

An Empirical Study of Consumer's Preference Towards E-Wallets

Nikhil Kashinath Gosavi

Abstract:- After the demonetization, cashless payment methods in India are increasing day-by-day. It generally involves Net Banking, Card Payments & Cash Wallets. Among these, Cash Wallets are so popular and efficient way of Cashless Transactions. According to the report released by eMarketer for the Indian population, over the total number of smartphone users in India, approximately 73.9 million people using mobile wallets. Also among these users, the higher percentage of users is from the new generation that is Youth Generation. But nowadays peoples from all age groups are started using these mobile wallets because these are quite easy and faster. I did a research survey through Google Form to find out which is mostly used and popular application for cashless transactions. I prepared a Google form with around 15 questions and after that summarized the data to find out a conclusion to find out which application is serving best regarding all aspects.

1. Introduction

In today's technology world, new inventions are very common. We can adopt these new technologies very quickly. As we can see, how our country learned and widely using mobile wallets for their daily use. According to the launching date, Oxigen Wallet is the first-ever mobile wallet launched in India. It was launched in 2004. In 2009, Bipin Preet Singh founded Mobikwik as another mobile wallet in India. This mobile wallet has an overall 40 million users. After demonetization, Paytm, BHIM UPI, PhonePe like applications are largely and quickly adopted by the Indian population. These wallets are very easy to use, user-friendly and also there are no charges to use them. Only conditions are KYC and you have to link your Adhar No. in case of some wallets.

2. Objective of Study

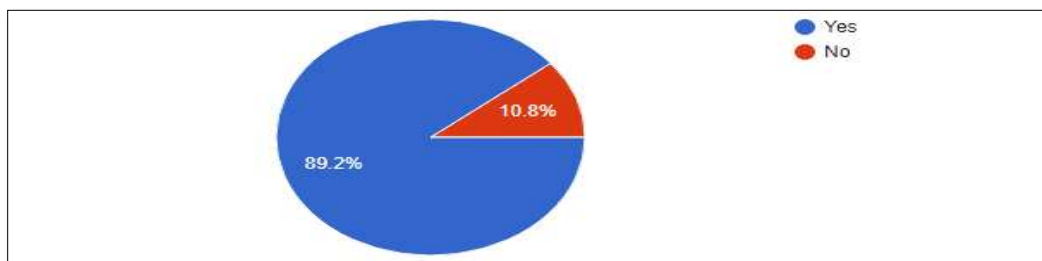
- 1) To analyze the perspective of all age peoples towards Cashless Wallets.
- 2) To study the advantages and disadvantages of using these wallets.
- 3) To find out which wallet is generally used by more number of people.

3. Research Methodology

- 1) Read old research papers based on Cashless Wallets.
- 2) Visited a number of websites to find more information about different wallets.
- 3) Prepared a google form containing a list of questions to gather information from peoples of different ages.

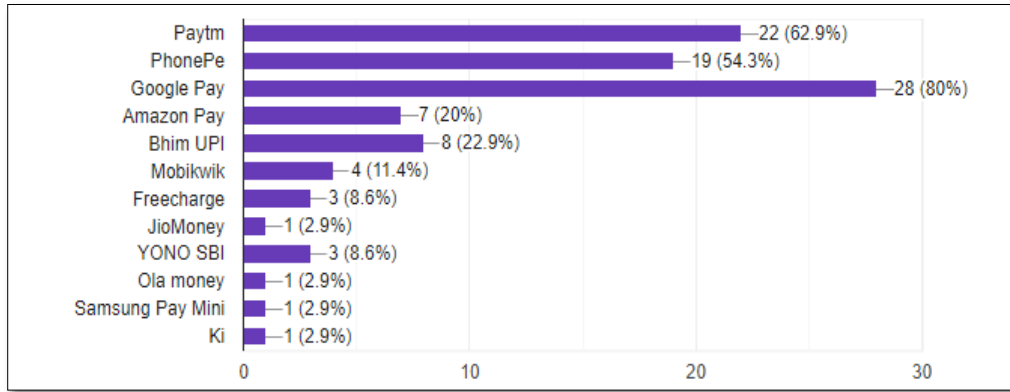
4. Questionnaire & Analysis

1) Do you use any cash wallets?



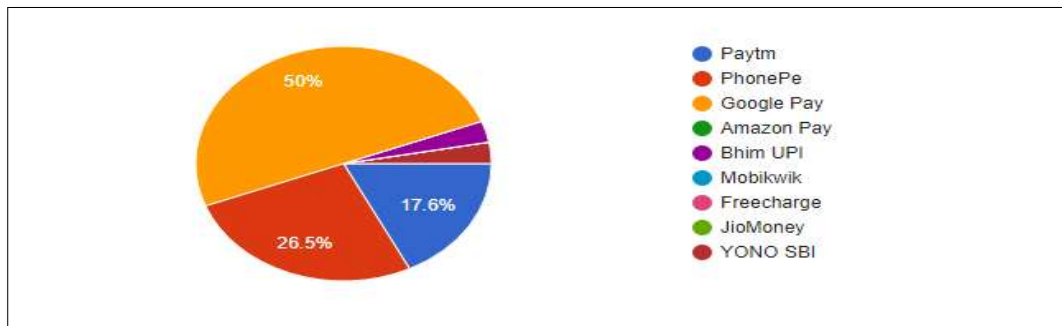
Analysis- As per my research cashless wallets are fastly growing and being accepted by all regions in India. As we can see, there are 89.25 % of peoples are using at least one wallet and the remaining 10.8 % of peoples are yet to use any of the wallets till the date.

2) Which cash wallets you used till the date?



Analysis- As per my research, Google Pay is widely used by peoples followed by Paytm, PhonePe, Bhim UPI & Amazon Pay. Other applications like Freecharge & Mobikwik are quite popular before the introduction of newer applications like Google Pay.

3) Among these wallets which one you mostly use?



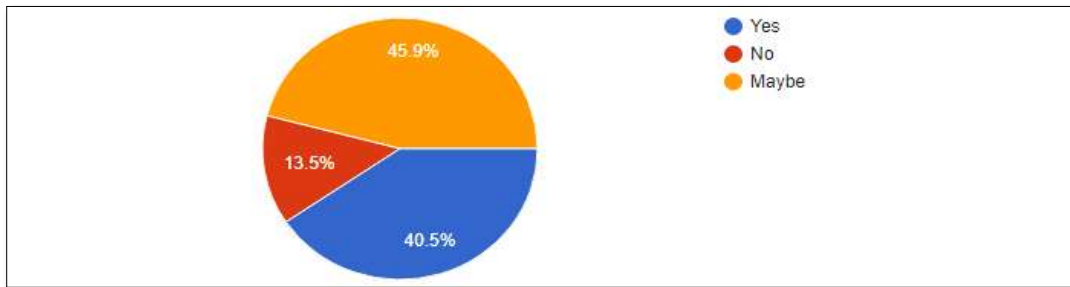
Analysis- As we can see in the above pie chart, 50 % of peoples using Google Pay, 26.5 % peoples using PhonePe, 17.6 % peoples using Paytm & 2.9 % peoples using Yono SBI & BHIM UPI. SO we can see here Google Pay is quite popular that other applications. We will go through the reasons why Google Pay is the most popular and mostly used in further questions.

4) Among these wallets which one is easy to use in your opinion & why?

Analysis- For this, there were different answers. I am giving some of them below.

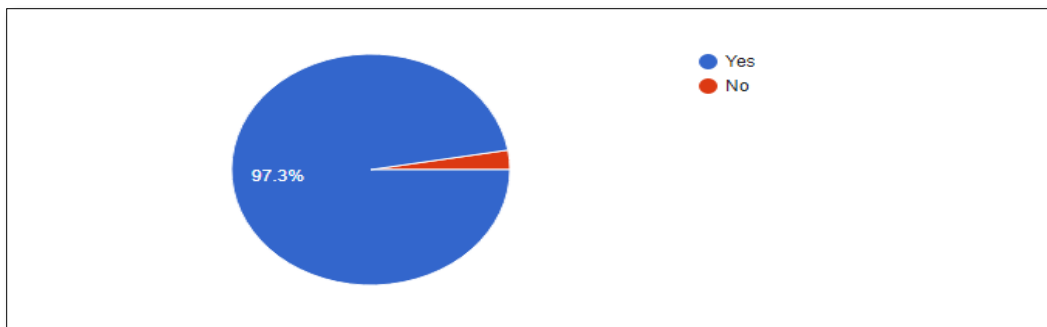
- 1- PhonePe- Easy to use because no need to add money to wallet directly scan and money will be deducted from wallet
 - 2- Google Pay- Easy to handle also directly linked to my bank account which helps to get my transactions done smoothly
 - 3- Google Pay- Because they have a simple way of showing options what actually customer want
 - 4- Phone pe is easy to use because this wallet offers you a good service availability and rewards, user-friendly UP
 - 5- Paytm is good because it follows the wallet system so that your bank account is secured.
- And after looking at all the answers I found that people like Google Pay more because it is easy to use.

5) Do you think these cash wallets are secured rather than traditional methods?



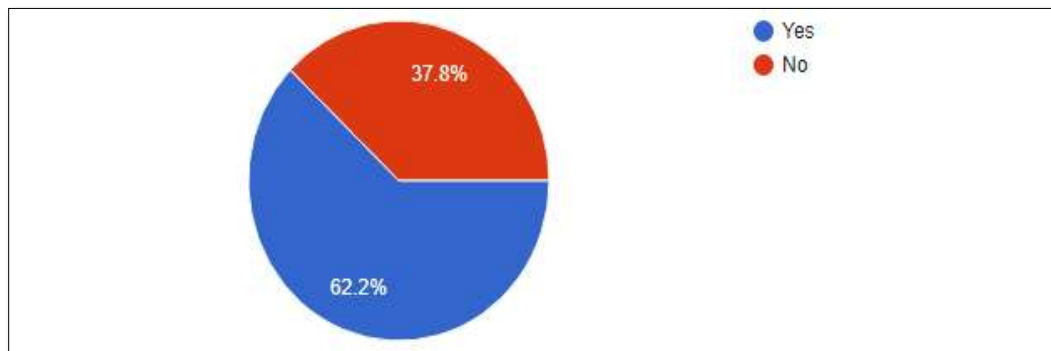
Analysis- As per the above pie chart, 45.9 % of people think that cash wallets **may be** secured than old methods. 40.9 % of people think that it's **more** secure. And 1.5 % of people think that it is **not** secured at all. So we can say that people still confused between Cash payments and Cashless payments. Although they are using Cash Wallets, they feel these wallets are not secured.

6) Do you think these cash wallets are faster than traditional methods?



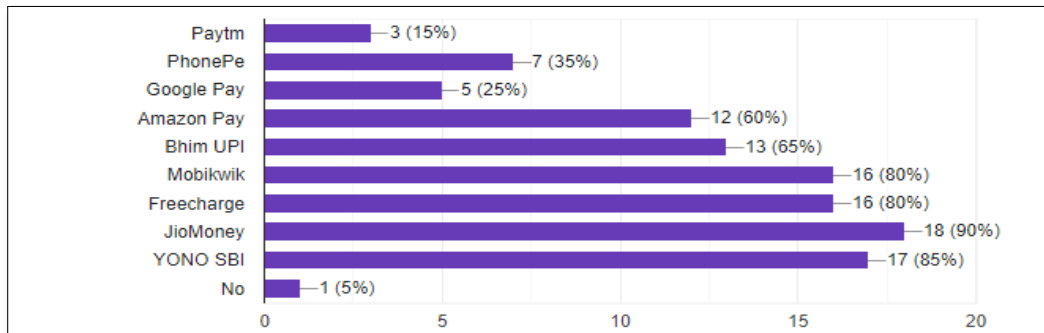
Analysis- Around 97.3 % of peoples in my research thinks that these cash wallets are faster than traditional methods. So we can say that these applications are faster at doing payments and transactions. Rather than paying by cash or cards.

7) Do you have multiple cash wallets in your mobile?



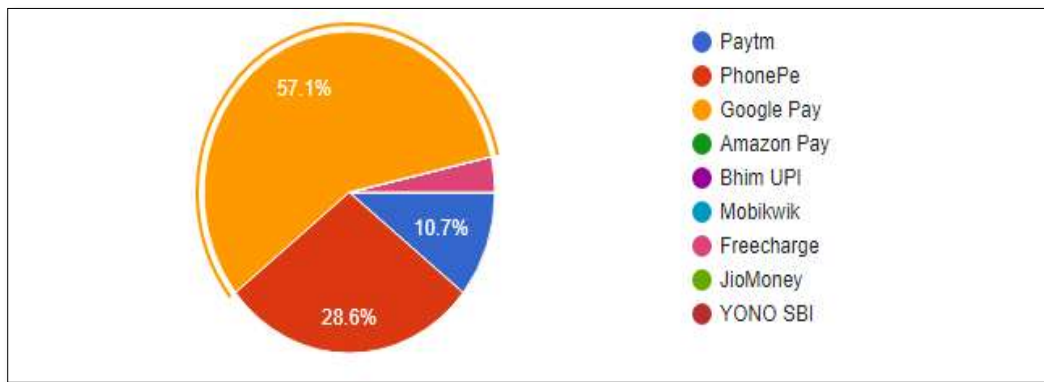
Analysis- As we can see, 62.2 % of people are using multiple wallets, because sometimes wallets may fail due to several reasons. That time we need alternative applications. So people prefer using multiple wallets.

8) If NO, Please select which wallets you are not using?



Analysis- As we can see, 90 % of people are still not using Jiomoney because it is new & not that much popular in comparison to other applications. Also, 85 % are not using YONO SBI because its Registration process is quite lengthy. And 80 % of peoples are not using Mobikwik & Freecharge because it is not up to date with the latest features.

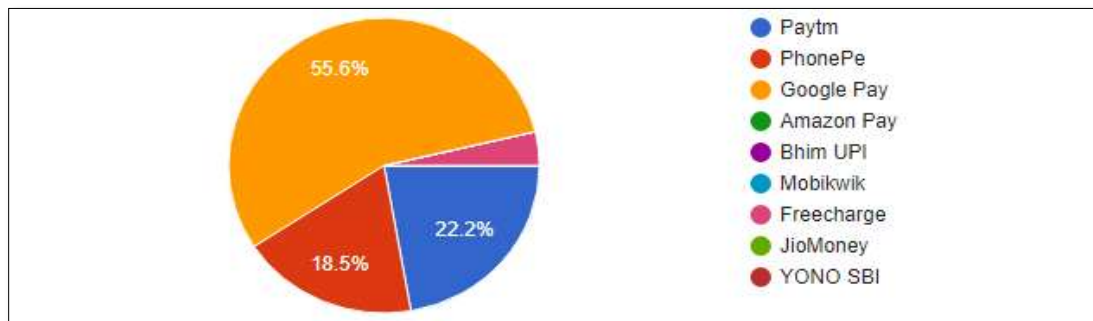
9) If YES, then which one is faster & secured you feel?



Analysis-

- 1) As we can see, in terms of Speed & Security 57.1 % of peoples still prefer Google Pay as the best wallet.
- 2) After Google Pay, 28.6 % of people feel PhonePe is faster & secure.
- 3) After these, Paytm & then Freecharge.

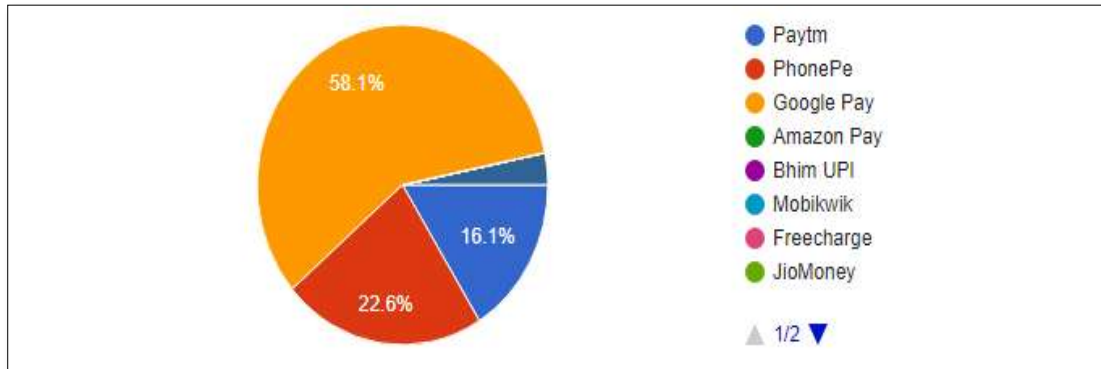
10) If any transaction fails, which cash wallet is better in Return Policies?



Analysis-

- 1) Here also, in Return Policies, maximum peoples (55.6 %) people choose Google Pay.
- 2) After this, 18.5 % of people choose PhonePe for good Return Policies.
- 3) After these, Paytm & Freecharge

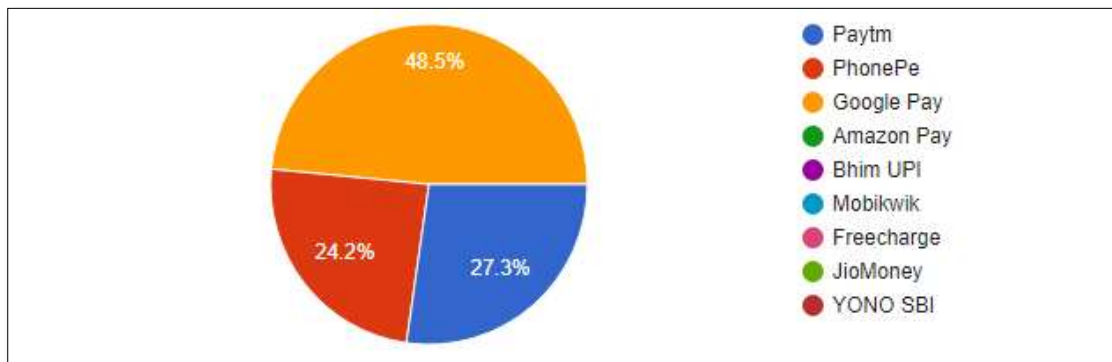
11) If you need any help, which wallet provides you better customer support?



Analysis-

- 1) In the Customer Support parameter also, 58.1 % of people choose Google Pay over all other applications.
- 2) PhonePe is supported by 22.6 % of peoples in this feature.
- 3) 16.1 % of people think Paytm has also good customer support.

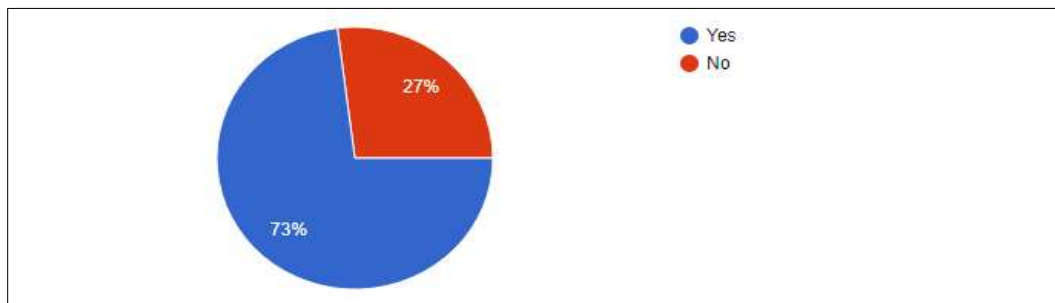
12) Among these wallets which one has maximum numbers of Offers, Rewards & Cashback?



Analysis-

- 1) Maximum peoples, that means 48.5 % of peoples think that Google Pay only has maximum Offers, Rewards & Cashbacks.
- 2) Here, after Google Pay, Paytm has 27.3 % votes.
- 3) After that, PhonePe got 24.2 %.

13) Are you willing to GO CASHLESS totally with the help of these wallets?



Analysis- A total of 73 % of peoples in my survey want to GO CASHLESS with these wallets. But still, 27 % of people don't want to GO CASHLESS with these wallets. Because they are not sure about the security of wallet applications. So some people still hesitate to use cashless wallets.

5. Google Pay

In my research the analysis says Google Pay is currently the most popular cash wallet in India.

It has more positive features rather than other applications. Now we will look at the key features of Google Pay.

- 1) **PIN Security:-** Google Pay comes with one unique feature which you never find in other applications. It asks for a unique PIN when you open the app. So no one can just open the app without your permission.
- 2) **Attractive Interface:-** Google Pay has a very attractive & user-friendly interface that provides reliable & eye-catching experience.
- 3) **Based on UPI:-**Google Pay is based on UPI Payment System. So you would find all the UPI features in Google Pay.
- 4) **Services:-** Through Google Pay, you can do a Mobile Recharge, almost all types of Bill Payments, Bank to Bank Money Transfer, Money Transfer to Contacts, Payments to merchants via QR code & so on. Also, you can book Flight Tickets, Train Tickets, Bus Tickets, Hotel Rooms, Movie Tickets, etc.
- 5) **Offers:-** Google Pay promotes new offers to increase its user count.
- 6) **Rewards:-** Google Pay has a unique Reward System which gives you rewards on almost every transaction. And this reward amount will be sent directly to your bank account.
- 7) **History:-** You can always check your all transaction history, anytime & anywhere.
- 8) **Multiple Bank Accounts:-** In Google Pay, you can add Multiple Bank Accounts to make any kind of money transfer.
- 9) **Balance Check:-** You can check your Bank Account Balance through Google Pay directly.
- 10) **Message:-** You can chat with your friends who installed Google Pay.
- 11) **Cash Mode:-** Google Pay has a unique cash mode for nearby payments. In this mode, there is no need of Account No., UPI ID or Mobile Number. It simply uses Audio Based QR Code System for sending and receiving money quickly.
- 12) **Customer Support:-** Google Pay has a very supportive customer support team that quickly helps to solve your issues.

6. Findings

- 1) Cashless Wallets are mainly used in Metropolitan cities to date.
- 2) Most of peoples choose these wallets because they are easy to use and faster than the traditional way.
- 3) The effect of demonetization led our country to go cashless with these cash wallets.
- 4) These cashless wallets are now accepted in small shops to large scale transactions.
- 5) Bank to Bank money transfer is now very easy because of these cash wallets.
- 6) Wallets rapidly replacing traditional ways of payments.
- 7) Google Pay is the best wallet as per my research.

7. Conclusion

Cashless Wallets have grown up with high speed after demonetization in India. Peoples are using these applications daily. These wallets are popular because ease of use, accessibility, security & confidential nature. Also these wallets include number of services which helps us in daily life.

In my research, I found Google Pay is the best app currently because of its different & unique features. It is very popular in all regions of India & used by all age peoples for small scale to large scale transactions.

8. References

- ✓ <https://magnetoitsolutions.com/blog/year-of-mobile-wallets-in-india>
- ✓ <https://www.finextra.com/blogposting/15099/mobile-wallets-in-india-what-the-world-can-learn>
- ✓ <https://www.appknox.com/blog/the-demonetisation-story-of-india-and-how-it-has-affected-mobile-wallets>
- ✓ <https://www.quora.com/What-is-the-history-of-e-wallet-in-India>
- ✓ <https://productcoalition.com/mobile-wallets-adoption-in-india-576e836f5327>