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PERCEPTIONS TOWARDS E WALLET MARKETING

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ABSTRACT

The world is being digitalized now. Everything is done online. Even the transaction is being done online through E-Wallets. Electronic wallet shortly known as E-wallet or service in online that allows a person to make electronic transactions. The facility of E-wallet can be used in smart phones, computers and various other electronic gadgets. Some of the E-wallets include G-pay, PhonePe, Paytm etc. In this study we can see about G-pay, Paytm and user's perception towards it, and problems faced by the users while using it.

CHAPTER I

INTRODUCTION

Electronic wallet shortly known as E-wallet or service in online that allows a person to make electronic transactions. The facility of E-wallet can be used in smart phones, computers and various other electronic gadgets in stores through QR codes. A bank account is needed for usage of E-wallet, and money can be deposited or transferred using this E-wallet. Some important documents like vehicle license, health insurance and other ID documents which can be stored in the wallet. The transactions can be transferred to a merchant's account wirelessly through Near Field Communication (NFC). Moreover, digital wallets are not used just for basic financial transactions but also for various other purposes. Digital

wallet systems can be accessed for various purposes and money can be transferred through Digital wallet system to anyone at any place at any time.

OBJECTIVES

To identify the usage of E-wallet transaction based on gender.

To identify the factors influencing users towards Google Pay &Paytm.

To identify the problem faced by the users towards E-wallets transactions.

RESEARCH METHODOLOGIES

Source of data

Data is collected through Primary and Secondarysources

PrimaryData: It is data which is collected directly from the users through aquestionnaire as firstdata

SecondaryData: Secondary data is collected through Magazines, Journals &Newspaper.

Population

The sample size is 150.

Sampling design

The study is based on convenient sampling.

Tools used for analysis

❖ Simple percentage method.
❖ Chi square.

CHAPTER-2

REVIEW OF LITERETURE

Priyanka Jain, Dr. Shuchi Singhal (2019), Electronic commerce (e-commerce) have continuous impact on world business situation, however mobile applications and technologies have additionally begun to focus a lot of on mobile banking, digital notecase, mcommerce and also the wireless internet. Against the varied backdrops, digital notecase (e-wallet) has emerged as a replacement channel of distribution, while not a lot of analysis being dedicated to its adoption. Therefore, the current studies analyses most of the previous studies done on mobile banking and digital notecase adoption. It additionally emphasizes the purchasers perspective towards adoption of e- notecase.

MuddassirMasihuddin, Burhan UI Islam Khan, &Rashidah F. Olanrewaju (2017) Electronic Payment system (EPS) as well as its benefits, challenges and security concerns. The planned study additionally evaluates the adoption of e-payment systems and also the ensuing impact on the economy of a nation. Methods/Statistical Analysis: during this Paper, was conducted to know about various online payment methods.

Dr.Hem Shweta Rathore (2016) in her analysis paper "Adoption of Digital notecase by shoppers" have analysed concerning the factors that influence shoppers in adoption of digital notecase and conjointly analysed the chance and challenges sweet-faced by consumers in usage of digital notecase and complete that shoppers area unit adopting digital notecase for the most part thanks to convenience and ease to use and within the future years digital notecase can gain additional widespread acceptance.

Prof Trilok Nath Shukla (June 2016) in his paper "Mobile Wallet: gift and therefore the Future" has mentioned mobile notecase, working, varieties and its benefits and downsides. His analysis enclosed perception of shoppers and retailers regarding mobile wallets. He terminated that mobile wallets are wont to have interaction with the client by the

marketers and digital businesses. regardless of the market standing of those mobile wallets, marketers ought to profit of the rising opportunities.

Poonam Painuly and Shalu Rathi (2016) in their analysis paper "Mobile wallet" associate degree forthcoming mode of business dealings "have analysed that easy dealings ,secured profile and convenience in handling application place forth the advantages of pocketbook cash and conjointly terminated that business sectors like banking ,retail, welcome etc., area unit creating use of pocketbook cash and mobile payment instruments together with contactless and remote payment within the customers – business and customers to customers areas.

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CHAPTER III

COMPANY PROFILE

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GOOGLE PAY:

Google developed a digital wallet named as google pay. It is used for tap to pay purchase on mobile devices. It enables users to make payments with electronic devices. That is secured with a UPI pin. The special feature in Google pay is NFC. Near Field Communication (NFC) enables communication between two devices when they are brought within a few centimeters of each other. The NFC feature is making google pay beyond the reach of masses. Google Pay allows us to store financial information on the platform in the form of VC virtual credit, debit, gift and reward cards which is used to make online payment or at partners locations in the real world. Google Pay is accepted by over 2000 million online merchants. Google pay is mostly used in food delivery, online movie/ticket/events ticket booking and also in trading and investment. Among all the digital payments apps that are available in India, google pay is the most downloaded finance app.Since Google Pay was launched, over 55 million people have downloaded Google Pay. They have more than 860 million transactions, with an annual run rate of one $30 billion. Google claimed about 12 million businesses in India. It is tied up with HDFC Bank, ICICI Bank, IRCTCand others for instant loans.

PAYTM:

Paytm is an Digital wallet and financial technology company formed in Noida, India. 11 languages based on Indian country is available and Paytm offers service like mobile recharges, utility bills payments, travel, movies, and events bookings as well as in-stores, fruits and vegetable shops, restaurants, highway tolls, medical shops and in college and school institutions with the Paytm QR code. California basedPayPal had filed a case against Paytm in the Indian trademark office for signing a logo similar toits own on 18 November 2016. As of January 2018, Paytm is valued as $10 billion and it over 7 million users currently are using Paytm. The company also involve in lot of advertisements with promotional content to generate revenues.
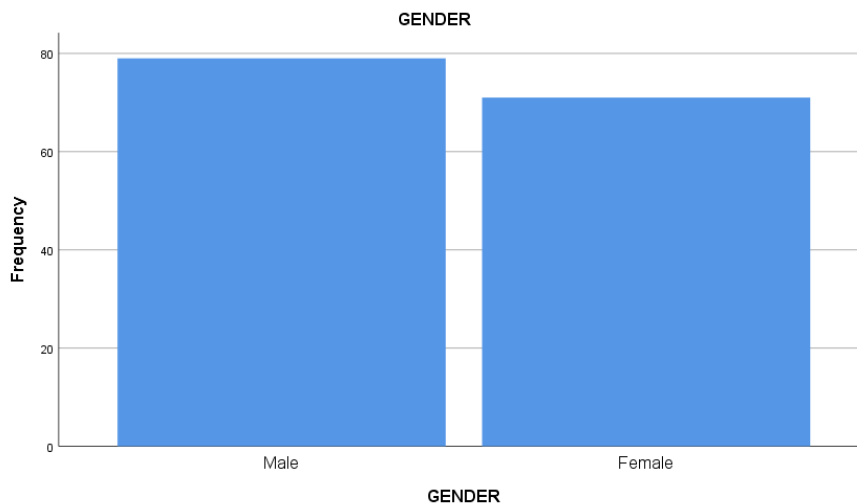
CHAPTER IV

ANALYSIS AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS

TABLE 1

GENDER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	79	52.7	52.7	52.7
	Female	71	47.3	47.3	100.0
	Total	150	100.0	100.0	

MONEY USAGE ON E-WALLET TRANSACTIONS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,000	45	30.0	30.0	30.0
	4,000	36	24.0	24.0	54.0
	8,000	30	20.0	20.0	74.0
	10,000	39	26.0	26.0	100.0
	Total	150	100.0	100.0	

From the table and chart above we can identify that no of male respondent 52.7% no of female respondents 47.3%.
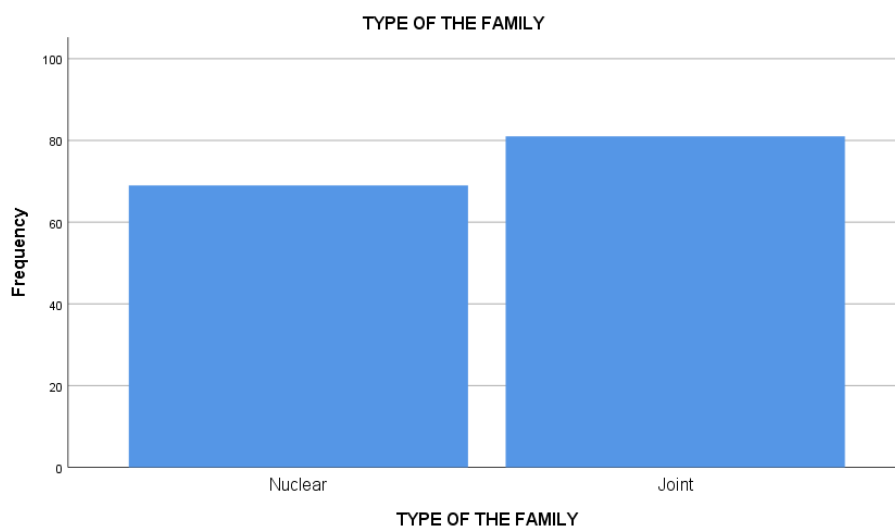
TABLE 2
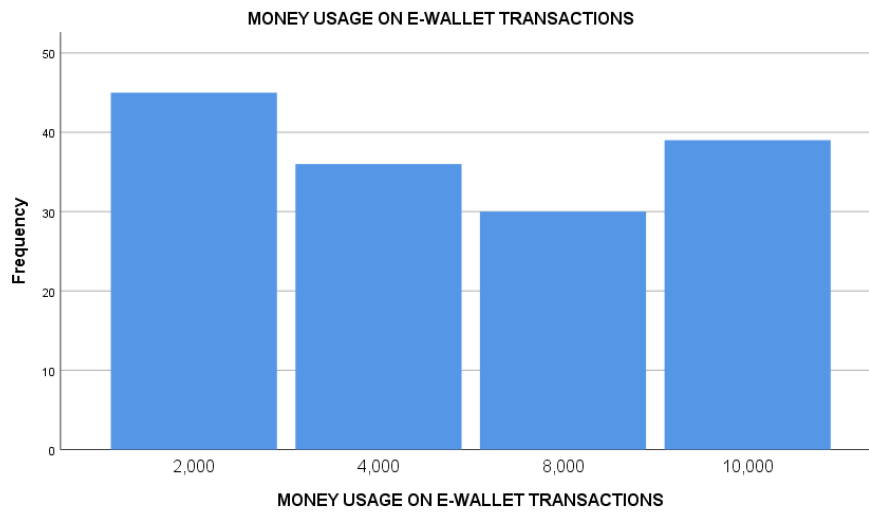
From the table and chart above we can identify that 30% of respondent transact below 2,000, 24% of respondent transact 4,000, 20% of respondent transact 8,000 and 26% of respondent transact upto 10,000.

TABLE 3

TYPE OF THE FAMILY

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nuclear	69	46.0	46.0	46.0
	Joint	81	54.0	54.0	100.0
	Total	150	100.0	100.0	

From the following table and chart, we can understand that 46% of respondents are Nuclear and 54% of respondents are Joint.

TABLE 4

PROBLEM FACED DURING E-WALLET TRANSACTIONS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lack of security of mobile payment.	25	16.7	16.7	16.7
	Too time consumption to transfer	59	39.3	39.3	56.0
	Unnecessary server errors	66	44.0	44.0	100.0
	Total	150	100.0	100.0	

PROBLEM FACED DURING E-WALLET TRANSACTIONS
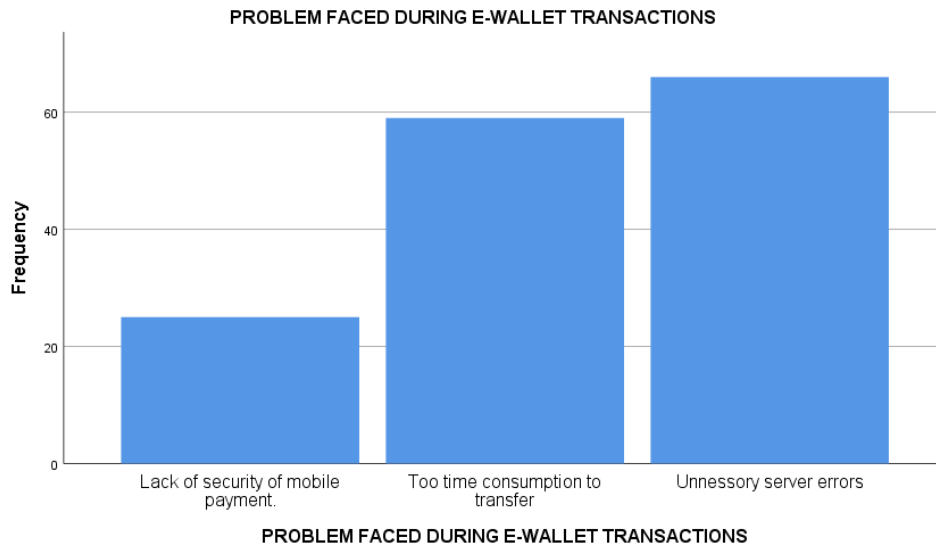
From the following above table and chart, we can understand that 16.7% of respondent face Lack of security problem, 39.3% of respondent face Too time consumption to transfer problem, 44% of respondents face Unnecessary server error problem.

CHI SQUARE TEST

GENDER AND MONEY USAGE ON E- WALLET

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	18.189[a]	3	.000
Likelihood Ratio	19.456	3	.000
N of Valid Cases	150		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 14.20.

Since the Pearson Chi-square value is .000 which is less than the p value 0.05 at 3 degrees of freedom, we reject the Null hypothesis. Hence, we infer there is significant difference between gender and money usage on E-wallet.

GENDER AND TYPE OF FAMILY

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.442[a]	1	.230		
Continuity Correction[b]	1.075	1	.300		
Likelihood Ratio	1.445	1	.229		
Fisher's Exact Test				.254	.150
N of Valid Cases	150				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 32.66.
b. Computed only for a 2x2 table

Since the Pearson Chi-square value is .230 which is greater than the p value 0.05 at 1 degrees of freedom, we Accept the Null hypothesis. Hence, we infer there is no significant difference between gender and family in E-wallet transaction.

GENDER AND PROBLEM FACED

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.188[a]	2	.004
Likelihood Ratio	11.389	2	.003
N of Valid Cases	150		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 11.83.

Since the Pearson Chi-square value is .004 which is less than the p value 0.05 at 2 degrees of freedom, we reject the Null hypothesis. Hence, we infer there is significant difference between gender and problem faced.

CONCLUSION:

The trend of transferring and sharing money with people has started to be digitalized and in the upcoming future we can see transactions only in digital form. Money transactions through E-wallets is a very good way of transacting money but there are still lot of problems mainly safety purpose and the reach to the people. If E- Wallet companies prove that they are safe and secure and fix bugs regularly we are not far ahead of Digital transactions.

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