**A STUDY OF CUSTOMER SATISFACTION BY THE USAGE OF PHONEPE**

****

**OSMANIA UNIVERSITY**

**HYDERABAD**

**SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF THE DEGREE OF BACHELOR OF COMMERCE**

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**Declaration**

I hereby declare that this project report entitled **“A STUDY OF CUSTOMER SATISFACTION BY THE USAGE OF PHONEPE” ,** is being submitted as a project of B.Com, 6th semester in Research Methodology to Villa Marie Degree College for Women. This project is authentic and genuine work done under the guidance of our lecturer Mrs.D.Bhavani, Department of Commerce, Villa Marie Degree College for Women.

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**CERTIFICATE**

This is to that the project work entitled “**A STUDY OF CUSTOMER SATISFACTION BY THE USAGE OF PHONEPE”**, is a bonafide record of dissertation submitted by **Ms. SUMATHI TIRUMALASETTY**, **Hall Ticket: 123820405083**  to the Partial fulfillment of the requirements of the award of the Degree of Bachelor of Commerce.

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**Signature of the Student**

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ABSTRACT

Systems of payments have changed over time, from the time of Stone Age barter system, to Coins and to digital payments. An electronic payment (e payment), in short, can be simply Said as paying for goods or services on the internet digitally. It includes all monetary operations Using digital appliances, such as computers, smart phones or tablets. Smartphone consumers or users make Money transactions by using apps installed in their phone.

The present research Is focusing on study of customer’s and users level of satisfaction towards usage of PHONEPE APP services.

Example:-e-payment app, customer satisfaction, e-payment challenges.

Adoption of cashless transaction has been significantly pushed after demonetization and also after covid-19. Mobile payment apps are also known as digital payment applications which are used for easy Transactions and payments. These digital apps were introduced to users for their benefits.

There are different digital payment apps which are used for UPI payments like Google pay Phone pe, Paytm etc. Now days the online payment apps customers are increased dramatically and also the Payment options have been spread in the local markets. The customers are highly satisfied and Highly benified towards digital payment apps. This study is focused on the usage of payment apps by Users known as customers and also their satisfaction towards payment apps This is done using descriptive Research design method and data are collected by primary sources with 100 sample size of Customers. The results are assumed and summarised through simple percentage analysis. The data analysis and interpretation done and presented by using through pie charts and graphs.

The purpose of this research is to analyse customer experiences and satisfaction levels with the usage of Phonepe .

Data was collected using a web survey, which combined multiple-choice questions.

In the study respondents were asked to explain their satisfaction level by the usage of Phonepe.

The knowledge of customer satisfaction sources can help company in designing, improving, and marketing their services.

**Chapter – 1**

**Chapter – 2**

**Chapter – 3**

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**Findings, Suggestions and**

**Conclusions**

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