



A Study on Online Payment Applications in India with Reference to Amazon Pay

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Abstract

This research aims to provide a comprehensive examination of online payment applications in India, focusing on the features, adoption, and user experiences associated with Amazon Pay. In the rapidly evolving landscape of digital transactions, online payment applications play a pivotal role in shaping the way consumers engage in financial transactions. Employing a mixed-methods research design, including surveys, interviews, and usability assessments, the study seeks to understand the factors influencing the adoption of online payment applications, with Amazon Pay as a specific case study. Key areas of investigation include user perceptions of security, ease of use, transaction speed, and the overall satisfaction of consumers utilizing Amazon Pay for their online transactions. The study also explores the impact of promotional strategies, trust-building measures, and user education initiatives on the widespread adoption and sustained usage of online payment applications in India. The findings of this research are expected to contribute valuable insights to the broader understanding of online payment trends in India and offer specific insights into the factors that influence the success of Amazon Pay in this dynamic market.

Keywords: Online Payment Applications, Digital Transactions, Amazon Pay, User Experiences, Adoption Factors, Security Perceptions, Transaction Speed, Trust-Building, Financial Technology, E-payment Trends.

1. Introduction

Now-a-days world is becoming digitalized in every field and one of the best examples 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 [1].

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 an 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, Mobi Kwik, Free charge 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.

2. 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 [2].

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).

3. 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, Free charge, LIME, Jio Money, Airtel Money, State Bank Buddy, Citrus, Mobi Kwik, PayUMoney, etc., as shown in Figure 1 & 2 [3, 4].

3.1 Various Digital Wallets in India



Figure 1 Digital Wallet



Figure 2 Smartphone Wallet Purchases

3.1.1 Paytm



Figure 3 Paytm Logo

Paytm is an Indian e-commerce operator and Financial Technology company, as shown in Figure 3. 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 License 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 you Paytm wallet by first adding money into your wallet.

3.1.2 Google Pay



Figure 4 GPay Logo

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, as shown in Figure 4. 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.

3.1.3 PhonePe



Figure 5 PhonePe Logo

PhonePe or PhonePe Private Limited it is an Indian e-commerce payment service and digital wallet company, as shown in Figure 5. 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. PhonePe offers various services such as:

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

PhonePe app has more than 100 million users and it has crossed more than 5 billion transactions. Latest development of PhonePe app is that it allows its customers to withdraw cash through its in app UPI feature which is also known as PhonePe ATM, which means that transferring the said amount which has to be withdrawn to a nearby PhonePe enabled merchant/ seller.

3.1.4 Mobikwik



Figure 6 Mobikwik Logo

MobiKwik is also another Indian company app which acts as a digital wallet, as a mobile payments

system, as shown in Figure 6. 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.

3.1.5 YONO by SBI



Figure 7 YONO SBI Logo

This mobile wallet application was introduced by State Bank of India, as shown in Figure 7. 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.

3.1.6 CITI MasterPass



Figure 8 MasterPass Logo

CITI Master Pass was launched by Citi Bank India and Mastercard, as shown in Figure 8. It is India's first global Digital wallet. Citi Master Pass safely stores confidential information i.e., Mastercard data of customer's 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 Master Pass" 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 customer's confidential information can be exposed, as customer are always in need of safe, secure, simple and quick transactions while shopping. CITI Master Pass is present in more than 24 countries worldwide. In today's world around 41 % of transactions of Citi Bank are performed through online mode because of its secure, safety and innovative services.

3.1.7 UPI BHIM App



Figure 9 UPI BHIM Logo

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), as shown in Figure 9. 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:

- User can Send money.
- User can Request money, for this it is mandatory that the users mobile number be linked with the bank account using.
- For quick transactions users can Scan and Pay.
- Additional feature of BHIM App is that it allows the customers to check their transactions history.
- 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.
- 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.
- Through BHIM App it is easy to transfer money as BHIM App allows a customer to transfer money to more than one payment address.

3.1.8 HDFC PAYZAPP



Figure 10 PAYZAPP Logo

PAYZAPP is a mobile payment app developed by HDFC Bank, as shown in Figure 10. 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.

4. Introduction about Amazon

Amazon or Amazon.com is an American e-commerce company based in Seattle, as shown in Figure 11. 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 [7].



Figure 11 Amazon Logo

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:

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.

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.

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.

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.

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.

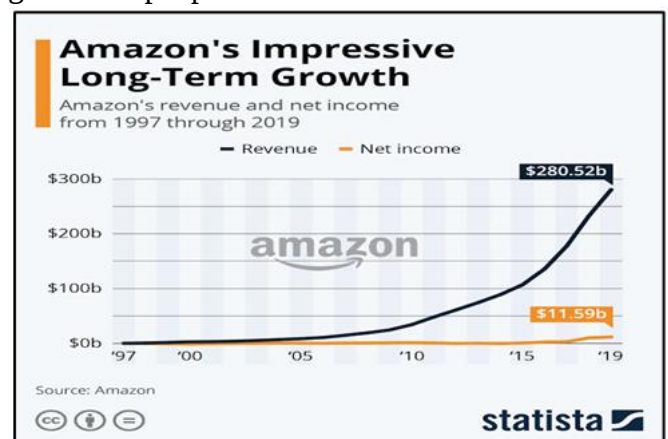


Figure 12 PAYZAPP Logo

From the Figure 12, 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. 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 below figure 13 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 [5, 6].

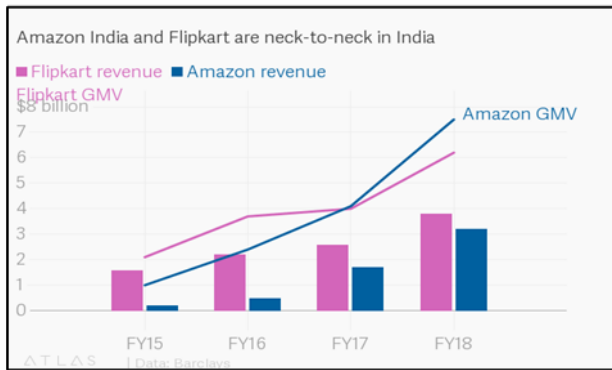


Figure 13 Revenue comparison between Amazon and Flipkart

4.1 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 are 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, as in Figure 14.

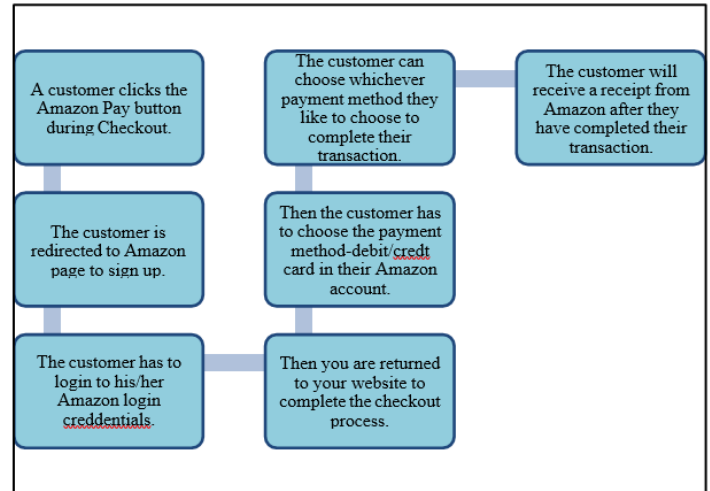


Figure 14 AmazonPay Workflow

4.2 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:

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.

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.

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.

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”.

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.

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:

- 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 anti-malware software so that you don't install a fake anti malware software at <https://microsoft.com/security>.
- Update all your Windows programs on your computer.
- 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.

- 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.

4.3 Advantages of Amazon Payments

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.

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.

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.

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.

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.

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.

4.4 Disadvantages of Amazon Pay

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.

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.

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.

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.

These are some of the advantages and disadvantages of using Amazon Pay.

5. Importance of Cashless Transactions

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.

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.

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.

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.

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.

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. These are some of the importance of cashless transactions.

6. Future of Digital Payments in India

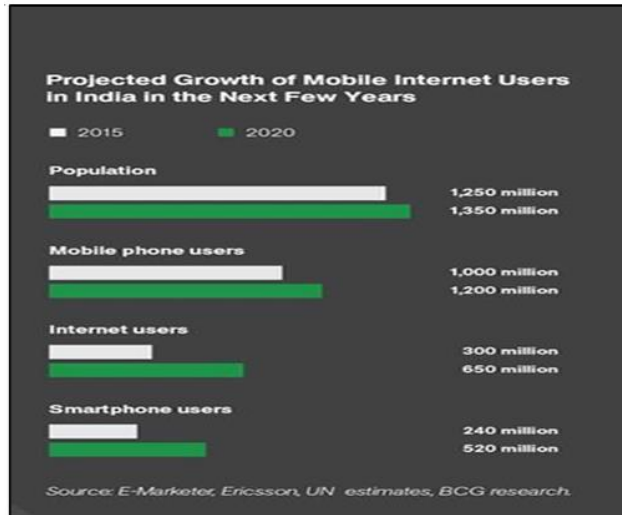


Figure 15 Digital payments Statistics

Smartphone and mobile phone users, internet users as shown in the above projections are increasing with the increase in population in India. The above figure 15 has 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 [8]. 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.

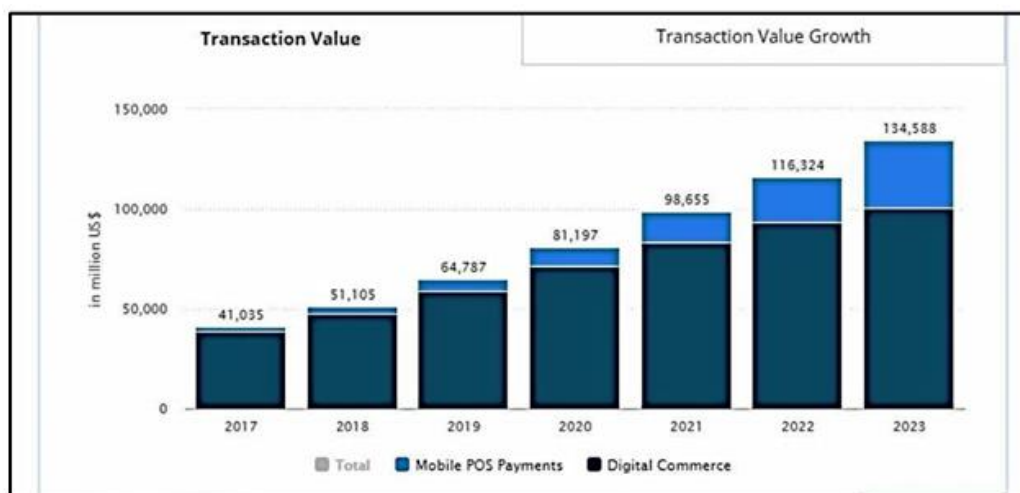


Figure 16 Statistics of Transaction Value

The above figure 16 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% [9].

7. 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.

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.

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