
A STUDY ON CUSTOMERS PERCEPTION TOWARDS GROWW

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ABSTRACT

This research explores customer perceptions towards Groww, a leading investment platform in India. The study identifies factors influencing user satisfaction, leveraging quantitative and qualitative data. The findings emphasize user experience, security, product offerings, and the role of technology in user engagement.

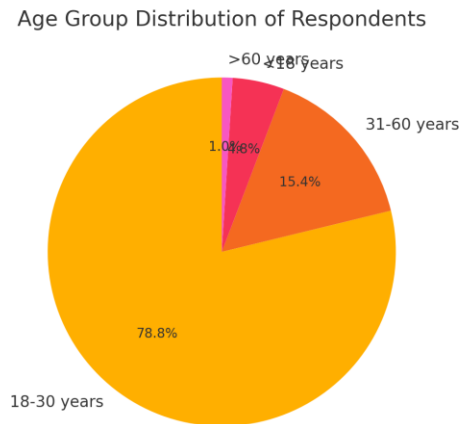
INTRODUCTION:

Groww is among India's fastest-growing investment platforms, offering a variety of financial products. This research aims to analyze customer satisfaction and its market position in the competitive fintech space.

OBJECTIVES

1. Evaluate Groww's market position.
2. Analyze user satisfaction and experience.
3. Study the impact of technology on user engagement.
4. Propose recommendations for improvement.

Demographics: Age Distribution



The majority of respondents belong to the age group 18-30 years (78.8%).

LITERATURE REVIEW

The study draws insights from various sources, including customer behavior studies, market analyses, and fintech trends.

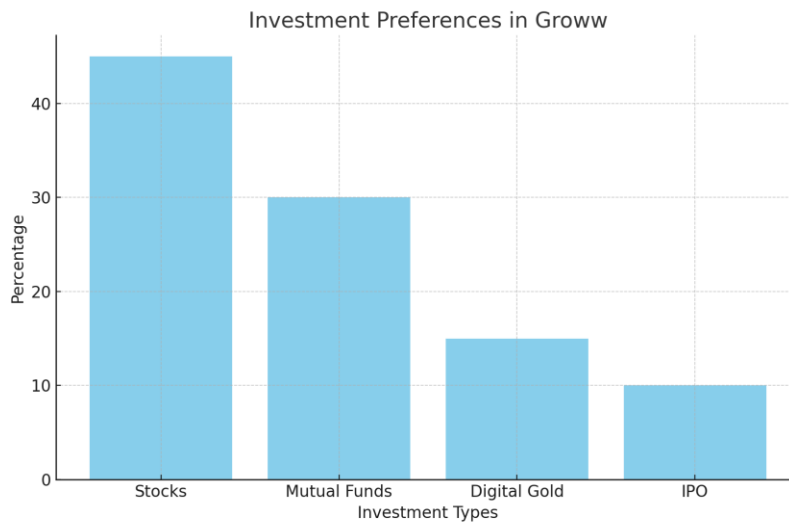
It emphasizes the importance of user-friendly platforms in retaining customers.

METHODOLOGY

The research employs snowball sampling to gather data from 104 respondents through structured questionnaires.

Both primary and secondary data sources were utilized for comprehensive analysis.

Investment Preferences



Stocks are the most preferred investment product among Groww users (45%).

DATA ANALYSIS AND INTERPRETATION

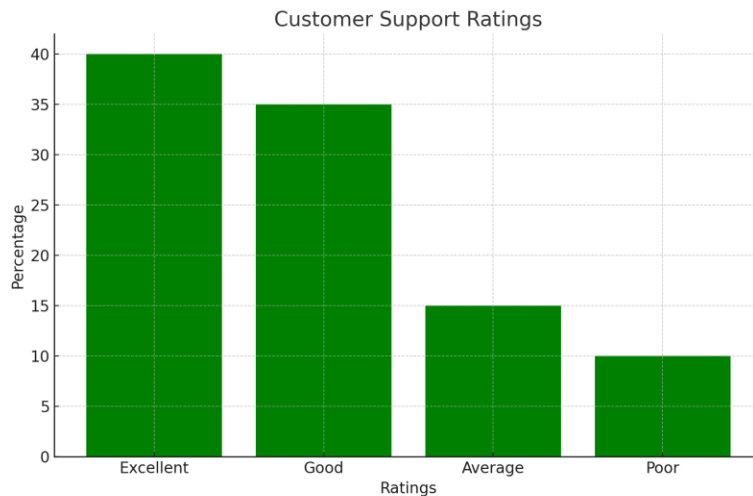
Section A: Demographics

The survey revealed that the majority of respondents belong to the 18-30 age group (78.8%), with males making up 73.8% of respondents. Most participants were students (43.3%) with monthly incomes exceeding ₹30,000 (54.5%).

Section B: Descriptive Analysis

1. Use of Groww App: A significant 77.9% of respondents use Groww for investments, citing ease of use and reliability.
2. Preferred Investment Products: Stocks are the leading choice, followed by mutual funds and digital gold.
3. Investment Preferences: Long-term investments dominate, with 64% of users showing interest.

Customer Support Ratings



Customer support received a mix of ratings, with 40% rating it as excellent.

DISCUSSION

The findings underscore the importance of user-centric design and technological innovation in fintech platforms. Groww has successfully captured a young, tech-savvy demographic, but challenges remain in areas like customer support and onboarding processes. Strategic recommendations include:

1. Enhancing the onboarding experience through user tutorials and simplified steps.
2. Expanding customer support capabilities with AI-powered chatbots and 24/7 helplines.
3. Introducing advanced features like personalized investment advice and predictive analytics tools

CONCLUSION

This study highlights Groww's strengths in user engagement and product offerings while identifying areas for improvement. By addressing these challenges and leveraging customer feedback, Groww can enhance its competitive edge and expand its market share in the fintech space.

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