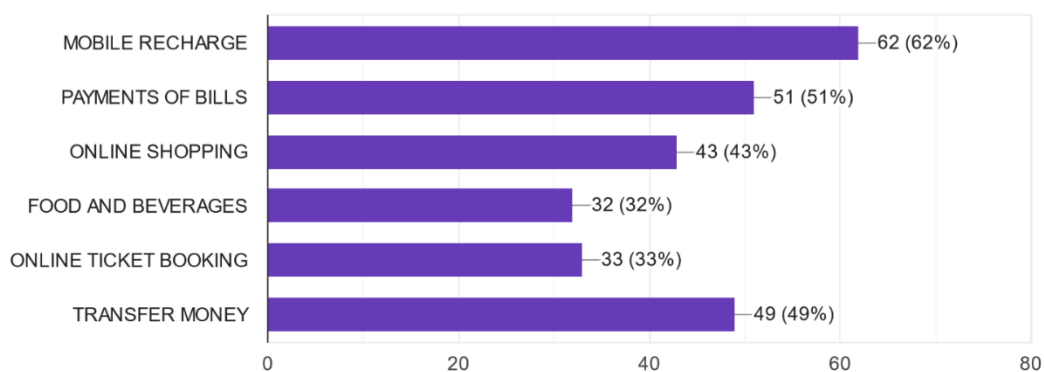
Inference

Majority (40.4%) of the respondents are ONE is 40.

4.1.11 WHAT ARE THE TYPES OF PURCHASES YOU MAKE WHEN USING A PAYMENT APPLICATION

WHAT ARE THE TYPES OF PURCHASES YOU MAKE WHEN USING A PAYMENT APPLICATION

100 responses



SOURCE : PRIMARY DATA

S.NO	PARTICULARS	NO.OF RESPONDANTS	PERCENTAGE
1	MOBILE RECHARGE	62	62
2	PAYMENT OF BILLS	51	51
3	ONLINE SHOPPING	43	43
4	FOOD AND BEVERAGES	32	32
5	ONLINE TICKET BOOKING	33	33
6	TRANSFER MONEY	49	49
TOTAL		100	100

Interpretation

From the above table it is interpreted that the number of respondents of mobile recharge are 62(62%) number of respondents of payment of bills are 51(51%) number of respondents of online shopping are 43(43%) number of respondents of food and beverages are 32(32%) number of respondents of online ticket booking are 33(33%) and number of respondents of transfer money are 49(49%).

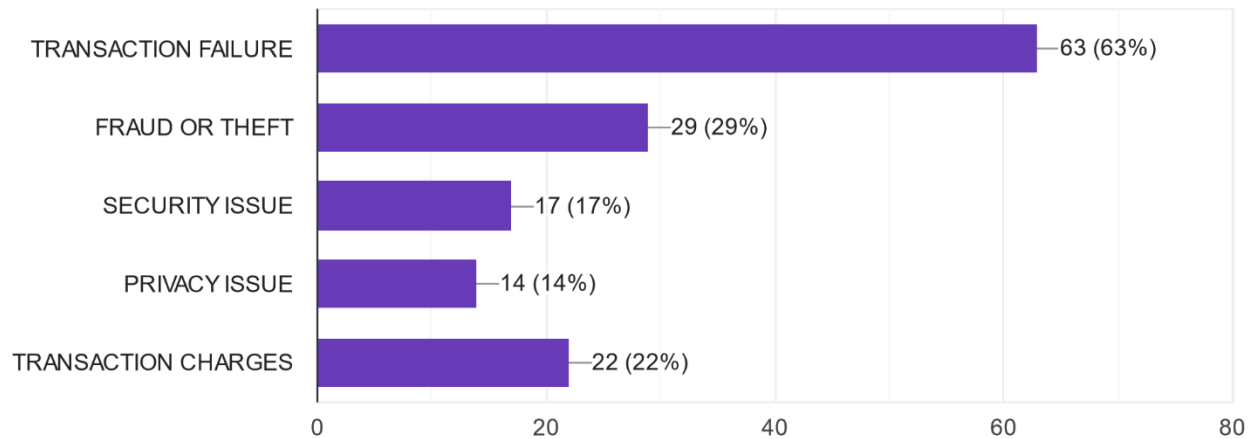
Inference

Majority (62%) of the respondents are mobile recharge is 62.

4.1.12 WHAT IS YOUR BIGGEST CONCERN WHILE USING E-PAYMENTS

WHAT IS YOUR BIGGEST CONCERN WHILE USING E-PAYMENTS

100 responses



SOURCE : PRIMARY DATA

S.NO	PARTICULARS	NO.OF RESPONDANTS	PERCENTAGE
1	TRANSACTION FAILURE	63	63
2	FRAUD OR THEFT	29	29
3	SECURITY ISSUE	17	17
4	PRIVACY ISSUE	14	14
5	TRANSACTION CHARGES	22	22
TOTAL		100	100

Interpretation

From the above table it is interpreted that the number of respondents of transaction failure are 63(63%) number of respondents of fraud or theft are 29(29%) number of respondents of security issue are 17(17%) number of respondents of privacy issue are 14(14%) and number of respondents of transaction charges are 22(22%).

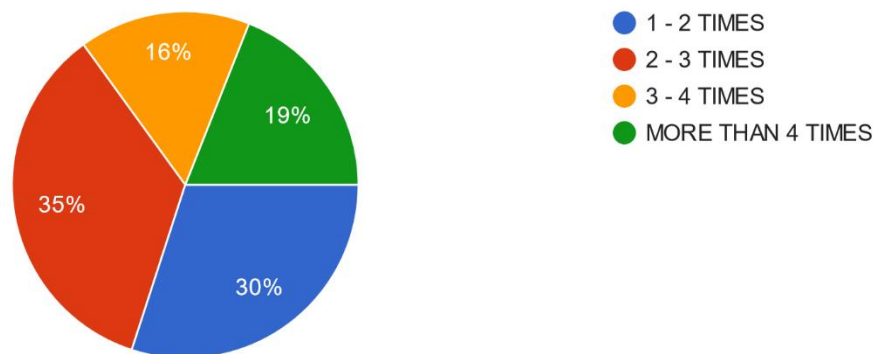
Inference

Majority (63%) of the respondents are transaction failure is 63.

4.1.13 HOW OFTEN DO USE ONLINE PAYMENT APPS

HOW OFTEN DO USE ONLINE PAYMENT APPS ?

100 responses



SOURCE : PRIMARY DATA

S.NO	PARTICULARS	NO.OF RESPONDANTS	PERCENTAGE
1	1-2 TIMES	30	30
2	2-3 TIMES	35	35
3	3-4 TIMES	16	16
4	MORE THAN 4 TIMES	19	19
TOTAL		100	100

Interpretation

From the above table it is interpreted that the number of respondents of 1-2 times are 30(30%) number of respondents of 2-3 times are 35(35%) number of respondents of 3-4 times are 16(16%) and number of respondents of more than 4 times are 19(19%).

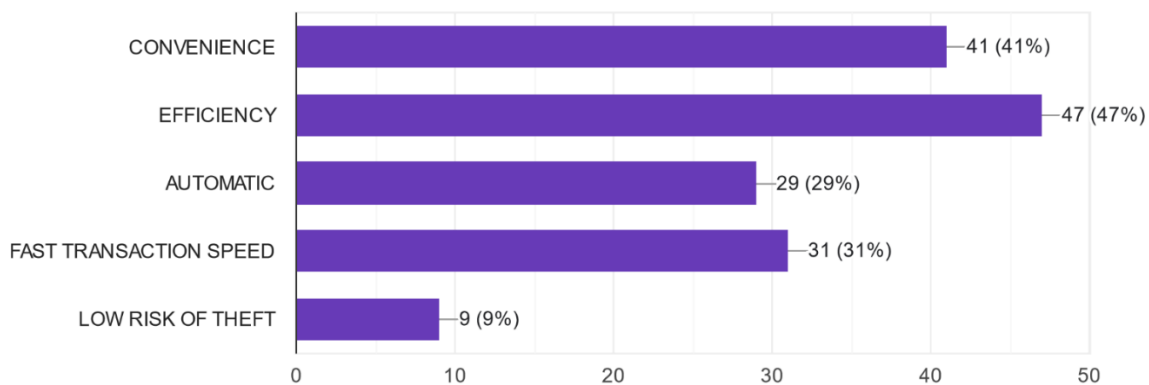
Inference

Majority (35%) of the respondents are 2-3 times is 35.

4.1.14 PROS OF USING ONLINE PAYMENT APPS

PROS OF USING ONLINE PAYMENT APPS

100 responses



SOURCE : PRIMARY DATA

S.NO	PARTICULARS	NO.OF RESPONDANTS	PERCENTAGE
1	CONVENIENCE	41	41
2	EFFICIENCY	47	47
3	AUTOMATIC	29	29
4	FAST TRANSACTION SPEED	31	31

5	LOW RISK OF THEFT	9	9
TOTAL		100	100

Interpretation

From the above table it is interpreted that the number of respondents for CONVENIENCE IS 41(41%), number of respondents for EFFICIENCY is 47(47%), number of respondents for AUTOMATIC is 29(29%), number of respondents for FAST TRANSACTION SPEED is 31(31%), number of respondents for LOW RISK OF THEFT is 9(9%).

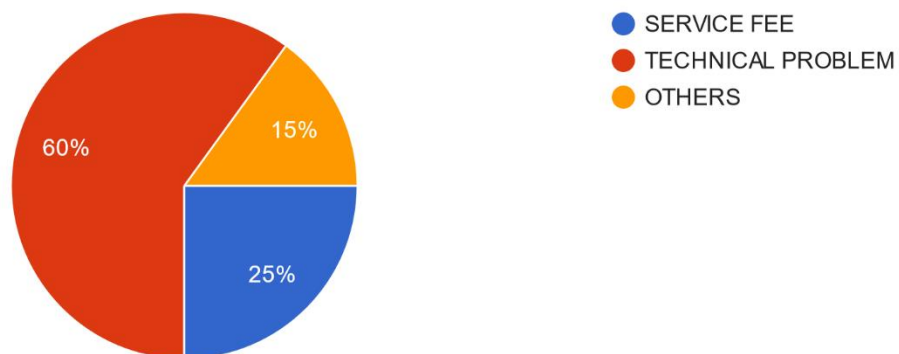
Inference

Majority (47%) of the respondents are EFFICIENCY is 47.

4.1.15 CONS OF USING ONLINE PAYMENT APPS

CONS OF USING ONLINE PAYMENT APPS

100 responses



SOURCE : PRIMARY DATA

S.NO	PARTICULARS	NO.OF RESPONDANTS	PERCENTAGE
1	SERVICE FEE	25	25
2	TECHNICAL PROBLEM	60	60
3	OTHERS	15	15
TOTAL		100	100

Interpretation

From the above table it is interpreted that the number of respondents for SERVICE FEE is 25(25%), number of respondents for TECHNICAL PROBLEM is 60(60) and number of respondents for OTHERS is 15(15).

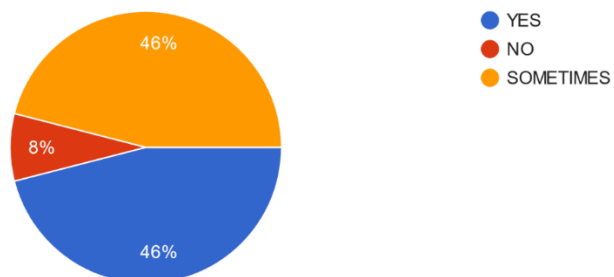
Inference

Majority (60%) of the respondents are TECHNICAL PROBLEM is 60.

4.1.16 DO YOU FACE ANY NETWORK ISSUES WHILE USING ONLINE PAYMENT APPS

DO YOU FACE ANY NETWORK ISSUES WHILE USING ONLINE PAYMENT APPS

100 responses



SOURCE : PRIMARY DATA

S.NO	PARTICULARS	NO.OF RESPONDANTS	PERCENTAGE
1	YES	46	46
2	NO	8	8
3	SOMETIMES	46	46
TOTAL		100	100

Interpretation

From the above table it is interpreted that the number of respondents for YES is 46(46%), number of respondents for TECHNICAL PROBLEM is 8(8) and number of respondents for OTHERS is 46(46).

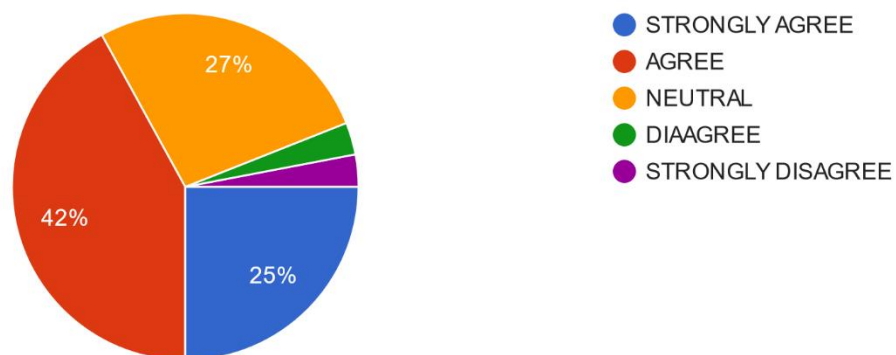
Inference

Majority (46%) of the respondents are both YES and SOMETIMES is 46.

4.1.17 DO ONLINE PAYMENT APPS SAVE YOUR TIME AND MONEY

DO ONLINE PAYMENT APPS SAVE YOUR TIME AND MONEY

100 responses



SOURCE : PRIMARY DATA

S.NO	PARTICULARS	NO.OF RESPONDANTS	PERCENTAGE
1	STRONGLY AGREE	25	25
2	AGREE	42	42
3	NEUTRAL	27	27
4	DISAGREE	3	3
5	STRONGLY DISAGREE	3	3
TOTAL		100	100

Interpretation

From the above table it is interpreted that the number of respondents for STRONGLY AGREE is 25(25%), number of respondents for AGREE is 42(42%), number of respondents for NEUTRAL is 27(27%), number of respondents for DISAGREE is 3(3%), number of respondents for STRONGLY DISAGREE is 3(3%).

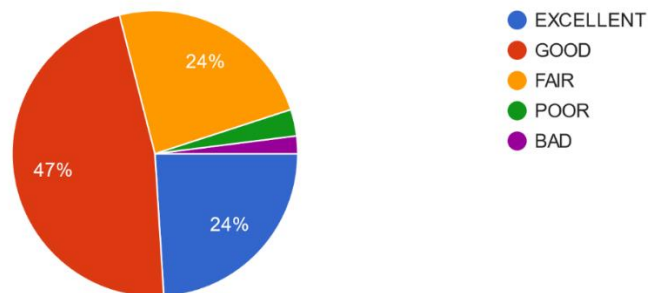
Inference

Majority (42%) of the respondents are AGREE is 42.

4.1.18 HOW WILL YOU RATE YOUR EXPERIENCE BY USING ONLINE PAYMENT APPS

HOW WILL YOU RATE YOUR EXPERIENCE BY USING ONLINE PAYMENT APPS

100 responses



S.NO	PARTICULARS	NO.OF RESPONDANTS	PERCENTAGE
1	EXCELLENT	24	24
2	GOOD	47	47
3	FAIR	24	24
4	POOR	3	3
5	BAD	2	2
TOTAL		100	100

Interpretation

From the above table it is interpreted that the number of respondents for EXCELLENT is 24(24%), number of respondents for GOOD is 47(47%), number of respondents for FAIR is 24(24%), number of respondents for POOR is 3(3%), number of respondents for BAD is 2(2%).

Inference

Majority (47%) of the respondents are GOOD is 47.

STATISTICAL ANALYSIS

4.2 CHISQUARE:

Null hypothesis (H0): There is no significance difference between Gender and respondents often using online payment apps

Alternative hypothesis (H1): There is a significance difference between Gender of the respondents and respondents often using payment apps.

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	127.147a	10	.000
Likelihood Ratio	20.703	10	.023
N of Valid Cases	100		

Interpretation:

Since p value is lesser than 0.05, we accept Alternate hypothesis and reject Null hypothesis. Therefore, there is significance difference between Gender of the respondents and the respondents often using online payment apps.

4.3 ONE WAY ANOVA TEST

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
PROFESSION	Between Groups	39.160	2	19.580	36.700	.121
	Within Groups	51.750	97	.534		
	Total	90.910	99			
EDUCATION	Between Groups	38.172	2	19.086	53.401	.124
	Within Groups	34.668	97	.357		
	Total	72.840	99			

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Lower Bound	% Confidence Interval for Mean Upper Bound	Minimum	Maximum
PROFESSION	MALE	61	2.03	.856	.110	1.81	2.25	1	3
	FEMALE	38	3.29	.460	.075	3.14	3.44	3	4
	PREFER NOT TO SAY	1	4.00	.	.	.	.	4	4
	Total	100	2.53	.958	.096	2.34	2.72	1	4
EDUCATION	MALE	61	3.05	.669	.086	2.88	3.22	1	4
	FEMALE	38	4.29	.460	.075	4.14	4.44	4	5
	PREFER NOT TO SAY	1	5.00	.	.	.	.	5	5
	Total	100	3.54	.858	.086	3.37	3.71	1	5

SOURCE : PRIMARY DATA

Table showing significance difference between PROFESSION and GENDER .

Null Hypothesis (H0): There is significance difference between profession and gender

Alternative Hypothesis (H1): There is no significance difference between profession and gender.

CHAPTER 5 – FINDINGS,SUGGESTIONS AND CONCLUSION

5.1.FINDINGS

- Majority (63%) of the respondents are male.
- Majority (60%) of the respondents are getting the salary below 40000.
- Majority (67%) of the respondents are age 18-24 years old.
- Majority (45%) of the respondents are ug graduates.
- Majority (40%) of the respondents are employee.
- Majority (90%) of the respondents are YES with using online payment.
- Majority (71%) of the respondents are YES with education knowledge required for online payment.
- Majority (51%) of the respondents are time saving and convenient.
- Majority (52%) of the respondents are google pay.
- Majority (40.4%) of the respondents are with ONE.
- Majority (62%) of the respondents are with mobile recharge.
- Majority (63%) of the respondents are transaction failure.
- Majority (35%) of the respondents are 2-3 times.
- Majority (47%) of the respondents are efficiency.
- Majority (60%) of the respondents are technical problem.
- Majority (46%) of the respondents are both YES and SOMETIMES.
- Majority (42%) of the respondents are agree with online payment apps save money and times.
- Majority (47%) of the respondents are rated good for online payment apps.

5.2 SUGGESTIONS & RECOMMENDATIONS

- ☐ 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 customer's 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.
-

5.3. LIMITATIONS OF STUDY

- The study is confined to Chennai district only
- The study is based upon the consumer Satisfaction towards a study on usage of online epayment apps by customers
- The data collected for the research is fully on primary data given by the respondents. There is chance for personal bias. So the accuracy is not true
- Due to storage of time and other constraints, the study has been limited 100 respondents only.

5.4. 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 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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ANNEXURE – I QUESTIONNAIRE

1. NAME _____

2. GENDER

- a) MALE
- b) FEMALE
- c) PREFER NOT TO SAY

3. SALARY

- a) BELOW 40000
- b) 40000 - 80000
- c) 80000 - 200000
- d) ABOVE 200000

4. AGE

- a) 18 - 24
- b) 25 - 29
- c) 30 - 35
- d) 36 - 40
- e) ABOVE 40

5. EDUCATION

- a) SSLC
- b) HSC
- c) UG
- d) PG
- e) DIPLOMA

6. PROFESSION

- a) EMPLOYEE
- b) BUSINESS
- c) STUDENT
- d) OTHERS

7. DO YOU USE ONLINE PAYMENT

- a) YES
- b) NO
- c) WILL USE LATER

8. EDUCATION KNOWLEDGE REQUIRED FOR ONLINE PAYMENTS ?

- a) YES
- b) NO

9. WHY WOULD YOU ADOPT ONLINE PAYMENT OPTION OVER PHYSICAL PAYMENTS

- a) EASY PAYMENT OPTION
- b) TIME SAVING AND CONVENIENT
- c) CASHBACK OFFER AND DISCOUNT
- d) EASY TO TRACK EXPENSES
- e) 24*7 TRANSFER

10. WHICH ONLINE PAYMENT DO YOU USE MOST REGULARLY

- a) GOOGLE PAY
- b) PAYTM
- c) PHONE PE
- d) AMAZON PAY
- e) PAYPAL
- f) OTHERS

11. HOW MANY ONLINE PAYMENT APPS DO YOU USE?

- a) ONE
- b) TWO
- c) THREE
- d) MORE THAN THREE

12. WHAT ARE THE TYPES OF PURCHASES YOU MAKE WHEN USING A PAYMENT APPLICATION

- a) MOBILE RECHARG
- b) PAYMENTS OF BILLS
- c) ONLINE SHOPPING
- d) FOOD AND BEVERAGES
- e) ONLINE TICKET BOOKING
- f) TRANSFER MONEY

13. WHAT IS YOUR BIGGEST CONCERN WHILE USING E-PAYMENT

- a) TRANSACTION FAILURE
- b) FRAUD OR THEFT
- c) SECURITY ISSUE
- d) PRIVACY ISSUE
- e) TRANSACTION CHARGES

14. HOW OFTEN DO USE ONLINE PAYMENT APPS ?

- a) 1 - 2 TIMES
- b) 2 - 3 TIMES
- c) 3 - 4 TIMES
- d) MORE THAN 4 TIMES

15. PROS OF USING ONLINE PAYMENT APPS

- a) CONVENIENCE
- b) EFFICIENCY
- c) AUTOMATIC
- d) FAST TRANSACTION SPEED
- e) LOW RISK OF THEFT

16. CONS OF USING ONLINE PAYMENT APPS

- a) SERVICE FEE
- b) TECHNICAL PROBLEM
- c) OTHERS

17. WHAT ARE YOUR MAJOR BARRIERS OF ONLINE PAYMENT APPS

	NO BARRIERS	DON'T TRUST BANK SECURITY	IN CONVENIENT	IMPROPER CUSTOMER CARE SERVICE
GOOGLE PAY				
PAYTM				
PHONE PE				
AMAZON PAY				
PAYPAL				

18. DO YOU FACE ANY NETWORK ISSUES WHILE USING ONLINE PAYMENT APPS

- a) YES
- b) NO
- c) SOMETIMES

19. DO ONLINE PAYMENT APPS SAVE YOUR TIME AND MONEY

- a) STRONGLY AGREE
- b) AGREE
- c) NEUTRAL
- d) DIAAGREE
- e) STRONGLY DISAGREE

20. HOW WILL YOU RATE YOUR EXPERIENCE BY USING ONLINE PAYMENT APPS

- a) EXCELLENT
- b) GOOD
- c) FAIR
- d) POOR
- e) BAD