

A STUDY ON CREATING AWARENESS OF PHONEPE OVER PAYTM

Niveditha V

IIISemester M.com

Jain College V.V. Puram Bangalore-04

Niveditha177@gmail.com

Pushpalatha R

IIISemester M.com

Jain College V.V. Puram Bangalore-04

Pushpalatha8598@gmail.com

Abstract

The paper deals with knowing and creating awareness of Phonepe a government payment service app over Paytm a private payment service application relating to digital banking practices. The objective of the research is to create consciousness among people for the utilization of phonepe over Paytm and promoting the usage of Indian Developed application over foreign technologies and the reason which are responsible for the ignorance of using phonepe. The sampling is random. The data for this research paper is a primary source of information which is collected during the months of Nov-Dec 2019 and is analysed using various statistical tools such as probability analysis, simple percentage analysis, averages. On the basis of the finding suitable suggestions will be given. The paper also gives information about why Indian digital banking application should be preferred over transoceanic technologies.

Keywords: - Digital payments, Phonepe, Paytm, Indian payment service

INTRODUCTION

The Mobile Payments OR digital payment applications are occupying a wider competition in the area of electronic modes of payment, with phonepe and Paytm being the recent addition. One of the important services provided by NPCI (NATIONAL PAYMENT CORPORATION OF INDIA) is to upgrade the UPI market share of digital payment companies. Through Phonepe UPI app, you can send and receive money instantly using a VPA (or Virtual Payment Address). This means you can also transfer money between any two bank accounts. You can also pay directly from your bank account to both online and offline merchants. The best part: You don't need to enter credit or debit card details, a one-time password, your bank's IFSC code or any other details. Phonepe cash back is also limited to your Phonepe wallet only. It does not get transferred to your bank account. Phonepe works on the Unified Payment Interface (UPI) system and all you need is to feed in your bank account details and create a UPI ID. There is no need to recharge the wallet, because the money will be directly debited from your bank account at the click of a button in a safe and secure manner. The best thing about UPI is that it is a 24/7 service and can be used even on bank holidays and weekends. The app can be downloaded on both Android and Apple phones. Paytm is the only major player which is still backing its wallet success and cards besides UPI. One of the seasoned players in mobile payments market, Paytm can make

transactions using a mobile wallet, credit/debit cards, and UPI. Paytm has even added a recent feature where you receive cash back in form of Gold, which is securely stored by Paytm only. Paytm, on the other hand, adds cash back and rewards to your Paytm wallet only. So you cannot use your rewards beyond the places where Paytm is accepted. Anyhow, you can convert your cash back amount to Gold with Paytm, which is good though, this is a safe and secure application that will help cater to your entire banking needs less than one roof in a convenient manner. There will be no need to go through the cumbersome process of registering a beneficiary, entering bank account details such as account number or IFSC code. All that is required is a Virtual Payment Address (VPA), using which money can be sent at anytime and from anywhere.

Statement of the problem

Research was scanty in the area of usage of digital payments applications i.e. phonepe over Paytm. Foreign App Paytm is gaining more importance than phonepe an Indian app. Paytm is mostly preferred for business transaction whereas phonepe is not that much entrusted in professional world. From the survey cited and hence it is evident that no research is taken place in the above mentioned topic. This paved the way to undertake the research on the above mentioned topic.

Research Gap

In this research, an effort is made to create awareness about phonepe over Paytm because Indian developed mobile banking applications are not as popular or utilized as much as the foreign payment apps, where there was a pre-cautious need for undertaking the research.

Objective of the study

- To create awareness of phonepe over Paytm.
- To analyse the trend of respondents towards Phonepe and Paytm.
- To examine the factors influencing the respondents to go for Paytm over phonepe.
- To promote new technologies and increase the usage of Indian Payment services.
- To provide suitable recommendation and suggestions, if any.

Limitations of the study

1. **Time Constraint:** - The data has been collected within the period of 3 days.
2. **Place Constraint:** - The data is collected from the people residing in Bangalore.
3. **Confidentiality:** - Respondents are not comfortable about disclosing their opinions.
4. **Respondents:** - The survey is based on 160 respondents.
5. This research wholly revolves around phonepe and Paytm.

Research Design

1. Data type

- Primary data.

2. Methods of sampling

- Simple random sampling.

3. Sample size

- 160 samples.

4. Sampling technique

- Questionnaire method

5. Data type

- Both qualitative and quantitative data used in this survey.

6. Statistical tools

- Pie charts and bar diagrams.

7. Mathematical tools

- Percentages.

8. Research type

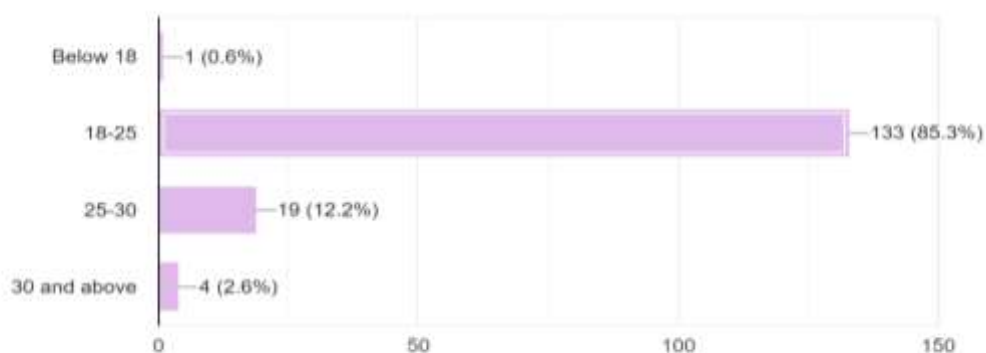
- Empirical research.

DATA ANALYSIS AND INTERPRETATION

1. Different age group of Respondents

Age Group	Number of Respondents
Below 18	0.6%
18 - 25	85.3%
25 - 30	12.2%
30 and above	2.6%

Graph No 1

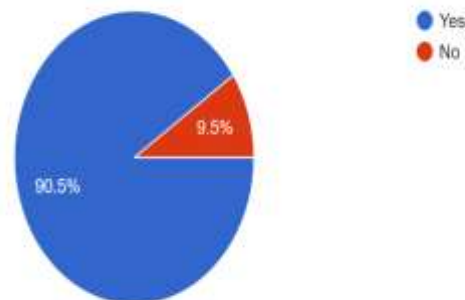


Interpretation 01

The majority of the respondents are between the agegroup of 18 - 25.

Do you use mobile banking application?

Graph No 2



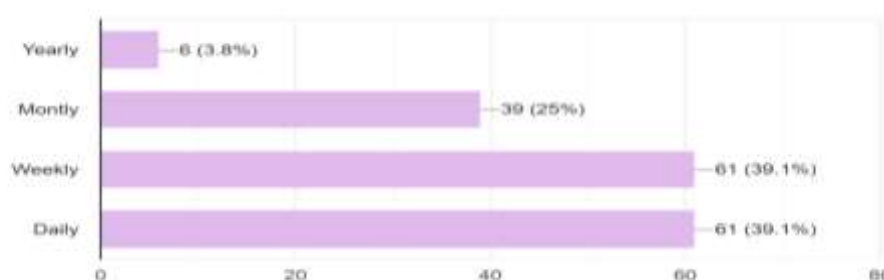
Interpretation 2

From the survey conducted out of 160 respondents 90.6% use mobile banking application i.e.; 144 people and the remaining 9.5% i.e. 16 does not use mobile banking services.

2. How often do you use the Digital payment methods?

Duration	Responses
Yearly	3.8%
Monthly	25%
Weekly	39.1%
Daily	39.1%

Graph No 3



Interpretation 3:-

Most of the individual respondent uses digital banking applications more frequently i.e. 39% of individual use the apps on daily basis and weekly basis equally where as 25% of the

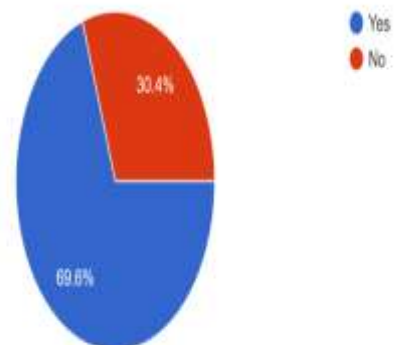
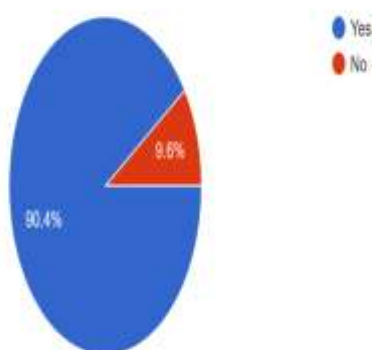
respondents use mobile payment apps monthly once or twice and only 3.8% among the respondent use it yearly.

3. Are you familiar with Phonepe App? 5. Are you familiar with Paytm app?

Options	Responses
Yes	90.4%
No	9.6%

Options	Responses
Yes	69.6%
No	30.4%

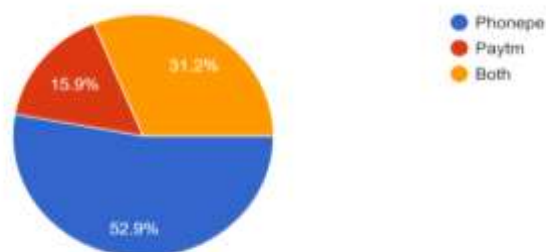
Interpretation 4	Interpretation 5
Among 160 respondents 90% of them are aware of phone pe where as 10% of them do not have the knowledge about the app.	Among 160 respondents 69.6% of them know about Paytm but whereas 30.4% of them are not aware of Paytm.



6. Do you prefer using Phonepe or Paytm?

Options	Percentage of Preferences
Phonepe	52.9%
Paytm	15.9%
Both	31.2%

Graph No 6



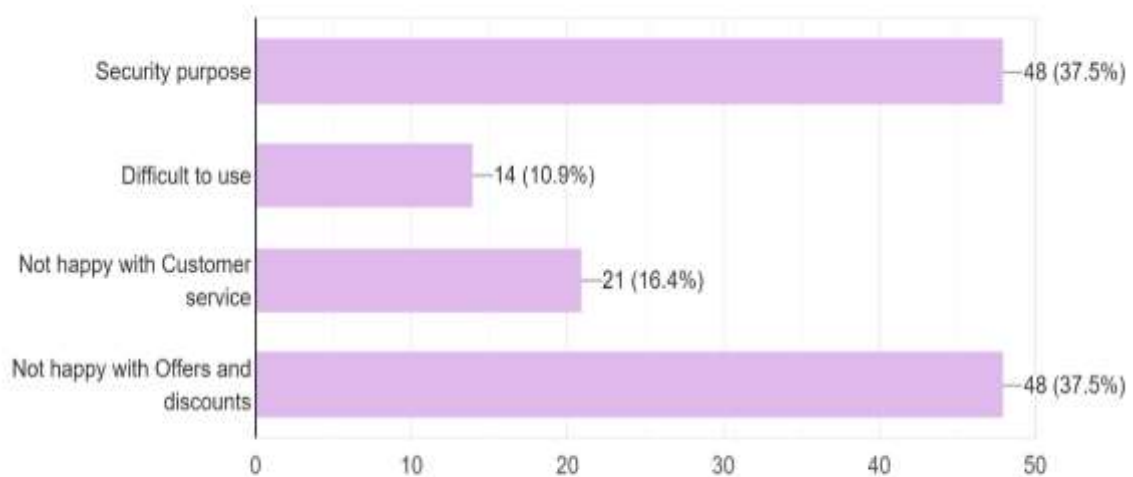
Interpretation 6

As the respondents of survey mostly use phone pe for payments i.e. 52.9% but 15.9% of them use Paytm and 31.2% of the respondents avails the benefits of both.

7. What are your reasons for not using Phonepe to make payments?

Options	Results
Security Purpose	37.5%
Difficult to use	10.9%
Not happy with customer service	16.4%
Not happy with offers and discounts	37.5%

Graph No 7



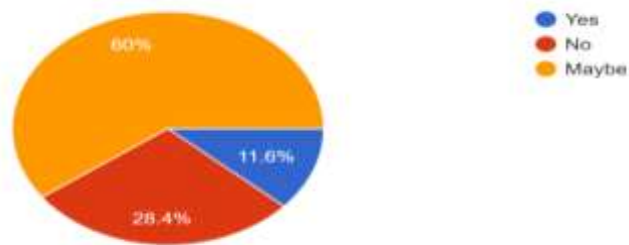
Interpretation 7

The above chart shows that 37.5% of the respondents do not use Phonepe because they are not satisfied with the security of the Phonepe and are not happy with the offers and discounts, whereas 10.9% feel that it is not convenient to use and the remaining of 16.4% are not happy with the customer service

8. Do you think that using Paytm over Phonepe will increase the chance of suffering from fraud or theft?

Options	Responses received
Yes	11.6%
No	28.4%
Maybe	60%

Graph No 8



Interpre

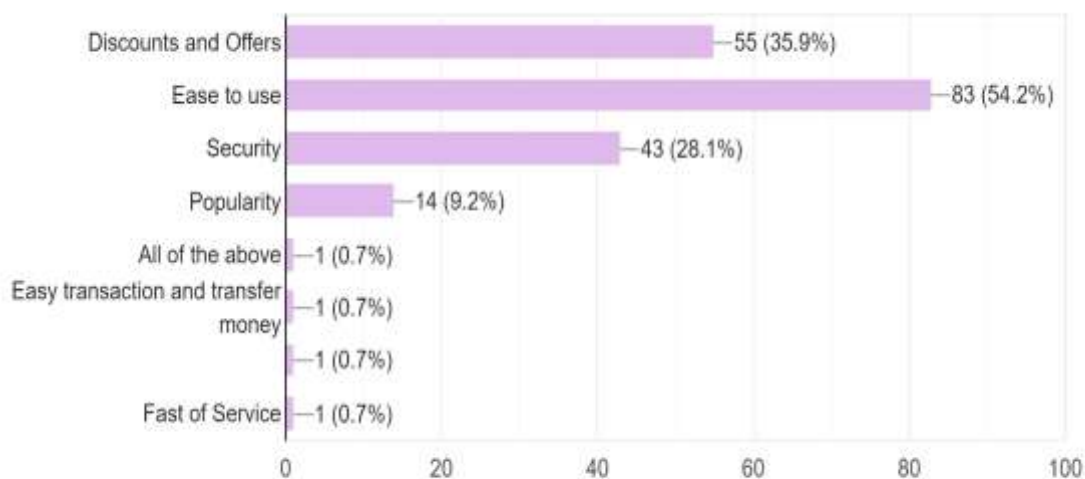
tation 8

The majority of the respondents do not have knowledge whether phone pe is more secure or Paytm is safer. Whereas 28.4% do not have knowledge about confidentiality of the applications but 11.6% are sure that phone pe security is not as good as Paytm.

9. What do you keep in mind while using Phonepe?

Options	Opinions
Discounts and offers	35.9%
Ease to use	54.2%
Security	28.1%
Popularity	0.7%
Easy transaction and transfer money	0.7%
All of the above	0.7%

Graph No 9



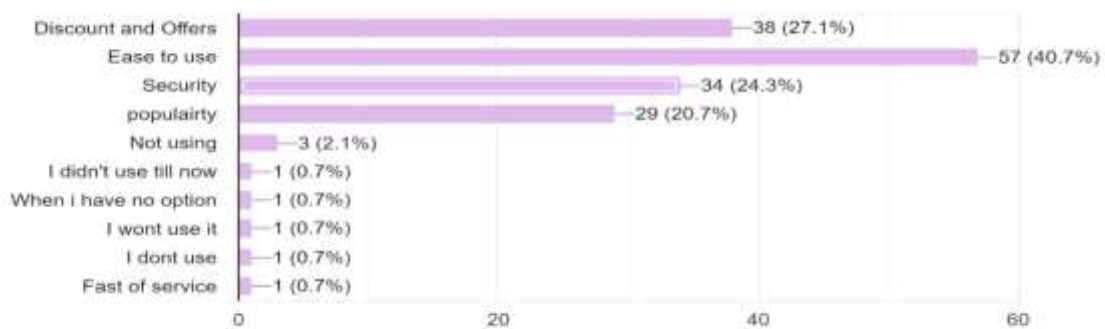
Interpretation 9

As per the responses taken it is known that around 54.2% people use Phonepe because it is easy to use and secondly for the purpose of discounts and offers (35.9%) next they think of security followed by popularity and the remaining 3% prefer others.

10. What do you keep in mind while using Paytm?

Options	Opinions
Discounts and offers	35.9%
Ease to use	54.2%
Security	28.1%
Popularity	0.7%
Easy transaction and transfer money	0.7%
All of the above	0.7%

Graph No 10



Interpretation 10

In this chart it shows that 40% of them feel that Paytm is easy to use and 27% of them think it gives good offers and discounts and 24% and 21% of the respondents reviewed as it is good for security and popularity and others 4 % have not used it.

10. Which app do you consider as most technologically advanced?

Options	Opinions
Paytm	38.1%
Phonepe	61.9%

Graph No 11



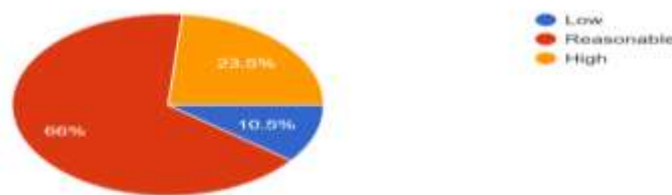
Interpretation 11

In the above chart it is shown that majority of the respondents that is 62% approximately think that phonepe is technologically advanced comparatively to Paytm which has the support of 38%.

11. What is your opinion on the service charges levied by Paytm?

Options	Replies
Low	Low
Reasonable	Reasonable
High	high

Graph No 12



Interpretation 12

As per the response taken we can see that around 66% of individuals feel that service charges levied by Paytm is reasonable where as 23.5% people it is over charged but there is also 10.5% of the respondents who thinks the cost is very less compared to the service provided.

12. How good is Government payment app services like Phonepe, Bhim app than private payment apps like Google pay, Paytm? On the following basis

a) Offers and discounts

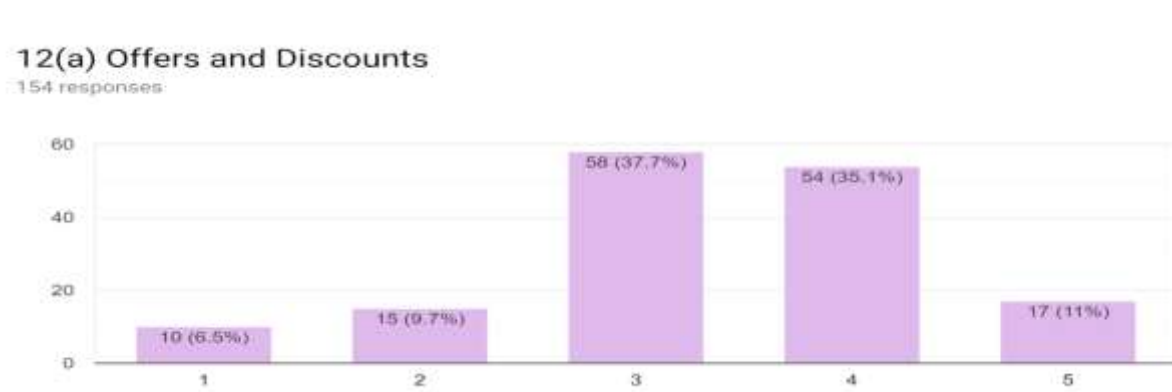
b) Customer services

c) Ease to use

d) Security

In the below charts the respondents have marked the quality of offers and services provided by government payment app services over the private payment app services rating on the basis of 1 being the lowest and 5 being the highest.

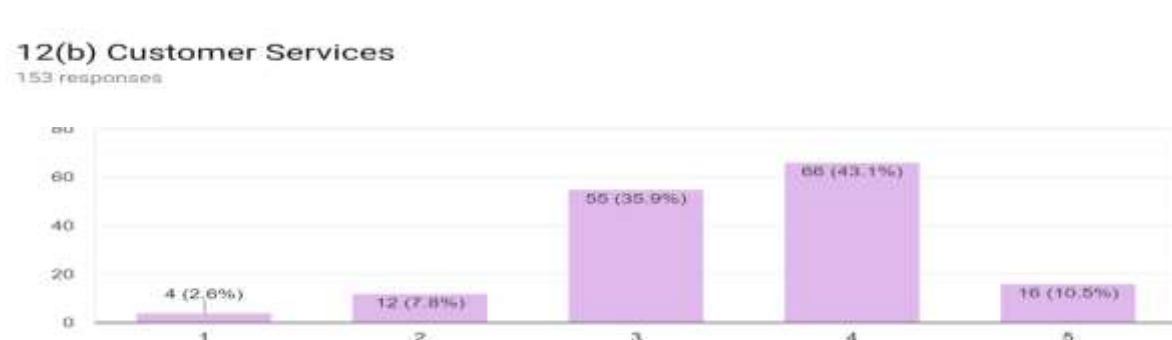
Graph No 13



Interpretation No 13

For the categories of discounts and offers 38% of the people rate both the applications as same but 35% and 11% people rates they get best offers in government apps compared to foreign services. But 15% are not satisfied with it.

Graph No 14



Interpretation 14

As per the survey 43% of the respondents are very happy with the services provided by them where as 40% of them feel the same and 11% think it as the best. But 10% of the respondents are not at all satisfied with the customer service provided.

Graph No 15

12(c) Easy to use
154 responses

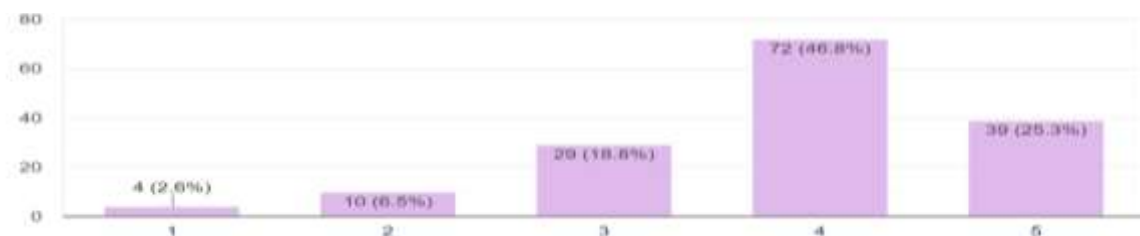


Interpretation 15

From the outcome of the report we can know that almost 94% of the people feels that government payment services are easy to use and only the remaining 6% think they are complicated.

Graph No 16

12(d) Security
154 responses



Interpretation 16

Amongst the entire digital payment service users, the 72% of them feels secured while using government payment and 19% of them do not have much idea about that but almost 8% of the respondents are not certain about the topic.

13. Your overall ratings for Phonepe



Interpretation 17

From the overall analysis we can know that phonepe is giving good services to the customers but there are still many areas in which it has to improve to get itself popularity and make it a professional payment application which can be used by any business.

Findings and conclusion

1. This survey showed that out of 160 people surveyed still 10% of them still do not use digital banking services so they should be pitched to uses online banking.
2. To improve its prominence of phonepe over Paytm, phonepe should increase its promotional techniques so that everyone around have enough knowledge about the app and start using it.
3. As per the responses we can figure out that few people have security related queries and so they are stepping back.
4. The Government should improve the offers and discounts which they give so that the customers will to make more transactions using phonepe and do not think of other applications.
5. The applications customer service department should improve their quality of service as that is the main reason for preferring phonepe over Paytm.

Recommendation and suggestions

From all the analysis and interpretation drawn we can say that phonepe is doing very good in the platforms of digital payment but still there are few developments that should be done in place of

- Security of application
- Server problems
- Customer service
- Layout of the application and
- Advertisement

With the help of these above mentioned improvements made phonepe could beat any other competitive apps and help in development of Indian economy as the transactions made with government applications will contribute in Indian economy.