



# A STUDY ON CUSTOMER AWARENESS AND PERCEPTION TOWARDS E - PAYMENT APPS IN HYDERABAD DISTRICT, T.S

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## **Abstract:**

The growth of any country's civilization depends up on payments system of payment of substantially changed over time from the day to day through the coins and to virtual payment and digital payments refers to electronic consumer transactions. which includes payments for goods and services that are over the internet, mobile payments at point of sale (PoS) via smart phone applications apps and peer to peer transfers between private users. this paper attempt to know the awareness of people about e payment apps.

**Keywords:** Mobile e - payment apps, awareness, consumer behavior

## **1. Introduction:**

Adoption of cashless transaction rapidly grown up after introduction the digital payment as a part of government reforms after demonetization. by the February 2023 digital wallet companies had shown a growth of 271 percent for a total value of US\$2.8 billion Rs 191 crores. Indian government and private sector companies such as Paytm, google pay, phone pay and Mobi Kwik had been aggressively pushing the payment applications. The Aadhaar Payment app, the UPI app, and the National Payments Corporation of India (NPCI) developed the Bharat Interface for Money (BHIM) app. Digital transfers using apps has brought behavioral change and helped in the implication of digital payment. This has resulted the ease of transfer of money in rural and urban areas. which was not touched earlier by the digital payment method. The best advantage of using an e-payment app is customer convenience as they will be able to make payments using their mobile phones either using the

contactless payments or by scanning QR code instantly. Most of the time, these apps use either encryption or protected code to minimize the threat to the personal data of users. The use of e - payment apps provide its users with coupons, discounts, rewards, loyalty points, and so on. The introduction of e-payment app has improved the cash flow in the markets. There are lots of e-payment app services such as Airtel Money, Amazon Pay, Free charge, Google Pay, JIO Money, Paytm, phone pay, etc.

## 2. Review of Literature:

**M. Malla Reddy (2023)** The present research is aimed at studying the perception of Street Vendors towards Digital Payments in Sircilla Town and exploring the issues and challenges being faced by the Street Vendors towards adoption of Digital Payments. The study is descriptive and an analytical type of research in nature and is based on both Primary and Secondary Data. A Simple Random Sampling Technique has been adopted to select the sample respondents and the size of the sample is 150 Street Vendors in Sircilla Town. Simple statistical tools like Percentages, Averages, Chi-Square, and ANOVA were used to analyze the data. The survey was carried out from 10 – 25 November 2022 in Sircilla Town.

**Shinki Katyayani Pandey (2022)** conducted a study with a view to examine how various kinds of digital payments have changed over time and how COVID-19 has affected the digital payment systems in India. The analysis found that, in addition to the rise of 44.2% in the prior year, digital payments in India experienced a strong growth of 26.2% in terms of volume during 2020–21. The study critically evaluated how, during the COVID-19 Pandemic, individuals switched to this method because they were worried about health rules and were scared of cash transactions, which led to an increase in the use of various digital payment systems.

**Dr. Mamta Brahmhatt (2018)** attempts to study and measure the customers perception regarding E-wallets in Ahmadabad city. She concludes that the adoption image of E-Wallet among consumers in Ahmadabad has already crossed the beginning stage, to be successful in E-Wallet market now depends heavily depends on the marketing strategies of E-Wallet companies as well as the financial policy makers.

**Poonam Painuly and Shalu Rathi (2016)** stated that ease of transaction, secured profile and convenience in handling application put forth the benefits of wallet money and concluded that business sectors like banking, retail, hospitality etc. are making use of wallet money and mobile payment instruments including contactless and remote payment in the customers to business and customers to customers areas.

**Dr. Ramesh Sardar (2016)** summarized that M-wallets have emerged as the most significant contributor in pushing cashless and electronic payments. Over time when mobile payments will represent a significant part of retail sales, there should be interoperability between different wallets. As most of respondents are concerned about the security of mobile payments, the security system should be strengthening.

**Pawan Kalyani (2016)** found that Digital wallets which are popular and associate to the online business company are more popular and those with the banks are doing fine, mobile companies' e-wallet is restricted to the mobile users. People are using a few services mostly for recharging the DTH and paying bills, Shopping etc. The awareness and practical Usability of the e-wallet is low, that should be increased by adding more value-added services to it.

**Vidyashree DV, Yamuna N, Nithya Shree G (2015)** concluded that People are more aware about the online payments through mobile applications and there is a wider increase in growth rate. Pay tm and Pay u Money is giving 2 level security authentications to safeguard our payment details. The digital payment system has to take necessary steps to overcome delay in processing of payments.

### 3. Objectives of the study:

1. To study the awareness of people about the E- payment app in Hyderabad.
2. To study the using behavior people of E - payment apps in Hyderabad.
3. To analysis the motivational factors that influence to use of e payment app services in Hyderabad.

### 4. Research Methodology:

The present study is based on primary data collected from 100 respondents form Hyderabad city. a structure questionnaire was designed to collect the information form the respondents to study the awareness and perception towards the digital payment system. The statistical tools are to study were MS Excel and SPSS. To test the hypothesis and chi-square tools are used.

### 5. Hypothesis:

**Ho1:** There is a significant relationship between Demographic Profile of Respondents and mostly used e-payment app services.

**Ho2:** There is a significant relationship between Demographic Profile of Respondents and reasons for e-payment app services.

### 6. Data Analysis and Interpretation:

**Table: - 1**

**Demographic Profile of Respondents**

Frequency Table			
		Frequency	Percent
<b>Gender</b>	Male	67	57
	Female	33	43
	Total	100	100
<b>Age</b>	Below 25years	26	26
	26 - 35 years	27	27
	36 – 50years	26	26
	Above 50 years	21	21
	Total	100	100
<b>Marital Status</b>	Married	76	76
	Unmarried	24	24
	Total	100	100

<b>Educational Status</b>	Below SSC	29	29
	Intermediate	32	32
	Under Graduate	16	16
	Post Graduate	23	23
	Total	100	100
<b>Annual income</b>	Bellow 10000	5	5
	10001-25000	62	62
	25001-35000	33	33
	Total	100	100
<b>Occupation</b>	Government Employee	26	26
	Private Employee	36	36
	Business	18	18
	Student	20	20
	Total	100	100

**Source: Primary Data**

The table-1 it is known that Gender of respondents majority of male respondents are 67(67 Percentage), Age group of respondents majority of 26 years- 35 years respondents are 27(27 Percentage), Marital status of respondents majority of married respondents are 76(76 Percentage), Educational status of respondents majority of intermediate respondents are 32(32 Percentage), Annual Income of respondents majority of 10001-25000 respondents are 62(62 Percentage) and occupation of respondents majority of Private employees respondents are 36(36 Percentage).

#### **Testing of Hypothesis:**

**Ho1:** There is no significant relationship between Demographic Profile of Respondents and mostly used e-payment app services.

**Table: -2**

#### **Gender and Which app do you mostly use for e-payment**

	Which app do you mostly use for e-payment				Total
	Amazon pay	Phone pay	Google pay	Paytm	

Gender	Male	Count	8	5	23	31	67
		% Within Gender	11.9	7.5	34.3	46.3	100
	Female	Count	4	2	16	11	33
		% Within Gender	12.1	6.1	48.5	33.3	100
Total	Count	12	7	39	42	100	
	% Within Gender	12	7	39.	42	100	

**Source: Primary Data**

The table-2 it is known that the mostly use app for e payment out of 100 gender respondent's majority of male respondents 46.3 Percentage are using Paytm and female respondents are 48.5 Percentage are using Google pay. Overall, 42 Percentage of gender respondents are using Paytm.

Chi-Square Tests			
	Value	d. f	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.080 <sup>a</sup>	3	.556

The chi-square value 2.080 with d. f 3, p value is 0.556 at 0.05 Percentage significance level it can conclude that there is no significant relationship between gender of Respondents and mostly used e-payment app services

**Table: -3**

**Age and Which app do you mostly use for e-payment**

		Which app do you mostly use for e-payment				Total
		Amazon pay	Phone pay	Google pay	Paytm	
Below 25 years.	Count	5	2	13	6	26
	% Within Age	19.2	7.7	50.0	23.1	100
26 - 35	Count	1	1	9	16	27

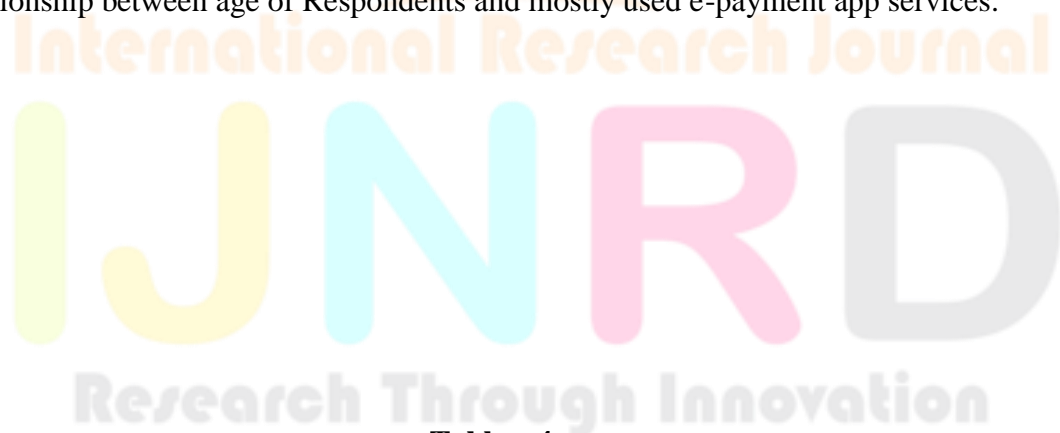
Age	years	% Within Age	3.7	3.7	33.3	59.3	100
	36 – 50years.	Count	5	1	11	9	26
		% Within Age	19.2	3.8	42.3	34.6	100
	Above 50 years	Count	1	3	6	11	21
% Within Age		4.8	14.3	28.6	52.4	100	
Total	Count		12	7	39	42	100
	% Within Age		12.0	7.0	39.0	42.0	100

**Source: Primary Data**

From the above table-3 it is known that the mostly use app for e payment out of 100 Age group respondent's majority of Below 25 years respondents 50.0 Percentage are using Google pay, 26 - 35 years respondents 59.3 Percentage Paytm, 36 – 50years respondents 42.3 Percentage are using Google pay and, above 50 years respondents 52.4 Percentage are using Paytm. Overall, 52.4 Percentage of age group respondents are using Paytm.

Chi-Square Tests			
	Value	d.f	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.825 <sup>a</sup>	9	.129

The chi-square value 13.825 with d.f 3, p value is 0.129 at 0.05% significance level it can conclude that there is no significant relationship between age of Respondents and mostly used e-payment app services.



**Table: -4**

**Marital Status and Which app do you mostly use for e-payment**

			Which app do you mostly use for e-payment				Total
			Amazon pay	Phone pay	Google pay	Paytm	
Married	Count		9	5	31	31	76

Marital Status		% Within Marital Status	11.8	6.6	40.8	40.8	100
	Unmarried	Count	3	2	8	11	24
		% Within Marital Status	12.5	8.3	33.3	45.8	100
Total		Count	12	7	39	42	100
		% Within Marital Status	12	7	39	42	100

**Source: Primary Data**

The table-4 it is known that the mostly use app for e payment out of 100 marital statuses of respondent's majority of married respondents 40.8 Percentage are using Google pay and Paytm, and unmarried respondents 45.8 Percentage are using Paytm. Overall, 42.0 Percentage of marital status respondents are using Paytm.

Chi-Square Tests			
	Value	d.f	Asymptotic Significance (2-sided)
Pearson Chi-Square	.457 <sup>a</sup>	3	.928

The chi-square value 0.457 with d.f. 3, p value is 0.9286 at 0.05% significance level it can conclude that there is no significant relationship between marital status of Respondents and mostly used e-payment app services.

**Table: -5**

**Educational Status and Which app do you mostly use for e-payment**

			Which app do you mostly use for e-payment				Total
			Amazon pay	Phone pay	Google pay	Paytm	
	Below SSC	Count	3	2	13	11	29
		% Within Educational Status	10.3	6.9	44.8	37.9	100

Educational Status	Intermediate	Count	3	2	15	12	32
		% Within Educational Status	9.4	6.3	46.9	37.5	100
		Count	3	1	6	6	16
	Under Graduate	% Within Educational Status	18.8	6.3	37.5	37.5	100
		Count	3	2	5	13	23
	Post Graduate	% Within Educational Status	13.0	8.7	21.7	56.5	100
		Count	12	7	39	42	100
	Total	% Within Educational Status	12.0	7.0	39.0	42.0	100

**Source: Primary Data**

Table. 5 it is known that the mostly use app for e payment out of 100 Educational Status group respondent's majority of Below SSC respondents 44.8 Percentage are using Google pay, intermediate respondents 46.9 Percentage Google pay, under graduate respondents 37.5 Percentage are using Google pay and Paytm and Post Graduate respondents 56.5 Percentage are using Paytm. Overall, 52.4 Percentage of age group respondents are using Paytm.

Chi-Square Tests			
	Value	d.f	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.040 <sup>a</sup>	9	.831

The chi-square value 5.040 with d.f. 9, p value is 0.831 at 0.05% significance level it can conclude that there is no significant relationship between Educational Status of Respondents and mostly used e-payment app services

**Table: -6**

**Annual income and Which app do you mostly use for e-payment**

	Which app do you mostly use for e-payment	Total



			Amazon pay	Phone pay	Google pay	Paytm	
Annual income	Bellow 10000	Count	1	1	2	1	5
		% Within Annual income	20.0	20.0	40.0	20.0	100
	10001-25000	Count	8	3	25	26	62
		% Within Annual income	12.9	4.8	40.3	41.9	100
	25001-35000	Count	3	3	12	15	33
		% Within Annual income	9.1	9.1	36.4	45.5	100
Total	Count		12	7	39	42	100
	% Within Annual income		12.0	7.0	39.0	42.0	100

**Source: Primary Data**

From the above table-6 it is known that the mostly use app for e payment out of 100 Annual income respondent's majority of Bellow 10000 respondents 40.0 Percentage are using Google pay, 10001-25000 respondents 41.9 Percentage Paytm, and 25001-35000 respondents 45.5 Percentage are using Paytm. Overall, 42.0 Percentage of age group respondents are using Paytm.

Chi-Square Tests			
	Value	d.f	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.126 <sup>a</sup>	6	.793

The chi-square value 3.126 with d.f. 6, p value is 0.793 at 0.05% significance level it can conclude that there is no significant relationship between Annual Income of Respondents and mostly used e-payment app services.

**Table: -7**

**Occupation and Which app do you mostly use for e-payment**

			Which app do you mostly use for e-payment				Total
			Amazon pay	Phone pay	Google pay	Paytm	
Government	Count		5	2	11	8	26

Occupation	Employee	% Within Occupation	19.2	7.7	42.3	30.8	100
	Private Employee	Count	5	2	14	15	36
		% Within Occupation	13.9	5.6	38.9	41.7	100
	Business	Count	1	2	8	7	18
		% within Occupation	5.6	11.1%	44.4	38.9	100
	Student	Count	1	1	6	12	20
% Within Occupation		5.0	5.0	30.0	60.0	100	
Total	Count	12	7	39	42	100	
	% Within Occupation	12.0	7.0	39.0	42.0	100	

*Source: Primary data*

From the above table-6 it is known that the mostly use app for e payment out of 100 occupation respondent's majority of Government employees' respondents 42.3 Percentage are using Google pay, private employee respondents 41.7 Percentage Paytm, business respondents 44.4 Percentage Google pay and students respondents 60.0 Percentage are using Paytm. Overall, 42.0 Percentage of age group respondents are using Paytm.

Chi-Square Tests			
	Value	d.f	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.345 <sup>a</sup>	9	.705

The chi-square value 6.345 with df. 9, p value is 0.705 at 0.05% significance level it can conclude that there is no significant relationship between occupation of Respondents and mostly used e-payment app services

## 7. Findings and Conclusion:

- Gender of respondent's majority of male respondents are 67(67%),
- Age group of respondent's majorities of 26 - 35 years respondents are 27(27%),
- Marital status of respondent's majority of married respondents are 76(76%),
- Educational status of respondent's majority of intermediate respondents are 32(32%),
- Annual Income of respondent's majority of 10001-25000 respondents are 62(62%) and
- Occupation of respondent's majority of Private employees' respondents are 36(36%).

➤ There is no significant relationship between Demographic Profile of Respondents and mostly used e-payment app services.

#### **8. Suggestions:**

➤ The companies should adopt a cashless transaction so that it is very useful for the government to verify the transactions and to avoid the tax evasion.

➤ The companies should view the accounting records are well maintained the form bank statement.

#### **9. Conclusion:**

In the modern area cash less transactions increasing data by day. This will provide the advantage such as cash less transactions to the government to increase the transactions, and financial inclusion for economy with the important of the stream. The e payment app usage crosses the boundaries of cities and villages. The development of digital payment system makes a new spending behavior of the people in the world.

#### **10. Reference:**

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