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## A STUDY ON CUSTOMER PREFERENCE TOWARDS ONLINE PAYMENT APPS (APPLICATIONS) IN MADURAI CITY

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### ABSTRACT

*The study finds out that Online payment user's awareness spread among the people due to Government policy of demonetization and the usage of various online payment apps (applications). Online payment apps support the customer to transfer their payment with usage of their mobile phones in the easiest way. Online payment apps officers should frequently visit the customers and enquire about their requirements and problems they face. Online payment apps have to increase its advertising in television media to introduce the awareness to the general public. It is concluded that there will be a tremendous growth in adoption of online payment apps in upcoming years. Most of the online payment systems offers a secure means directly related to transfer credit/debit details for settlement in the existing financial systems.*

### KEYWORDS

Madurai, online payments, online payment apps.

### JEL CODES

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### 1.1 INTRODUCTION

Payment system facilitates the acceptance of electronic payment for online transaction. Credit cards have become one of the most common forms of payment for E-commerce transaction. In North America 90% of online retail transaction were made with online payment apps. A sample electronic data interchange (EDI), E-commerce payment systems have become increasingly popular due to the widespread use of the internet-based payment system. The wide change in payment system in India is gaining strength by government accelerating financial inclusion, opening new business model and providing impetus to digital payment system. Digital payment is remarkable momentum particularly after demonetization in India. Presently 60% of the transactions in India are taken place through digital platforms. Through online payment generally accepted by public, there are few criticisms about processing of online payment system. To popularize and speed up of adoption of digital payment, there are many numbers of online payment system are launched in India. With this backdrop, it is imperative to study the customer preference toward online payment system in Madurai city.

### 1.2 STATEMENT OF THE PROBLEM

Online payment is very much used in recent years due to convenience, speedy transaction, saving time, attractive sales promotional offers, etc., Despite these factors, there are various transactional and on-transactional issues involved such as internet user being uncomfortable often, which act as deterrents. The future for online payment looks bright. This is especially true in the context of consumers in small cities, where online payment is still new, consumers are less familiar and often more skeptical towards. This study aims to examine the customer preference towards online payment (apps) applications.

### 1.3 REVIEW OF LITERATURE

Bamasak (2012) carried out study in Saudi Arabia found that there is a bright future for mobile payment. Security of mobile payment transaction and the unauthorized use of mobile phones to make a payment were found to be of great concerns to the mobile phone users. Security and privacy were the major concerns for the consumers which affect the adoption of digital payments solutions.

Doan (2014) illustrated the adoption of mobile wallet among consumers in final and as only at the beginning stages of the innovation-decision process. Doing payments through mobile phones has been in use for many years and is now set to explode. Also, mobiles are increasingly being in used by consumers for making payments. Digital wallet has become a part of consumers which are nothing but smart phones which can function as leather wallets. Digital wallet offered many benefits while transferring money such as convenience, security and affordability.

The economic times discuss the issue of "India leads the world in digital transformation" Nov 10, 2016. The government has been promoting digital transaction since Nov 8 when its announced demonetization. Government is going to create digital transaction index. It will be based on three parameters -1. Total transaction in a state 2. The extent of penetration 3. Usage of different modes of online payments.

Barker (1992) Globalization of credit card and usage: the case of a developing economy" investigate the attitude of consumers towards credit cards, and the approach of card issuers by surveying two samples of 200 card holders and non holders. The better educated, middle aged members of the upper middle class seem to be the prime target: the most important reasons for using a credit card were "cash of payment" followed by "risk of carrying cash", non holders do not carry credit cards because they do not know much about it. Informal sources of information appear to be more influential than the mass media advertising in the market.

Mohammad Auwal Kabir (2015) International conference on E-commerce online payment system is increasingly becoming a daring means of payments in today's business world. This is due to its efficiency, convenience and timeliness. It is payment system that is continuously being embraced and adopted in the financial system of both developed and developing countries with a view to simplify and ease payments of transaction. Many studies were conducted around the globe by e-payment adoption.

### 2.1 OBJECTIVES

1. To analyze the consumer's perception towards usage of electronic payment system.
2. To identify the influencing factors for online payment system.
3. To find out the practical difficulties faced by customers.
4. To offer suggestion to improve the system of online payment system.

### 2.2 SCOPE OF THE STUDY

The scope of work in this project mainly focuses on customer preference towards online payment system in Madurai city. the classification of the different strata of the people in area wise, gender wise, age wise, income wise, educational qualification wise etc. The study will also be helpful in analyzing the customer preference towards the online payment system in Madurai city. It will also help in studying the effect of online or E-payment system towards the customer.

## 2.3 SIGNIFICANCE OF THE STUDY

Online payment is largely depending upon customer's attitudes, preference and their satisfaction. Rapid change in information and communication technology, liberalization, globalization and modernization concept a number of new online payment apps has been introduced. Payment through internet channel plays an important role in present scenario. It is important to study the customer preference towards online payment system in Madurai city.

## 2.4 RESEARCH DESIGN

A research design is the specification of method and procedures for acquiring the information needed. It is overall operation pattern of frame work of the project that stipulated what information is to be collected from which sources and by what procedures.

To examine the customer preference towards online payment system in Madurai city the study was conducted through quantitative phase. Researchers used descriptive research design. The research instruments used is the questionnaire with closed ended questions, multiple choices designed to resolve the purpose of the research. The data for the questionnaire is collected from the respondents.

### METHOD OF DATA COLLECTION

To accomplish the objectives of the study, both primary and secondary data were collected.

#### PRIMARY DATA

Primary data is the data which is collected for the first time. It is original in nature in the shape of raw material for the purpose of collection of primary data a well-structured questionnaire was filled by the respondents. The questionnaire comprises of close ended as well as ended questions.

#### SECONDARY DATA

Secondary data is the data which is collected by someone. They are secondary in nature and area in shape of finished product. Secondary data was collected so as to have accurate results. Required data was collected from various books, magazines, journals and internet.

#### SAMPLING TECHNIQUE

The sampling used for the study is convenience sampling. This sampling is selected by the researcher for the purpose of convenience to access.

#### SAMPLING SIZE

For the study, sample sizes of 100 respondents were selected.

#### QUESTIONNAIRE

This questionnaire is consisting of twenty-three questions. The questionnaires are printed in definite order. Questionnaire includes multiple choices of questions.

#### AREA OF THE STUDY

This study is confined to the local respondents (male and female) within Madurai city.

## 3 ANALYSIS

### 3.1 GENDER OF THE RESPONDENTS

Gender is an important component influencing preference towards usage of online payment apps (applications), hence gender is used for classification of respondents.

**TABLE 3.1: GENDER OF THE RESPONDENTS**

Gender	Frequency	Percent
Male	59	59%
Female	41	41%
Total	100	100

Source: Primary data

Table 3.1 shows that 59% of the respondents are male and 41% of the respondents are female, hence majority of the respondents are male. This is depicted in chart I

### 3.2 AGE OF THE RESPONDENTS

Age is an important component influencing preference towards usage of online payment apps (applications), hence age is used for classification of respondents. Table 3.2 shows the age of the respondents in percentage.

**TABLE 3.2: AGE OF THE RESPONDENTS**

Ages	Frequency	Percentage
20-30	52	52%
30-45	35	35%
45-55	11	11%
55 and above	2	2%
Total	100	100

Source: Primary data

Table 3.2 shows that 52% of respondents fall under the age category from 20-30, 35% of the respondents fall under the category from 30-45, 11% of the respondents fall under the category from 45-55, and 2% of the respondents fall under the age category of above 55, hence majority of the respondents under the age category of 20-30.

### 3.3 EDUCATIONAL QUALIFICATION

Educational qualification is an important component influencing preference towards usage of online payment apps (applications), hence educational qualification is used for classification of respondents. Table 3.3 Educational qualification of the respondents and their frequencies in percentage.

**TABLE 3.3: EDUCATIONAL QUALIFICATION**

Qualification	Frequency	Percentage
Up to 12 <sup>th</sup> std	20	20%
Graduate	35	35%
Post graduate	37	37%
Professional	7	7%
Diploma	1	1%
Total	100	100

Source: primary data

Table 3.3 shows that, 20% of the respondents are up to 12<sup>th</sup> std, 35% of the respondents are Graduate, 37% of the respondents are post graduate, 7% of the respondents are professional, 1% of the respondents are diploma, hence majority of the respondents are post graduate.

### 3.4 FAMILY MEMBERS

Family members are an important component influencing preference towards usage of online payment apps (applications), hence family members is used for classification of respondents. Table 3.4 shows that family member and their frequencies in percentage.

**TABLE 3.4: FAMILY MEMBERS**

Family members	Frequency	Percentage
Less than 3 members	15	15%
3-5 members	58	58%
More than 5 members	27	27%
Total	100	100

Source: Primary data

Table 3.4 shows that 15% of the respondents have less than 3 members in the family, 58% of the respondents have 3-5 members in the family, 27% of the respondents have more than 5 members in the family, hence majority of the respondents have under 3-5 members in the family.

**3.5 MONTHLY INCOME**

Monthly income is an important component influencing preference towards usage of online payment apps (applications), hence monthly income is used for classification of respondents. Table 3.5 shows the monthly income of the respondents in their frequencies and percentage.

**TABLE 3.5: MONTHLY INCOME**

Monthly Income	Frequency	Percentage
Below 15000	39	39%
15000-25000	32	32%
25000-35000	13	13%
Above 35000	16	16%
Total	100	100

Source: Primary data

Table 3.5 shows that 39% of the respondents have monthly income as below 15000, 32% of the respondents have monthly income as 15000-25000, 13% of the respondents have monthly income as 25000-35000, and 16% of the respondents have income as above 35000, hence majority of the respondents have monthly income as below 15000.

**3.6 EMPLOYMENT STATUS**

Employment status is an important component influencing preference towards usage of online payment apps (applications), hence employment status is used for classification of respondents. Table 3.6 shows the employment status of the respondents in their frequencies and percentage.

**TABLE 3.6: EMPLOYMENT STATUS**

Employment status	Frequencies	Percentage
Employed	56	56%
Not employed	44	44%
Total	100	100

Source: Primary data

Table 3.6 shows that 56% of the respondents are employed and 44% of the respondents are not employed, hence majority of the respondents are employed

**3.7 NATURE OF EMPLOYMENT**

Nature of the employment is an important component influencing preference towards usage of online payment apps (applications), hence nature of employment is used for classification of respondents. Table 3.7 shows that the Nature of employment of the respondents and their frequencies in percentage.

**TABLE 3.7: NATURE OF EMPLOYMENT**

Job category	Frequency	Percentage
Government employee	21	21%
Private employee	38	38%
Professional	13	13%
Entrepreneur	14	14%
No job	14	14%
Total	100	100

Source: Primary data

Table 3.7 shows that 21% of the respondents are government employee, 38% of the respondents are private employee, 13% of the respondents are professional, 14% of the respondents are entrepreneur, and 14% of the respondents are unemployed, hence majority of the respondents are private employee.

**3.8 STATUS OF UNEMPLOYED RESPONDENTS**

Table 3.8 shows that the status of unemployed respondents in their frequencies and percentage.

**TABLE 3.8: STATUS OF UNEMPLOYED RESPONDENTS**

Category	Frequency	Percentage
College student	42	42%
Home maker	25	25%
Job seekers	14	14%
Having job	19	19%
Total	100	100

Source: Primary data

Table 3.8 shows that 42% of the respondents are college students, 25% of the respondents are home maker, 14% of the respondents are job seekers, and 19% of the respondents are employed, hence majority of the respondents are college students. This is depicted in chart VIII.

**3.9 USAGE OF ONLINE TRANSACTION**

Usage of online transaction is an important component influencing preference towards usage of online payment apps (applications), hence usage of internet is used for classification of respondents. Table 3.9 shows that usage of online transactions of the respondents in their frequencies and percentage.

**TABLE 3.9: USAGE OF ONLINE TRANSACTION**

Usage of online transaction	Frequency	Percentage
Used	96	96%
Not used	4	4%
Total	100	100

Source: Primary data

Table 3.9 shows that 96% of the respondents are using online transaction and 4% of the respondents are not using online transaction, hence majority of the respondents are using online transaction.

**3.10 FREQUENCY OF USING THE INTERNET**

Frequency of using internet is an important component influencing preference towards usage of online payment apps (applications), hence used for classification of respondents. Table 3.10 shows that the Respondent’s frequency of using the internet in percentage.

**TABLE 3.10: FREQUENCY OF USING THE INTERNET**

Frequency of using the internet	Frequency	Percentage
Daily	42	42%
Couple of times a week	40	40%
Once in a month	12	12%
Rarely	6	6%
Total	100	100

Source: Primary data

Table 3.10 shows that 42% of the respondents are daily using the internet, 40% of the respondents are couple of times a week using the internet, 12% of the respondents are once in a month using the internet, and 6% of the respondents are rarely using the internet, hence 42% of the respondents are daily using the internet.

**3.11 REASON FOR USING THE INTERNET**

Reason for using the internet is an important component influencing preference towards usage of online payment apps (applications), hence reason for using the internet is used for classification of respondents.

**TABLE 3.11: SHOWS THAT THE REASON FOR USING THE INTERNET IN THEIR FREQUENCIES AND PERCENTAGE**

Reason for using the internet	Frequency	Percentage
Collecting information	46	46%
Keeping touch with friends	44	40%
Shopping	8	8%
Any other	2	2%
Total	100	100

Source: Primary data

Table 3.11 shows that 46% of the respondents are using internet for collecting information, 44% of the respondents are using internet for keeping touch with friends, 8% of the respondents are using internet for shopping, and 2% of the respondents are using internet for other purposes, hence majority of the respondents are using internet for collecting information.

**3.12 AWARENESS OF E-WALLETS**

Table 3.12 shows that respondents are aware of E-wallets and their frequencies and percentage.

**TABLE 3.12: AWARENESS OF E-WALLETS**

Awareness of E-wallet	Frequencies	Percentage
Fully aware	25	25%
Partially aware	73	73%
Not aware	2	2%
Total	100	100

Source: Primary data

Table 3.12 shows that 25% of the respondents are fully aware of E-wallets, 73% of the respondents are partially aware of E-wallets, and 2% of the respondents are not aware of the E-wallets, hence majority of the respondents are partially aware of E-wallets.

**3.13. SOURCE OF KNOWLEDGE ON ONLINE PAYMENT APPLICATIONS**

Source of knowledge on online payment applications is an important component influencing preference towards online payment apps (applications), hence the source of knowledge on online payment applications is used for classification of respondents. Table 3.13 shows that respondent’s source of knowledge on online payment applications in their frequencies and percentage.

**TABLE 3.13: SOURCE OF KNOWLEDGE**

Source of knowledge	Frequency	Percentage
Family	37	37%
Friends	53	53%
Others	10	10%
Total	100	100

Source: Primary data

Table 3.13 shows that 37% of the respondents are aware of online payment applications through the family, 53% of the respondents are aware of online payment applications through friends, and 10% of the respondents are aware of the online payment applications through others, hence the majority of the respondents are aware through their friends. This is depicted in chart XIII.

**3.14 MODES OF ONLINE PAYMENT APPLICATIONS**

Mode of online payment application is an important component influencing preference towards usage of online payment apps (applications), mode of online payment is used for classification of respondents. Table3.14 shows that the respondent’s modes of online payment applications are in their frequencies and percentage.

**TABLE 3.14: MODE OF ONLINE PAYMENT APPLICATIONS**

Category	Frequency	Percentage
Paytm	34	34%
Freecharge	14	14%
Braintree	13	13%
Google pay	32	32%
Mobikwik	7	7%
Total	100	100

Source: Primary data

Table 3.14 shows that 34% of the respondents are preferring paytm for online payment application, 14% of the respondents are preferring free charge for online payment application, 13% of the respondents are preferring Braintree for online payment applications, 32% of the respondents are preferring Google pay for

online payment applications, and 7% of the respondents are preferring Mobik wik for online payment applications, hence majority of the respondents are preferring Google pay for online payment applications

**3.15. REASON FOR USING ONLINE PAYMENT APPS**

Reason for using online payment apps is an important component influencing preference towards usage of online payment apps (applications), hence reason for using online payment apps is used for classification of respondents. Table3.15 shows that the reason for using online payment apps in their frequencies and percentage.

**TABLE 3.15: REASON FOR USING ONLINE PAYMENT APPS**

Reason for using online payment apps	Frequency	Percentage
Time saving	45	45%
Ease of use	40	40%
Security	15	15%
Total	100	100

Source: Primary data

Table 3.15 shows that 45% of the respondents are using online payment applications for time saving, 40% of the respondents are using online payment applications for ease of use, and 15% of the respondents are using online payment applications for security, hence majority of the respondents are using online payment apps for the reason of time saving.

**3.16 UTILITY OF ONLINE PAYMENT APPLICATIONS**

Utility of online payment applications is an important component influencing preference towards usage of online payment apps (applications), hence utility of online payment apps is used for classification of respondents. Table 3.16 shows that the utility of using online payment applications of respondent’s frequencies and percentage.

**TABLE 3.16: UTILITY OF ONLINE PAYMENT APPLICATIONS**

Category	Frequency	Percentage
Money transfer	41	41%
Recharge	42	42%
Utility & bill payment	17	17%
Total	100	100

Source: Primary data

Table 3.16 shows that 41% of the respondents are using online payment applications for the purpose of money transfer facility, 42% of the respondents are using online payment applications for the purpose of recharging facility, and 17% of the respondents are using online payment applications for the purpose of utility and bill payment facility, hence majority of the respondents are using online payment applications for recharging facility.

**3.17. FREQUENCY OF USING E-WALLET**

Frequency of using E-wallet is an important component influencing preference towards usage of online payment apps (applications), hence frequency of using E-wallet is used for classification of respondents. Table 3.17 shows that frequency of time using E-wallet of the respondents in their frequencies and percentage.

**TABLE 3.17: FREQUENCY OF USING E-WALLET**

Category	Frequency	Percentage
5-10 times	35	35%
Only once	47	47%
More than 10 times	18	18%
Total	100	100

Source: Primary data

Table 3.17 that 35% of the respondents are frequently using E-wallet for 5-10 times, 47% of the respondents are frequently using E-wallet for only once and 18% of the respondents are frequently using E-wallet for more than 10 times, hence majority of the respondents are frequently using E-wallet for only once.

**3.18. AMOUNT LOADED IN E-WALLET**

Amount loaded in E-wallet is an important component influencing preference towards usage of online payment apps (applications), hence amount loaded in E-wallet is used for classification of respondents. Table3.18 shows that the respondent’s amount loaded in E-wallet in their frequencies and percentage.

**TABLE 3.18: AMOUNT LOADED IN E-WALLET**

Amount loaded	Frequency	Percentage
Less than 500	52	52%
500-1000	33	33%
More than 1000	15	15%
Total	100	100

Source: Primary data

Table 3.18 shows that 52% of the respondent’s amount loaded in E-wallet for less than 500, 33% of the respondent’s amount loaded in E-wallet for 500-1000, and 15% of the respondents are amount loaded in E-wallet for more than 1000, hence majority of the respondent’s amount loaded in E-wallet for less than 500.

**3.19. OBSTACLES FACED IN USING ONLINE PAYMENT APPLICATIONS**

Obstacles faced in using online payment applications is an important component influencing preference towards usage of online payment apps (applications), hence obstacles faced in using online payment apps is used for classification of respondents. Table3.19 shows that obstacles faced in using online payment applications towards the respondents in their frequencies and percentage.

**TABLE 3.19: OBSTACLES FACED IN USING ONLINE PAYMENT APPLICATIONS**

Category	Frequency	Percentage
Yes	48	48%
No	52	52%
Total	100	100

Source: Primary data

Table 3.19 shows that 48% of the respondents are faced obstacles while using online payment applications, 52% of the respondents are not faced obstacles while using online payment applications, hence majority of the respondents are not faced obstacles while using online payment applications.

**3.20. NEGATIVE IMPACT ON ONLINE TRANSACTIONS**

Negative impact on online transactions is an important component influencing preference towards usage of online payment apps (applications), hence negative impact on online transactions is used for classification of respondents.

Table 3.20 shows that the negative impact on online transactions of the respondents in their frequencies and percentage.

TABLE 3.20 NEGATIVE IMPACT ON ONLINE TRANSACTIONS

Negative impact	Frequency	Percentage
Experienced	43	43%
Not experienced	57	57%
Total	100	100

Source: Primary data

Table 3.20 shows that 43% of the respondents had experienced negative impact on online transactions and 57% of the respondents had not experienced negative impact on online transactions, hence majority of the respondents are not experienced negative impact on online transactions.

### 3.21. USES OF ONLINE TRANSACTIONS

Uses of online transaction is an important component influencing preference towards usage of online payment apps (applications), hence used of online transactions is used for classification of respondents. Table 3.21 shows that respondents are using the online transactions in their frequencies and percentage.

TABLE 3.21: USES OF ONLINE TRANSACTIONS

Category	Frequency	Percentage
E-ticket	21	21%
Auction buying	15	15%
Net banking	50	50%
Online trading	14	14%
Total	100	100

Source: Primary data

Table 3.21 shows that 21% of the respondents are using online transaction for E-ticket, 15% of the respondents are using online transaction for Auction buying, 50% of the respondents are using online transaction for net banking and 14% of the respondents are using online transaction for online trading, hence majority of the respondents are using online transactions for net banking.

### 3.22 OPINION ON POSSIBILITY OF CYBER CRIMES

Opinion on possibility of cyber crimes is an important component influencing preference towards usage of online payment apps (applications), hence opinion on possibility of cyber crimes is used for classification of the respondents. Table 3.22 shows the respondent's opinion on possibility of cyber crimes in their frequencies and percentage.

TABLE 3.22: OPINION ON POSSIBILITY OF CYBER CRIMES

Category	Frequency	Percentage
Yes	29	29%
No	39	39%
No opinion	32	32%
Total	100	100

Source: Primary data

The table 3.22 shows that 29% of the respondents has the opinion on possibility of the cyber crimes, 39% of the respondents has not the opinion on possibility of cyber crimes and 32% of the respondents has no opinion on possibility of the cyber crimes, hence majority of the respondents has no opinion on possibility of cyber crimes.

## 4. FINDINGS OF THE STUDY

Findings emerged from analysis of the results pertaining to various aspects of online payment system, few suggestions have been recommended for the efficient functioning of customer preference towards online payment system in Madurai city.

Summary of findings, suggestion and conclusion are given below:

### FINDINGS BASED ON PERCENTAGE ANALYSIS

- ❖ 59 percent of the respondents are male using online payment apps.
- ❖ 52 percent of the respondents are between the ages of 20-30 years.
- ❖ 37 percent of the respondents are post graduate.
- ❖ 58 percent of the respondents have family members 3-5.
- ❖ 39 percent of the respondents having the monthly income of below 15000.
- ❖ 56 percent of the respondents are employed.
- ❖ 38 percent of the respondents are private employee.
- ❖ 42 percent of the respondents are college students.
- ❖ 96 percent of the respondents are using online transaction.
- ❖ 42 percent of the respondents are frequently using the internet for online transaction.
- ❖ 46 percent of the respondents are using online payment apps for collecting information.
- ❖ 73 percent of the respondents are partially aware of E-wallets.
- ❖ 53 percent of the respondents are aware of his/her friends.
- ❖ 34 percent of the respondents are using paytm mode for online payment.
- ❖ 45 percent of the respondents are using online payment apps for time saving.
- ❖ 47 percent of the respondents are frequently using E-wallets for only once.
- ❖ 52 percent of the respondents had loaded less than Rs 500.
- ❖ 52 percent of the respondents have no obstacles faced while using online payment apps.
- ❖ 57 percent of the respondents are not experienced the negative impact on online transaction.
- ❖ 50 percent of the respondents are using online transaction for net banking.
- ❖ 39 percent of the respondents have no opinion on possibility of cyber crimes.

### SUGGESTIONS

On the basis of findings, the following suggestions are given by the government, consumer and society.

#### To the government

The government of India has been taking several measures to promote and encourage digital payments in the country. The government aims is to create a 'Digitally empowered' economy that is 'Faceless, paperless and cashless.

#### To the consumer

The consumer's level of satisfaction is low in the following areas of transaction speed, grievance handling method, service charges. Customer needs grow with no limits, and it is very much evident from the various services offered by online payment systems.

#### To the society

- ✓ Online payment should be given more importance and can be made more preference to customers.

- ✓ The online payment has to design the strong distribution channels to capture by phone pay sector.
- ✓ It may provide good margins compare than other services.
- ✓ In the payment sector need and a nature of work comfortable for customer action throughout the survey and solutions, decision making.
- ✓ Online payment apps are most attractive and reliability to the customer's satisfaction with day to day service activity for their customer service.
- ✓ In the modern world find the online payments technical to the customer's preference.

## 5. CONCLUSION

Online payment user's awareness spread among the people due to Government policy of demonetization and usage of various online payment apps (applications). Online payment apps support the customer to transfer their payment with usage of their mobile phones in an easiest way. It is suggested that the Online payment apps officers should frequently visit the customers and enquire about their requirements and problems they face. Online payment apps have to increase its advertising in television media to introduce an awareness to the general public. It is concluded that there will be a tremendous growth in adoption of online payment apps in upcoming years. Most of the payment systems described in the paper offers a secure means of transfer. The transaction processing cost is low & cost effective in case of online transfer.

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