

A STUDY ON ONLINE PAYMENT APPLICATIONS IN INDIA WITH REFERENCE TO AMAZON PAY

Submitted in partial fulfilment of the requirements for the award of

Master of Business Administration

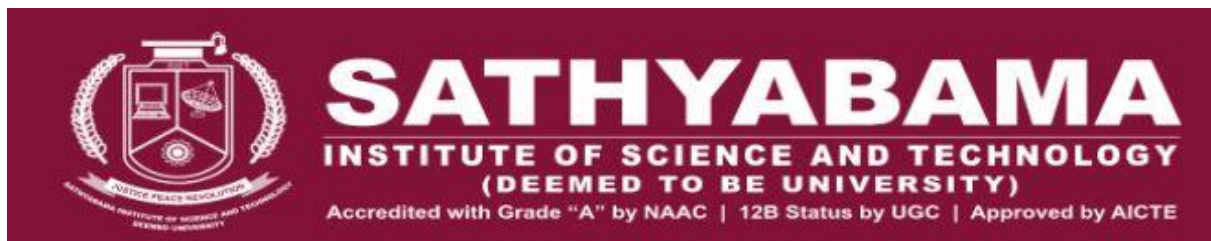
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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of
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entitled “**A STUDY ON ONLINE PAYMENT APPLICATIONS IN
INDIA WITH REFERENCE TO AMAZON PAY**” under our
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Submitted for Viva voce Examination held on ____02/12/2023____.

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DECLARATION

I am **M. ABINAYA (REG NO:42410071)** hereby declare that the Project Report entitled “**A STUDY ON ONLINE PAYMENT APPLICATIONS IN INDIA WITH REFERENCE TO AMAZON PAY**” done by me under the guidance of **Dr.S.KRISHNAKUMARI** at **SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY**, is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree .

DATE: 02/12/2023

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ABSTRACT

This research paper is all about the online payment application in India with reference to Amazon Pay. It entails the impact and importance of online payment applications on consumers. This paper shows advantages and disadvantages of Amazon pay. The study was conducted in Mumbai region and the survey was collected through a structured questionnaire. A descriptive study was conducted through which 111 responses were collected. The paper also shows the steps taken by RBI and the Government to encourage cashless society in India i.e. the government introduced BHIM and UPI. Cashless transactions like transactions through e-wallet, have various benefits like reduction in black money, reduction in crime rates, helps in improving economic growth of the country, helps in fighting against terrorism, attract more foreign investors, but this also comes with various disadvantages like the major issue at the moment is the security of the transactions and the services offered in these online payment applications. This paper studies the impact of online payment applications on consumers whether consumers are satisfied using online payment application or not.

KEYWORDS:

Amazon Pay, Cashless transactions, Bharat Interface for Money (BHIM), Unified Payment Interface (UPI), Online payment applications, E-wallets, Economic growth.

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CHAPTER 1: INTRODUCTION

Now-a-days world is becoming digitalized in every field and one of the best example of this is various countries in the world are moving towards becoming a cashless society. A cashless society is the one which doesn't use cash for any of its transaction instead all the transactions are done digitally. There are various countries in the world which have more than 50% of their transactions through cashless methods.

According to a study conducted by Capgemini and BNP Paribas, digital payments are expected to reach about 726 billion transactions by the year 2020. 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 program is a flagship agenda of the Government of India with vision to transform India into a digitally empowered society and a knowledge economy. "Faceless, Paperless, Cashless is one of the professed role of Digital India. The Prime Minister of India Mr. Narendra Modi has empowered India to adopt cashless transactions by giving digital payments sector of India a significant boost. The digital payment sector of India experienced a unpredicted growth since Demonetization in November 2016. Digital wallet companies in India has shown a growth of 271% for a total value of US\$2.8 Billion i.e Rs 191 crores. A Google- BCG Report had estimated that the digital payment industry in India will experience a growth of US \$ 500 billion by 2020.

Government of India is also encouraging various digital payment apps such as Aadhaar Payment app, UPI App, Bharat Interface for Money (BHIM) app along with private sector apps like Paytm, Mobikwik, Freecharge etc. Such new apps are beneficial to transfer funds across various parts of our country. Digital payments industry in India is growing on a rapid pace providing a highly attractive platform for foreign investors to invest in India.

1.1 WHAT IS DIGITAL PAYMENT?

Digital Payment means when any goods or services are purchased through the use of various electronic modes of payments which means there is no use of physical cash or cheques in digital payment. Now-a-days people use Digital Payments more is because Digital payment methods are easier and more convenient and they also provide customers the flexibility to make the payment from anywhere at any time which proves as a good alternative to the traditional methods of payment and which fastens the 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).

1.2 WHAT IS A 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,

Freecharge, LIME, Jio Money, Airtel Money, State Bank Buddy, Citrus, Mobikwik, PayUMoney etc

Various Digital Wallets Apps in India:-



➤ **PAY TM:-**

PayTM is an Indian e-commerce operator and Financial Technology company. Paytm was founded in August 2010 by its founder Mr. Vijay Shekhar Sharma. In 2014, the company launched its first Digital E-wallet known as Paytm Wallet. Paytm offers Digital wallet payment, mobile payments, online shopping, Paytm Payments Bank etc.

In the year 2015, RBI gave Licence to Paytm to launch Paytm Payments Bank which was later inaugurated in the year 2017 by the then Finance Minister Mr. Arun Jaitley. Paytm works in 2 different ways :- Paytm Wallet and Paytm Payments Bank.

Paytm is known as a digital payment system which allows you to transfer money through your debit/credit cards and which also allows you to do online banking. Once you register to Paytm you can make online payment of bills or you can make payment through your paytm wallet by first adding money into your wallet.



➤ **GOOGLE PAY:-**

Google Pay also known as G Pay or Pay with Google it is also one type of Digital Wallet and online payment system developed by Google. The services of Android Pay and Google wallet merged in January 2018 and the name was changed to Google Pay. On September 2017, Google launched an UPI-based app known as TEZ in India which was later rebranded as Google Pay. Google pay has more than 25 million active users in a month of the digital wallets in India. Google pay transactions are safe and secure.

Google Pay enables you to:-

- Send and receive money.
- Store your credit/ debit card information safe.
- And use this information to pay for various items on various apps .

Google Pay is known for its security among other similar digital payment apps. Google store your credit/debit card information in its secure servers using strong encryption. Cloud

storage and data security of the customers is the prime concern of Google.



➤ **PHONE PE:-**

PhonePe or PhonePe Private Limited it is an Indian e-commerce payment service and digital wallet company. PhonePe was founded in the year 2015 by its founders, Mr. Sameer Nigam and Rahul Chari and it was the first payment app in India which was built on Unified Payments Interface i.e (UPI). PhonePe is now available in 11 Languages. Phone Pe offers various services such as:-

- User can send or receive money through Phone Pe app.
- User can make various payment- mobile recharges, DTH recharges, users can also make payments of shopping online on various apps.
- Phone Pe even allows users to book tickets through various apps such as Redbus, Goibibo, Ola etc.

Phone Pe app has more than 100 million users and it has crossed more than 5 billion transactions.

Latest development of Phone Pe app is that it allows its customers to withdraw cash through its in app UPI feature which is also known as Phone Pe ATM, which means that transferring the said amount which has to be withdrawn to a nearby Phone Pe enabled merchant/ seller.



➤ **MOBIKWIK:-**

MobiKwik is also another Indian company app which acts as a digital wallet, as a mobile payments system. MobiKwik is an app founded by Bipin Singh and Upasana Taku in the year 2009. Initially MobiKwik was just a website with closed wallet facility but later started with mobile apps. In the year 2016 MobiKwik launched -Mobikwik Lite app which was for older 2G mobile networks and those with poor network connectivity.

MobiKwik launched its first ever Mobile Wallet system in the year 2012.

Mobikwik also launched the feature of sending and receiving money through a mobile app. Mobikwik also provides financial services such as providing loans, various insurances such as life insurance, accident insurance, fire insurance as well as mutual funds. In the year 2017, MobiKwik „s biggest competitor was Paytm.

According to Forbes India Magazine, in the year 2015 MobiKwik was used by more than 15million users for its unique features and was also claiming of increase of one million users every month.

In the year 2016, India had Demonetization during this time Mobikwik had a 400% increase in Financial Transactions.



➤ **YONO BY SBI:-**

This mobile wallet application was introduced by State Bank of India. This wallet offers its services in 13 Languages. The word YONO means You Only Need One, this app helps users to access various financial and other services, it acts as a Digital Banking platform which offers various services such as online shopping payments, booking tickets of (train, bus, taxi, flights), it also allows customers to make medical bill payments.

YONO app was launched in the year 2017 by Mr. Arun Jaitley, the then Finance Minister of India. This app can also be used by customers to make ATM withdrawals as well as this app can be used to make various fund transfers, etc.

Through YONO app a customer can track his/her OD account balance, can even open fixed deposit, recurring deposits, and can even invest in mutual funds. Customers can even track their loans through this app.



➤ **CITI MASTERPASS:-**

CITI MasterPass was launched by Citi Bank India and Mastercard. It is India's first global Digital wallet.

Citi MasterPass safely stores the confidential information i.e the data of customers card and their shipping information is stored in their mastercard. So while making the payment the customer simply has to select the option of „Buy

with MasterPass“ as the payment option while checkout, by doing this the customers need not have to fill in all the details.

By this feature the risk of customers confidential information can be exposed, as customer are always in need of safe, secure, simple and quick transactions while shopping.

CITI MasterPass is present in more than 24 countries worldwide. In today's world around 41 % transactions of Citi Bank are performed through online mode because of its secure, safety and innovative services.



➤ **UPI BHIM APP:-**

BHIM stands for Bharat Interface for Money. BHIM App is developed by National Payments Corporation of India i.e (NPCI) and it is based on Unifies Payment Interface i.e (UPI). Our Prime Minister Shri Narendra Modiji had launched this app. BHIM App was launched on 30th December 2016 and is currently available in 20 languages.

BHIM App accepts all Indian banks which works on UPI system and which is built over IMPS i.e Immediate Payment System which allows the user to transfer money to Bank accounts of any two parties.

Using UPI system user can make transactions in an easy, quick and simple manner. Through BHIM App users can do the various services:-

- I. User can Send money.
- II. User can Request money, for this it is mandatory that the users mobile number be linked with the bank account using.
- III. For quick transactions users can Scan and Pay.
- IV. Additional feature of BHIM App is that it allows the customers to check their transactions history.

- V. There is a report tab in BHIM App for the customers if they have any complaint to raise they can use this tab to do the same.
- VI. Next option in the BHIM App is the Bank account option, so through this option user can view the bank account that is linked with his/her BHIM App. A customer can also change the bank account by just clicking „Change Account“ in the BHIM App.
- VII. Through BHIM App it is easy to transfer money as BHIM App allows a customer to transfer money to more than one payment address.



➤ **HDFC PAYZAPP:-**

PAYZAPP is a mobile payment app developed by HDFC Bank. Payzapp allows customers to recharge their phones DTH recharges as well, pay utility bills such as electricity bill etc, customers can buy movie, train, flight tickets, book a cab and can also shop online. Customers can also send money to their family and friends and can also track their expenses.

Customer has to link their bank account with HDFC PAYZAPP app to enjoy the most secure way of payment. You have to just scan a QR Code to make any payment in Payzapp app.

During the launch of Payzapp app, Aditya Puri the Managing Director of HDFC Bank said “ The wallet we introduced under Payzapp, unlike other wallets, is not a pre-paid wallet. It reflects your account and it reflects your credit card balance. More importantly it is one click. That is the convenience.”

How to start with Payzapp App:-

- I. First you have to download the Payzapp app from Playstore.
- II. Enter your registered mobile number i.e the mobile number which is registered with your bank account.

- III. Complete the registration process by reading all the KYC steps.
- IV. The in the next step you have to link you bank account or your credit card with the Payzapp app.
- V. You are ready to use Payzapp app.



1.3 INTRODUCTION ABOUT AMAZON:-

Amazon or Amazon.com is an American e-commerce company based in Seattle. Amazon is considered as one of the big four technology based companies along with Apple, Microsoft, and Google. Amazon is a company which focuses on E-commerce, Digital streaming, Cloud Computing, and Artificial Intelligence. Amazon is considered to be world's largest internet based company by its revenue.

In the year 1994, Jeffrey .P. Bezos founded Amazon in Washington, by initially starting with an online market place for selling books, but gradually it expanded its business by selling electronics, video games, foods, toys, jewellery, software etc. Amazon was a technology company whose business was primarily simplifying online transactions to the customers.

On 5th July 1994, Amazon.com was founded by Jeff Bezos as an online bookstore . Later Jeff Bezos incorporated the company as Cadabra in 1994 but changed the name to Amazon for the website launch in 1995. . Today Amazon is a titan of e-commerce, logistics, payments, hardware, data storage, and media. In 2013 Amazon was launched in Indian Economy with an investment of USD\$

5 Billion. Amazon designed a payment gateway called Amazon Payments for both Amazon merchants and shoppers.



Amazon offers various products and services such as:-

- Alexa, Amazon Fresh.
- Amazon Prime.
- Echo, Kindle, Fire Tablets and Fire TV.
- Amazon Digital Game store.
- Amazon Wireless. Amazon web services.

Amazon follows four important principles and they are:-

- i. Customer Obsession rather than Competitor Focus.
- ii. Passion for Invention.
- iii. Commitment for Operational Excellence.
- iv. Long-term Thinking for the Company as well as for the Customers.

Various Goals of Amazon are as follows:-

I . Supporting Small Business:- Amazon provides a platform to small traders, businessmen, entrepreneurs to grow their sales and an opportunity to reach customers. In today's world more than 1.9 million business, traders, and developers use Amazon as a way to develop their business and reach customers to increase their business.

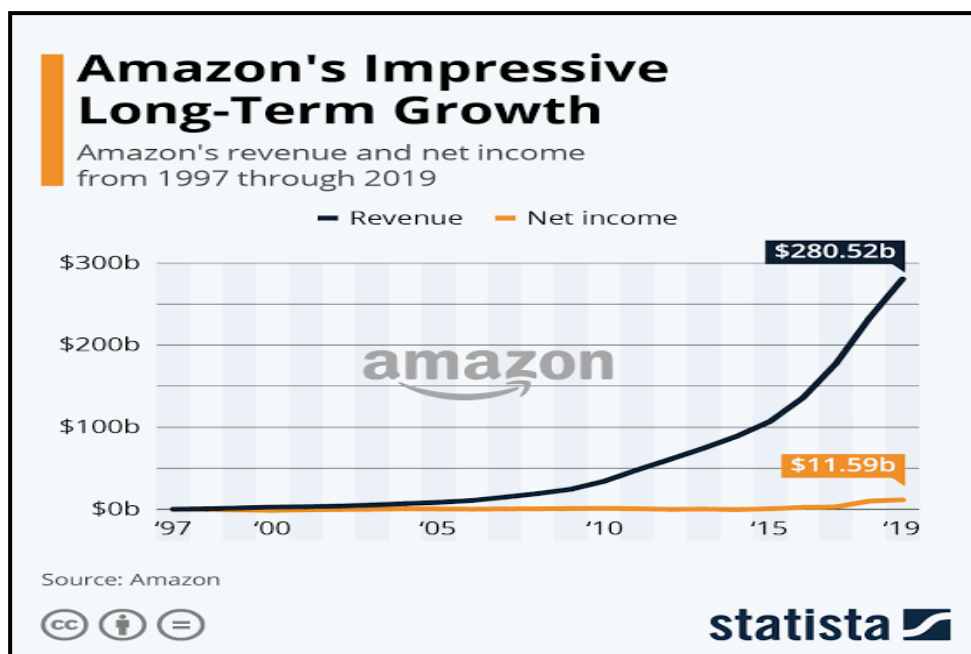
II. Creation of Jobs:- Amazon has more than 45,000 employees in its hometown i.e in Seattle. Amazon plans to create 1million jobs in India by 2025

through investing in the Indian market in technology, in infrastructure etc, which will be an addition to the 7 Lakh jobs the company has provided over a span of 6 years in India.

III. Sustainability:- Amazon is committed to sustainability as its good for the business as well as to the society, the customers and the communities. Amazon uses 10,000 electric delivery vans to deliver their products as this will save tons of carbon every year, this proves that amazon conducts business in a sustainable and lawful manner.

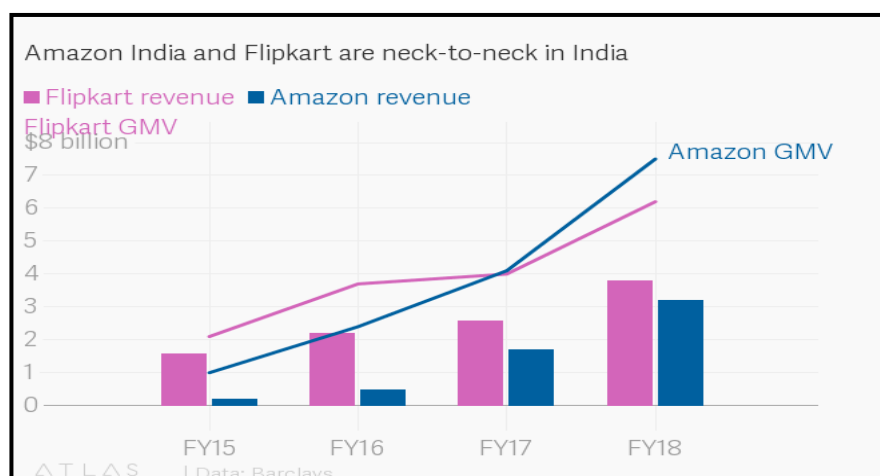
IV. Community:- Amazon is always focused on providing basic necessities to the under privileged, homeless people. Amazon has also supported tens of thousands of under - represented writers by providing them grants of about \$ 10 million from the Amazon Literary Partnership since 2009.

V. Investment:- Amazon has invested over \$ 270 billion in the U.S which includes the infrastructure, job creation, economic investment in innovative services for a better future. 2,000,000 jobs were granted to people in the U.S.



The above graph the Long-Term growth of Amazon i.e their Revenue and their Net Income over the years. In this graph the number of years taken are from 1997 to 2019, so the above figures are only for these years. In the initial years i.e in 1997 both the net income as well as the revenue is the same. In the

year 2019, the Net income is \$11.59 billion and the Revenue is \$280.52 billion. The above graph shows that Amazon in the year 2019 is making a profit, and the profit has been increasing since the year 2005. The graph below shows the difference between the GMV i.e the Gross Merchandise Value or Gross Revenue of both Amazon and Flipkart from the Financial year 2015 to 2018 in India.



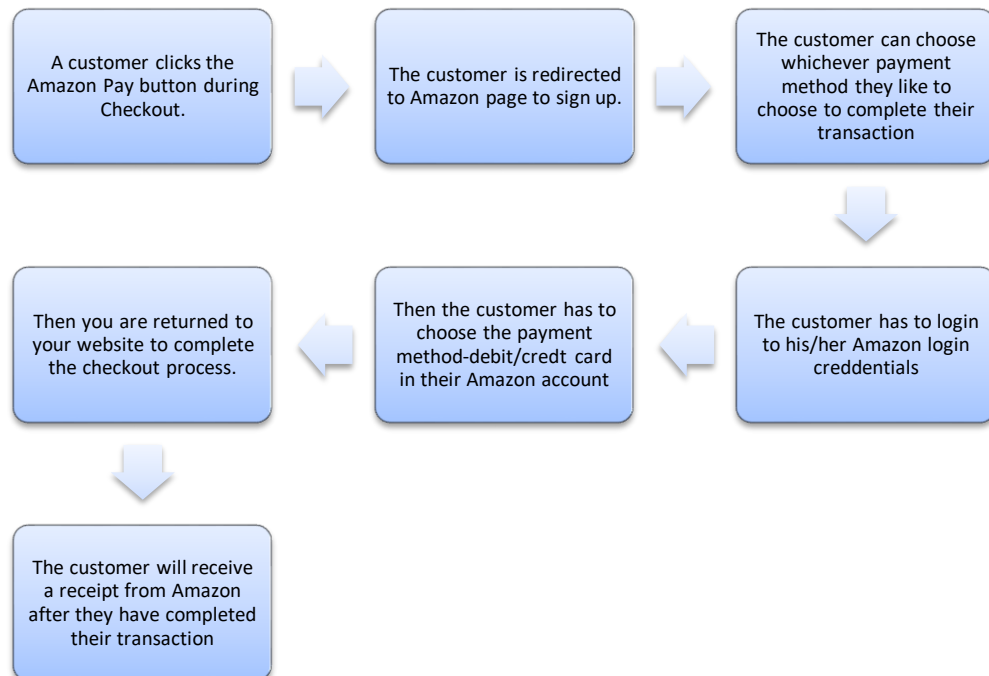
WHAT IS AMAZON PAY ?

Amazon owns Amazon Pay, it is an online payment processing service which was launched in the year 2007. The service of Amazon Pay is available in total 18 countries in the world. There is no registration fees for Amazon Pay. Amazon Pay has undergone various changes on its evolution so that the payment process would become more quick, simple and efficient for the customer.

Amazon pay does not share the card details with the merchants to avoid theft and fraud. Amazon Pay gives the option to the user to pay with their amazon pay account to external or third party websites. Amazon pay can be used on both in Amazon app as well as in third party e-commerce websites/apps. Amazon pay can be used to make the payment from grocery shopping to smart home appliances etc.

How does Amazon Pay works on third-party websites?

The third-party e-commerce website can add Amazon Pay as a payment option while checkout process.



Security at Amazon Pay:-

Amazon's first priority is providing safe and secure transactions to their customers so that the personal information of the clients is not disclosed. Here are some of the tips that makes Amazon pay more secure for payments:-

I. Personal Information should not be shared:- Amazon always focuses on that the personal information of the customers will never get disclosed as amazon will never share an email or a message the customer to share the personal detail(amazon.in password, credit card details, or bank account number). If any customer will receive such email or message then they should report the same to Amazon.in.

II. Identify E-mails:- Genuine Amazon email come from "@Amazon.in" or "@amazon.com". So if a customer receives an email from any other email id it is considered as fraudulent mail or a phishing mail in which once the

customer clicks on the link that consists the word „Amazon“ you will be directed to a complete different website in which all your details will be hacked.

III. Phishing mails should be reported:- The customer receiving such phishing or spoofing mail should report the same to Amazon by sending a mail to” stop- spoofing@amazon.com” and the customer can even attach the fake mail or can give information about the header of the mail so that it would be easier to trace the mail by Amazon.

IV. Password:- Choosing a strong password is very important in Amazon account, for instance a customer should not select a password that is easy to crack like for example a customer should not select a password as - password or 123456 or amazon. Customers should also avoid keeping their password on their name or email address or any other personal information which can be easily cracked.

Passwords are case sensitive, so “MOUNTAIN2!%” and “mountain2!%” are two different passwords. A customer should set a stronger password which is difficult to crack rather than an easy password by using special characters for example- a customer can keep the password as “ocean2!%” rather than keeping “ocean”.

V. Protection of Passwords:- Your password should be safe and secure so that our account information should not be leaked for doing this a customer should change his/her password periodically, should not use the same password for various online accounts. A customer should always keep his/her password private so that no one should know the password because if anyone can access the password then the person can access the amazon pay account. A customer should always log out after using the Amazon pay account.

VI. Protection of your system:- If your system is hacked then all your data will be misused, so it is very important to protect your system. Here are some of the steps through which a customer can protect his/her system:-

- a) Customer should install an antivirus or an anti-malware software into his/her system and should run a full scan of the software in your computer to detect any viruses in your system. Do not click on any link that you receive on a phishing mail. Microsoft provides free ant-malware

software so that you don't install a fake anti malware software at <https://microsoft.com/security>.

- b) Update all your Windows programs on your computer.
- c) If a customer has typed the password in the malicious website then the customer should change the password immediately in the amazon website. A customer should keep a strong password which includes letters, numbers, symbols etc.
- d) If a customer has received a malicious mail and has clicked on the link which will be redirected to a website and if the customer has entered credit card information then the customer should immediately report the same to the credit card company about the phishing mail received to the customer. A customer should never reply - to phishing or spam mail or messages, if you do so the sender will be confirmed that tis email address is a valid email id to send further more spam messages.

Advantages of Amazon Payments:-

- I. Customer Protection:- Amazon ensures 100% Purchase Protection to the customers by offering genuine products, easy return policies, secure payments, safe ordering. Amazon pay alerts the customer if there are any security issues with the customer's account and even protects the customer with frauds. Amazon pay never shares the card information of the customer to the seller.
- II. Easy Return and Refund Policy:- Through Amazon Pay users are benefitted by easy and faster refunds, various offers like cash-backs up to 15% (maximum Rupees 450) only on those payments which are done by Amazon Payments, and maintain gift-card balances as well.
- III. Decent Discounts:- Amazon Pay offers decent discounts and offers on various apps like Redbus, Freshmenu offer, JustTickets offer, Housejoy offer which creates a huge saving opportunities for customers. For its customers, Amazon offers EMI based schemes as well.
- IV. A-Z guarantee plan and protection:- Amazon is known for continuously innovation for better customer satisfaction and protection of retailers and customers. Amazon also protects its customers by lending A-Z guarantee on its products which acts as an extra safety for its customers. Amazon

pay has Amazon's 100% buyer protection guarantee which it provides to its customers.

- V. Streamline your checkout:- A research has shown that 28% of the shoppers have stopped using online carts is because of complicated and lengthy checkout process in various apps. So by using amazon pay as a payment method a customer saves the time of adding further payment details as it is already saved with amazon. This helps in seamless checkout process and saves the time of customers.
- VI. Manage Bank accounts:- Amazon pay allows a customer to add cash up to Rs 20,000 per month. A customer can manage the amazon pay account by adding a new credit/debit card to your account. A customer can also manage bank account in case of refund.

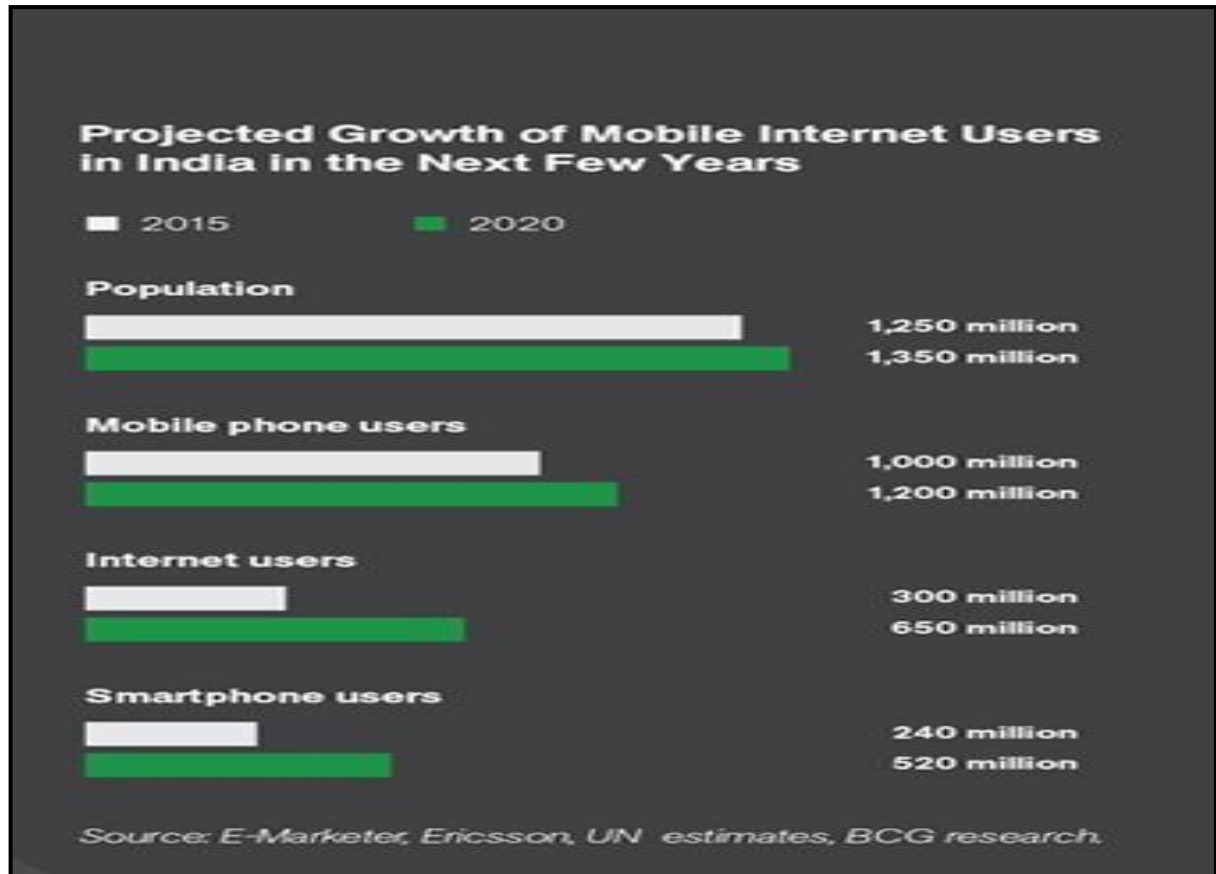
Disadvantages of Amazon Pay:-

- I. It doesn't eliminate your security risks:- The security of your Amazon Pay Balance depends on the security of your smartphone. If your device is not protected by some kind of password, then it will prove a threat to your Amazon Pay Balance. Even if your device is not secured by some anti-virus then also it can be a threat to your amazon pay account.
- II. It could encourage reckless spending:- Some people struggle with their reckless spending habits when the money is electronically-based instead of physical form. People tend to spend more while paying through E-Wallets.
- III. It is not fully available worldwide:-In December 2016, just 36% of retailers accepted Apple Pay and 34% of retailers accepted PayPal as a form of payment, and just 25% accepted MasterPass as a form of payment. Still across globe E-wallets are not much preferred by either retailers or customers.
- IV. Inconvenient for Offline users:- Online payment methods like Amazon pay, Google pay, paytm etc are useless for offline users i.e internet connectivity is very important for your transaction to become successful. A customer cannot use theses apps if he/she does not have strong network connection. Internet and server problems can prove inconvenience to complete online payment transactions.

IMPORTANCE OF CASHLESS TRANSACTIONS

- I. There is no fear of robbery or theft:- When physical cash is in large amount it is difficult to carry cash as there is danger of theft, but in cashless transaction this fear is eliminated.
- II. Tracking of expenses:- When the transactions are done in cashless way through e-wallets or internet banking we can keep a track on all our expenses which becomes easier to determine how much is our total expenditure. With the help of cashless transactions a customer can make payments in exact denominations i.e if you have to pay Rs 299.89 you can pay the same when you use cashless mode of payment.
- III. Transparency and accountability:- In cashless economy as there is more currency in the bank which means there is more currency in circulation, which means greater liquidity and there is less scope of hiding income which eventually leads to lower interest rates which leads to better economic development of the country.
- IV. No tension about counterfeit currency:- Every economy in the world faces the problem of counterfeit currencies, while the government is taking stringent actions against counterfeit currencies but the common people are the ones who suffer in these counterfeit currencies. But when an economy adopts cashless or digitization then the hassles about handling counterfeit currency is sorted.
- V. Easier Accounting and Easier transactions:- By going cashless customer can complete a transaction in a more convenient manner than before and can complete the transaction with increased security. A customer can do direct bank to bank transactions without physically transferring or depositing the cash to the bank this saves time, money and efforts.
- VI. Decrease in cost and Economic growth:- If the whole nation will go cashless then there will be decrease in cost for printing of notes. RBI spends around Rs 12,000 crores on replacement of Rs 500 and Rs 1000 notes. By going cashless there will be improvement in government monetary policy and government revenue as well as there will be greater transparency and efficiency in the economy.

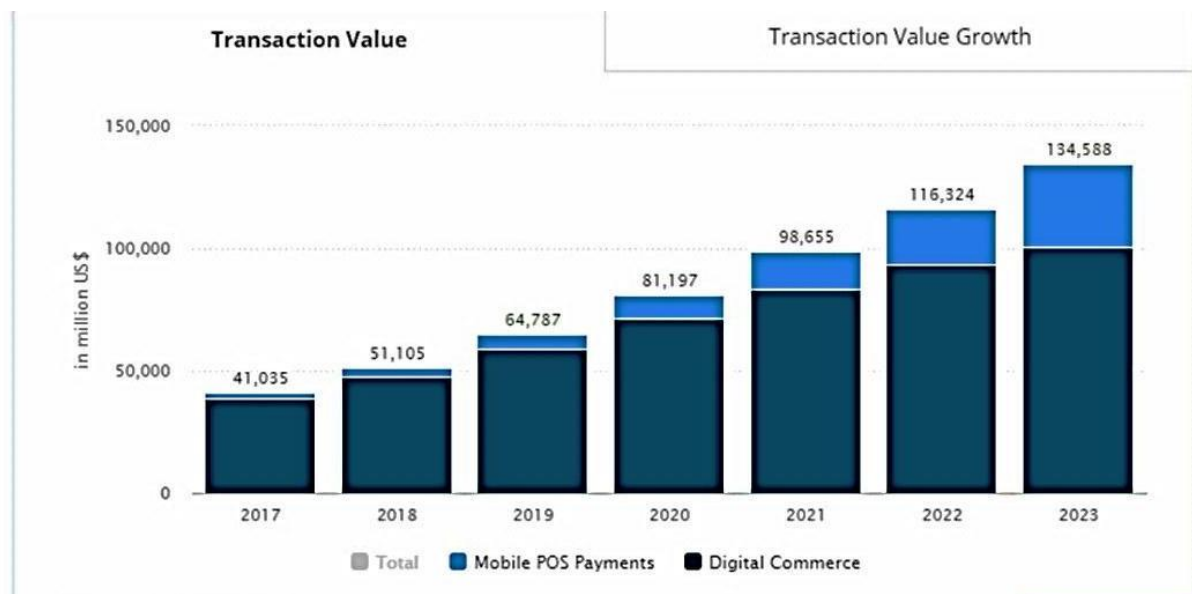
FUTURE OF DIGITAL PAYMENTS IN INDIA



Smartphone and mobile phone users, internet users as shown in the above projections are increasing with the increase in population in India. The above graph is compared between two years i.e 2015 and 2020. With greater access to internet and growth and development of infrastructure and greater usage of smartphones there is significant development of digital payments in India. India is witnessing exponential growth in Digital payment industry as India is considered as the second largest in the world in case of mobile users with a Billion connections in the country. In India nearly 1.5 billion transactions take place every single day and most of these transactions are P2M transactions i.e person to merchants which means purchases like grocery, newspaper, mobile recharges, DTH recharges, ticket bookings, cab booking etc. Earlier in the year 2015 all the transactions were cash transactions now it is estimated that by 2023 transactions in India will be more digitally and will rule the market with the increasing number of smartphone and internet users.

By the year 2025 in India it is estimated that cashless transactions would be 80 % and the volume of the digital transactions would reach up to \$ 1 trillion. In India it will take time to become a completely cashless society as it will require the support and understanding by the public and various initiatives by the government. In India the lack of digital literacy and education in rural areas can be a hindrance towards a cashless society.

It is very important to encourage people to adopt cashless modes of payment by giving various cash back offers which is been provided by the payment apps whether private or government initiated payment applications. By making the payment process simpler, safe, transparent it will become easier for people to access.



The above report by Statista shows the rise in Digital commerce as well as the increase in mobile payments for a past few years. According to a study conducted by Assocham-PWC India, the digital payments in India will be increasing from \$64.8 billion to \$135.2 billion till 2023. The study also specified that India is expected to have the fastest growth in digital payments between the years 2019 to 2023 and also it stated that between the years 2019 to 2023 on a worldwide transaction scale India's share will increase at a greater pace i.e from 1.56 % to 2.02%.

NEED OF THE STUDY:-

I. Financial transactions are the backbone of any economy in the world. In India cash was always the king. i.e all the transactions in our country used to take place through the means of cash only. Nearly four of every five transactions used to take place through cash means during the year 2015, cash was the predominant mode of payment and was the base of our economy and this was because of digital illiteracy, lack of education, lack of infrastructure, low network connections in remote areas of our country and many more reasons.

II. The Reserve Bank of India is doing its best to encourage various methods of payments and to make the whole payment process easier, more secure, reliable, and user friendly. With the introduction of various digital modes of payment such as:-

- i. NEFT/RTGS.
- ii. IMPS (Immediate payment services).
- iii. USSD (Unstructured Supplementary Service Data).
- iv. UPI (Unified Payments Interface).
- v. BHIM (Bharat Interface for Money).
- vi. Digital Wallets.
- vii. Bharat QR code (Quick response code).
- viii. Bharat Bill Pay.
- ix. AEPS (Aadhaar Enabled Payment System).
- x. WhatsApp Pay.

III. The transaction process has become more convenient, secure and transparent in nature with the help of such Digital modes of Payment. If cashless transactions is adopted and implemented in India then it will be easier to exchange currency while travelling to abroad countries. A cashless society leads to lower crime rates which is an advantage to the society. There will be no scenario of black money and can stop corruption once a society is cashless in economy and this can be done by adopting more and more digital mode of payment for various transactions.

IV. The main purpose of the study is to investigate the benefits of using online payment applications and to analyze the various online payment applications in India. The main agenda of this study is to find out the impact of using Amazon Pay and to find out that using Amazon Pay as a payment method has helped the customers or not.

CHAPTER 2: REVIEW OF LITERATURE

1) According to Mamta, Prof. Hariom Tyagi and Dr. Abhishek Shukla(2016)

The article entitled “The Study of Electronic Payment Systems”. This study aims to identify the issues and challenges of electronic payment system and offer some solutions to improve the e-payment quality. The successful implementation of electronic payment system depends on how the security and privacy dimensions perceived by consumers as well as sellers are popularly managed in turn would improve the market confidence in the system.

2) According to Sujith T S, Julie C D(2017)

The article entitled “Opportunities and Challenges of E-Payment System in India”. This study aimed to identify the issues and challenges of electronic payment systems and offer some solutions to improve the e-payment system. E-Payment system not only provides more opportunities but many threats also. The study found that, the reach of mobile network, Internet and electricity is also expanding digital payments to remote areas. This will surely increase the number of digital payments.

3) According to Sanghita Roy and Dr. Indrajit Sinha (2014)

The article entitled “Determinants of Customer’s Acceptance of Electronic Payment system in Indian Banking sector”. The objective of the study was finding out the most popular electronic payment system among the various payment options. This study also analyzed the level of awareness and the usage of E-payment technologies. The main aim of the study was to determine all the factors influencing the customer’s adoption with Technology acceptance model. The study was based on primary data. The data was collected through a structured questionnaire by means of survey and also focused on a group of 30 respondents. The result of this study was 4 Factors which contribute towards the strengthening the E-payment system in India and those are- Innovation, Incentive, Customer convenience and Legal framework.

4) According to Ashish Baghla (2018)

This research paper titled “A Study on the Future of Digital Payments in India” focused on the adoption of Digital payments in India. This paper identifies the problems or challenges faced by the people of India in adopting Digital modes of payment. One of the objectives of this study was to find out the attitude of the people towards the adoption of digital payment in India. The research methodology used in this research i.e the data is collected from both the primary and secondary sources , the primary has been collected through a questionnaire from 110 people. The paper concluded that the efforts by the government to make India cashless is going well but it will take time for India to become completely cashless as there are various challenges which the government has to take care of.

5) According K. Suma Vally and Dr. K. Hema Divya (2018)

This research paper titled “ A Study on Digital Payments in India with perspective of consumers adoption.” focuses on the analysis of the level of adoption of these digital payments by the consumers. The research methodology used that is the data collected is a primary data and is collected through a structured questionnaire and the results has been collected through 183 respondents. The research tool used to analyze the data is Chi- square technique. The main objective of this study was to verify the customers perception on Digital Payment with the concept of Digital banking in our country. This study also suggested that appropriate measures should be taken to create awareness about various technology and security of the usage of digital payments in India.

6) According to Prof. Sana Khan and Ms. Shreya Jain (2018)

This research titled “A Study on Usage of E-payments for Sustainable Growth of Online Business” focuses on the on the frequency and the problems faced by consumers while using online payment methods. The researchers also examined the effect of e-payments contribution towards the sustainability of the business growth in India, these were the main objectives of this research paper. The research conducted is a descriptive research and the primary data was collected through a structured questionnaire send to users of e- payment methods and the sample size was 100 participants which was collected random

sampling technique. The tools used in this research was Pivot tables and frequency. The findings of this research suggested that the users of e-payments have increased and it has become more popular and that majority of the users used online payments because of coupons and discounts in those transactions.

7) According to Priyanka. S. Kotecha (2018)

The research paper titled “An Empirical study of Mobile Wallets in India” focuses on the meaning of M-Wallet and highlights the advantages and disadvantages of M-Wallet in India. The researcher studied various categories in Mobile Wallets in India. The research methodology used for data analysis in this research is a conceptual study and also descriptive in nature. In this research paper it is also shown the growth of Mobile wallets in India from the year 2012 till the year 2016. The paper concluded that mobile wallets are growing rapidly mainly because of convenience in transactions and various shoppers are also demanding mobile payments because of which mobile wallets are growing in forthcoming years.

8) According to Pawan Kalyani (2016)

The research paper titled “An Empirical Study about the Awareness of Paperless E- Currency transaction like E-wallet using ICT in the Youth of India” this paper stresses on the paperless transactions that is getting popular all over the world in the form of Digital Wallet. In this research the researcher also analyzed the various types of e-wallets in the world and also various Indian e-wallets services. The researcher is trying to analyze all the information on the awareness and usage of various e-wallets by the Indian market. The data collected for this research was through a structured questionnaire and after examining the result of this survey it was concluded that Digital wallets which are associated with online businesses are popular but those which are associated with the banks are doing fine. The paper concluded with the suggestion that the practical usage and the awareness of these digital wallets should be increased by adding more value added services to these wallets for better efficiency.

9) According to Dr Hem Shweta Rathore (2016)

The study titled “Adoption of Digital Wallet By Consumers” focuses on the factors which influence customers decision about using digital mode of payment for a particular transaction. The researcher also tried to analyze the various risks and challenges faced by the customers while using various digital wallets. The data was collected through a structured questionnaire which was responded by 132 respondents. This research used Quantitative method ANOVA for getting the statistical result from the respondents. The researcher also gave some suggestions like to educate the consumers about the benefits of using digital wallets as a payment mode. This research paper concluded that Digital wallets will quickly become popular mode of payment as it is convenient and will gain huge widespread acceptance in the market.

10) According to Dr S. Manikandan and J.Mary Jayakodi (2017)

The research titled “An Empirical study on Consumers Adoption of Mobile Wallet with special reference to Chennai City” focuses on to explain the usage of mobile wallets and this paper also states the challenges faced by the users while using various mobile wallets which affects the decision of consumer adoption of mobile wallets. For this research a structured questionnaire was prepared and through which a total of 150 responses were collected. This study stated the various types of E-wallets which is given by the RBI. This study used ANNOVA as a research tool to analyze and to get the statistical result from the collected data. The researcher concluded the paper with the fact that users are satisfied with the usage of mobile wallet and the challenging factors to the users are the security and the safety of funds during a transaction. The paper also concluded that convenience in shopping , brand loyalty these features also play an important role in the adoption of mobile wallets by the consumers.

11) According to Rachna and Priyanka Singh (2013)

The research paper titled “Issues and Challenges of Electronic payment systems” aims to identify the issues and challenges faced while using electronic payment systems and this paper also offer some solutions to improve the quality of e-payment system. This paper stated some issues such as lack of security, lack of trust in such payment services by the consumers, lack of awareness by

the consumers, online payment services are not feasible in rural areas of our country. This paper also stated some of the measures to handle those problems such as encryption, digital signature, firewalls, and can request for more identification in case of any doubts. The paper concluded with the facts that e-payment systems can be successful if the privacy of the consumers and the security dimensions are well managed which would increase the confidence of the customers on such payment applications.

12) According to N Ramya, D Sivasakthi and Dr. M Nandhini (2017)

The research paper titled “Cashless transactions: Modes, advantages and Disadvantages” focuses on to state the efforts by the RBI and the Government of India to promote the digital modes of payments and to achieve the goal of a „less cash society“. The researcher also studied the various modes of cashless transactions such as e-wallets, mobile wallets, UPI apps, AEPS, USSD system, debit/credit cards for payments. This researcher also provided various advantages of using cashless modes of payments such as- convenience, tracking the expenditures, avail various discounts, lower risk, and can pay small denominations etc. This research paper also stated certain disadvantages of going cashless and those are- overspending increases, difficult for people who are not used to such technology, losing phone can be problematic, higher risk of identity theft and hacking consumers data etc.

The researcher concluded that digital transactions can bring in efficiency, transparency, accountability in transactions and will be beneficial to both the merchants as well as the consumers as they are becoming comfortable in using online modes of payment.

CHAPTER 3: RESEARCH METHODOLOGY

➤ RESEARCH METHODOLOGY

Research Methodology is a way to solve the research problem in a systematical way. The research strategy which forms the basic structure of the entire research project is methodology which helps in identifying the methods to be used. Research methods and Research Methodology are two different concepts which has to understood research methods can be understood as all the methods or techniques that will be used in the research project, various research types has various methods and techniques. Research Methodology forms the base of every research and the scope of research methodology is much wider than that of research methods because research methodology also means specifying the logic behind the methods or the techniques we use to conduct a research.

Research Methodology also explains how to conduct a research, how to find the information and how to present the collected data. For example how an architect designs a building he has to specify every single detail and has to evaluate every single decision that he has taken and specify the result. Research Methodology can be different for every research problem.

➤ **OBJECTIVES OF THE STUDY**

Research objectives state or describe what the research is trying to achieve or what we expect to achieve by the project. The objectives of the study gives a brief idea about the areas of the research which is studied. Research objectives help in the formulation of Hypothesis for the study and it also helps in narrowing down the research and helps in focusing on the point.

Here are some of the objectives of the study:-

- To study the impact of online payment applications on consumers
- To analyze the problems faced by the users while using online modes of payment.
- To know whether going cashless has helped the Indian economy.

➤ **HYPOTHESIS OF THE STUDY**

The principal instrument in any research is the Hypothesis of the research. A hypothesis is a proposed explanation for the research problem to be solved. The integral part of a research project is the framing of the hypothesis. Hypothesis framed has to be clear, precise and specific. Hypothesis framed should consider the objectives of the research.

There are two types of hypothesis i.e Null hypothesis and Alternative hypothesis.

The null hypothesis states that there is no relation between the variables. The alternative hypothesis states that there is relation between the variables.

The Hypothesis designed should help us to find if there is any relation between the variables that is being studied in the research project. The study on the topic is based on 1 Hypothesis:-

Hypothesis 1:-

H0: There is no significant relationship between Amazon Pay and consumer satisfaction.

H1: There is significant relationship between Amazon Pay and consumer satisfaction.

➤ TYPES OF STUDY

There are various types of study for doing a research and they are:

- **Quantitative Research:-**

Quantitative research is based on the measurement of quantity or the amount. It is applicable to the phenomena that can be expressed through quantity. Quantitative research is used to solve problems through numbers. It is a systematic investigation by collecting quantifiable data and performing mathematical and statistical techniques.

- **Qualitative Research:-**

Qualitative research is concerned with qualitative phenomena which means the quality or the kind. This type of research is used in behavioural sciences in which it is important to find the underlying motives and desires of human behavior. Qualitative research can be applied using words, feelings, emotions etc.

- **Applied Research:-**

Research can be applied (action) research which aims to finding the solution for an immediate problem facing by the society or any business organization. In applied research the main aim is to find the solution to a particular problem.

- **Empirical Research:-**

Empirical research is based on experience or observations. It is research which is based on data which is capable of being verified by experiment so it can be called as an experimental research . In this type of research the researcher should get the facts, data or the evidence to prove or disprove his hypothesis.

- **Analytical Research:-**

In Analytical research the researcher has to use already available facts, information, data and analyze them to draw a critical evaluation on the material.

- **Descriptive Research:-**

This type of research includes surveys and fact-finding enquiries of various kinds. The main characteristics of this research is that the researcher has no control over the various variables of the research and can only report of what has happened or what is happening. In social science and business and finance we often use descriptive research and descriptive research is studied by taking various Review of literature in the research project. The best advantages of conducting descriptive research is that we can study both the qualitative aspects of the research as well as the quantitative aspects.

This research is based on Descriptive study as it studies both the qualitative and quantitative aspects of online payment applications . Descriptive research is used to understand the concept behind the topic and to find the problems faced on the research. However my research also studies various Review of literature which acts as a base for the study. In this research various online payments applications are studied and focus is given to Amazon Pay and my research analyses consumer behavior towards online payment applications.

➤ **SAMPLE SIZE:**

Sample size refers to the number of respondents or participants or observations which is included in the research. This is the term which is used to define the subjects of the study which is selected from the entire population for the specific study.

Sample size is an important feature in the entire research as through this we understand the strength of our study i.e the respondents. Correct sample size can give accurate results. The sample size in this research is 80 respondents from the area Kandivali to Virar so this becomes our sample size. As the sample size is small to study the topic there may be slight inaccuracy of data which is further stated in the research.

➤ **SAMPLE DESIGN:**

Sample design is classified into 2 types:- Probability sampling and non-probability sampling.

Probability sampling is also known as random sampling or chance sampling in which every item has an equal chance of inclusion in the sample. The result obtained from probability sampling or random sampling can be assured in terms of probability.

Non-probability sampling is also known by deliberate sampling, judgement sampling. In this type of sampling items for the sample are deliberately selected by the researcher.

For the purpose of this research I have used probability random sampling for collecting responses as fixed set of questions were asked to a small set of respondents.

➤ DATA COLLECTION METHOD

Data for the study was collected from primary as well as secondary sources.

- **Primary Sources of Data Collection –**

For this research primary source of data collection was done by survey method. The survey was conducted through Structured Questionnaire which was asked to the respondents. The questionnaire was prepared keeping in mind the objectives of the study and also the hypothesis of the study. The questions asked to the respondents were close end so that the respondents could answer quickly without any problem. The questionnaire was prepared with the help of Google forms.

The questionnaire was divided in to 2 main parts i.e the age, gender and other details of the respondents and the questions relating to the topic.

- **Secondary sources of Data Collection:-**

Secondary sources of data means the data that is already available on various platforms. Secondary data can be obtained by various publications by the central or the state government or by any organizations, journals, books,, magazines, and even newspapers, reports published by various organizations, schools, universities etc.

This type of data collection is used to gain more knowledge of the topic of our research by collecting articulated by authors who have previously researched on the topic that we have selected. In this study secondary data was collected through various websites, online journals, which helped in completing the review of literature. Secondary source of data collection was useful to understand the research topic more accurately.

➤ **LIMITATIONS OF THE STUDY**

There are certain limitations to every research as in research cannot cover all the aspects of the topic cannot be covered and because of certain uncontrollable factors and variables limitations arise in a study. Limitation of the study reduces the accuracy of the research project. Here are certain Limitations of this study:-

- This research was carried in a shorter period of time with limited geographical areas into consideration.
- 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.
- For this research the scope of discussion was limited, the research could have been in more depth.

CHAPTER 4: DATA ANALYSIS AND INTERPRETATION

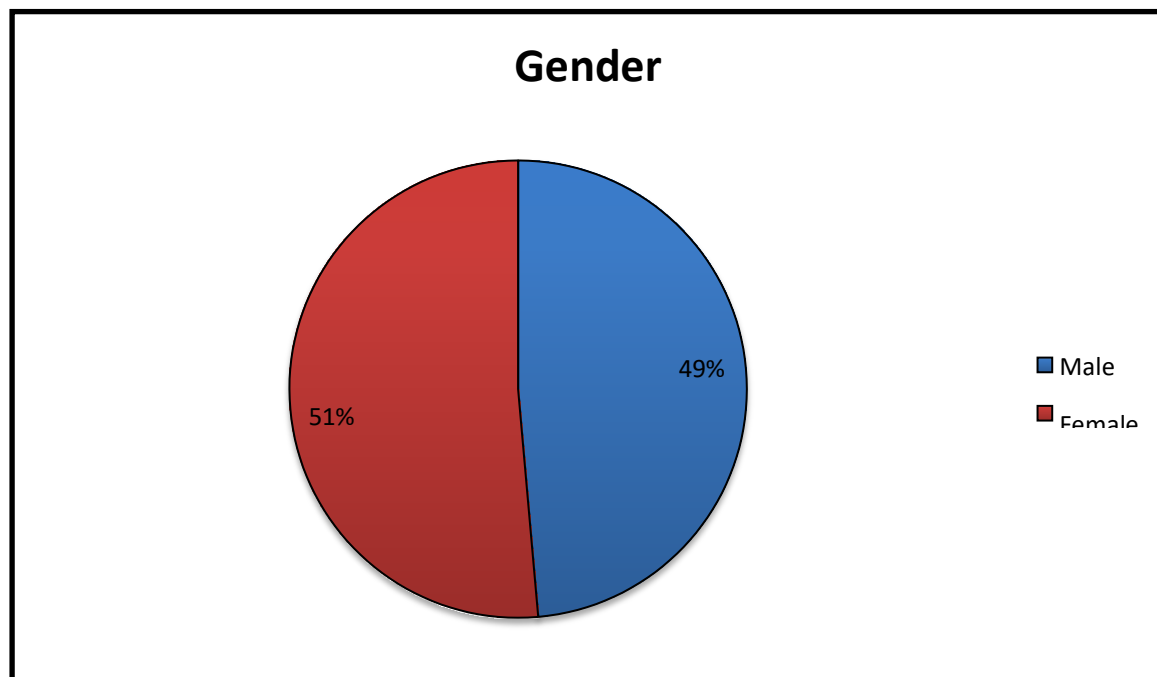
DATA ANALYSIS AND INTERPRETATION

The collected data was analyzed by using pie-charts and the analysis of the collected data is given bellow. Data analysis helps us to determine whether our hypothesis is accepted or not.

And it is also useful to determine whether all our objectives are fulfilling or not. Data analysis helps us to draw a conclusion or a result to our research problem. Overall Analysis of Online payment application on the basis of survey.

Total Respondents: 111 respondents.

1) Gender:-



OPTIONS	%	COUNT
MALE	48.65%	54
FEMALE	51.35%	57

INTERPRETATION

The above diagram is a Pie-chart. A pie-chart is a statistical graphic which is divided into pieces that demonstrate the proportion of our data

A pie-chart is used to demonstrate the data collected by the respondents. The above question is the gender of the respondents and the two options are Male and Female.

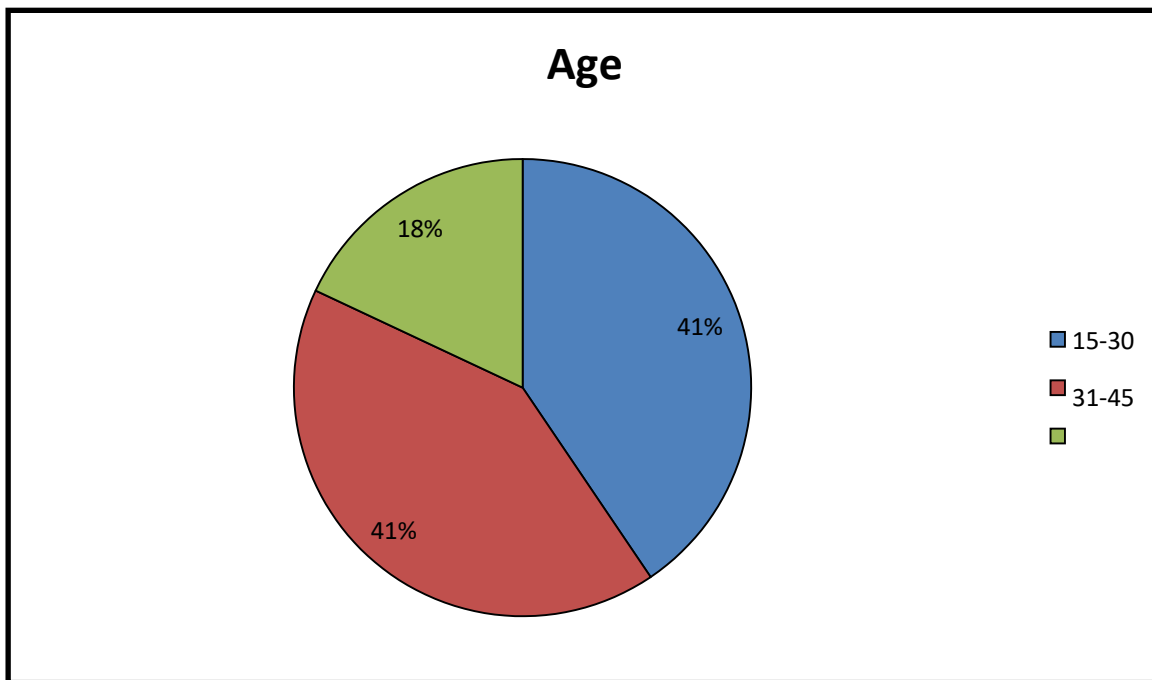
Total Male respondents are 54

Total Female respondents are 57 in count.

Total male respondents are 48% of the whole number of respondents and total female respondents are 51.35 % out of 100%.

This shows that there are more female respondents as compared to male respondents in our study.

2) Age



OPTIONS	%	COUNT
15-30	40.54%	45
31-45	41.44%	46
46-70	18.02%	20

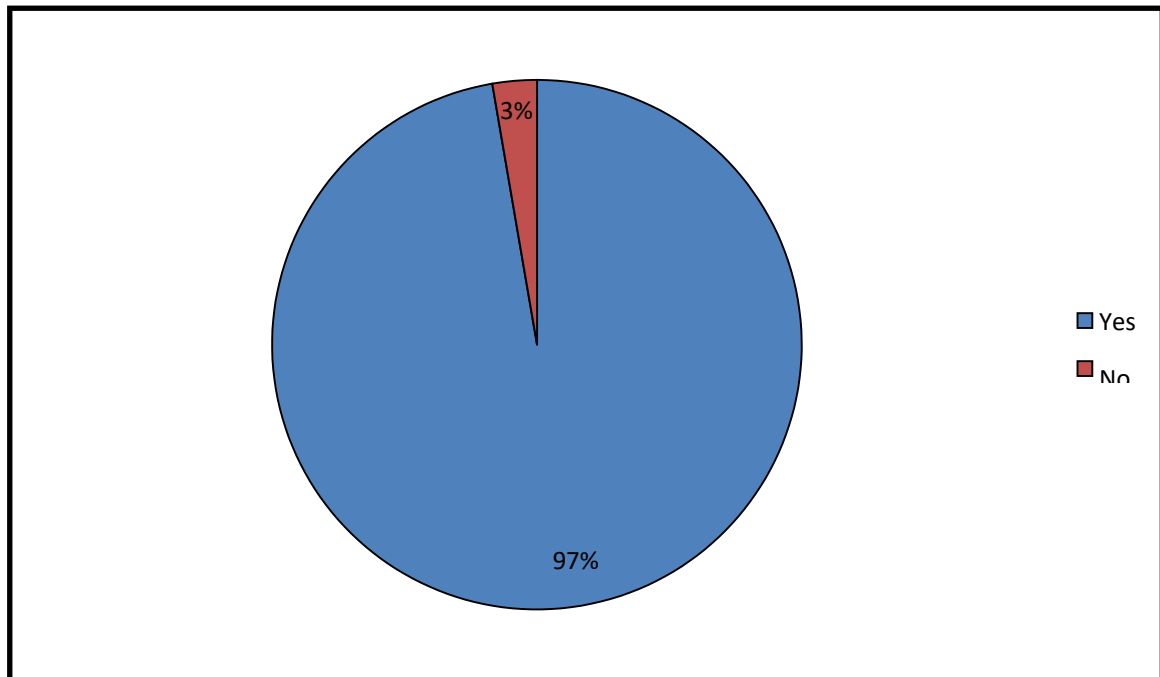
INTERPRETATION

The above diagram is a pie-chart showing the age of our respondents. The options set for this age 15 to 30 years, 31 to 45 years and 46 to 70 years.

The total number of respondents between 15 to 30 years are 45 respondents. The total number of respondents between 31 to 45 years are 46 respondents. The total number of respondents between 46 to 70 years are 20 respondents. The percentage of the number to respondents in each category is

Between 15 to 30 years the percentage of respondents is 40.54%. Between 31 to 45 years the percentage of respondents is 41.44%. Between 46 to 70 years the percentage of respondents is 18.02%.

3) Have you ever used online payment application for making payments?



OPTIONS	%	COUNT
YES	97.30%	108
NO	2.70%	3

INTERPRETATION

The above diagram is a pie-chart diagram showing the results of the question asked to the respondents that have they ever used online payment applications such as amazon pay or googlepay or paytm etc. The two options were Yes and No and the data received are as follows:-

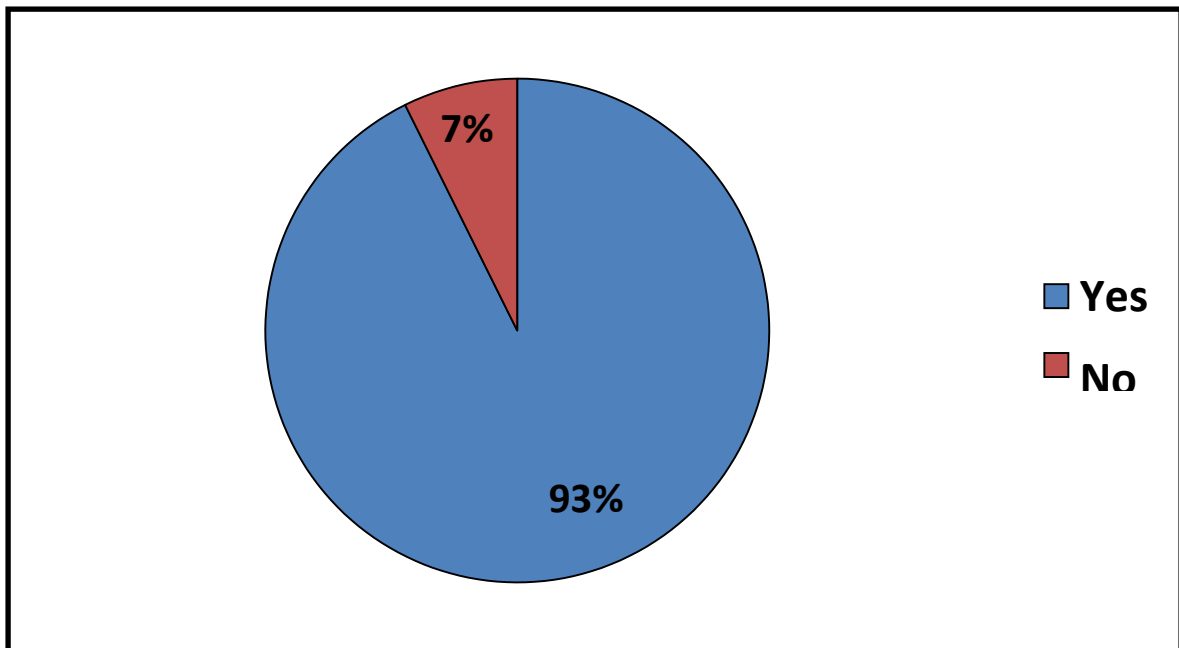
The total number of respondents who have used online payment applications is 108 respondents.

The total number of respondents who have never used online payment application is 3 respondents. 2 respondents didn't answered this question.

Out of 100%, 97.30% of respondents are familiar with the usage of online payment applications and 2.70% of respondents are not familiar with the usage of online payment applications.

This means that majority of our respondents have a good knowledge and experience about how to use various online payment applications.

4) Have you ever used Amazon pay for making payments?



OPTIONS	%	COUNT
YES	92.66%	101
NO	7.34%	8

INTERPRETATION

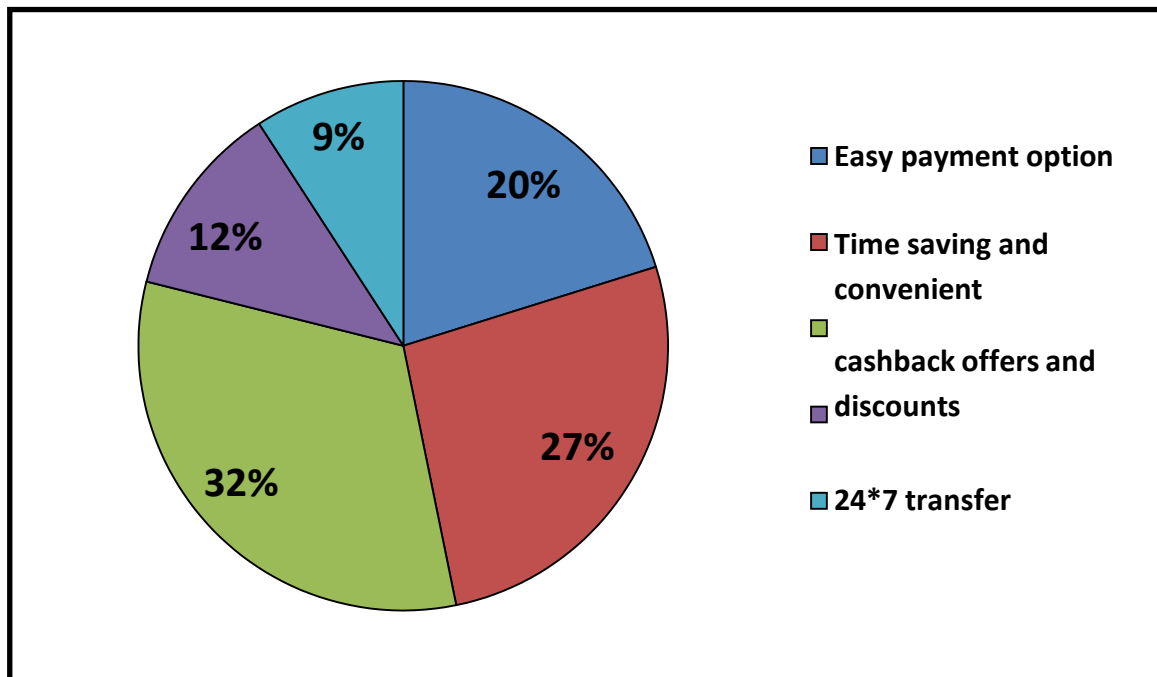
The above diagram is a pie-chart which shows the result of the question asked to our respondents that have they ever used amazon pay for making any payments. The options are Yes and No and the answer received are as follows:-

The total number of respondents who had used amazon payment for making payments is 101 respondents and only 8 respondents had not used amazon pay for making payments.

Out of 100% , 92.66 % were aware and had used amazon pay and 7.34 % of respondents had never used amazon pay.

This means that our respondents are well aware of amazon pay and how to use amazon pay for making payments as the popularity of amazon pay is increasing day by day.

5) Why would you adopt online payment option over physical payments?



OPTIONS	%	COUNT
Easy payment options	20.18%	22
Time saving and convenient	26.61%	29
Easy to track expenses	11.93%	13
24*7 transfers	9.17%	10

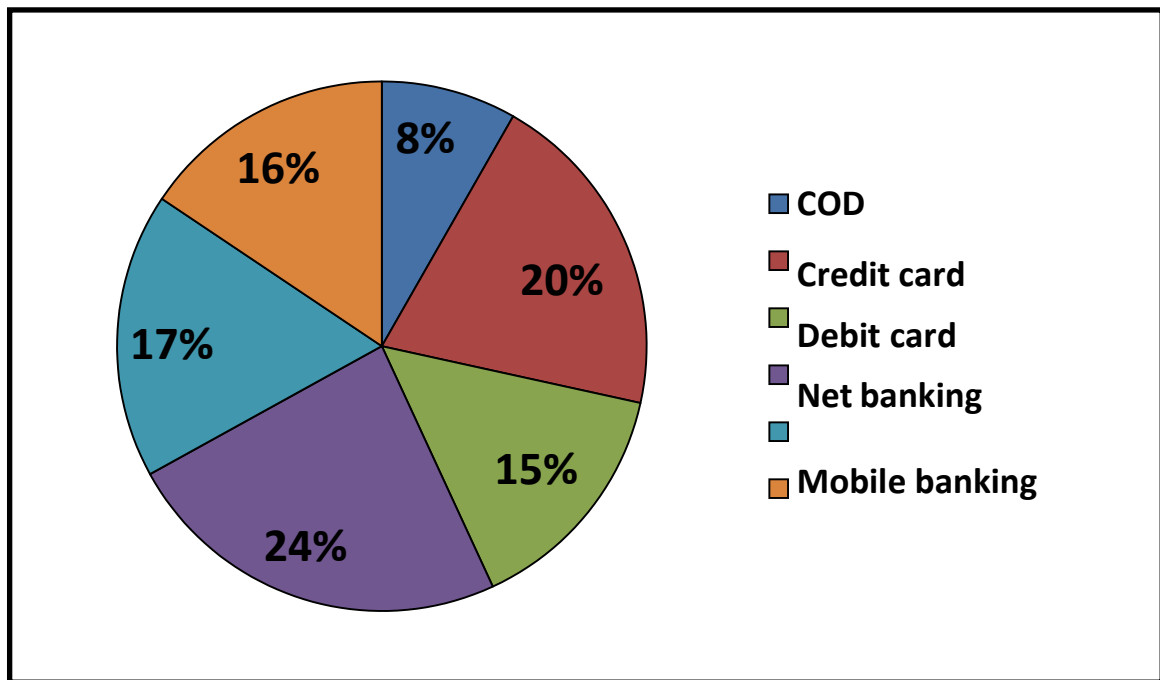
INTERPRETATION

The above diagram is a pie-chart which is being used to demonstrate the data received from the respondents, the question is why would you adopt online payments option over physical payments. There are various options which the respondents have used and those are:-

- Total 22 respondents felt that online payments are easy payment option as compared to physical payments and the percentage for the same is 20.18 % out of 100%.
- Total 29 respondents agreed that online payments is time saving and convenient as compared to physical payments and the percentage for the same is 26.61%.
- Total 35 respondents used online payments to avail various cashback offers and discounts on their transactions and the percentage for the same is 32.11 %.
- Total 13 respondents felt that online payments are better as it helps to keep a track of their expenses as compared to physical payments and the percentage for the same is 11.93%.
- Total 10 respondents use online payment as it is available 24*7 and the transfers can be done anytime as compared to physical payments and the percentage for the same is 9.17% out of 100 %.

Through the above interpretation it can be stated that respondents have various benefits that they receive when they use online payment over physical payments.

6) What payment gateway do you use while making online payments?



OPTIONS	%	COUNT
COD	8.26%	9
Credit card	20.18%	22
Debit card	14.68%	16
Net banking	23.85%	26
Mobile banking	17.43%	19
Digital payment apps	15.60%	17

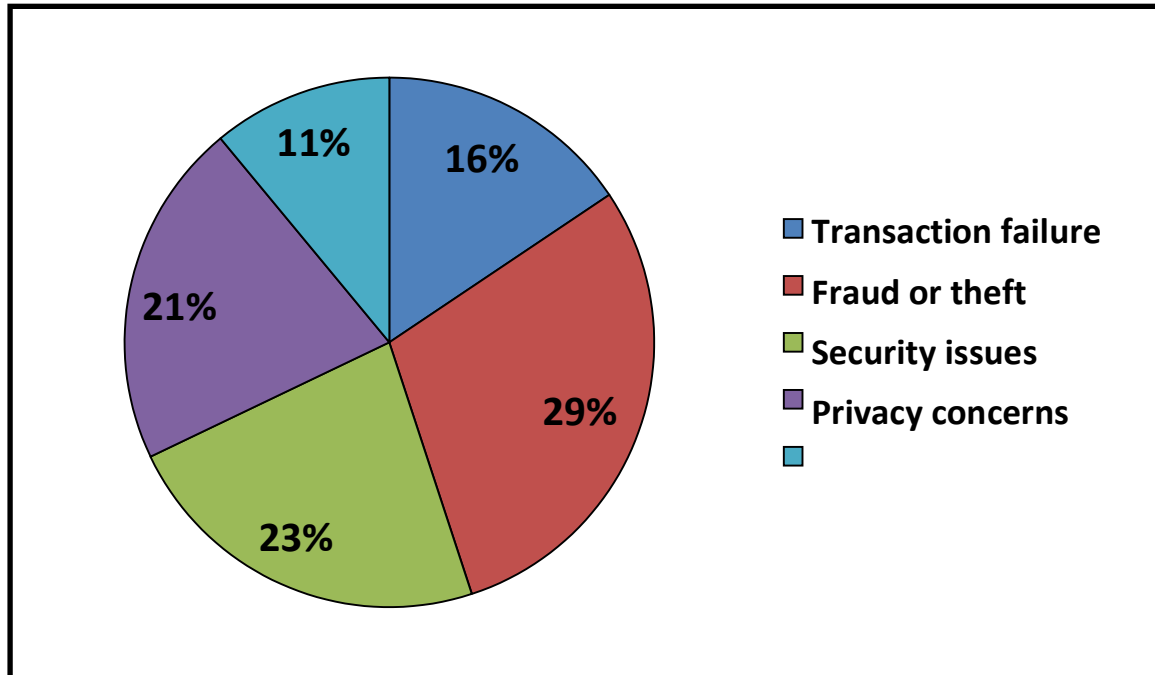
INTERPRETATION

The above pie-chart shows the results of the question asked to the respondents about which payment gateway do they use for making online payments. The results for the same are as follows:-

- Total 9 respondents use COD(Cash on delivery) as a payment gateway for making online payments and the percentage for the same is 8.26%.
- Total 22 respondents use Credit card as a payment gateway for making online payments and the percentage for the same is 20.18%.
- Total 16 respondents use Debit card as a payment gateway for making online payments and the percentage for the same is 14.68%%.
- Total 26 respondents use Net banking as a payment gateway for making online payments and the percentage for the same is 23.85%.
- Total 19 respondents use Mobile banking as a payment gateway for making online payments and the percentage for the same is 17.43%.
- Total 17 respondents use Digital payment apps as a payment gateway for making online payments and the percentage for the same is 15.60%.

From the above interpretation it can be seen that a higher percentage of people use netbanking as a payment gateway for making payments.

7) What is your biggest concern while using e-payments?



OPTIONS	%	COUNT
Transaction failure	15.60%	17
Fraud or theft	29.36%	32
Security issues	22.94%	25
Privacy issues	21.10%	23
Transaction charges	11.01%	12

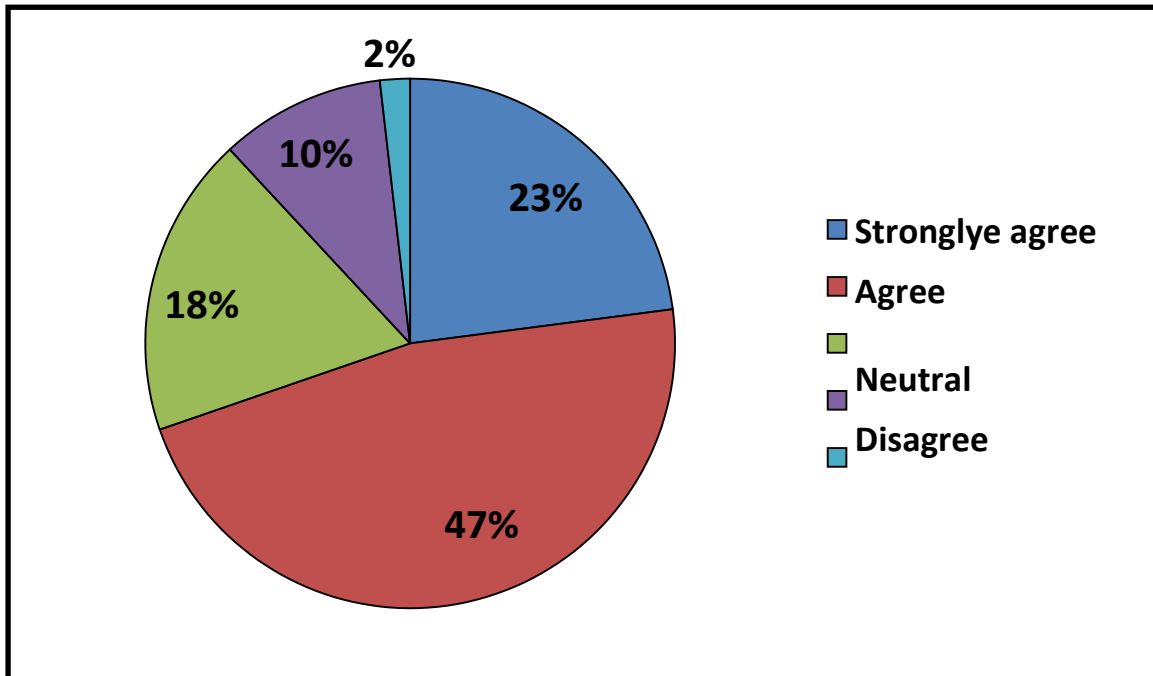
INTERPRETATION

The above pie-chart represents the responses on the question what is the biggest concern while using e-payments and the respondents have answered to the question with various options and they are:-

- Total 17 respondents feel transaction failure is their biggest concern while using e-payments and the percentage for the same is 15.60 %.
- Total 32 respondents feel Fraud or theft is their biggest concern while using e-payments and the percentage for the same is 29.36 %.
- Total 25 respondents feel Security issues is their biggest concern while using e-payments and the percentage for the same is 22.94 %.
- Total 23 respondents feel Privacy concerns is their biggest concern while using e-payments and the percentage for the same is 21.10 %.
- Total 12 respondents feel Transaction charges is their biggest concern while using e-payments and the percentage for the same is 11.01 %. Out of 100%.

From the above interpretation it can be observed that respondents have various concerns while doing online payments.

8) Do you think e-payment systems like amazon pay are a secure mode of payment?



OPTION	%	COUNT
Strongly Agree	22.94%	25
Agree	46.79%	51
Neutral	18.35%	20
Disagree	10.09%	11
Strongly disagree	1.83%	2

INTERPRETATION

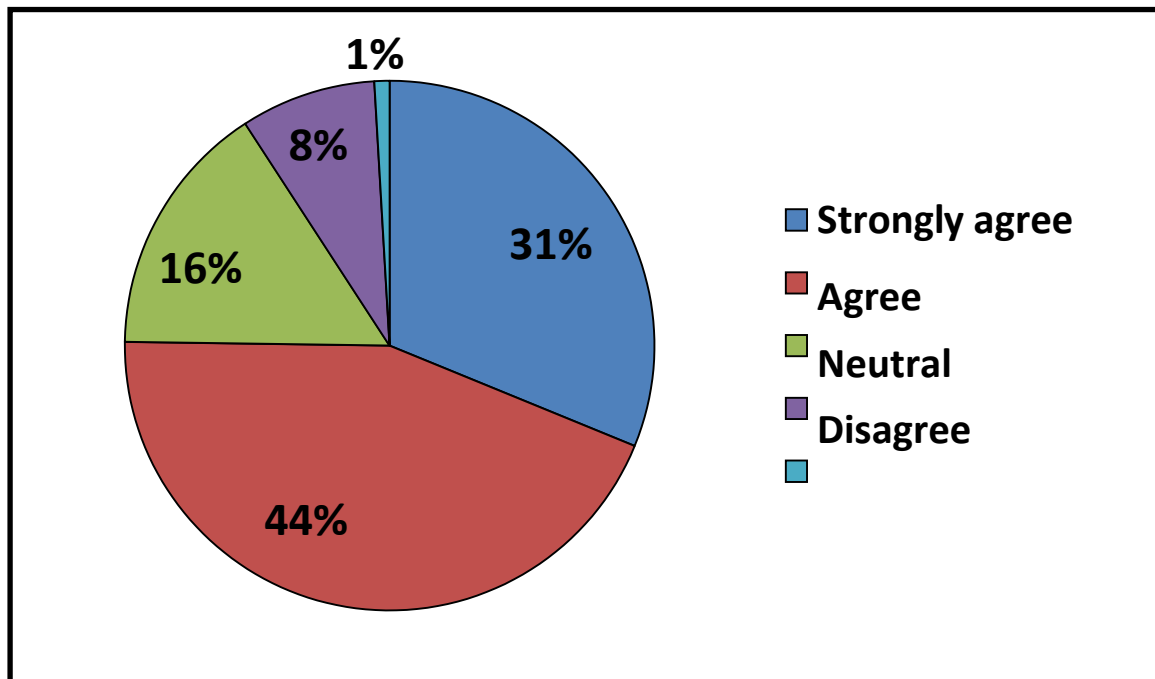
The above pie-chart represents the data given by the respondents to the question asked to them

i.e do they think e-payment systems like amazon pay are a secure mode of payment. The responses for the same are as follows:-

- ☐ Total 25 respondents strongly agree that e-payment systems like amazon pay are a secure mode of payment and the percentage for the same is 22.94%.
- ☐ Total 51 respondents agree that e-payment systems like amazon pay are a secure mode of payment and the percentage for the same is 46.79%.
- ☐ Total 20 respondents are neutral about whether e-payment systems like amazon pay are a secure mode of payment and the percentage for the same is 18.35%.
- ☐ Total 11 respondents disagree with the statement that e-payment systems like amazon pay are a secure mode of payment and feel e-payments are not secure mode of payment and the percentage for the same is 10.09%.
- ☐ Total 2 respondents strongly disagree that e-payment systems like amazon pay is not a secure mode of payment and the percentage for the same is 1.83%.

From the above interpretation it can be observed that majority of the respondent agree that e-payment system like amazon pay are a secure mode of payment.

9) Do you think after demonetization the use of e-wallets have increased?



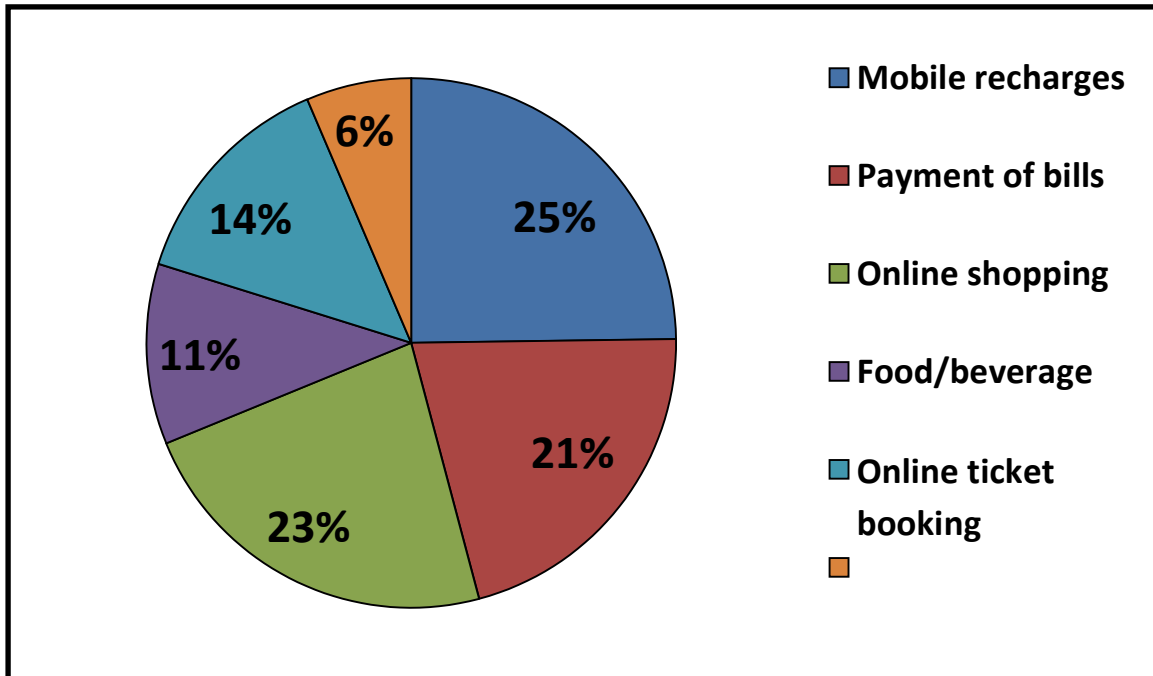
OPTIONS	%	COUNT
Strongly agree	31.19%	34
Agree	44.04%	48
Neutral	15.60%	17
Disagree	8.26%	9
Strongly Disagree	0.92%	1

INTERPRETATION

The above pie-chart represents the data received from the respondents to the question asked to them that do they think after demonetization the use of e-wallets have increased. And the responses are as follows:-

- ☐ Total 34 respondents strongly agree that after demonetization the use of e-wallets have increased and the percentage for the same is 31.19%.
- ☐ Total 48 respondents agree that after demonetization the use of e-wallets have increased and the percentage for the same is 44.04%.
- ☐ .
- ☐ Total 17 respondents are neutral that after demonetization the use of e-wallets have increased and the percentage for the same is 15.60%.
- ☐ Total 9 respondents disagree that after demonetization the use of e-wallets have increased and the percentage for the same is 8.26%.
- ☐ Total 1 respondents strongly disagree that after demonetization the use of e-wallets have increased and the percentage for the same is 0.92%.

10) What are the types of purchase you do while using payment applications like amazon pay?



OPTION	%	COUNT
Mobile recharges	24.77%	27
Payment of bills	21.10%	23
Online shopping	22.94	25
Food/beverages	11.01%	12
Online ticket booking	13.76%	15
Transfer money	6.42%	7

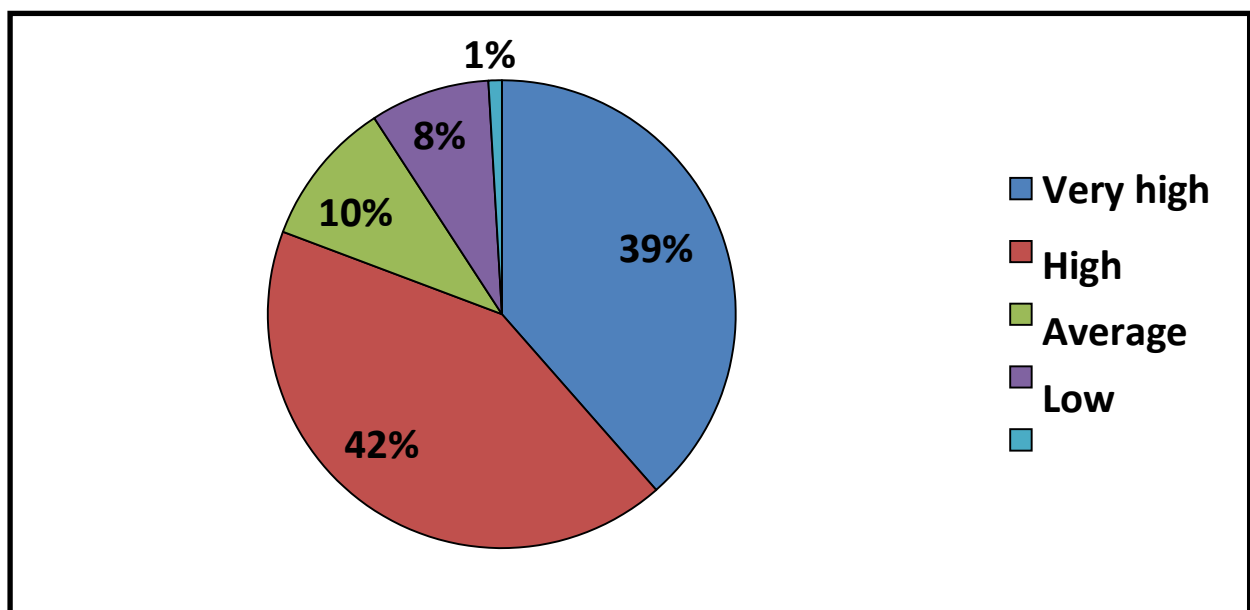
INTERPRETATION

The above pie-chart shows the responses given by the respondents to the question asked to them and here is the analysis of the same:-

- ☐ Total 27 respondents use online payments for mobile recharges
- ☐ Total 23 respondents use online payments for payments of bills.
- ☐ Total 25 respondents use online payments for online shopping.

These are some of the payments that people pay using online payment applications like amazon pay.

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



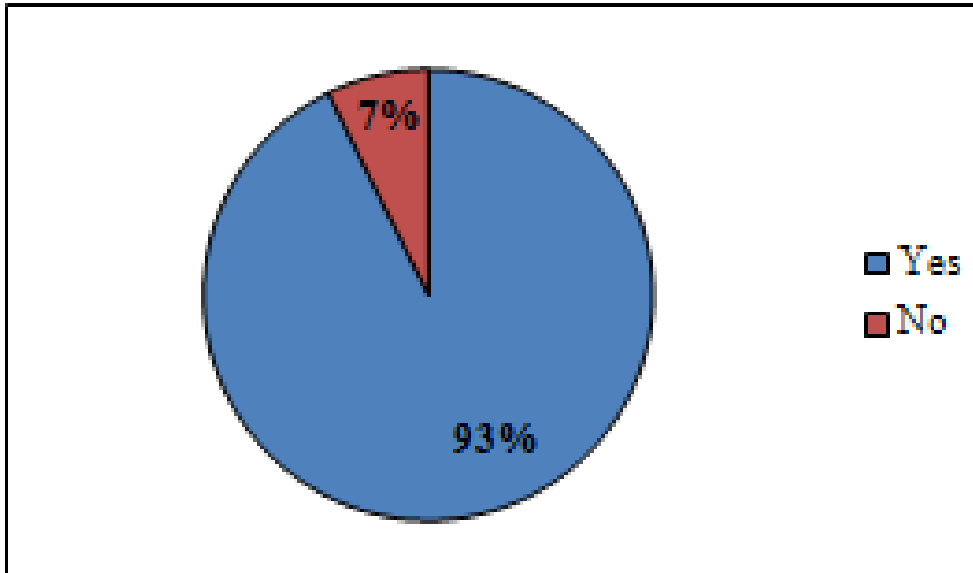
OPTION	%	COUNT
Very high	38.53%	42
High	42.20%	46
Average	10.09%	11
Low	8.26%	9
Nil	0.92%	1

INTERPRETATION

The above pie-chart show the responses by the respondents and the answer for the same can be as follows:-

- ☐ Total 42 respondents feel that the contribution of new technologies in banking sector is very high i.e about 38.53%.
- ☐ Total 46 respondents feel that the contribution of new technologies in banking sector is high i.e about 42.20%.
- ☐ Total 11 respondents feel that the contribution of new technologies in banking sector is average i.e about 10.09%.
- ☐ Total 9 respondents feel that the contribution of new technologies in banking sector is low i.e about 8.26%.
- ☐ 1 respondents feel that the contribution of new technologies in banking sector is nil i.e about 0.92%.

- 12) Do you think in near future new technologies like amazon pay will be popular in rural areas as much as it is in urban areas?

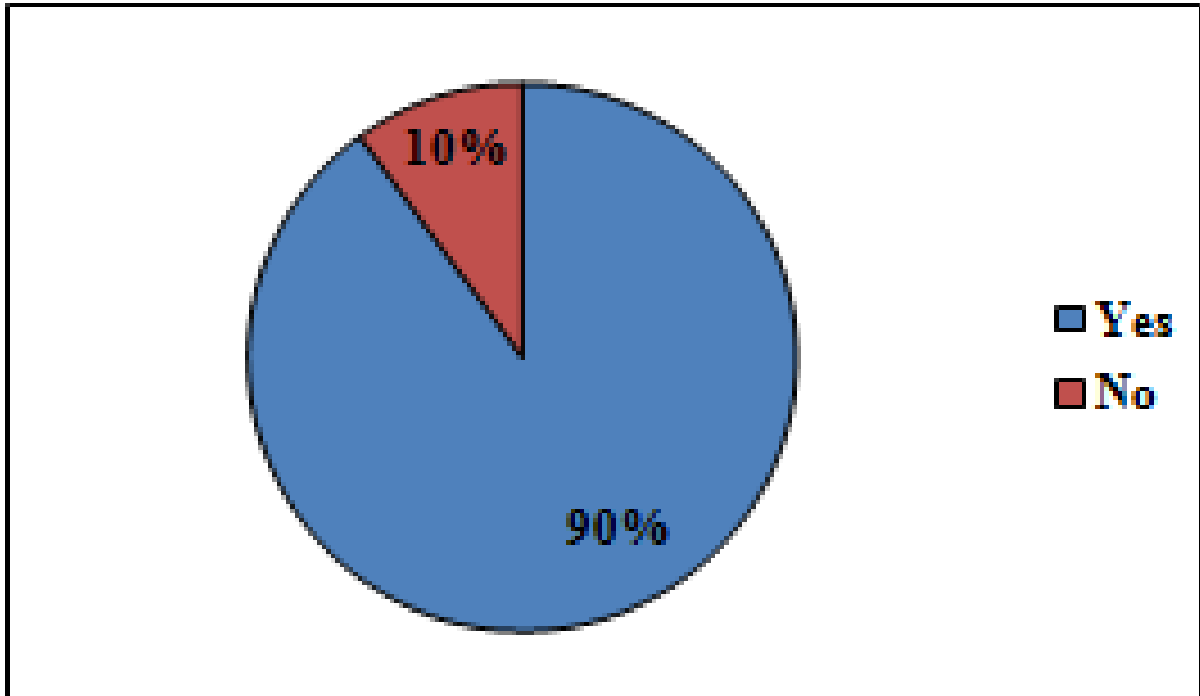


OPTIONS	%	COUNT
Yes	92.66%	101
No	7.34%	8

INTERPRETATION

The above pie-chart show that around 101 respondents feel that in future new technologies willbe popular in rural areas as well.

13) Do you think online payment application like amazon pay has a great future in Indian market?

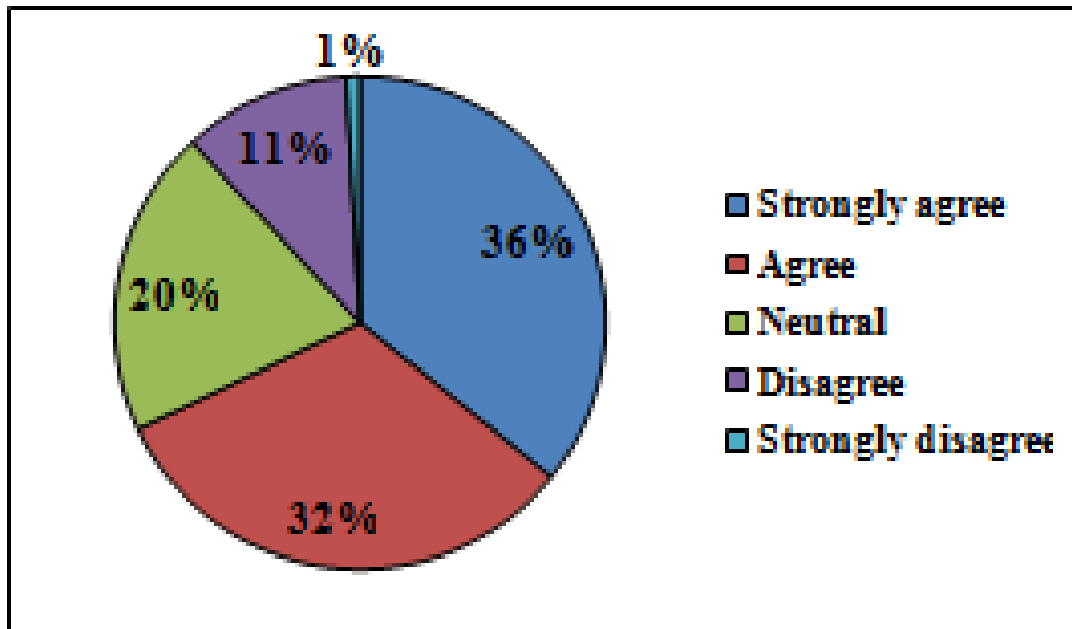


OPTIONS	%	COUNT
Yes	89.91%	98
No	10.09%	11

INTERPRETATION

From the above pie-charts 98 respondents or 89.91% of respondents feel that online payments like amazon pay has a great future in Indian market.

14) Do you think going cashless is beneficial for the economic growth of India



OPTIONS	%	COUNT
Strongly Agree	35.78	39
Agree	32.11	35
Neutral	20.18	22
Disagree	11.01	12
Strongly disagree	0.92	1

INTERPRETATION

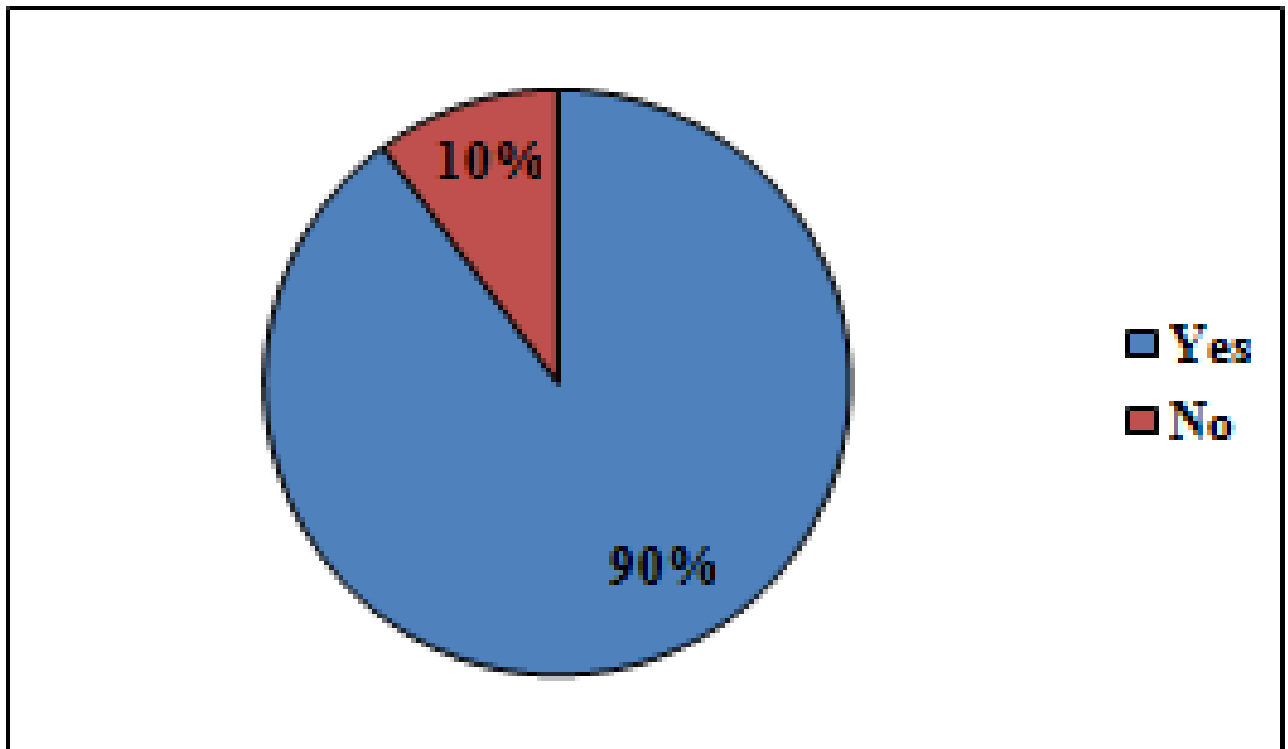
The above pie-chart shows the responses of the respondents on the question that going cashless has helped the economic growth of India. The responses for the same are as follows:-

- Total 39 respondents strongly agree that going cashless is beneficial for the economic growth of India i. 35.78%.

- Total 35 respondents agree that going cashless is beneficial for the economic growth of India i. 32.11%.
- Total 22 respondents are neutral that going cashless is beneficial for the economic growth of India i. 20.18%.
- Total 12 respondents disagree that going cashless is beneficial for the economic growth of India i. 11.01%.
- 1 respondent strongly disagree that going cashless is beneficial for the economic growth of India i. 0.92%.

This state that various respondents have various view point on online payment applications.

15) Are you satisfied by using amazon pay for making payments?



OPTIONS	%	COUNT
Yes	89.81%	97
No	10.19%	11

INTERPRETATION

The above pie-chart represents the data received from respondents when asked the question that are they satisfied by using Amazon Pay for making payments 97 respondents were satisfied by using amazon pay i.e around 89.81 % of 100%.

CHAPTER 5: FINDINGS OF THE STUDY

➤ FINDINGS OF THE STUDY

An online survey was conducted through structured questionnaire and in total we collected 111 responses out of which:-

1. From the total respondents of 111, there was 51% female respondents.
2. From the total respondents of 111, Majority of the respondents were from age group 31-45 years i. e 41.44 %.
3. 97.30% of the total respondents had used online payments applications for making payments.
4. 92.66% of the total respondents had used amazon pay for making payments.
5. 32% of the total respondents adopt online mode of payment to avail cashback offers and get discounts as compared to physical payments and 27% of the respondents feel online payments are time saving and convenient.
6. 24% of the total respondents use net banking as a payment gateway while making online payments and only 8.26% of respondents use COD i.e cash on delivery.
7. 29.36% of the total respondents have the concern of fraud or theft while using e- payments and 11.01% of respondents feel that transaction charges will be a concern while using e-payments.
8. 46.79% of the total respondents agree that e-payment systems like amazon pay are a secure mode of payment and use various e-payments modes.
9. Around 44.04% of respondents agree that after demonetization the use of e-wallets have increased and around 31.19% of the total respondents strongly agree that demonetization has increased the use of online payment application in India.
10. 24.77% of the respondents use payment application like amazon pay for mobile recharge and around 21% of the total respondents use payment application while shopping online, 6.42 % of the respondents use applications to transfer money.

11. 42.20% of the total respondents feel that the contribution of new technologies on banks is high and around 38.53% of the total respondents feel that the contribution is very high on banks.
12. Around 92.66% of the total respondents think that in near future new technologies such as amazon 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. Around 89.91% of the respondents think that online payment applications like amazon pay has a great future in the Indian market with the increasing number of usage of smartphones.
14. Around 35.78% of the total respondents strongly agree that going cashless is beneficial for the economic growth of India and around 32.11% of the respondents agree that going cashless has helped the economy. Around 11.01% of the respondents disagree that going cashless has helped the economy.
15. Around 89.81% of the total respondents are satisfied by using amazon pay for making payments which is a majority.

➤ **TESTING OF HYPOTHESIS**

Through the survey conducted and the results evaluated we can say that our hypothesis is accepted as the consumers are satisfied by using Amazon pay.

STEPS TAKEN BY GOVERNMENT TO INCREASE ONLINE PAYMENT APPLICATIONS

The government of India has been taking various measures to increase the online payments after Demonetization as the government is encouraging cashless payments. Here are some of the initiatives taken by the government to encourage cashless transactions in India till date:-

- The banks have declared to waive transaction charges upto 31st December 2016 to encourage the use of debit card by the consumers.
- The National Payment council of India (NPCI) has already waived the switching charges for the use of Rupay cards by the customers.

- RBI has decided to increase the monthly transaction limit to Rs 20,000 from Rs 10,000 to encourage the increase of the use of Digital wallets by the consumers.

- The Indian railways has decided not to levy service charges on the purchase of reserved e-tickets upto 31st December 2016, this is done to encourage the customers to book tickets online.

- TRAI has decided to reduce the USSD charges (Unstructured supplementary service data) to Rs 0.50 from Rs 1.50 per for the transactions that are relating to payments and banking.

- Till 31st December 2016 many Public sector banks and also some of the private sector banks had decided to waive the MDR (Merchant Discount Rate) charges to encourage more cashless transactions.

- With the Digital India, the government of India aims to make the government a cashless society through six point plan i.e the cash counters in all the government offices should have BHIM UPI QR codes for accepting Digital payments which is great step as this will reduce corruption issues in our country. All the cash counters can send the indent to the customer phones to enable the online payment system through UPI.

- All the bills which is being issued by the government of India contains QR code to encourage the customers to pay digitally.

- There will be a saving of around Rs 2 lakh crore if the country goes digital as these would reduce the cost of handling cash.

- To encourage digital payments and a move towards cashless society Finance Minister of India Nirmala Sitharaman in her budget speech of financial year 2019-20 stated that the business organizations with turnover of more than Rs 50 crore shall offer low cost digital mode of payments to their customers through BHIM, UPI, NEFT, RTGS etc and low charges or no charges shall be applicable to customers as well as merchants.

These are some of the initiatives taken by the government of India to encourage Digital payments in our country.

CHAPTER 6: CONCLUSION AND SUGGESTIONS

➤ CONCLUSION

- This research paper started by focusing on the meaning of online or digital payment , digital wallet in India. This paper then focused on various digital wallets or online payment application in India like Google pay, PayTm, Phonepe, Mobikwik, etc, then complete explanation about Amazon and amazon pay is stated with the advantages and disadvantages of using amazon pay.
- An online survey was conducted through structured questionnaire which received 111 responses some of the respondents did not answered the questions accurately which proved to be the limitation of the study. From the survey conducted 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 as well as various online payment apps offers various cashback offers and discounts as well for encouraging people to use digital mode of payment. A consumer can track all their expenses with online payment.
- The concern that consumers have is their security, their privacy being hacked or leaked, high transaction charges etc.
- With the increase in the usage of smartphones the world has come closer and with a single touch any payment can be done. In our study it can be seen that the consumers or the respondents are satisfied with the use of Amazon 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 along with the private sector companies.

➤ SUGGESTIONS

- 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.
- As majority of the crowd in our country belong to the rural areas it is very important to educate the people about cashless transactions and about e-wallets.
- 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.
- To increase more digital payments the government should bring transparency and efficiency in the transactions
- The government should conduct a financial literacy campaign to educate the population about the digital modes of payment.
- Government should make the infrastructure capable and secure so that there are minimum fraud and thefts.

These are some of the suggestions which can help better implementation of cashless society in India.

CHAPTER 7: REFERENCE

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