A STUDY ON IMPACT OF ONLINE PAYMENT APPLICATIONS AMONG YOUNGSTERS WITH REFERENCE TO GOOGLE PAY

Dissertation

Submitted by

UNNIMAYA PRAKASAN (Reg No. SM21COM017)

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Smt. DIVYA T.S

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DECLARATION

I, Unnimaya Prakasan, final year M.Com student, Department of Commerce (SF), St. Teresa's College (Autonomous) do hereby declare that the dissertation entitled A STUDY ON IMPACT OF ONLINE PAYMENT APPLICATIONS AMONG YOUNGSTERS WITH REFERENCE TO GOOGLE PAY submitted to Mahatma Gandhi University is a bonafide record of the work done under the supervision and guidance of Smt. Divya T.S, Assistant Professor, Department of Commerce (SF), St. Teresa's College (Autonomous) and this work has not previously formed the basis for the award of any academic qualification, fellowship, or other similar title of any other university or board.

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It is with great pleasure and privilege that I present the Dissertation on " A STUDY ON IMPACT OF ONLINE PAYMENT APPLICATIONS AMONG YOUNGSTERS WITH REFERENCE TO GOOGLE PAY."

First of all, I am grateful to God Almighty for his blessings showered upon us for the successful completion of my dissertation..

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UNNIMAYA PRAKASAN

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CHAPTER 1
INTRODUCTION

1.1 INTRODUCTION

The world is becoming more digitalized in every field these days, and one of the best examples is how various countries around the world are transitioning to a cashless society. A cashless society is one that does not use cash in any of its transactions and instead conducts all of them digitally. Several countries around the world conduct more than half of their transactions using cashless methods.

In India 98% of the total transactions used to be done through cash but after the Demonetization of the Government on Nov 8 2016, our country has also started getting steered towards a cashless society. Due to the Demonetization act already existing mobile payment applications came into the limelight like Paytm, Google pay, Phone Pe etc. The Digital India programme is the Government of India's flagship agenda, with the goal of transforming India into a digitally empowered society and knowledge economy. "Faceless, Paperless, Cashless" is one of Digital India's professed roles. Mr. Narendra Modi, Prime Minister of India, has empowered India to adopt cashless transactions by significantly boosting India's digital payments sector. Since Demonetization in November 2016, India's digital payment sector has experienced unprecedented growth.

The government of India is also encouraging the use of digital payment apps such as Aadhaar Payment App, UPI App, Bharat Interface for Money (BHIM) App, and private sector apps such as Paytm, Mobikwik, and Freecharge. These new apps are useful for transferring funds across our country. The digital payments industry in India is rapidly expanding, providing a highly appealing platform for foreign investors to invest in India.

Google pay was the company's first mobile payment system, developed devices for Android In 2011.In 2015, it was renamed Android pay, with Google pay refocused to strictly peer-peer Payments. As of January 8, 2018, the old Android pay and Google wallet have unified in to a single pay system called Google pay. Android pay was rebranded and renamed as Google pay. It also took over the branding of Google chrome's auto fill features of both Android pay and Google wallets. Google pay is digital wallets platform and online payment system developed by google. It is a payment service operated under financial

regulation and made thorough a mobile device instead of paying with cash, checks or credit cards, a consumer can use a mobile phone to pay for a wide range of services. Google pay means it is easy to keep track of purchase, redeem loyalty point and get personalized suggestion to help the customer to save time and money. The Google pay service works with hundreds of banks and payment providers, discovery and American express are called out for support user should check with their individual bank if they are unsure about its compatibility with Google pay. Additionally the google pay user website maintains a list of featured stone and transit agencies that support Google pay. User should look for the Google pay symbol or contactless payment symbol on a terminal. To pay, user must have the Google pay app installed on their device and have linked a card to their account.

> ➤ DIGITAL PAYMENT

Digital payment refers to the purchase of goods or services using various electronic modes of payment rather than physical cash or cheques. People are increasingly using digital payment methods because they are easier and more convenient, and they also give customers the flexibility to make payments from anywhere at any time, which serves as a good alternative to traditional payment methods and fastens transaction cycles.

10 Types of Digital Payment methods in India:-

1. Banking Cards- Debit/Credit / Prepaid Cards.

2. USSD (Unstructured Supplementary Service Data).

3. AEPS (Aadhar Enabled Payment System).

4. UPI Mobile (Unified Payments Interface).

5. Mobile Wallets.

6. Bank Pre-paid Cards.

7. POS Terminals

8. Internet Banking

9. Mobile Banking.

10. BHIM App (Bharat Interface for Money).

> ➢ DIGITAL WALLET

An electronic device or online service that allows an individual to make electronic transactions is called a digital wallet. An individual's bank account can also be linked to the digital wallet. One in five customers in Asia are now using a digital wallet. Some of the popular digital wallets are Paytm, Google pay, Freecharge, LIME, Jio Money, Airtel Money, State Bank Buddy, Citrus, Mobikwik, PayUMoney etc.

1.2 STATEMENT OF PROBLEM

This research paper is all about online payment applications, specifically Google Pay. It discusses the impact and significance of online payment apps on youngsters. This paper discusses the benefits and drawbacks of Google Pay. Cashless transactions, such as those made through e-wallets, have a number of advantages, including a reduction in black money, a reduction in crime rates, an increase in economic growth, a reduction in terrorism, and the ability to attract more foreign investors. However, there are some drawbacks, the most serious of which is the security of the transactions and services provided by these online payment applications. This paper studies the impact of online payment applications on consumers whether consumer is satisfied using online payment application or not.

1.3 SIGNIFICANCE OF THE STUDY

As Google pay is surging on an account of growing online payment transactions in India. This study brings out and increases the perception towards Google pay. This would help to gain better understanding of the Google pay and to analysis and observe the mindset of people about Google pay. This study helps in understanding the preference of the youngsters with regard to Google pay and analysis the impact of demographic factors through the usage of mobile payment. It helps to know the kind of services used by the users, which are provided by the Google pay. This study conducted to analyze the usage of Google pay and to study the satisfaction level of Google pay users based on different parameters namely convenience, transaction time, safety, etc. This study also helps to know the motivational factors which influence youngsters to use online payment applications.

1.4 OBJECTIVES OF THE STUDY

- ❖ To study the impact of online payment applications among youngsters
- ❖ To analyze the problems faced by the users while using online modes of payment
- ❖ To find out the reasons for choosing e-payment over cash transaction
- ❖ To know whether going cashless has helped the Indian economy
- ❖ To identify the factors that influencing the use of online payment applications

1.5 SCOPE OF THE STUDY

The foundation of any economy is financial transactions. Cash has long reigned supreme in India. i.e., in our nation, cash was the only form of payment used for all transactions. Cash was the dominant payment method and the foundation of our economy in 2015. This was due to a variety of factors, including digital illiteracy, a lack of education, a lack of infrastructure, poor network connections in rural areas of our country, and many others.

With the help of Digital modes of Payment, the transaction process has become more convenient, secure, and transparent. It will be easier to exchange currency in foreign countries if cashless transactions are adopted and implemented in India. A cashless society results in lower crime rates, which benefits society. Once a society is cashless in economy, there will be no scenario of black money and corruption, which can be accomplished by adopting more and more digital modes of payment for various transactions. The primary goal of the research is to investigate the advantages of using online payment applications and to analyze the various online payment applications available in India.

1.6 HYPOTHESIS OF THE STUDY

The purpose of established research hypothesis is to find out the impacts of online payment applications among the youth with reference to google pay. Following variables were taken into consideration.

H0: The level of satisfaction of youth on online payment applications is dependent to the factors.

H1: The level of satisfaction of youth on online payment applications is independent to the factors

1.7 RESEARCH METHODOLOGY

1.7.1 RESEARCH DESIGN

Research design is arrangement of conditions for collection and analysis of data in systematic manner that aims to combine relevance to research purpose with economy in procedure. The research study applied here is purely descriptive.

1.7.2 SOURCES OF DATA

Necessary data are collected from both primary sources and secondary sources.

*   **Primary data:**

The main source of data used for this study is primary and it is collected with the help of a structured questionnaire. A questionnaire is framed to collect the information to fulfil the objectives of the study. Primary data are first-hand information. These information's are collected directly from the source.

*   **Secondary Data:**

The secondary data have been collected from different sources such as websites, books, journals, internet and magazines. Secondary data are second hand information. The data that have already been collected and processed by some agency or person and not used for the first time are termed as secondary data.

1.7.3 SAMPLE SIZE

The target population chosen for the study was yongsters in Ernakulam district. From the population 100 samples were selected for the study.

1.7.4 SAMPLING TECHNIQUE

The sampling technique used for the study is convenience sampling method. Convenience sampling is a non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the researcher.

1.7.5 TOOLS OF DATA COLLECTION

The collected data is analyzed and interpreted by using various mathematical and statistical tools like percentage, tables, pie-chart, bar charts etc. Chi-square is used for testing hypothesis.

1.7.6 METHOD OF DATA ANALYSIS

Tables, Graphs, and charts.

1.8 LIMITATIONS OF THE STUDY

- This research was carried in a shorter period of time.
- Some of the respondents did not answer the questions accurately with interest.
- The sample size was small and constraint, the research would have been accurate if the sample size was more.
- The study is focused only to the respondents of Ernakulam district.
- The information provided by the people may be biased.

1.9 CHAPTERIZATION

CHAPTER 1 : Introduction

CHAPTER 2 : Review of literature

CHAPTER 3 : Theoretical framework

CHAPTER 4 : Data analysis and interpretation

CHAPTER 5 : Findings, Suggestions and Conclusions

CHAPTER 2

REVIEW OF LITERATURE

DR HEM SHWETA RATHORE (2017)[1] In today's world, smartphones have become an essential part of daily life. Because of advances in technology, mobile users can now use their smart phones to make money transactions or payments by using applications installed on the phone. When smartphones can function as leather wallets, they are referred to as "digital wallets," or more colloquially, "mobile wallets." This paper titled 'Adoption of digital wallet by consumers' attempts to investigate the various factors that can influence a consumer's decision to use digital wallets as a mode of online payment. Aside from that, the study seeks to identify the various risks and challenges faced by digital wallet users.

ABHIJIT AND HARMEET (2017)[2] In this research paper titled 'Customer satisfaction towards paytm' studies about the paytm usage by smartphone users and also attempts to analyze the varied obstacles faced by the paytm users. A structured questionnaire was distributed to 230 smartphone users but only 151 responses were valid and thought of for data analysis. The researchers" have used the descriptive method so as to urge the statistical results. The findings conclude that paytm has got to work upon the payment gateway to enhance the transaction efficiently and to figure upon transaction time, discounts and offers.

N RAMYA, D SIVASAKTHI AND DR. M NANDHINI (2017)[3] The objective of the research paper "Cashless transactions: Modes, Advantages and Disadvantages" is to describe the efforts made by the RBI and the Indian government to promote digital payment methods and to create a "less-cash society." The researcher also looked into different cashless payment methods, including e-wallets, mobile wallets, UPI apps, AEPS, USSD systems, and debit/credit cards. The researcher also listed a number of benefits of using cashless payment methods, including convenience, tracking expenses, the ability to take advantage of discounts, reduced risk, and the ability to make small payments. Going cashless has some drawbacks, according to this study, including increased overspending, difficulty for those unfamiliar with such technology, risk of phone loss, and higher risk of identity theft.

PREETI GARG AND MANVI PANCHAL (2017)[4] This research titled 'Study on introduction of cashless economy in India 2016 : benefits and challenges' examines people's perspectives on the introduction of cashless economy in India. The study was conducted in the Delhi region, and data was collected using a structured questionnaire and analysed using a simple percentage method. Responses from respondents show that cashless economy will help in curbing black money, counterfeit's fake currency, fighting against terrorism, reducing cash related robbery, and improving our country's economic growth.

RAVISH RANA (2017)[5] According to this research based on consumer perception towards digital payment, highly educated people are more attracted to these digital payment apps than those who are illiterate. They also note that urban residents are more likely to use these apps than people living in rural areas, who are more likely to rely on traditional payment methods.

SHAMSHER SINGH (2017)[6] Conducted a research on the "study of consumer perception of digital payment mode" mentions that respondents found that interacting with mobile wallets is helpful. His study also reveals that males are more comfortable in using m-wallets than females.

ASHISH BAGLA (2018)[7] The adoption of digital payments in India was the focus of this research paper titled "A Study on the Future of Digital Payments in India." This paper identifies the problems or challenges that Indians face when adopting digital modes of payment. One of the goals of this study was to learn about people's attitudes toward digital payment adoption in India. The paper concluded that the government's efforts to make India cashless are succeeding, but it will take time for India to become completely cashless due to various challenges that the government has to take care of.

K SUMAVALLY and DR. K HEMA DIVYA (2018)[8] This research paper titled " A Study on Digital Payments in India with perspective of consumers adoption." focuses on the analysis of the extent to which customers have adopted these digital payments. The major objective of

this study was to confirm how clients in our country felt about digital payments in relation to the idea of digital banking. The report also recommended that suitable steps be made to increase knowledge of various technologies and the security of digital payment usage in India.

SUSMI ROUTRAY, REEMA KHARUNA, RUCHI PAYAL, RAKESH GUPTA (2019)[9] Using digital technology, such as mobile wallets and digital currency, India is attempting to transition from a heavily reliant on cash economy to a cashless one. 'A case of continuous usage of mobile wallets in India ' is the title of this research paper. This study's objective is to analyze a research model that combines the two ideas of technology acceptability and excellence. The study discovered that the mobile wallets' information quality had a substantial impact on perceived usefulness; however, system and service quality did not have a significant impact. The study discovered that the mobile wallets' system and service quality greatly affect users' perceptions of security. The continuing intention to use among mobile wallet users was found to be significantly impacted by perceived security and utility.

SUJITH T S, DR. M SUMATHY & ANISHA T (2019)[10] The study aims to investigate how young people view m-wallets. According to the study titled 'Customer perception towards mobile wallets among youth with special reference to Thrissur city' , the majority of respondents are familiar with mobile wallets and use them to make payments. The most popular payment gateways are thought to be Phonepe, Google Pay, and Paytm. They find the services offered by m-wallet gateways to be satisfactory and prefer m-wallets for the convenience of making instant payments. The main issues m-wallets encounter are network problems and security issues. This study examines too few barriers and makes recommendations for action to encourage the development of e-payment. It is essential to conduct marketing and promotion campaigns to educate non-users. Its popularity may grow as a result of promotional discounts and reward points for using a digital wallet to make payments.

M THIRUPATHI, DR G VINAYAGAMOORTHI & DR. SP MATHIRAJ (2019)[11] This study titled ' Effect of cashless payment methods : a case study', digital payment apps are the most beneficial to users in terms of quick payment, avoiding carrying physical cash, saving time, high security payment, receiving discounts and offers, easy recharge, and green payment

system, among other things. The number of users is growing every day, with more young and adults using digital payment apps, particularly students and employees in the government and private sectors. As a result, Indian citizens' attitudes are shifting in favour of a cashless or less coin-based economy. This will push India towards a more digital and developed economy.

SATINDER BAL GUPTA, RAJ KUMAR YADHAV & SHIVANI (2020)[12] The research paper titled ' study of growing popularity of payment apps in India' , shows that there has been a significant increase in the use of apps for online payments in recent years. Online payment apps are being used by a growing number of people every day. Many users are drawn to these apps' wallet features. According to the authors' analysis, Google Pay, PhonePe, and Paytm are the top three payment apps used in India. Google Pay is highly preferred for high-value transactions because it allows for direct bank account payment as opposed to other apps. To increase the user base even more in the future, more security features must be included.

DR. C. MALLESHA (2020)[13] The study investigates the perceptions of urban and rural customers who use online payment systems, as well as the impact of online payments on Indian banking clients. The combined results indicate that rural people require more knowledge and training in order to bridge the rural-urban divide. The survey emphasizes the percentage of people who are aware of how to use technology to its full potential. Banks should take significant steps to raise knowledge about the proper use of technology and security while using online payment systems.

SINDHU SINGH (2020)[14] The author states that improvements in mobile phone technology have raised the acceptance of mobile payments. Customers can conveniently and quickly shop online using a mobile device. In mobile payment systems, users and payment service providers have ongoing interactions. A lot of research has been done on the initial adoption of mobile payment systems, but few have attempted to understand users' post-adoption behaviour.

MR CHERUKUR (2020)[15] The 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

ANNA ACHU KURIAN (2020)[16] Consumer awareness of new mobile technology is growing rapidly, and consumer perception is crucial in the use of mobile wallet applications in India. Consumer demand has increased as technology has advanced. As a result, mobile wallet service providers are developing new technology from the consumer's perspective. As a result, people can adopt and use their mobile wallets for payment transactions, fund transfers, grocery shopping, and bill payment, among other things. According to the study, trust is the most important factor influencing users' satisfaction directly, and it influences many users' intentions to use mobile wallets. The findings show that trust has a significant positive impact on mobile wallet usage. According to the study, people aged 18-30 and 30-45 are satisfied with and use digital wallets such as Paytm.

SHAILESH RASTOGI, CHETAN PANSE, ARPITA SHARMA & MRUDULA (2021)[17] Since 2016, the UPI (Unified Payment Interface) platform has been used in India. The purpose of this paper is to investigate how UPI affects financial literacy, financial inclusion, and the economic development of the poor in India. It has been discovered that UPI has an impact on financial literacy. Furthermore, it has been discovered that financial literacy has a significant impact on financial inclusion, which in turn has a significant impact on economic development. Furthermore, the significant relationship between financial literacy and financial inclusion is partially mediated by financial stability, and the significant relationship between financial inclusion and economic development is partially mediated by trust. The study's main finding is that UPI benefits people in multiple ways.

PRASANTH RAMAN, KUMAR ASHISH (2021)[18] Mobile payment systems (MPSs) are becoming more and more popular among Indian consumers for both online and offline transactions. Cash, checks, and plastic money are gradually being replaced by digital payment methods. The objective of this research is to examine the various factors that influence Indian

MPS users' willingness to continue using it. The findings of this study indicate that service quality, attitude, expectation of effort, and perception of risk function as influencing antecedents of continued intention to use MPS. Users' intention to continue use of mobile payment systems is unaffected by factors like perceived trust, convenience, and social value.

GHOSH, GOURAB (2021)[19] The research paper titled 'Adoption of digital payment system by consumer : a review of literature' 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

V SANJAI, DR T R KALAI LAKSHMI (2021)[20] Payment methods have evolved from cash to online payment apps such as Google Pay, Phone Pe, Paytm, and Bhim app and now to electronic commerce and mobile banking. This article investigated how online payment methods are increasingly being used for both daily online and onsite purchases. This paper discusses the problems involved with online payment as well as customer acceptance of electronic commerce for payment.

P SARIKA (2021)[21] The digital payment systems in India that promote cashless transactions were discussed in this research paper, and the growth of customers using these methods was shown using a graph. It was concluded that demonetization had a significant impact on increasing the use of digital payment systems. Instead of using plastic money, many users have begun to use digital payment methods. Also, because security was mentioned as a major concern, more security features must be added in order to gain customer trust and grow this system.

RAVI KUMAR GUPTA (2022)[22] The use of mobile wallets is rapidly rising around the world, which provides users with a number of benefits and drawbacks. In India, the number of users is also rapidly expanding. Yet, unlike in wealthy countries, emerging countries such as

India face various hurdles in attracting potential mobile wallet customers. This research explores the factors that influence mobile wallet usage in India. Data was gathered from 500 people in Uttar Pradesh. The paper's findings indicate that risk is a major concern for mobile wallet users in India. The risk element has a negative impact on the usability, reasons to use, and intention to use of mobile wallet users. Both social influence and the simplification of mobile wallets benefit consumers.

THIRUPATHI MANICKAM, VINAYAGAMOORTHI G, GOPALAKRISHNAN, SUDHA M & MATHIRAJ S P (2022)[23] According to the research paper titled ' customer inclination on mobile wallets with reference to google pay and paytm in Bengaluru city' , many rural residents are unaware of the cashless economy and have little faith in mobile wallets. It is one of the facts found in this study, the study attempted to understand why people in Bengaluru City solely used Google Pay and PayTm mobile wallet . Many mobile wallet brands have developed both before and after India's demonetization, and these brands are offering a wide variety of users numerous offers and perks. More than 20 different mobile wallet brands are available in India, but only a select number are well-known and user-friendly to Indian consumers, including PayTm, Google Pay, Phonepe, MobiKwik, and Freecharge. Due to the fact that Google Pay and PayTm are more well-known, less hazardous, and more dependable in Bengaluru, a large number of individuals there use them. Customers continue to use Google Pay and PayTm despite the dangers of losing money, having a transaction fail, suffering network problems, having a server go down, etc. This is because of their loyalty and other factors such as convenience, usability, time savings, and risk-free transactions.

JAMES JOSEPH, K V SRIRAM (2022)[24] The customer adoption of mobile payment applications is the main focus of this study. The study finds that important factors that influence the adoption of mobile payment applications include usefulness, pervasiveness, ease of use, offers, cash back, and service. Results show that customers prefer mobile payment applications over mobile web browsers, which is a definite indication of customer awareness. The study also revealed that teenagers embrace mobile payment applications more aggressively than older age groups. The study sheds light on the factors that influence customer adoption and provides guidelines for raising customer awareness of and adoption of mobile payment applications.

CHAPTER 3
THEORETICAL FRAMEWORK

A digital wallet also known as "e wallet" is an electronic device, online service, or software program that allows one party to make electronic transactions with another party bartering digital currency units for goods and services. This can include purchasing items online with a computer or using a smart phone to purchase something at a store. Money can be deposited in the digital wallet prior to any transactions or in another cases, an individual's bank account can be linked to the digital wallet. Users might also have their driver's license, health care, loyalty cards and other id documents stored with in the wallet. The credentials can be passed to a merchant's terminal wirelessly via near field communication. Increasingly, digital wallets are being made not just for basic financial transactions but to also authenticate the holder's credentials. Digital wallet is technology, which is used for making e-commerce transaction. Digital wallet is required because it takes only few second to complete the transaction can be done through computer, laptop and mobile also. There are number of digital wallet available in the market and some of them are Google pay, Paytm, phone etc.

Features of E-Wallets

❖ Instant Payment

Instead of taking hours or business days as it would in an e-wallet account, the money transfer between the payer wallet and the payee wallet will happen in a matter of seconds. Since payments can be made whenever, from anywhere, and instantly, the feature offers huge benefits and will improve control over both personal and business finances.

❖ Managing Virtual and Physical Card Operations

Emerging technology has made it possible for the e-wallet app to store the user's credit or debit card information, which can then be accessed at any time from anywhere in the world to conduct financial transactions. The development of the electronic wallet makes managing one's finances easier and makes it convenient to consolidate all of one's cards in one location. Since the user does not need to physically carry the credit card, using a mobile wallet or payment app is safer than carrying all of your cards with you. The software enables the app to use high-grade security to encrypt the card data without storing the card number.

❖ Bill Payments

One of the most important features of a mobile wallet is the payments app because most young people today prefer to pay their bills online, whether it be for loans, rent, groceries, restaurants, movie tickets or other types of bills like rent, tuition and utilities. Mobile wallets are in fact becoming a part of basic services for the average person as the use of digital currency grows in popularity.

❖ Easy and Fast Self – Registration

The introduction of the e-wallet was primarily done to save people time, and effort, and make transactions easier. Users find the simple and direct self-registration process convenient, which encourages them to use the app without hesitation.

The self-registration process typically consists of the following steps.

- using the app after downloading it to a mobile device
- registering for it and providing the required information
- verification of registration
- Setting up password and login
- connecting to a bank account, debit card, or other payment methods as necessary
- Money is added to the wallet.
- using the wallet finally

The registration flow creates a crucial first impression that endures forever, despite being a one-time process.

❖ Payments To And From Respective Bank Accounts

A payment app enables instant money transfers to any bank, including transfers to a person's account at the same bank as well as transfers to a different person's account at a different bank. Depending on the need, the owner of the payment app will have a variety of options for sending and receiving business or personal money in just a few clicks from any location and at any time. The online payment apps must first be downloaded to a smartphone. The majority of payment apps can be downloaded on phones with both Android and iOS operating systems.

❖ <u>Security</u>

When mobile financial services are introduced, people want the highest level of security before using them. Money transactions must be completely safe and secure from beginning to end. Numerous strong technologies, including passwords, one-time passwords sent via SMS, point-to-point encryption, security questions, biometrics, out-of-band authentication, and others, can be used to secure mobile payment apps. Despite the fact that digital wallets are demonstrably safer than credit cards, consumers' growing concerns about security remain the main barrier to the adoption of payment apps.

❖ <u>Merchant Payments using Contactless Technologies</u>

As a result of technological developments, a growing number of retailers worldwide are realising the importance of using various payment methods that accept digital wallets. The majority of retail customers have made plans to use their mobile wallets to make in-store payments using contactless methods, such as near field communication or QR codes. Near Field Communication, or NFC, is a contactless remote technology that operates within a short range, say up to 10 cm, and it enables people to make secure payments between the point of service devices and their respective smartphones. One of the widely used payment methods is the Quick Response Code (QR code), which is very similar to a bar code. Prior to using a related application or website to make a payment, the user must first scan the QR code using a smartphone or camera that can interpret bar codes. The majority of payment apps offer NFC and QR payment options as the demand for contactless transactions and the convenience they bring to users is steadily rising.

❖ <u>Coupons, Rewards, Discounts</u>

Users who use payment apps and e-wallets receive coupons, discounts, rewards, loyalty points, and other benefits. Digital wallet solutions will partner with numerous businesses that offer deals, rebates, and coupons for using payment apps. E-wallets create the perfect setting to offer consumers looking for deals a number of benefits and help mobile wallet apps stand out in the market.

Benefits of Payment Apps & e-wallets

The following are the list of benefits or e wallet advantages:

❖ **Customer Convenience**

The best benefit of using a payment app is customer convenience, as they will be able to pay with their mobile phones instantly by scanning a QR code or using contactless payments. Apple Pay, Android Pay, or Samsung Pay can all be used to make payments through the Indian payment apps. It is simple to use a phone to make payments rather than cash or credit cards that are kept at home. Payments made through a mobile wallet are frequently quicker and simpler than those made by swiping or inserting cards.

❖ **Secure way to make payments**

Mobile app payments allow customers to use their phones to make in-store purchases. These apps make use of a technology known as Near-Field Communication (NFC), which only requires you to tap or wave your phone over the POS terminal in order to make payments. To reduce the risk to users' personal data, these apps typically use encryption or protected code. Instead of storing your original card number on the device or with the merchant, the system will mask it by allocating a random number or token to it for each purchase. If a hacker attempts to access your device or a storage device, they will only obtain useless information. E-Wallets provide excellent security for users' financial information. To increase the scope of the surveillance, the user can add a fingerprint, PIN, or password as an additional layer of security for the phone.

❖ **Improves Cash Flow**

The market's cash flow has improved as a result of the introduction of e-wallets. To begin with, rather than using the more conventional cash payment method, most customers now prefer to pay their bills online or with a debit or credit card. Most mobile payment processors take less than three days to transfer money to a business account.

❖ **A faster way to make payments**

Users only need to tap, pay, and then leave. The e-payment system has gained popularity across the globe as more people use mobile devices. Simply waving or

tapping the phone in front of an NFC-compatible terminal is all that is necessary to authorise the transaction. This will result in a contactless transaction, which is faster than using a debit or credit card because they must be inserted into the device or swiped, even though the card number is secured and never revealed.

Drawbacks of using Payment Apps & e-wallets

The following are the list of drawbacks or e wallet disadvantages:

❖ Security

Owners and customers continue to prioritize security as one of their top concerns. Half of mobile payments have been found to be unsafe and unsecure.

❖ Adoption of users remains slow

The majority of customers prefer to stick with what is familiar to them, so they either prefer to pay with cash, a debit card, or a credit card. Although mobile payments are linked to a credit card, debit card, or bank account, customers prefer to swipe or insert their cards in the terminals rather than wave their phone over the terminal.

❖ Expensive Technology

Even though it has been demonstrated that using mobile payments is less expensive than using traditional point-of-sale systems, new hardware is still needed, such as a terminal or smartphone that supports near field communication. If you don't have a smartphone or an outdated credit or debit card terminal, it is impossible to make payments. To process mobile payments, one needs a reliable internet connection and current infrastructure.

❖ Difficult to Read Terms and Conditions

The terms and conditions must be understood by anyone who uses a mobile payment app. The terms and conditions that come with the payment apps must be read and understood by the business owners first, just like any other business agreement. You may receive an unpleasant surprise when you open your invoice at the end of the month if the user, especially when it comes to processing fees, neglects to read the fine print.

Various Digital Wallets Apps :-

PAYTM

Paytm (a partial abbreviation for "pay through mobile") is an Indian multinational technology company that specializes in e-commerce, payment system and financial technology company, based in Noida, Uttar Pradesh, India. Paytm is currently available in 11 Indian languages and offers online use-cases like mobile recharges, utility bill payments, travel, movies, and events bookings as well as in-store payments at grocery stores, fruits and vegetable shops, restaurants, parking, tolls, pharmacies and educational institutions with the Paytm QR code.

PHONEPE

PhonePe is an Indian digital payments and financial services company headquartered in Bangalore, India. PhonePe was founded in December 2015, by Sameer Nigam, Rahul Chari and Burzin Engineer.

The PhonePe app is available in over 11 Indian languages. Using PhonePe, users can send and receive money, recharge mobile, DTH, data cards, make utility payments, pay at shops, invest in tax saving funds, liquid Funds, buy insurance and mutual funds and gold. In addition, PhonePe also allows users to book Ola rides, pay for Redbus tickets, and book flights and hotels on Goibibo through the Switch platform.

PhonePe is licensed by the Reserve Bank of India for issuance and operation of a Semi Closed Prepaid Payment system.

YONO by SBI:-

The State Bank of India launched this mobile wallet app. This wallet has 13 languages available for its services. The name YONO, which stands for "You Only Need One," refers to an app that gives users access to a variety of financial and other services. It functions as a digital banking platform that provides services like online shopping payments, ticket booking for trains, buses, taxis, and flights, as well as the ability for users to pay for medical bills.

MOBIKWIK:-

Another Indian company's app that serves as a mobile payment system and a digital wallet is MobiKwik. Bipin Singh and Upasana Taku founded the app MobiKwik in 2009. MobiKwik began as just a website with a closed wallet feature but later expanded to include mobile apps. MobiKwik introduced the Mobikwik Lite app in 2016, which was designed for 2G and 3G mobile networks that had weak network connectivity. In 2012, MobiKwik unveiled its first-ever mobile wallet platform. Additionally, Mobikwik introduced the feature of sending and receiving money via a mobile app. Mobikwik offers financial services like loans, a variety of insurances like life, accident, and fire insurance, as well as mutual funds.

UPI BHIM App:-

Bharat Interface for Money is referred to as BHIM. The National Payments Corporation of India (NPCI) developed the BHIM App, which is based on the Unified Payment Interface (UPI) . This app was introduced by our prime minister, Shri Narendra Modiji. The BHIM App was released on December 30, 2016, and there are currently 20 languages available for it. All Indian banks that works on UPI system and the IMPS, or immediate payment system, which enables users to transfer money to bank accounts of any two parties, are supported by the BHIM app. A user can make transactions quickly, easily, and conveniently using the UPI system.

HDFC PAYZAPP:-

The HDFC Bank developed the mobile payment app PAYZAPP. Customers can buy movie, train, and flight tickets, book a cab, recharge their phones and DTH, pay utility bills like electricity, rent a car, and shop online using Payzapp. Additionally, customers can track their expenses and send money to their friends and family. In order to use the most secure form of payment, a customer must connect their bank account to the HDFC PAYZAPP app. To complete any transaction in the Payzapp app, you simply need to scan a QR Code.

GOOGLE PAY

Google pay is a digital wallet platform and online payment system developed by Google to power in-app, online and in-person contactless purchases on mobile device, enabling users to make payments with Android phones, tablets or watches. Users in the united states and India can also use an iOS device, albeit with limited functionality. In addition to this, the service also supports passes such as coupons, event tickets, store cards, boarding passes, movie tickets, student ID cards, public transportation tickets, and loyalty cards.

Sujith Narayan and Summit Galanin are the brains behind Google pay. Sujith Narayan is the co-creator of Google pay. Sujith Narayan is a veteran payment executive and has enviable experience in the domain of financial service. As of January 8, 2018, the old Android pay and Google wallet have unified into a single pay system called Google pay. Android pay was rebranded and renamed as Google pay. It also took over the branding of Google chrome's autofill feature. Google pay adopts the features of both Android pay and Google wallet through its in-store, peer-to-peer and online payments service. The rebranded service provided a new API that allows merchants to add the payment service to websites, apps, stripe, brain tee and Google assistant. The service allows users to use the payment cards they have on file in their Google account.

In addition to the change in name lot of additional features are added in this app to increase popularity. It will also offer pre-approved loan on the go in association with ICICI Bank and HDFC Bank. Google pay is simple way to send and receive money to anyone using a mobile app. Money payment will take place from the sender's account number. This app will work even if the receiver is not on Google pay. It is a zero-fee affair. Apart from sending and receiving money, we can do online shopping, mobile recharge and a lot of other stuff.

Google pay has got several revenue collecting opportunities. It estimates an amount of $4.5 billion every day. The revenue might come from both transactions' fees from banks and also from ads and product requests within Google pay. It's a digital platform for money transaction. In 2017 it had 67 million monthly active users. And it's 2020 now, so it's imaginable that the rate has increased. Neobank raised funds of $13.2 million. From this fund, Google pay came into existence though before it was known as Tez. During the startup it had 24 employees, coming from Netflix, Flipkart and PayPal. International investors invested a record of $9.6 billion into startup lenders.

The payment products gained a lot of traction in the period 2018–19. The team successfully introduced a few new features and updated the payment products on a global scale. Google Pay placed a special emphasis on partnerships and an ecosystem approach as it established close ties with the government and central bank to jointly develop innovative products. As a result, the products cooperated within the ecosystem.The company is planning something new and unique for its users. They are planning to merge up the entire payment's ecosystem into one universal app for receiving and sending payments with cards saved in each one's respected Google account. The new design is totally different than Android pay and plans of renewing Google pay is also on. The company presently is not only concerned with receiving and sending but also, it's concerned with easy payments of fares.

With the banking from Google, one of the largest organizations in the world, Google pay wasn't subjected to the problems that small-scale businesses and startups face while starting out. There was no lack of resources either. A technical issue on Google Pay's app in 2020 did become a trending topic for a while, despite not being particularly difficult. Many users complained about the app, claiming that Google Pay had unexpectedly removed their bank accounts. On social media, complaints about the situation were frequently posted. The problem, though, did not have any significant consequences. The Google Pay team hypothesised that the delinking of the app and bank accounts may have been caused by an unintentional action on the part of the users. The team put a fix in place, and things are now back to normal. In response to a question about the bug from NDTV Gadgets 360, Google India released a statement.

The director of product management for Google Pay, AmbarishKenghe, stated, "We are aware that some users had issues linking their bank accounts on Google pay today. Our teams have been working to find a solution to the problem, which only affects a small number of

users, since it was discovered earlier today. Within an hour, a fix was implemented. The problem has been fixed, and users can now use the app normally. Users should contact Google Pay support through our app if they are having any problems. We regret the inconvenience caused and are committed to providing our users a seamless payments experience". While Google pay enables to store the payment instruments and transmit their information to merchants or transit providers, Google pay transactions with such payment instruments, and does not exercise control over: the availability or accuracy of payment cards, funds, payments, refunds, or chargebacks; the provisioning of payment instruments to Google pay, or addition of funds to payment instrument balances; or other commercial activity relating to the use of Google pay. For any concerns relating to the foregoing, please contact the payment instrument's issuer. Acknowledge and agree to the transactions through Google pay are transactions between issuer and the merchant and not with Google or any of its affiliates. for resolving disputes involving payments made through Google Pay. Make contact with the appropriate merchant or the company that issued the payment instrument. Google is not a party to the registered payment instrument's cardholder agreements or other terms of use, and is not involved in issuing credit or determining eligibility for credit. Google does not make any representation or verify that any of your payment instruments is in good standing or that the issuer of the payment instrument will authorize or approve any transaction with a merchant or transit provider when use the Google pay for that transaction.

Save to Google pay items contain data, images, and messages that issues them. Save to Google pay item data may be presented to Google websites or mobile applications, on participating third party websites or mobile applications, through the Google pay application, or at a merchant's physical location. If it is logged the Google Account on the web or on an Android device, it selects and store a save to Google pay item to appear in Google pay for redemption with a participating merchant. Through Google pay, a merchant may display gift card, loyalty point, or other balances to users who have save to Google pay items. With the consent, a merchant may also enroll a loyalty program by requesting the registration information through Google pay. The save to Google pay feature is not intended for the storage of payment cards, which are prepaid gift cards with network logos on the back of the card that can be used at most merchant location.As permitted in the privacy policies, and in order for Google to provide and improve its services, the permit Google to collect transaction, account, and other personal information from third parties, including merchants and the payment method's issuer.

STEPS FOR USING GOOGLE PAY

Using Google pay is very simple. The steps for using Google pay: -

➢ Download Google pay from Google play store.
➢ After installation first step is setting up screen lock. Then setup existing lock pattern or PIN.
➢ Click on Add Bank Account and select bank from the list. If the bank account is linked with current mobile number linkage is easy without passing much information else provide the Bank account number, IFSC code etc.
➢ Once the Bank Account is linked, then tap on circle to send and receive money.

FEATURES OF GOOGLE PAY

Google pay boasts of many unique features in comparison to all the other options available in the market.

❖ **Send and receive money via Audio: -** Google pay has introduced a new feature enabled as Audio based QR system for sending and receiving money. In order to transfer money using these features one need to scan QR code appearing on screen while sliding the circle for payment and receipt. It is claimed that ultrasonic wave is used to create one-time code for digital payment.

❖ **Pay utility bills:** - Apart from sending and receiving the money it uses this app for paying utility bills like electricity, gas, water, property tax, insurance bill, DTH recharge and many others. We can even pay for a lending, mobile and broad band. They have a tie-up with leading brand such as zeroth, red bus, tata sky, geobios etc.

❖ **Multiple payment options:** - Google pay offer multiple payment options. Firstly, we can use the facility of pairing mobile using QR code and transferring money Apart from that, we can also use UPI name for transferring money. We can send money by submitting recipient's bank details and IFSC code. We can also see an old transactions history including the requested money.

❖ **Rewards: -** Like another payment app, Google pay also offers rewards and cashback benefits current offer is sending or receiving up to Rs.150 and change of winning

Rs.1000. If we pay our electricity bill using this app there is assure cash back of Rs.500. If we refer this app to others, we will get assure cash back of Rs.51.

❖ **Loan offer:** - Google pay has recently tied up with ICICI Bank, HDFC Bank and Kottak Bank for offering loan on the move, if we are eligible it will directly receive loan offer on the app.

❖ The transactions are instant.

❖ Money can be sent to and received directly from bank account.

❖ Tez shield-multi-layered security with 27*7 protection from frauds-facilitates highly secure transactions.

❖ Because the money transferred from bank accounts, all transaction whether small or big can be done through the app.

❖ The app is available in eight Indian languages making it more acceptable.

❖ The compatibility of the app with all the banks is further proof of its security, network-reach and service quality.

❖ The app also provides multiple payment options which means the users can transact through their mobile numbers or even virtual payment Address (VPAS).

❖ Scratch cards are another attraction as Google pay provides lucrative cashback and offers on varying transactions. These cashbacks are directly credited to a linked bank account.

❖ The compatibility of the app with all the banks is further proof of its security, network-reach and service quality.

BENEFITS OF GOOGLE PAY

✓ **Major Bank Support: -** Google pay is supported by all the four major banks in US; namely Citibank, chase, Bank of America and wells Fargo MasterCard, American Express, Discover and visa also support Google pay. Moreover, through strategic partnerships, sites that support master pass and visa checkout now also work with Google pay.

✓ **Mobile Banking App integration: -** Google pay makes it easier for users to add cards to the app. It is partnered with several banking apps so that users will be able to add their card simples tapping a button fast and easy.
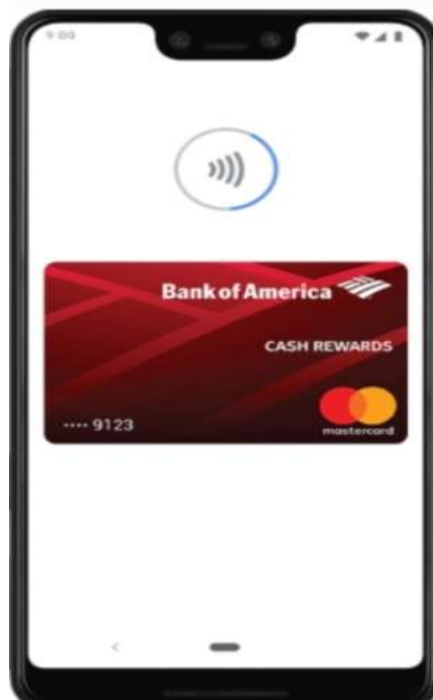
✓ **In-App and online purchase: -** Google pay is used primarily in stores. But we can also use it for making in app purchased. Some of the apps that support in-app and online purchases, at the moment, include the following: -

Airbnb

Caviar

Door dash

Fandango

Houzz

Instacart

Kayak

Starbucks

Wish

RITUAL

Via.com
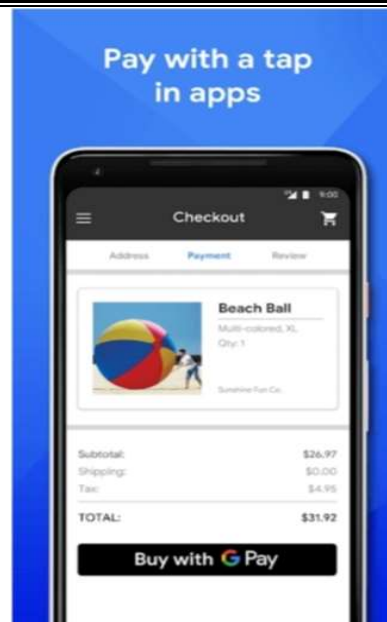
✓ **Boarding passes and tickets: -** Avoid the hassle of fumbling through our bag or purse to search for our plain or train tickets. Google pay lets store a digital ticket or boarding pass on your phone. There are two ways to store tickets or passes in google pay. First, select the "send ticket to my option". Second, select the same option through e-mail. Once we have stored our digital tickets or passes, we can easily access them by simply tapping the passes tab.

- ✓ **Enhanced security:** - Google pay provides layers upon layers of security to protect users from theft and fraudulent transactions. The app does not store our cards number. We worried that our bank account will be compromised when our phone gets lost, we can always instantly lock access to our device or wipe clean any confidential information by using the Android Device manger. In case, there is a prove unauthorized transaction, we will have zero liability.
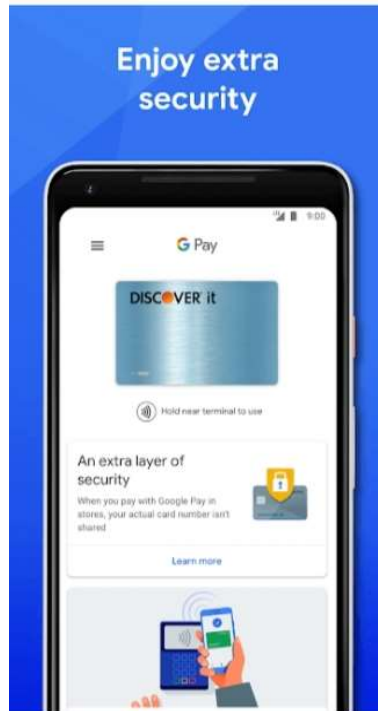
- ✓ **Availability in various countries:** - Google pay is available in twenty-nine countries for making in-app and contactless purchases, provided that we are using a compatible device and cards. These are the countries that support Google pay: -

  Australia

  Belgium

  Brazil

  Canada

  Chile

  Croatia

Czech Republic

Denmark

Finland

France

Germany

Norway

Poland

Singapore

Russia

Taiwan

Unified kingdom

However, not all Google pay features are available to all these countries. Some features only work in selected placed. For instance, we can only use Google pay's bus and train ticket payments features in the US, UK, Canada, Australia and Japan. The send money of friend's feature is also only available in three countries: the US, UK and India.

✓ **No cost: -** Google pay is a free mobile app available in the Google play store. Customer's don't pay extra transaction fees when they use Google pay to make purchases.

✓ **Fast and easy purchases whenever they buy:** - In stores, customers speed through checkout when they use Google pay on their mobile device to tap and pay.

✓ **Peace of mind:** - When customers use Google pay to buy in stores, Google doesn't send their actual credit or debit cards number to make the payment. Instead, it was a virtual account number to represent the account information.

✓ **Attractive promotion and reward programs:** - One big advantage of mobile payment methods like Google pay is that apart from the convenience of use, they also reward for promoting it. Pending on the country of use, a user will be entitled to receive a small commission every time they spread the work about the app to their friends' network and those people make their first transactions on Google pay.

SECURITY FEATURES OF GOOGLE PAY

Google pay generates a unique, encrypted number instead of our actual credit card number when registering the transaction. Additionally, this virtual account number is removed if screen lock is disabled on the user's device.

If a device is lost, Google's find my device service can used to remotely wipe sensitive information, if necessary. Users can also sign into their Google pay account from another device and remove any cards or bank accounts they have attached.

DISADVANTAGES OF GOOGLE PAY

Google pay is fast, secure and widely accepted. When we have successfully used it many times, it feels like not wanting to go back to card swiping or paying through cash again. But no matter how great Google pay is, it's not without obvious flaws. The truth is it can't rely on google pay all the time. There are times when they have no other choice but not use our card or pay cash. Like other mobile payment apps, Google pay suffers from the following disadvantages: -

- ➢ **It's not always accepted: -** Google pay is now widely accepted by major stores and retailers. But smaller retailers likely won't accept it. Even if the store uses an NFC pos terminal, it's not always a guarantee that it will accept Google pay.
- ➢ **It's not invincible: -** Despite the multilayer of security features that Google pay has, it's still not invincible. Google pay is safe but cannot say it is 100 percentage safe.

➢ **<u>Limited only to NFC technology: -</u>** The problem with Google pay is that it only works in NFC technology. It does not work with MST terminals.

Google pay is taking giant steps at revolutionizing the payments market in India. Consumers/users will miss a hoard of features and easy money transfer transactions if they don't use the app if the skeptical about mobile banking what makes it safe. Google pay is a wonderful digital payment app that can be used for sending and receiving money on the move. The use of this app has made the online payments was simpler. The number of users using this app is increasing significantly day by day. It is the payment service operated under financial regulation and made through a mobile device. Instead of paying with cash, checks or credit cards, a consumer can use a mobile phone to pay for wide range of products and service.It is a virtual wallet that stores payment card information on a mobile device. It is a convenient way for a user to make payments at the store and can be used at merchants listed on the Google pay service providers list.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 GENDER OF RESPONDENTS

TABLE 4.1 SHOWING GENDER OF RESPONDENTS

Responses	Number of respondents	Percentage
Male	38	38%
Female	62	62%
Total	100	100%

(Source: Primary Data)

FIGURE 4.1 SHOWING GENDER OF RESPONDENTS
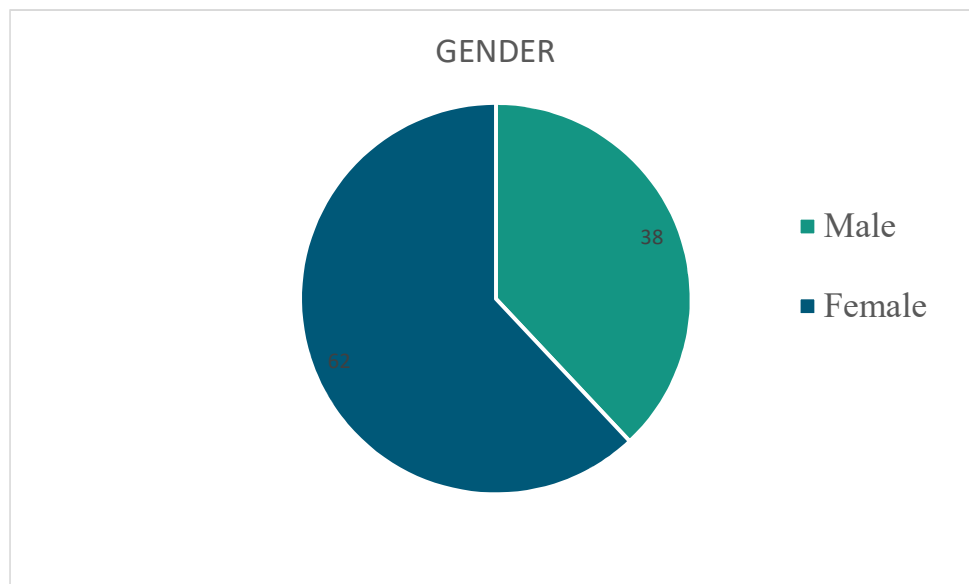
This study was conducted among 100 respondents. Out of 100 respondents, 62 respondents are Female and 38 respondents are Male

4.2 AGE OF RESPONDENTS

TABLE 4.2 SHOWING AGE OF RESPONDENTS

Responses	Number of respondents	Percentage
15-20	28	28%
20-25	63	63%
25-30	9	9%
Total	100	100%

(Source: Primary Data)

FIGURE 4.2 SHOWING AGE OF RESPONDENTS
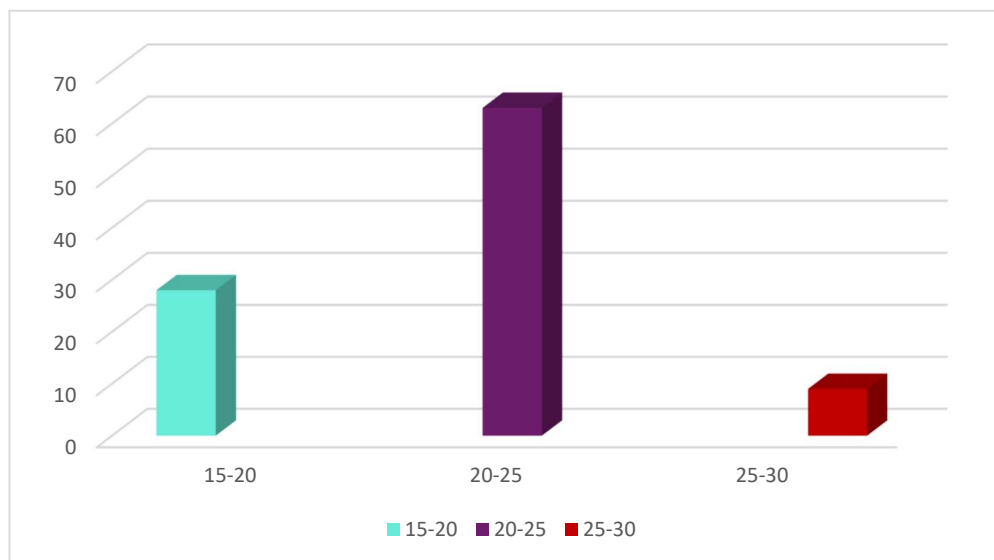
From this chart it is found that out of 100 respondents 63% of the respondents were between 20-25 age group, 28% were between 15-20 and 9% were between 25-30 age group

4.3 PLACE OF RESIDENCE

TABLE 4.3 SHOWING PLACE OF RESIDENCE

Responses	Number of respondents	Percentage
Urban	40	40%
Semi-Urban	37	37%
Rural	23	23%
Total	100	100%

(Source: Primary Data)

FIGURE 4.3 SHOWING PLACE OF RESIDENCE
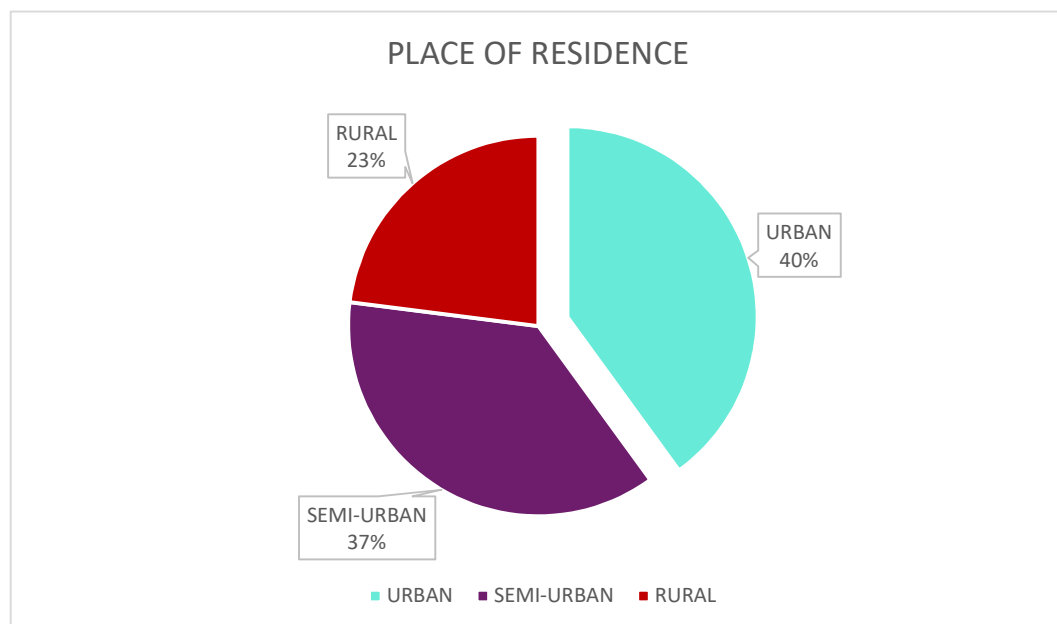
The above table shows that out of the 100 respondents 40% belonged to the urban area, 37% belonged to the semi-urban area and 23% belonged to rural area.

4.4 EDUCATIONAL QUALIFICATION

TABLE 4.4 SHOWING EDUCATIONAL QUALIFICATION

Responses	Number of respondents	Percentage
SSLC	1	1%
+2	8	8%
Graduate	47	47%
Post Graduate	35	35%
Diploma	9	9%
Total	100	100%

(Source: Primary Data)

FIGURE 4.4 SHOWING EDUCATIONAL QUALIFICATION
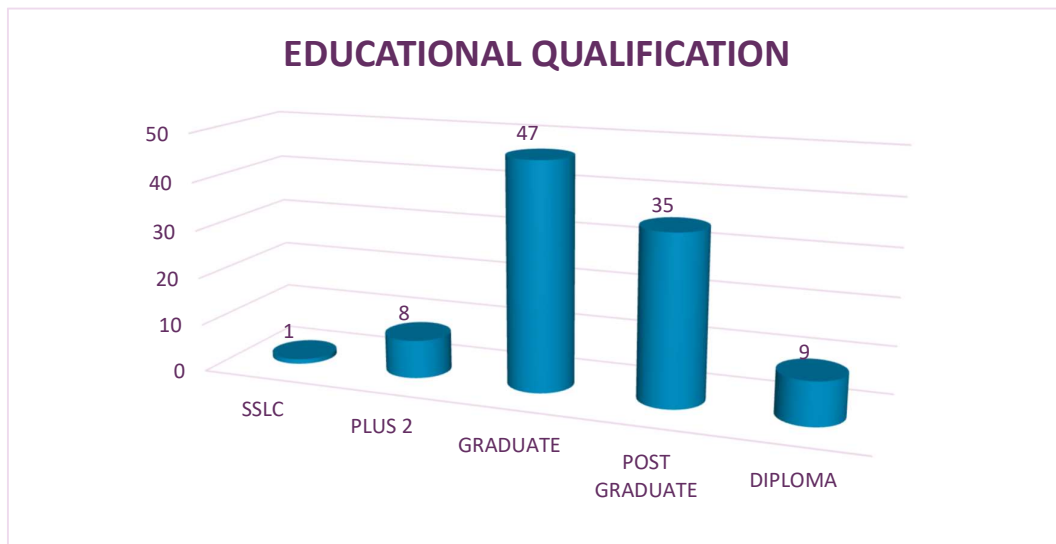
The education qualification of the respondents was also collected. Out of 100,1% respondent studied till SSLC, 8% studied till plus two, 47% studied till graduate, 35% studied till post graduate and 9% studied till diploma.

4.5 USAGE OF ONLINE PAYMENT APPLICATIONS

TABLE 4.5 SHOWING USAGE OF ONLINE PAYMENT APPLICATIONS

Responses	Number of respondents	Percentage (%)
Yes	100	100
No	0	0
Total	100	100%

(Source: Primary Data)

FIGURE 4.5 SHOWING USAGE OF ONLINE PAYMENT APPLICATIONS
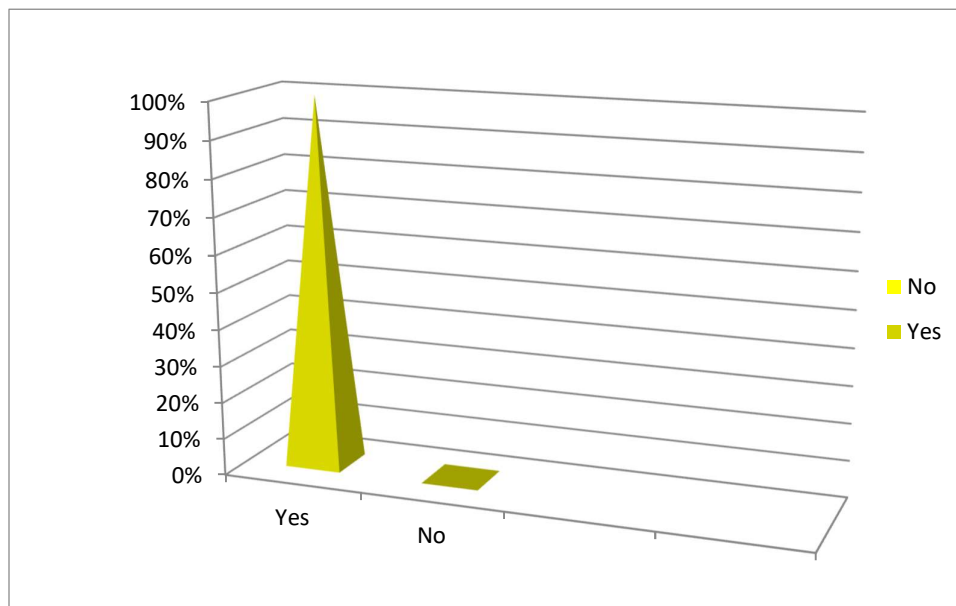
The above data reveals that out of 100 respondents, 100 % of respondents are using online payment applications for their transactions

4.6 USAGE OF GOOGLE PAY

TABLE 4.6 SHOWING USAGE OF GOOGLE PAY

Responses	Number of respondents	Percentage (%)
Yes	100	100
No	0	0
Total	100	100%

(Source: Primary Data)

FIGURE 4.6 SHOWING USAGE OF GOOGLE PAY
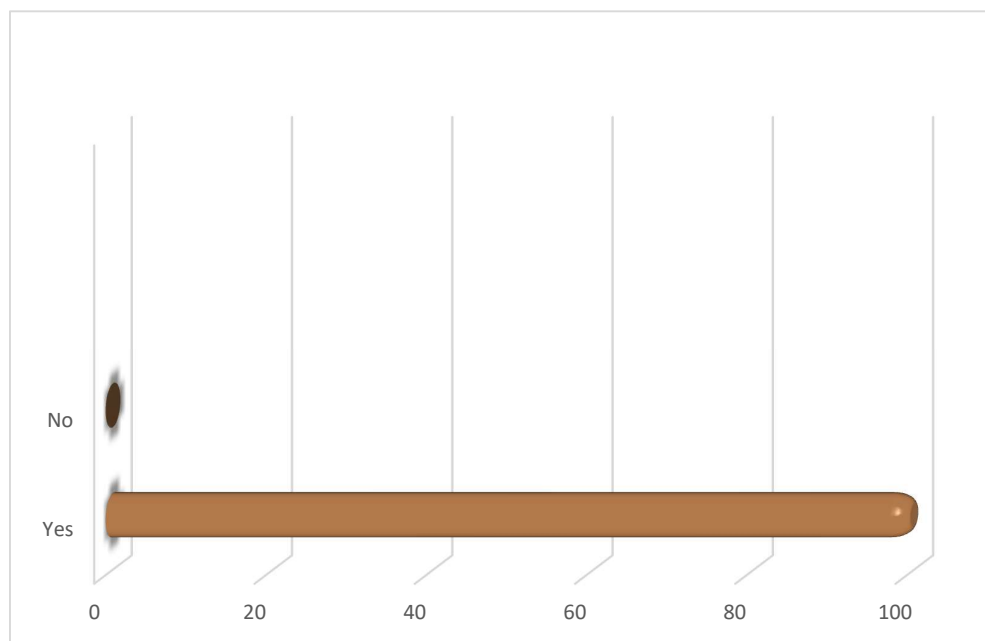
From the above figure, It is clear that 100% of the respondents are using Google pay

4.7 DURATION OF USAGE

TABLE 4.7 SHOWING DURATION OF USAGE

Responses	Number of respondents	Percentage
Less than a year	25	25%
1-2 years	33	33%
More than 2 years	42	42%
Total	100	100%

(Source: Primary Data)

FIGURE 4.7 SHOWING DURATION OF USAGE
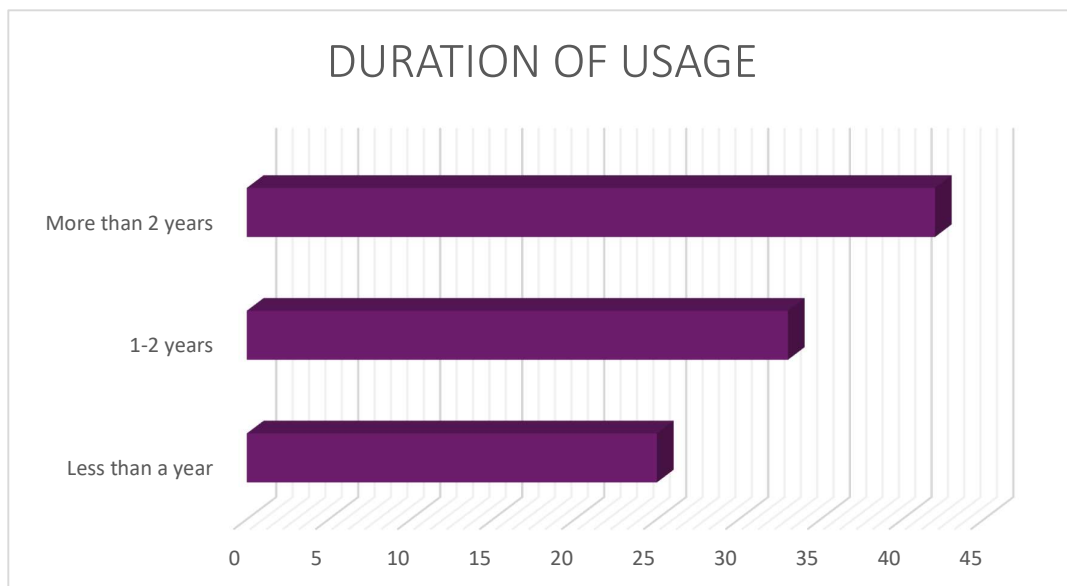
From the above figure, it is shown that 42% of the respondents were using online payment applications for more than 2 years, 33% were using it for 1-2 years and 25% of the respondents using online payment applications for less than a year.

4.8 REASON FOR CHOOSING ONLINE PAYMENT OPTIONS OVER PHYSICAL PAYMENTS

TABLE 4.8 SHOWING REASON FOR CHOOSING ONLINE PAYMENT OPTIONS OVER PHYSICAL PAYMENTS

Responses	Number of respondents	Percentage
Easy payment option	43	43%
Time saving and Convenient	16	16%
Cashback Offers and Discounts	15	15%
Easy to track expenses	2	2%
24*7 Transfer	22	22%
Other	2	2%
Total	100	100%

(Source: Primary Data)

FIGURE 4.8 SHOWING REASON FOR CHOOSING ONLINE PAYMENT OPTIONS OVER PHYSICAL PAYMENTS
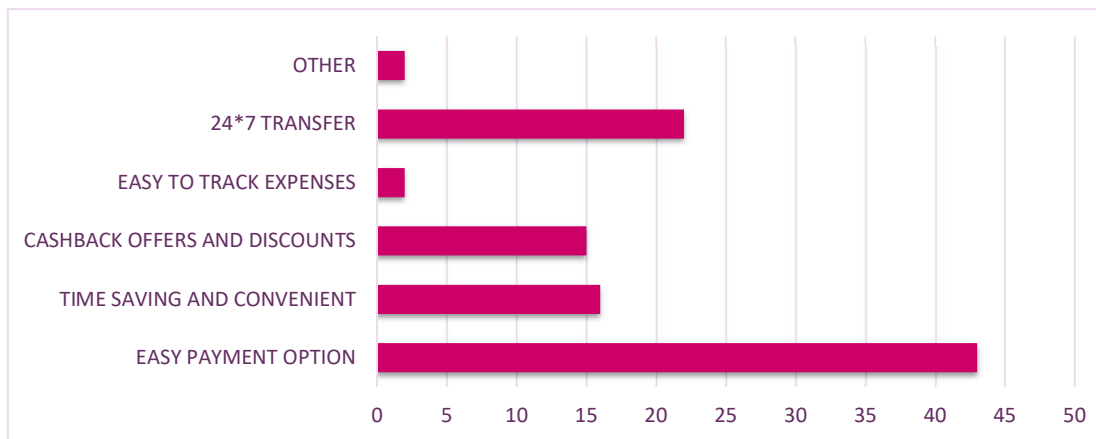
The above data reveals that 43% of the respondents choosing online payment options over physical payments because it is a easy payment option, 22% of the respondents uses due to 24*7 transfer option, 16% uses it due to time saving and convenient, 15% uses due to cashback and offers, 2% uses it due to easy to track expenses and 2% of the respondents uses it due to other reasons.

4.9 USAGE OF DIFFERENT METHODS FOR ONLINE TRANSACTIONS

TABLE 4.9 SHOWING USAGE OF DIFFERENT METHODS FOR ONLINE TRANSACTIONS

	Number of respondents	Percentage
COD	16	16%
Credit Card	8	8%
Debit Card	13	13%
Net Banking	2	2%
Digital Payment Apps	61	61%
Total	100	100%

(Source: Primary Data)

FIGURE 4.9 SHOWING USAGE OF DIFFERENT METHODS FOR ONLINE TRANSACTIONS
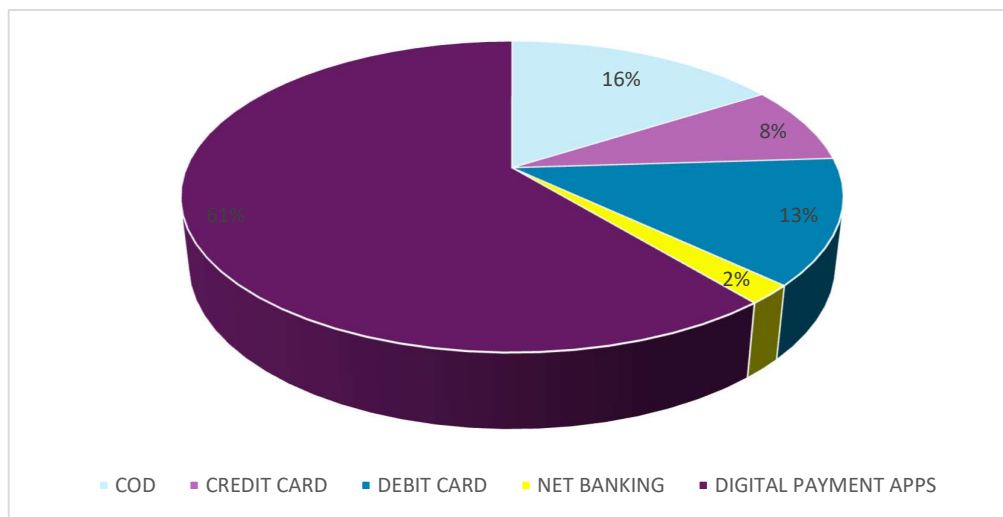
The above figure shows that 61% of the respondents using digital payment apps as a method for online transactions, 16% using COD, 13% using debit card, 8% using credit card and 2% of the respondents using net banking method.

4.10 WHETHER THE GOOGLE PAY IS SECURE MODE OF PAYMENT

TABLE 4.10 SHOWING WHETHER THE GOOGLE PAY IS SECURE MODE OF PAYMENT

Responses	Number of respondents	Percentage
Strongly Agree	14	14%
Agree	51	51%
Neutral	32	32%
Disagree	2	2%
Strongly Disagree	1	1%
Total	100	100%

(Source: Primary Data)

FIGURE 4.10 SHOWING WHETHER THE GOOGLE PAY IS SECURE MODE OF PAYMENT
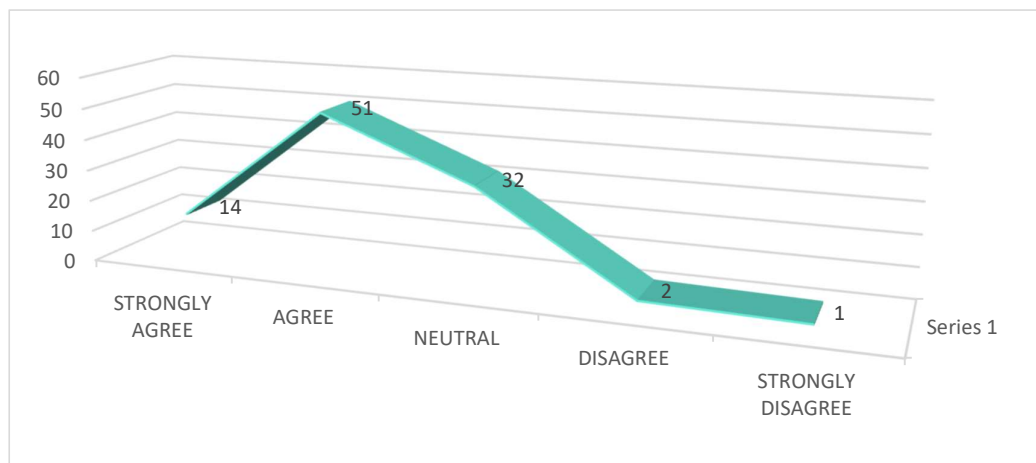
The above figure shows that 51% of the respondents agree that the google pay is a secure mode of payment, 32% neutrally, 14% strongly agree, 2% disagree to the statement and 1% strongly disagree.

4.11 INFORMATION ABOUT E-WALLET BEFORE DEMONETIZATION

TABLE 4.11 SHOWING INFORMATION ABOUT E-WALLET BEFORE DEMONETIZATION

Responses	Number of respondents	Percentage
Yes	37	37%
No	63	63%
Total	100	100%

(Source: Primary Data)

FIGURE 4.11 SHOWING INFORMATION ABOUT E-WALLET BEFORE DEMONETIZATION
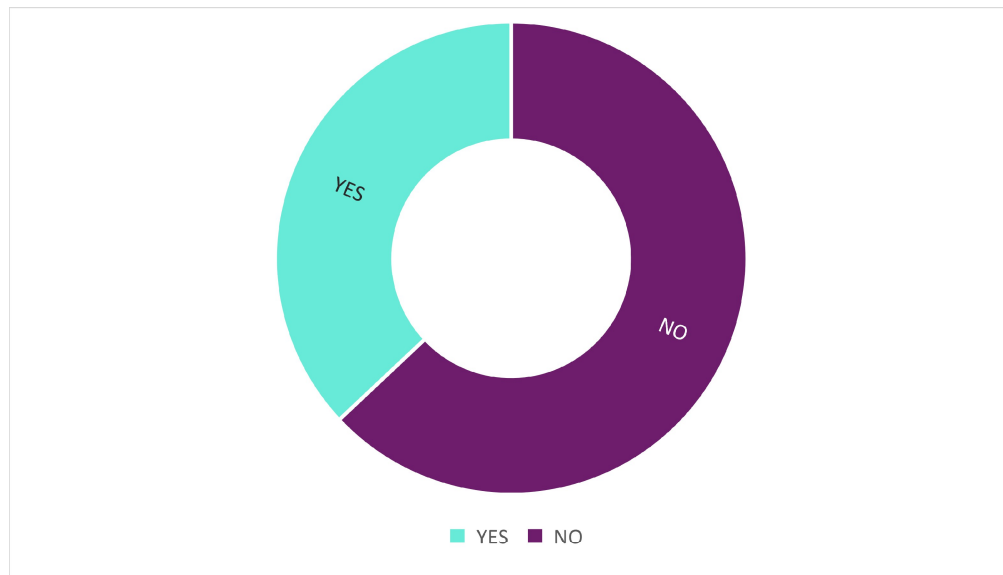
From the study it is clear that majority of the respondents ,63% didn't know about the concept of e-wallets before demonetization and 37% of the respondents knew about the concept of e-wallets before demonetization.

4.12 EFFECT OF DEMONETIZATION ON USAGE OF E-WALLETS

TABLE 4.12 SHOWING EFFECT OF DEMONETIZATION ON USAGE OF E-WALLETS

Responses	Number of respondents	Percentage
Increased	65	65%
Decreased	3	3%
Stable	32	32%
Total	100	100%

(Source: Primary Data)

FIGURE 4.12 SHOWING EFFECT OF DEMONETIZATION ON USAGE OF E-WALLETS
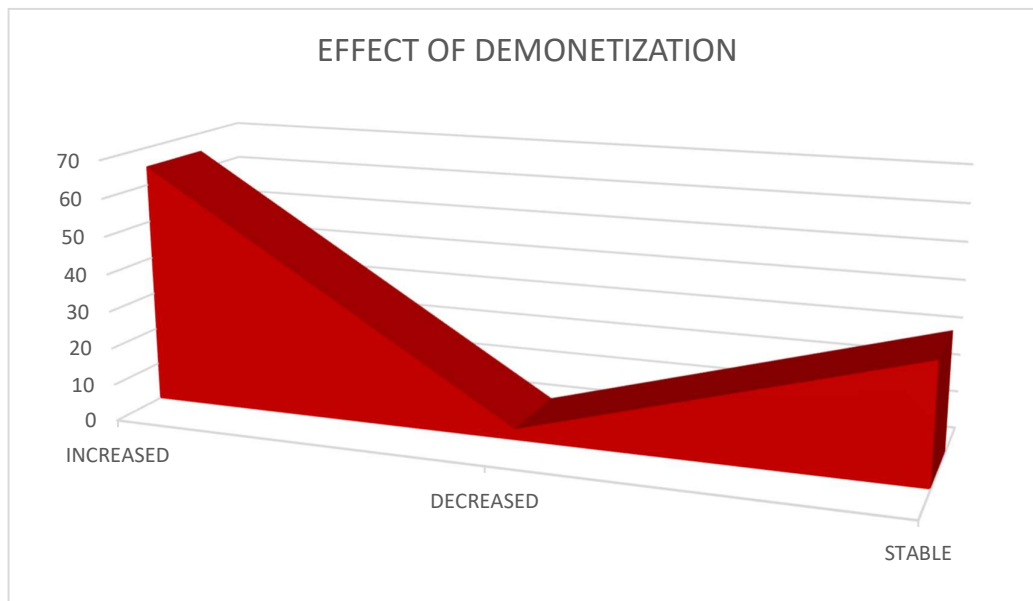
From the above figure it is clear that, out of 100 respondents, 65% respondents said that demonetization increased the use of e-wallets, 32% said that it has been stable and 3% of the respondents said that it has decreased the usage

4.13 PURPOSE OF USING ONLINE PAYMENT APPLICATIONS

TABLE 4.13 SHOWING PURPOSE OF USING ONLINE PAYMENT APPLICATIONS

Responses	Number of respondents	Percentage (%)
Mobile Recharges	68	20%
Payment of Bills	65	19%
Online shopping & Merchant payment	58	18%
Food or Movie Booking	41	12%
Booking Transportation facilities	22	6%
Transfer Money	73	21%
Others	13	4%
Total	340	100%

(Source: Primary Data)

FIGURE 4.13 SHOWING PURPOSE OF USING ONLINE PAYMENT APPLICATIONS
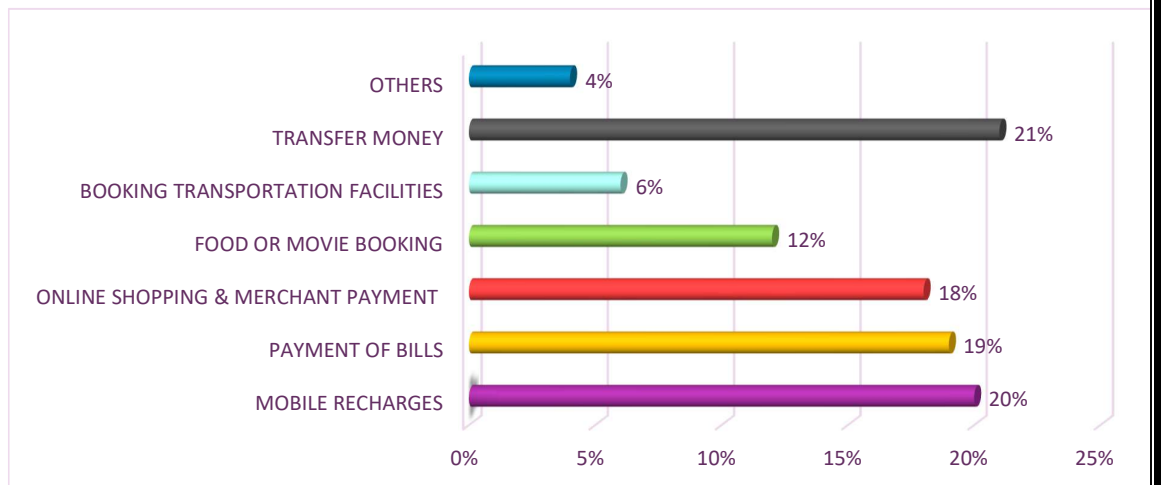
From the above data, it is clear that 21% of the total respondents use online payment applications for transferring money, 20% use for the purpose of mobile recharge, 19% use for payment of bills, 18% use for online shopping and merchant payments, 12% use it for food or movie booking, 6% use it for booking transportation facilities and 4% use online payment applications for other purposes.

4.14 OPINION ABOUT CONTRIBUTION OF ONLINE PAYMENTS TO THE SUCCESS OF BANKS

TABLE 4.14 SHOWING OPINION ABOUT CONTRIBUTION OF ONLINE PAYMENTS TO THE SUCCESS OF BANKS

Responses	Number of respondents	Percentage
Very High	23	23%
High	52	52%
Average	25	25%
Low	0	0
Total	100	100%

(Source: Primary Data)

FIGURE 4.14 SHOWING OPINION ABOUT CONTRIBUTION OF ONLINE PAYMENTS TO THE SUCCESS OF BANKS
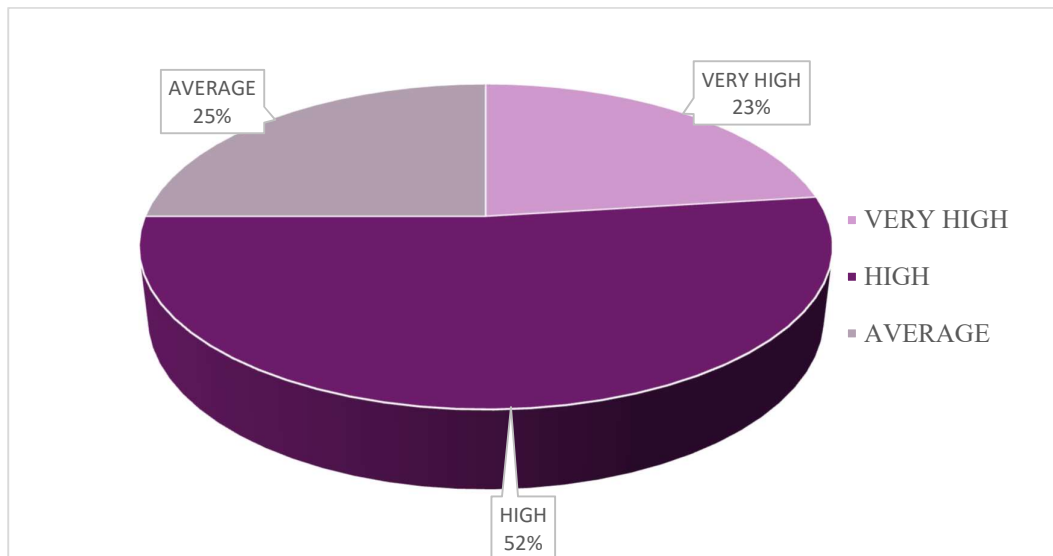
The above table shows that 52% of the respondents said that the contribution of online payment to the success of bank is high, 25% said that it is average, 23% said it is very high

4.15 INFLUENCE OF GOOGLE PAY IN INDIAN MARKET

TABLE 4.15 SHOWING INFLUENCE OF GOOGLE PAY IN INDIAN MARKET

Responses	Number of respondents	Percentage
Yes	91	91%
No	9	9%
Total	100	100%

(Source: Primary Data)

FIGURE 4.15 SHOWING INFLUENCE OF GOOGLE PAY IN INDIAN MARKET
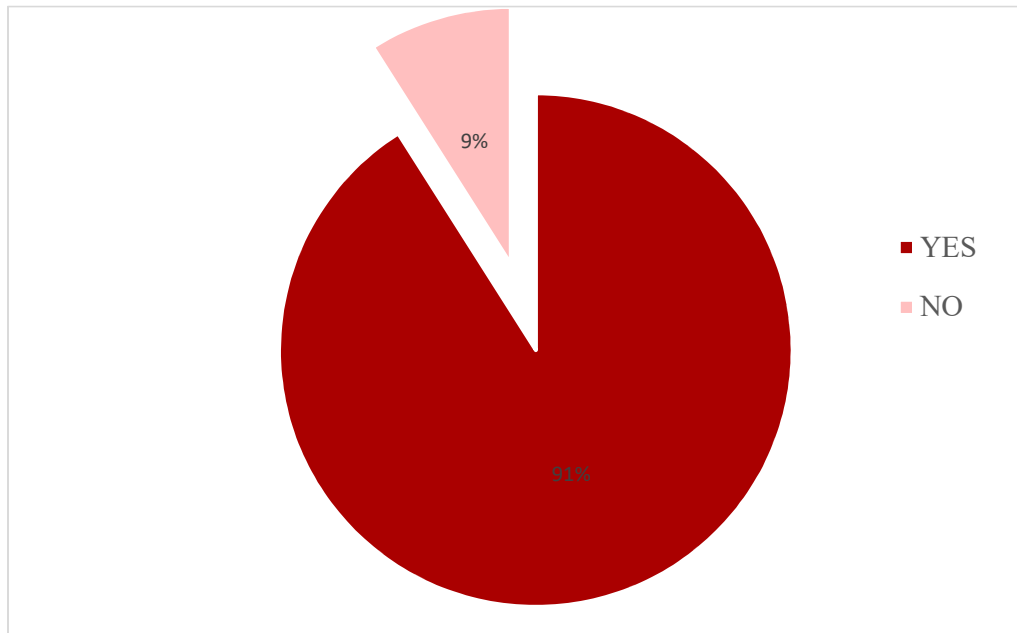
From the above figure, it is clear that 91% of the respondents agrees that google pay has influence in Indian market and 9% opinion that there is no influence

4.16 OPINION ABOUT POPULARITY OF NEW TECHNOLOGIES IN RURAL AREAS IN FUTURE

TABLE 4.16 SHOWING OPINION ABOUT POPULARITY OF NEW TECHNOLOGIES IN RURAL AREAS IN FUTURE

Responses	Number of respondents	Percentage (%)
Yes	95	95
No	5	5
Total	100	100

(Source: Primary Data)

FIGURE 4.16 SHOWING OPINION ABOUT POPULARITY OF NEW TECHNOLOGIES IN RURAL AREAS IN FUTURE
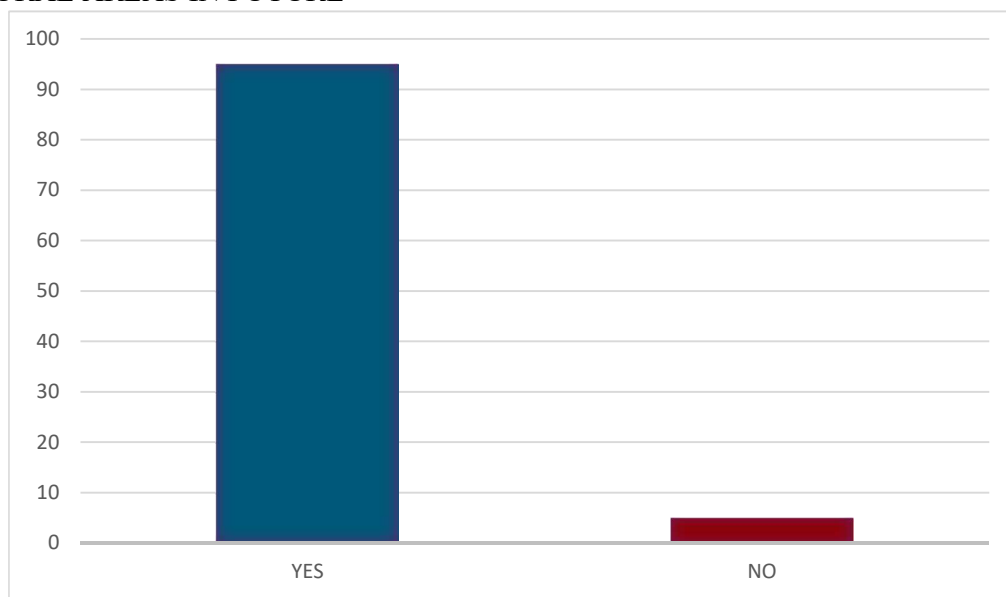
The above chart show that 95% of the respondents feel that in future new technologies will be popular in rural areas as well.

4.17 OPINION WHETHER GOING CASHLESS IS BENEFICIAL FOR THE ECONOMIC GROWTH

TABLE 4.17 SHOWING OPINION WHETHER GOING CASHLESS IS BENEFICIAL FOR THE ECONOMIC GROWTH

Responses	Number of respondents	Percentage
Strongly Agree	32	32%
Agree	36	36%
Neutral	25	25%
Disagree	6	6%
Strongly Disagree	1	1%
Total	100	100%

(Source: Primary Data)

FIGURE 4.17 SHOWING OPINION WHETHER GOING CASHLESS IS BENEFICIAL FOR THE ECONOMIC GROWTH
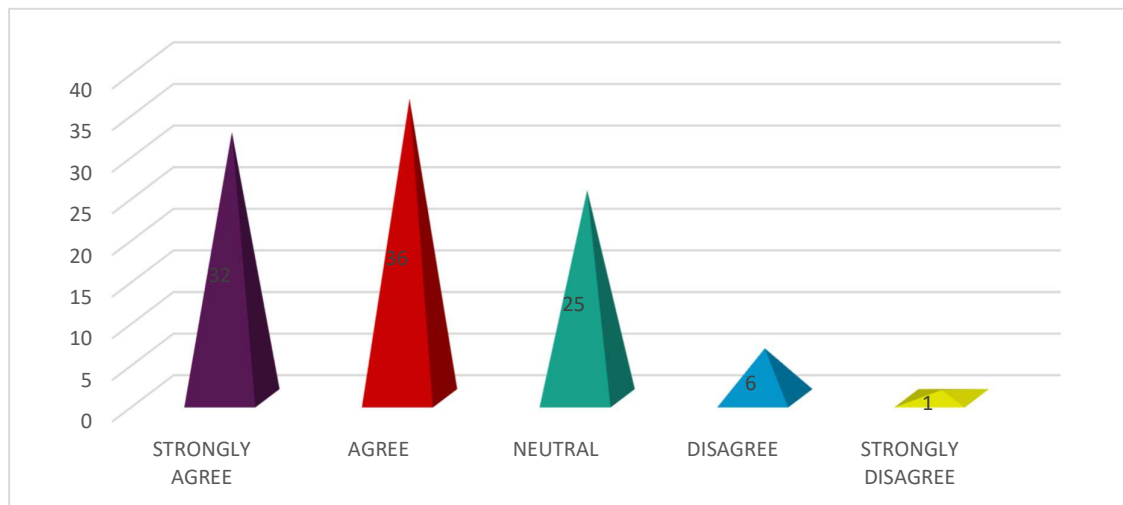
The table shows that 36% of the respondents agree that going cashless is beneficial for the economic growth of India, 32% strongly agree, 25% neutrally, 6% of the respondents disagree to the statement and 1% strongly disagree.

4.18 ACCEPTANCE OF GOOGLE PAY AMONG YOUNGSTERS

TABLE 4.18 SHOWING ACCEPTANCE OF GOOGLE PAY AMONG YOUNGSTERS

Responses	Number of respondents	Percentage
Yes	94	94%
No	6	6%
Total	100	100%

(Source: Primary Data)

FIGURE 4.18 SHOWING ACCEPTANCE OF GOOGLE PAY AMONG YOUNGSTERS
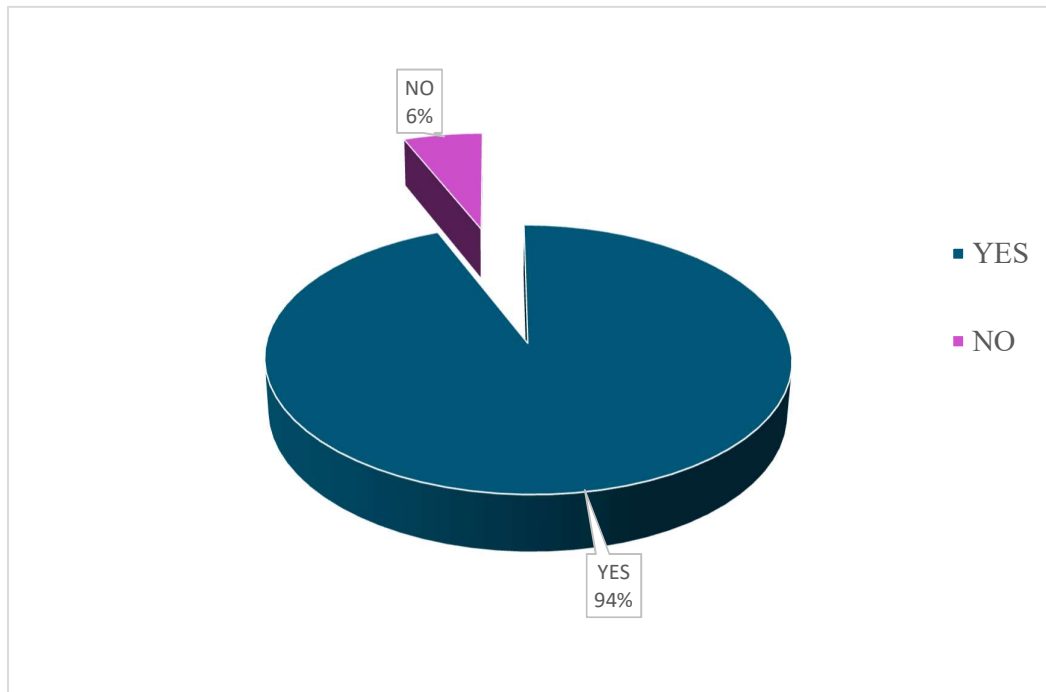
From this chart, out of 100 respondents , 94% of the respondents accepts the Google pay, from this we can say that Google pay is acceptable among youngsters

4.19 FREQUENCY OF USAGE OF GOOGLE PAY IN A WEEK

TABLE 4.19 SHOWING FREQUENCY OF USAGE OF GOOGLE PAY IN AWEEK

Responses	Number of respondents	Percentage
Less than 5 Times	45	45%
5-10 Times	36	36%
10-20 Times	9	9%
More than 20 Times	10	10%
Total	100	100%

(Source: Primary Data)

FIGURE 4.19 SHOWING FREQUENCY OF USAGE OF GOOGLE PAY IN AWEEK
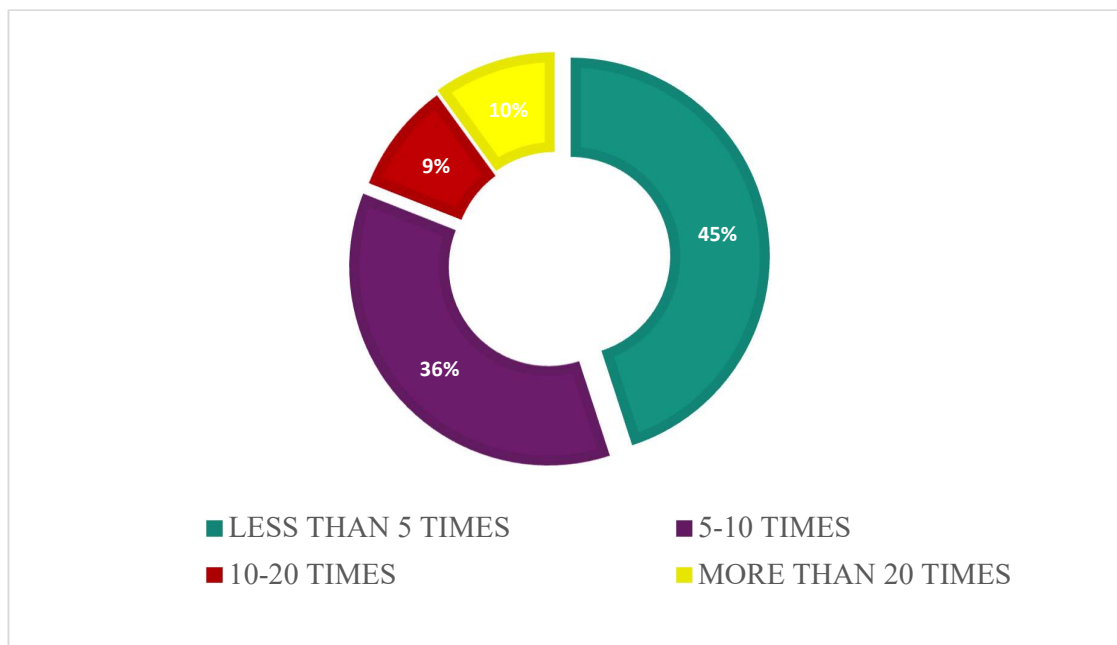
The above table shows that , 45% of the respondents uses google pay less than 5 times in a week, 36% uses 5-10 times in a week, 10% uses more than 10 times and 9% of the respondents uses 10-20 times in a week.

4.20 CONCERNS WHILE USING E-PAYMENT

TABLE 4.20 SHOWING CONCERNS WHILE USING E-PAYMENT

Responses	Number of respondents	Percentage
Transaction failure	62	62%
Fraud or theft	10	10%
Security issues	19	19%
Privacy concerns	2	2%
Transaction charges	7	7%
Total	100	100%

(Source: Primary Data)

FIGURE 4.20 SHOWING CONCERNS WHILE USING E-PAYMENT
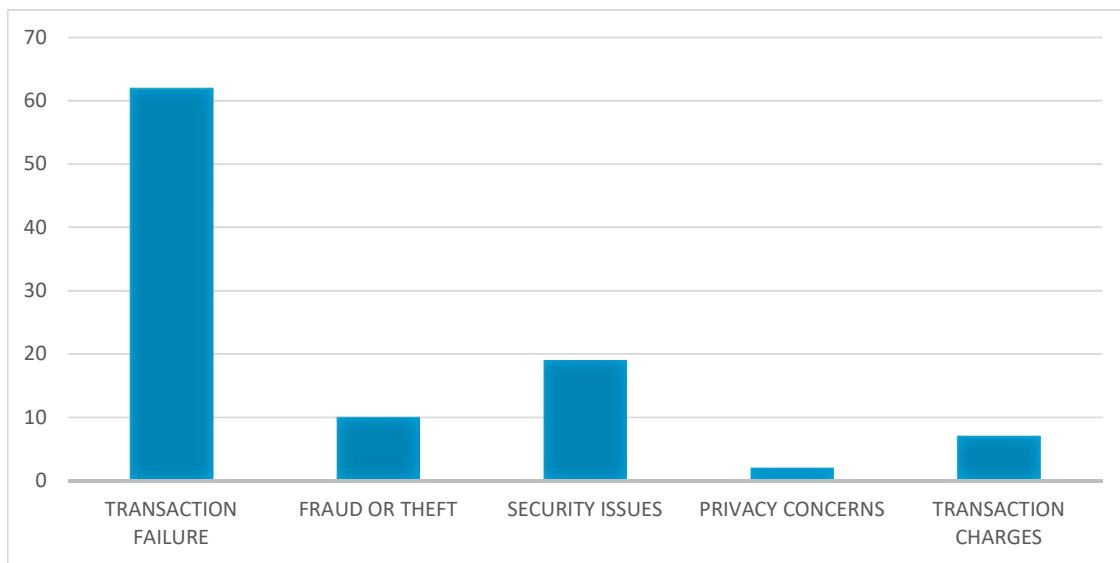
From the above data it is clear that, 62% of the respondents feel transaction failure is their biggest concern while using e-payments , 19% feel Security issues is their biggest concern, 10% respondents feel Fraud or theft is their biggest concern, 7% feel Transaction charges is their biggest concern and 2% feel Privacy concerns is their biggest concern while using e-payments

4.21 WHETHER PROBLEMS FACED DURING GOOGLE PAY TRANSACTIONS

TABLE 4.21 SHOWING WHETHER PROBLEMS FACED DURING GOOGLE PAY TRANSACTIONS

Responses	Number of respondents	Percentage
Yes	77	77%
No	23	23%
Total	100	100%

(Source: Primary Data)

FIGURE 4.21 SHOWING WHETHER PROBLEMS FACED DURING GOOGLE PAY TRANSACTIONS
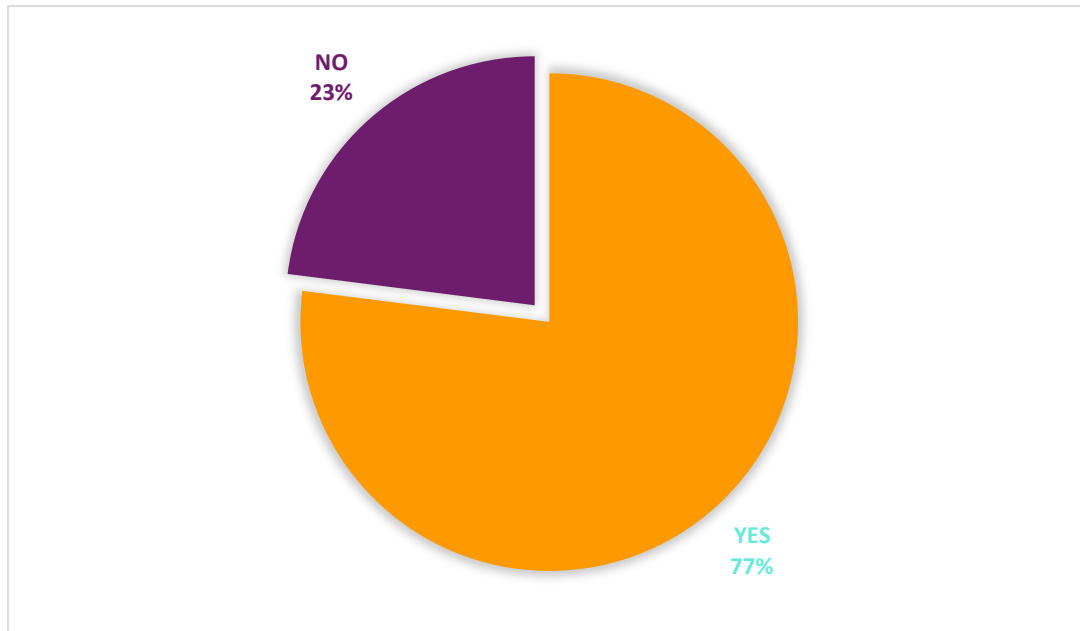
From the figure, it can be inferred that majority of the respondents (77%) faced problems while using google pay transactions and 23% of the respondents faced no problems while using google pay

4.22 REASON FOR FAILURE IN TRANSACTION

TABLE 4.22 SHOWING REASON FOR FAILURE IN TRANSACTION

Responses	Number of respondents	Percentage
Failure of google pay app	34	44%
Payment gateway failure	21	27%
Delay in confirmation order	13	17%
Problem with barcode detection	1	1%
Other	8	10%
Total	77	100%

(Source: Primary Data)

FIGURE 4.22 SHOWING REASON FOR FAILURE IN TRANSACTION
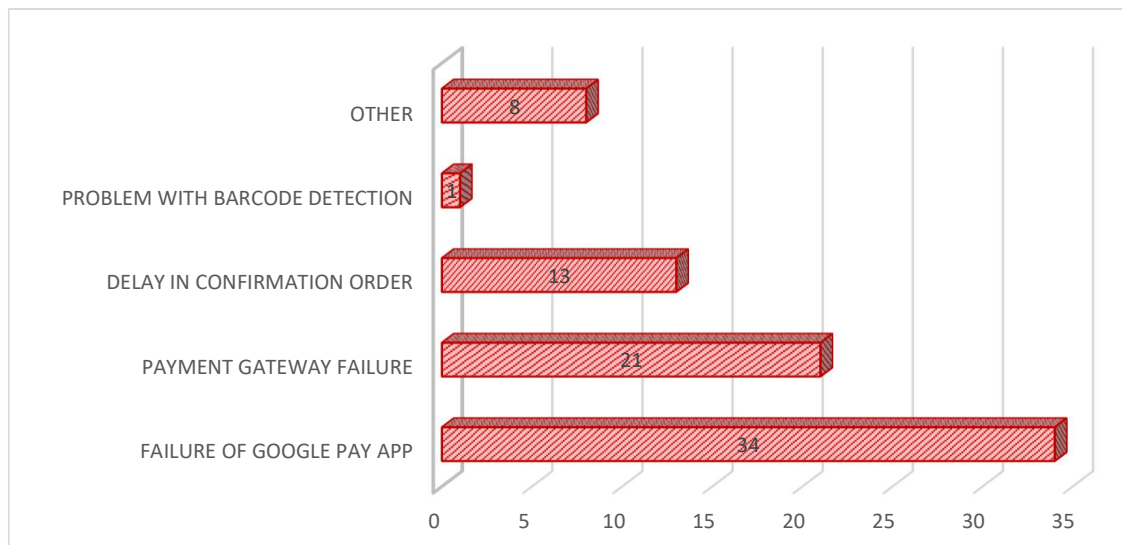
From the figure, it is clear that 34% of the respondents had faced the problem of failure of google pay app, 21% had payment gateway failure, 13% had a delay in confirmation order,1% had problem with barcode detection and 8% had other problems

4.23 SATISFACTION LEVEL ON VARIOUS FACTORS

TABLE 4.23 SHOWING SATISFACTION LEVEL ON VARIOUS FACTORS

Factors	Frequency In Percentage					Total
	Highly Satisfied	Satisfied	Neutral	Not Satisfied	Highly Dissatisfied	
Safety	25%	45%	28%	2%	0	100%
Security	20%	47%	28%	3%	2%	100%
Speed	18%	46%	29%	6%	1%	100%
Privacy	19%	45%	29%	7%	0	100%
Accuracy	16%	53%	27%	2%	2%	100%

(Source: Primary Data)

FIGURE 4.23 SHOWING SATISFACTION LEVEL ON VARIOUS FACTORS
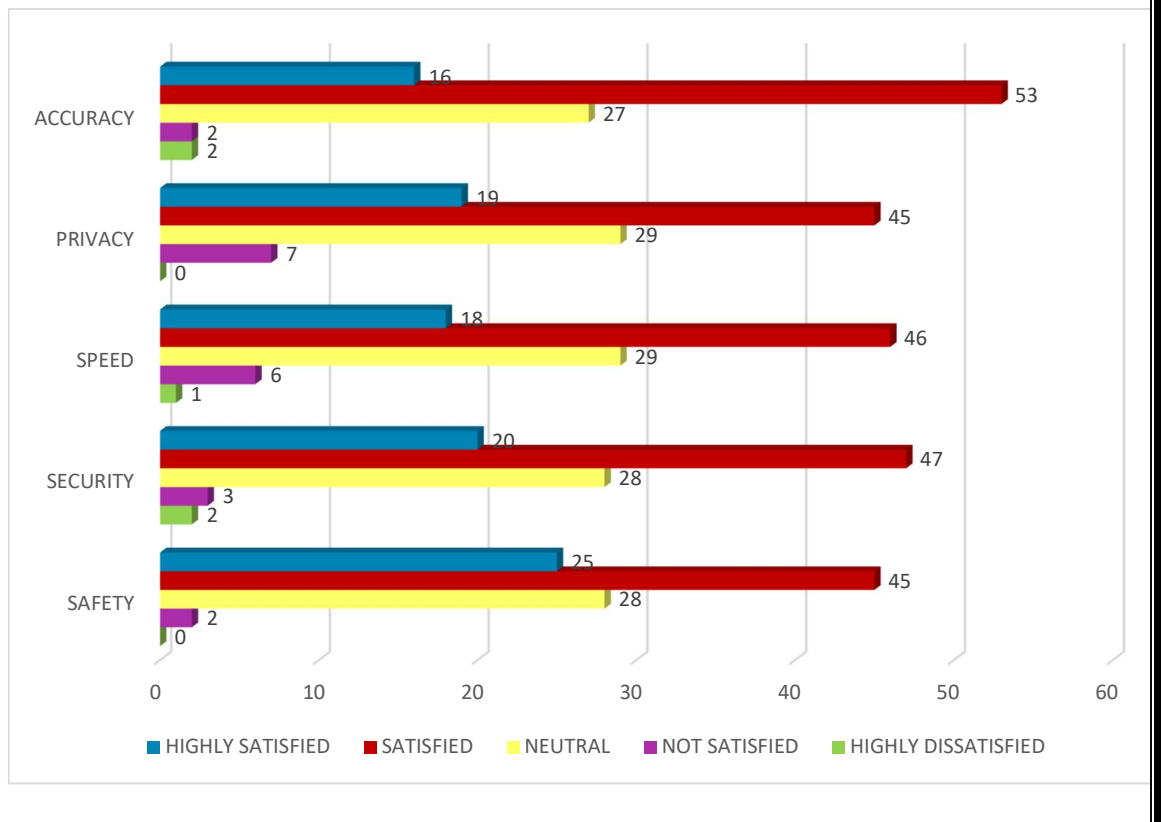
From the figure, it can be inferred that, out of the 100 respondents, 45% of the respondents is satisfied with the factor safety in online payment applications, 28% are neutral, 25% highly satisfied and 2% of the respondents are not satisfied.

Satisfaction level on the factor security, out of 100 respondents, 47% of the respondents are satisfied, 28% of the respondents are neutral, 20% highly satisfied, 3% of the respondents are not satisfied and 2% highly dissatisfied.

Among 100 respondents, 47% of the respondents are satisfied with the factor speed in online payment applications, 29% neutral, 17% are highly satisfied, 6% of the respondents are not satisfied and 2% highly dissatisfied.

From the data, it is clear that, satisfaction level on the factor privacy, 45% of the total respondents are satisfied, 29% neutral, 19% highly satisfied and 7% of the respondents are not satisfied.

Satisfaction level on the factor Accuracy, 53% of the total respondents are satisfied with this factor, 27% neutral, 16% are highly satisfied, 2% of the respondents are not satisfied and 2% of the respondents are highly dissatisfied.

4.24 SATISFACTION LEVEL OF ONLINE PAYMENT APPLICATIONS AMONG YOUNGSTERS

TABLE 4.24 SHOWING SATISFACTION LEVEL OF ONLINE PAYMENT APPLICATIONS AMONG YOUNGSTERS

Responses	Number of respondents	Percentage
Excellent	20	20%
Good	68	68%
Fair	12	12%
Poor	0	0
Total	100	100%

(Source: Primary Data)

FIGURE 4.24 SHOWING SATISFACTION LEVEL OF ONLINE PAYMENT APPLICATIONS AMONG YOUNGSTERS
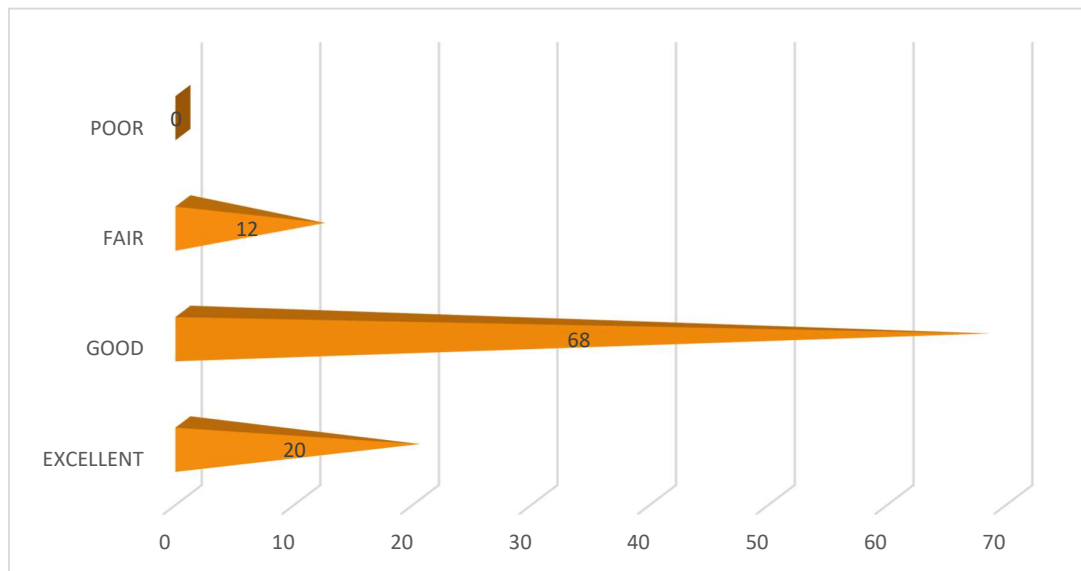
From the above table it is clear that 68% of the respondents feel that online payment applications are good, 20% say that it is excellent and 12% of the respondents fairly satisfied.

4.25 REFERRING OTHERS TO USE ONLINE PAYMENT APPLICATIONS

TABLE 4.25 SHOWING RESPONDENTS REFERRING OTHERS TO USE ONLINE PAYMENT APPLICATIONS

Responses	Number of respondents	Percentage
Very Likely	28	28%
Likely	58	58%
Neutral	14	14%
Unlikely	0	0
Total	100	100%

(Source: Primary Data)

FIGURE 4.25 SHOWING RESPONDENTS REFERRING OTHERS TO USE ONLINE PAYMENT APPLICATIONS
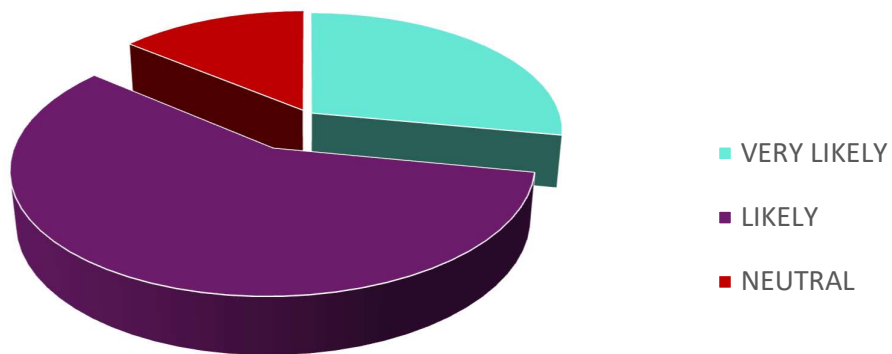
Above data shows that, out of the 100 respondents 58% prefer likely to refer online payment applications to others, 28% very likely prefer, 14% neutrally prefer.

4.26 INTENTION OF USE IN FUTURE

TABLE 4.26 SHOWING INTENTION OF USE IN FUTURE

Responses	Number of respondents	Percentage
Yes	79	79%
No	2	2%
Maybe	19	19%
Total	100	100%

(Source: Primary Data)

FIGURE 4.26 SHOWING INTENTION OF USE IN FUTURE
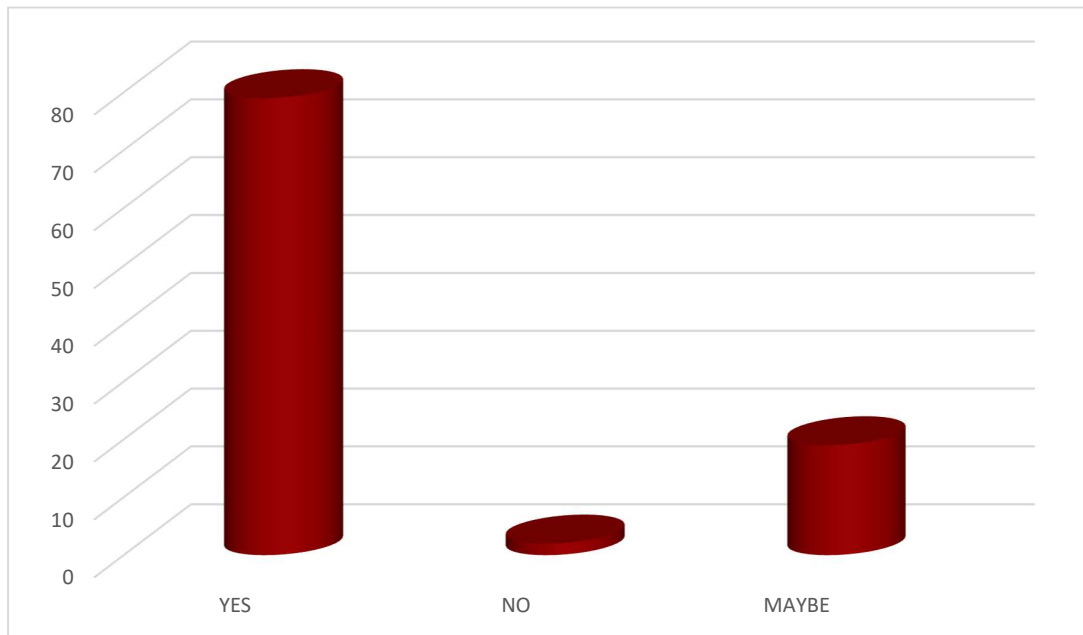
From this study, it is shown that 79% of the respondents agrees that they will use online payment applications in future also, 19% may be and 2% of the respondents will not use it in future.

TESTING OF HYPOTHESIS

H0: The level of satisfaction of youth on online payment applications is dependent to the factors

H1: The level of satisfaction of youth on online payment applications is independent to the factors.

TABLE 4.27 OBSERVED FREQUENCY

SL.NO	FACTORS	HIGHLY SATISFIED	SATISFIED	NEUTRAL	NOT SATISFIED	HIGHLY DISSATISFIED
1	SAFETY	25	45	28	2	0
2	SECURITY	20	47	28	3	2
3	SPEED	18	46	29	6	1
4	PRIVACY	19	45	29	7	0
5	ACCURACY	16	53	27	2	2

(Source: Primary data)

TABLE 4.28 EXPECTED FREQUENCY

SL.NO	FACTORS	HIGHLY SATISFIED	SATISFIED	NEUTRAL	NOT SATISFIED	HIGHLY DISSATISFIED
1	SAFETY	19.6	47.2	28.2	4	1
2	SECURITY	19.6	47.2	28.2	4	1
3	SPEED	19.6	47.2	28.2	4	1
4	PRIVACY	19.6	47.2	28.2	4	1
5	ACCURACY	19.6	47.2	28.2	4	1

TABLE 4.29 COMPUTATION OF CHI-SQUARE STATISTIC

O-E				
5.4	-2.2	-0.2	-2	-1
0.4	-0.2	-0.2	-1	1
-1.6	-1.2	0.8	2	0
-0.6	-2.2	0.8	3	-1
-3.6	5.8	-1.2	-2	1

$(O-E)^2$				
29.16	4.84	0.04	4	1
0.16	0.04	0.04	1	1
2.56	1.44	0.64	4	0
0.36	4.84	0.64	9	1
12.96	33.64	1.44	4	1

$(O-E)^2 / E$					$\chi 2 = \sum \dfrac{(O-E)^2}{E}$
1.487755	0.102542	0.001418	1	1	
0.008163	0.000847	0.001418	0.25	1	
0.130612	0.030508	0.022695	1	0	
0.018367	0.102542	0.022695	2.25	1	
0.661224	0.712712	0.051064	1	1	
2.306122	**0.949153**	**0.099291**	**5.5**	**4**	**12.85457**

DEGREE OF FREEDOM = (r-1) (c-1) = (5-1) (5-1) = 16

Level of significance=0.05

Table value at 0.05 level of significance = 26.296

Calculated value = 12.85457

Since, the calculated value is less than the table value = 12.85 < 26.296

So, that **we accepted the null hypothesis and rejected the alternative hypothesis.** That means the level of satisfaction on online payment applications among youngsters is dependent on the various factors like safety, security, privacy etc.

H0: The level of satisfaction of youth on online payment applications is dependent to the factors	ACCEPTED
H1: The level of satisfaction of youth on online payment applications is independent to the factors.	REJECTED

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSIONS

FINDINGS

1. Majority of the respondents (62%) are female.

2. Majority of the respondents (63%) are within the age between 20-25 use online payment applications.

3. Out of 100 respondents, 100% of respondents are using online payment applications for making payment and also 100% of the respondents had used Google pay for their transactions.

4. Majority of the respondents (47%) were using online payment applications for more than 2 years, 33% were using it for 1-2 years and 25% of the respondents using online payment applications for less than a year.

5. Majority , 43% of the respondents choosing online payment options over physical payments because it is a easy payment option, while 22% of the respondents uses due to 24*7 transfer option, 16% uses it due to time saving and convenient, 15% uses due to cashback and offers and also they uses it due to easy to track expenses and for other reasons.

6. Among the respondents, 61% use digital payment applications as a payment gateway while making online payments and only 16% of the respondents use COD ie, cash on delivery

7. 51% of the total respondents agree that e-payment systems like google pay are a secure mode of payment and use various e-payment modes.

8. Majority of the respondents ,63% didn't know about the concept of e-wallets before demonetization and 37% of the respondents knew about the concept of e-wallets before demonetization.

9. 65% of the respondents had an opinion that demonetization has increased the use of e-wallet and 32% said that it has been stable and 3% of the respondents said that it has decreased the usage.

10. Majority of the total respondents (52%) feel that the contribution of new technologies on banks is high and around 23% of the total respondents feel that the contribution is very high on banks.

11. Around 91% of the respondents think that online payment applications like google pay has a great future in the Indian market with the increasing number of usage of smartphones.

12. Majority of the total respondents (95%) think that in near future new technologies such as Google pay will be popular in rural areas as well as it is in urban areas which means that there will be increase in the usage of online payment applications.

13. Majority of the respondents (36%) agree that going cashless is beneficial for the economic growth of India and around 32% of the respondents strongly agree that going cashless has helped the Indian economy, 25% neutrally and 6% of the respondents disagree that going cashless has helped Indian economy.

14. 62% of the respondents feel transaction failure is their biggest concern while using e-payments, 19% feel Security issues is their biggest concern, 10% respondents feel Fraud or theft is their biggest concern, 7% feel Transaction charges is their biggest concern and 2% feel Privacy concerns is their biggest concern while using e-payments

15. A large majority of the respondents (94%) accepts the Google pay, from this we can say that Google pay is acceptable among youngsters

16. Among the 100 respondents 45% uses google pay less than 5 times in a week, 36% uses 5-10 times in a week, 10% uses more than 10 times and 9% of the respondents uses 10-20 times in a week.

17. Majority of the respondents (77%) faced problems while using google pay transactions and 23% of the respondents faced no problems while using google pay

18. 34% of the respondents had faced the problem of failure of google pay app, 21% had payment gateway failure, 13% had a delay in confirmation order,1% had problem with barcode detection and 8% had other problems

19. From the study, it was clear that majority of the respondents were satisfied by using google pay and its services. It was because they provide a wide range of services such as mobile recharges, payment of bills, online shopping and merchant payments, transfer money etc

20. The respondents however, in spite of being satisfied with their services, faced several problems while completing the process. Majority of them (77%) faced problem while using google pay transactions and 23% of the respondents faced no problems while using google pay

21. Among the 77 respondents who faced problems in payment process, 34% of the respondents had faced the problem of failure of google pay app, 21% had payment gateway failure, 13% had a delay in confirmation order and they also faced problem with barcode detection and some other problems

22. 68% of the respondents feel that online payment applications are good, 20% say that it is excellent and 12% of the respondents fairly satisfied with the use of online payment applications

23. 58% of the total respondents prefer likely to refer online payment applications to others, 28% very likely prefer, 14% neutrally prefer it to others.

24. Among the 100 users of online payment applications, 79% of the respondents agrees that they will use online payment applications in future also.

25. Satisfaction level on various factors such as safety, security, speed, privacy and accuracy, majority of the respondents are satisfied on these factors regarding online payment option and least of the respondents (2%) are highly dissatisfied to the factor security and accuracy

26. The chi-square test indicate that, the level of satisfaction on online payment applications among youngsters is dependent on the various factors like safety, security, privacy etc..

SUGGESTIONS

- Advertisement should be made in the social media networks which will capture young people to get in to the usage.

- Discount offers and reward on making payment through online payment applications can increase its popularity and adoption as well.

- The more adored feature of Google pay is that it is a easiest mode of making an online payment. So Google pay is performing well in terms of privacy, transaction time, discounts, offers and customer satisfaction.

- Many respondents felt that the hindrance in adopting cashless economy is the digital and technological illiteracy among the people of India, so to overcome this problem government need to take initiatives in educating the people about the same.

- Awareness programs must be done at educational sector in order to educate people about digital payment system.

- As respondents are well aware of the Google pay as per our findings, steps must be taken to minimize the deficiencies involved in digital payments like security issues, failure of the app and payment gateway failure, delay in confirmation order etc.

- Service provider of Google pay must taken in to consideration user experience and take their valuable feedback in order to better their services.

- It is very important to educate the people in rural areas about cashless transactions and about e-wallets, because majority of the crowd in our country belong to the rural areas.

- Many of the respondents felt that cashless mode of transactions in India is not safe so the government should make electronic payments infrastructure completely safe and secure.

- Government should make the infrastructure capable and secure so that there are minimum fraud and thefts.

CONCLUSION

This study aims to find out the negative and positive aspects of online or digital payment , digital wallet in India. And this study was accomplished to explore consumer's perception, awareness, and willingness to engage in using Google pay to replace the content of their physical wallets. This study has revealed that, there is a drastic increase in the usage of online payment application after demonetization. On the basis of the study conducted, 100% of the respondents are users of online payment application. It can be seen that many people are adopting cashless mode of payment as it has its own pros like it :- reduces time and is convenient to use , offers various cashback offers and discounts, etc., However, they are also facing with certain difficulties.

In this study it can be seen that the youth is satisfied with the use of Google pay for making various payments and that online modes of payments are increasing day –by-day with the increase in various technologies which facilitate the entire process of a transaction. As it can be seen that cashless economy or the use of online payment application has its various advantages and disadvantages so if any government is planning to adopt cashless economy should carefully analyze the situation of the country. The government of India is taking efforts to encourage the people of India to use digital modes of payments.

Google pay is getting more and more trending among the consumers. Google pay is taking giant steps at revolutionizing the payments markets in India. Consumers or users will miss aboard of features and easy money transfer transactions if they don't use the app. The use of These App for making online payments has made a huge growth in few years. The number of users of Google pay is increasing significantly day by day. More security features need to be added to increase the user base further in future. Marketing and promotion programmes should be conducted to create awareness among non-users. Discount offers and reward points on making payments through Google pay can increase its popularity and adoption as well.

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ANNEXURE

QUESTIONNAIRE

Dear respondents,

I am Unnimaya Prakasan, pursuing my masters in commerce at St. Teresa's College (Autonomous), Ernakulam. As part of my course, I am doing dissertation titled 'A study on impact of online payment applications among youngsters with reference to google pay'. As a source of primary data for my dissertation, I request you to kindly fill the questionnaire below and I assure that the collected data shall be kept confidential.

1. Gender:

☐ Male   ☐ Female

2. Age:

☐ 15-20   ☐ 20-25   ☐ 25-30

3. Place of residence:

☐ Urban   ☐ Semi-Urban   ☐ Rural

4. Educational Qualification:

☐ SSLC   ☐ Plus 2   ☐ Graduate   ☐ Post Graduate

☐ Diploma

5. Have you ever used online payment application for making payments?

☐ Yes   ☐ No

6. Have you ever used Google pay for making payments?

☐ Yes   ☐ No

7. How long have you been using Google pay?

☐ Less than a year   ☐ 1-2 years   ☐ More than 2 years

8. Why would you adopt online payment option over physical payments?

☐ Easy payment option   ☐ Time saving and convenient

☐ Cashback offers and discounts   ☐ Easy to track expenses

☐ 24*7 transfer   ☐ Other

9. What payment gateway do you use while making online payments?

☐ COD   ☐ Debit Card   ☐ Credit Card

☐ Net Banking   ☐ Digital payment apps

10. Do you think e-payment systems like Google pay are a secure mode of payment?

☐ Strongly agree   ☐ Agree   ☐ Neutral

☐ Disagree   ☐ Strongly disagree

11. Have you had information about e-wallet before demonetization?

☐ Yes   ☐ No

12. Do you think after demonetization the use of e-wallets have increased?

☐ Increased   ☐ Decreased   ☐ Stable

13. For which purpose do you use online payment applications?

☐ Mobile recharges   ☐ Payment of bills   ☐ Online shopping and merchant payments

☐ Food or movie booking   ☐ Booking transportation facilities

☐ Transfer money   ☐ Others

14. In your opinion what do you think in India the contribution of new technologies like online payments to the success of the banks?

☐ Very High ☐ High ☐ Average

☐ Low ☐ Nil

15. Do you think online payment application like Google pay has a great influence in Indian market?

☐ Yes ☐ No

16. Do you think in near future new technologies like Google pay will be popular in rural areas as much as it is in urban areas?

☐ Yes ☐ No

17. Do you think going cashless is beneficial for the economic growth of India?

☐ Strongly agree ☐ Agree ☐ Neutral

☐ Disagree ☐ Strongly disagree

18. Are you satisfied by using Google pay for making payments?

☐ Yes ☐ No

19. On average, how frequently have you used Google pay in a week?

☐ Less than 5 times ☐ 5-10 times

☐ 10-20 times ☐ More than 20 times

20. What is your biggest concern while using e-payments?

☐ Transaction failure ☐ Fraud or Theft ☐ Security issues

☐ Privacy concerns ☐ Transaction Charges

21. Do you face any problem during Google pay transaction?

☐ Yes ☐ No

22. If yes, what is the reason for failure?

☐ Failure of google pay app ☐ Payment gateway failure

☐ Delay in confirmation order ☐ Problem with barcode detection

☐ Other

23. Satisfaction level on the following factors regarding online payment applications

	Highly satisfied	Satisfied	Neutral	Not satisfied	Highly dissatisfied
Safety					
Security					
Speed					
Privacy					
Accuracy					

24. What is your satisfaction level in using online payment apps?

☐ Excellent ☐ Good ☐ Fair ☐ Poor

25. Will you refer others to use online payment apps?

☐ Very likely ☐ Likely ☐ Neutral ☐ Unlikely

26. Will you use online payment applications in future?

☐ Yes ☐ No ☐ Maybe