

**A STUDY ON ONLINE PAYMENT SOLUTIONS WITH REFERENCE TO IT'S
USERS IN MUMBAI CITY**

Dr. Sonali Gopal Kale (Asst. Professor Sinhgad institute of Business Management)

Ms. Chetna Kumawat (Student Sinhgad institute of Business Management)

ABSTRACT

During my past years, I have seen raise in the use of online payments which has leads me to do the research on the online payment solutions. Also to know the significance of online payments, to know the process of online payment and different online payment solutions. An e-payment system is a way of dealings or buying or selling through an electronic means, and no use of checks or cash. It is called an electronic payment system or online payment system. The electronic payment system has developed gradually more over the last decades due to the increasing spread of internet-based banking and shopping. As the world advances more with technology development, we can see the increase of electronic payment systems and payment processing devices. As these increases, develop, and provide ever more secure online payment transactions the percentage of check and cash transactions will decrease. In this paper our focus is on online payment solutions.

KEYWORDS: online, payments

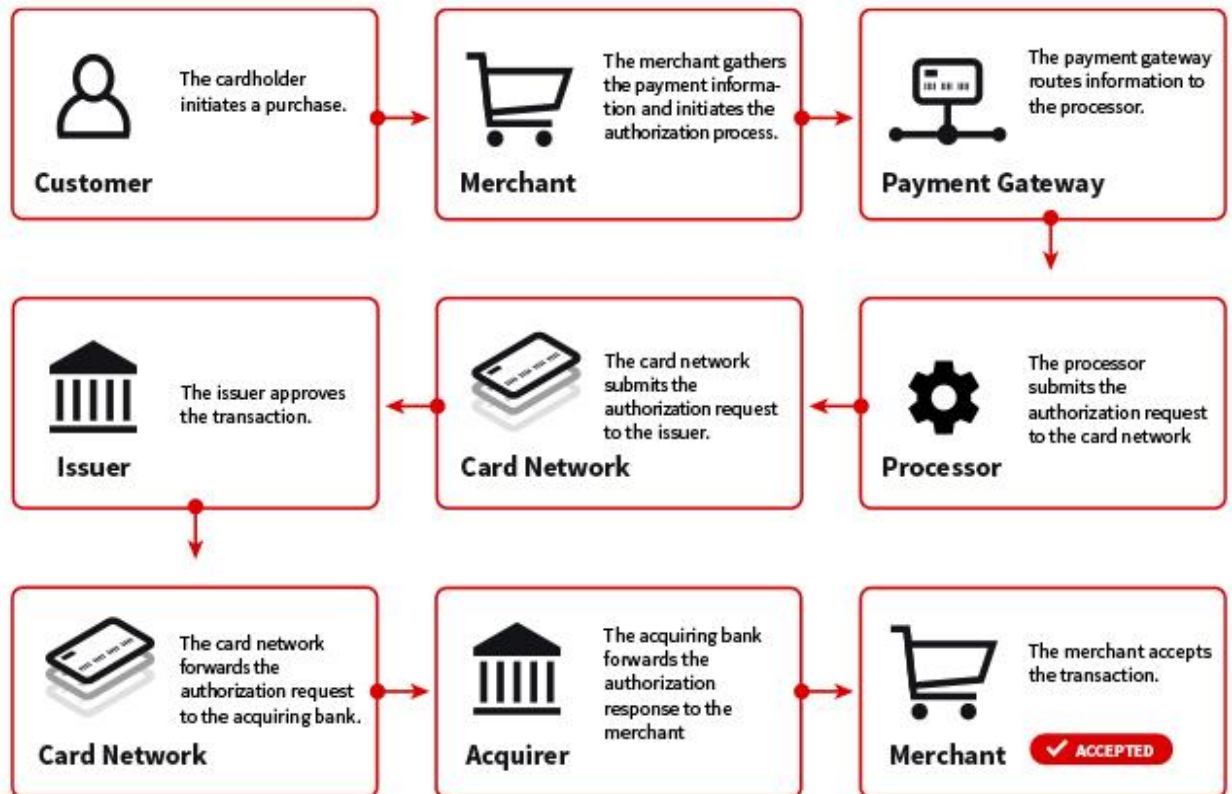
INTRODUCTION

Most accepted payment forms on online are credit and debit cards. There are also alternative payment methods, like bank transfers, electronic wallets, smart cards or bitcoin wallet. E-payment methods are classified into two are credit payment systems and cash payment systems. Credit Payment System includes Credit Card, E-wallet, Smart card. Cash Payment System includes Direct debit, E-check, E-cash, Stored-value card

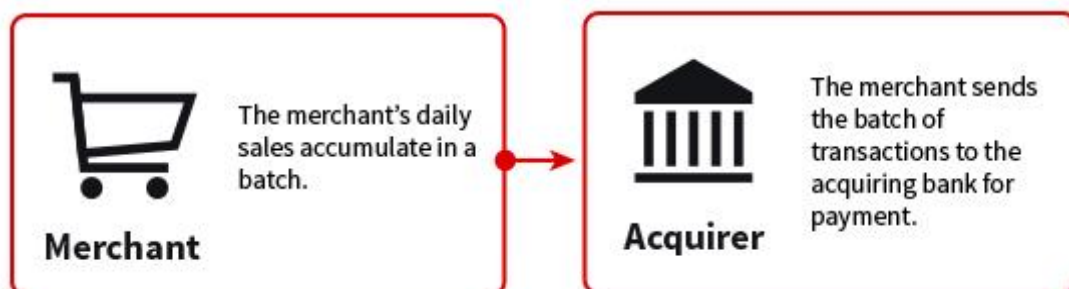
PROCESS OF ONLINE PAYMENT:

The four stages of online payment processing

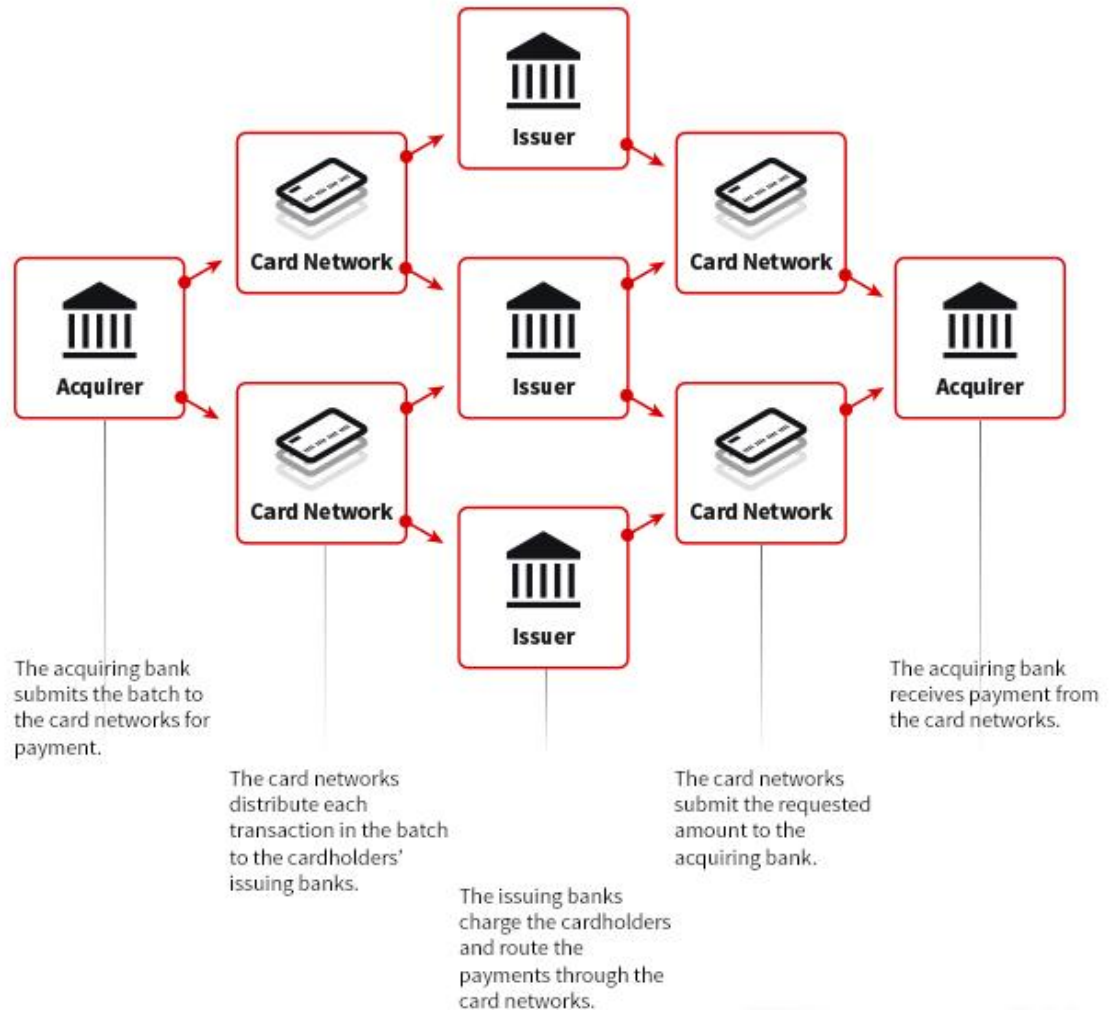
1. **Authorization:** Authorization is the primary phase of a transaction. Authorization process as follows:



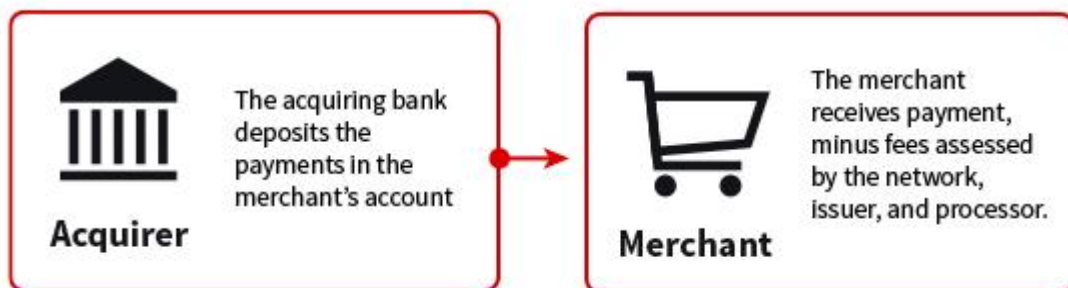
2. **Batching:** The next step in the process is batching.



3.



4. **Funding:** Funding is the last step in the process, at which point the acquirer deposits the money from the transaction into the merchant's account.



There are various online payment solutions are listed below-

1. Google Pay
2. PhonePe

3. Paytm
4. Freecharge
5. Mobikwik

RESEARCH METHODOLOGY:

It is a Research based on primary and secondary data for the proper finding and analysis. Primary data is collected with the help of the questionnaire and interview from different users of online payment in Mumbai city.

Primary data for this paper is collected via conducting a survey by circulating a questionnaire. The survey was conducted with a sample size of 60 people. The survey has all types of age group involved and of all income groups.

Secondary data is collected from internet, publishers, various blogs, books, journals and website etc.

OBJECTIVES OF THE STUDY:

- To study the concept of online payment solutions.
- To study the importance of online payments.
- To study the process of online payment and various online payment solutions.

SCOPE OF THE STUDY:

FUNCTIONAL SCOPE: Research area mainly focuses upon online payment solutions only, i.e. it considers only awareness, concept, importance, process and problems of online payment of it's users of Mumbai city.

GEOGRAPHICAL SCOPE: This research is related with users of online payment of Mumbai city.

RESEARCH QUESTIONNAIRE QUESTIONS:-

It is the study about awareness, concept, importance, process and problems of online payment of it's users of Mumbai city and so generally question is based on it.

SAMPLE SELECTION:-

Researcher had used the Google questionnaire form for data collection from users of online payment system Mumbai city, The survey was carried out on 60 respondents.

SAMPLE UNIT:- In this paper sampling unit consisted of the various peoples of Mumbai city using online payment system.

SAMPLING TECHNIQUE: - In this paper for the research convenient sampling technique was used.

LIMITATIONS OF THE STUDY:

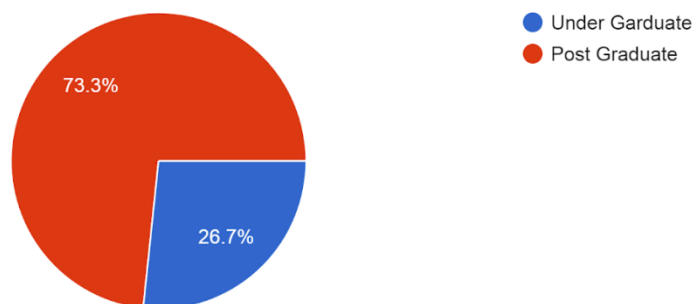
1. The study is limited to respondents of Mumbai city only
2. Online payment solutions as one of factor of effect has been taken for study.
3. A sample of 60 respondents was selected.
4. The time period of study was very limited

COLLECTION AND ANALYSIS OF DATA AND STATISTICAL TOOLS:

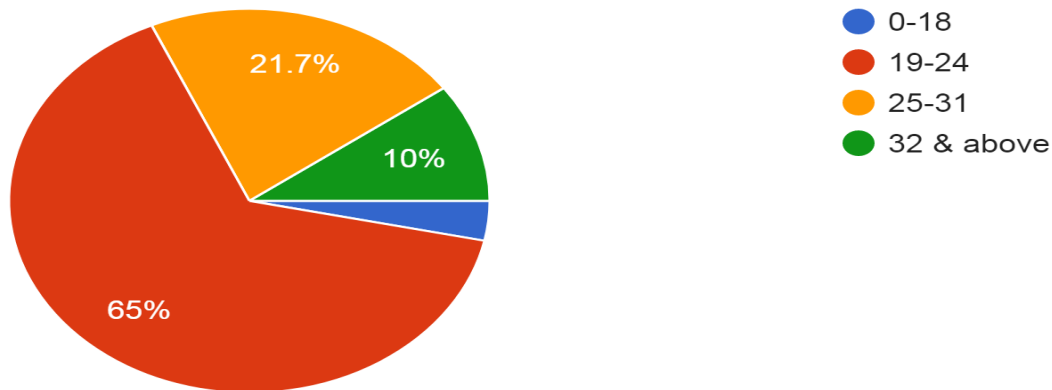
Here we deal with the presentation of data, its analysis using various statistical tools and the interpretation of the data. The information collected through the questionnaires and other sources is analyzed with the help of Microsoft Excel Sheets. The statistical tools like tabulation, average, Graph, Pie Charts, Bar Diagram and percentage are used for analyzing the data.

The few analysis of data is as provided under:

1. Education:



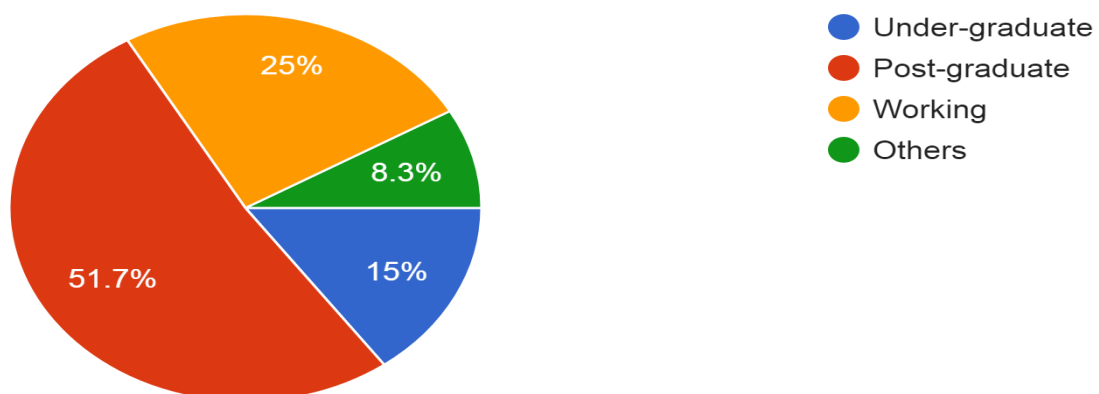
2. Age group



- a) 65percentage respondents are from age group of 19 to 24 years which indicates that the research population is at entry level jobs and beginning of the career.
- b) The second major constituent of the resource population consists of the age group 25 to 31 years of age indicating 22percentage of the research population.
- c) The third highest constituent of the resource population consist of an age group of 32 and above years of age which makes up for 10percentage of the entire population of the research being well settled and at executive levels off the job.
- d) The other criteria is 18 or below which consist of 3percentage.

So our research has more numbers of respondents from age group of 19-24.

3. Graduation level:

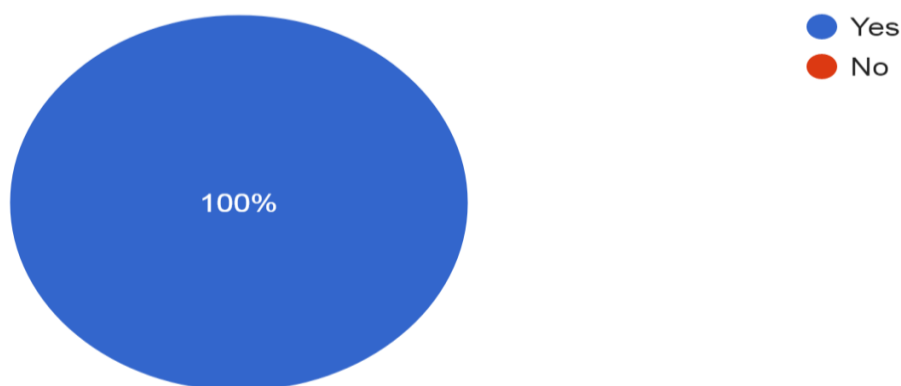


- a) 52 percentage of the respondents are from post-graduation level.
- b) The second major constituent of the resource population consists of working people indicating 25 percentage of the research population.
- c) 15 percentage of the research population consists of under-graduate level.

- d) The last constituent of the research population consist of 8 percentage of the research population comes under the heading of ‘others’ in which all others are covered who are not there in the above three headings.

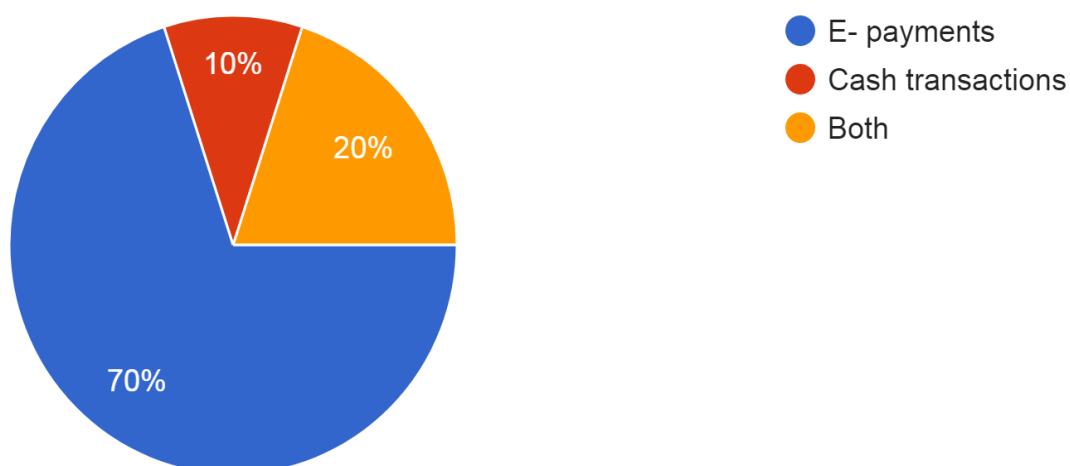
So the majority of the respondents for the research consist of post-graduation level.

4 Awareness of the online/electric payment



- a) 100 percentage of the respondents are aware of the online/electric payment concept.
We can interpret that everyone present in the research population is aware of the online/electric payment concept.

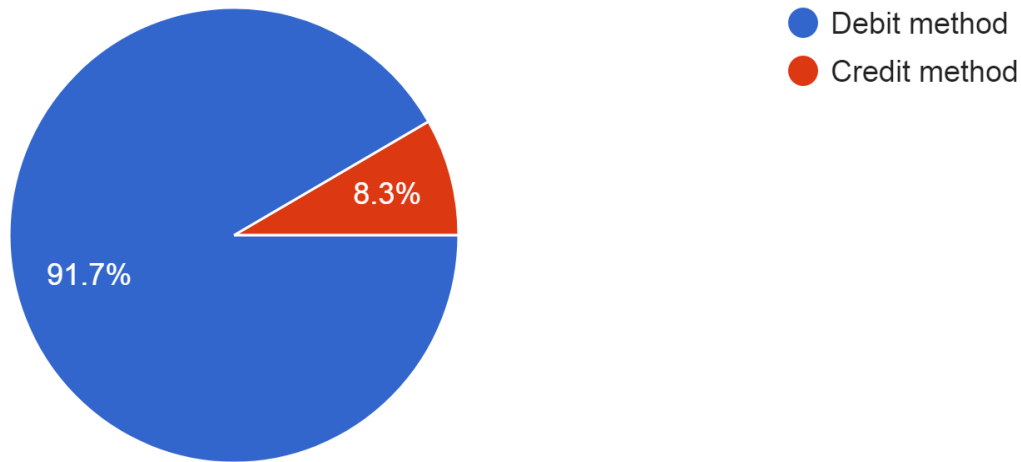
5 preference of e- payment methods or cash transaction



- a) 70 percentage of the respondents prefer e- payment methods.
b) 20 percentage of the respondents prefer cash transactions.
c) 10 percentage of the respondents prefer both ways.

We can interpret that major respondents prefer e- payment methods.

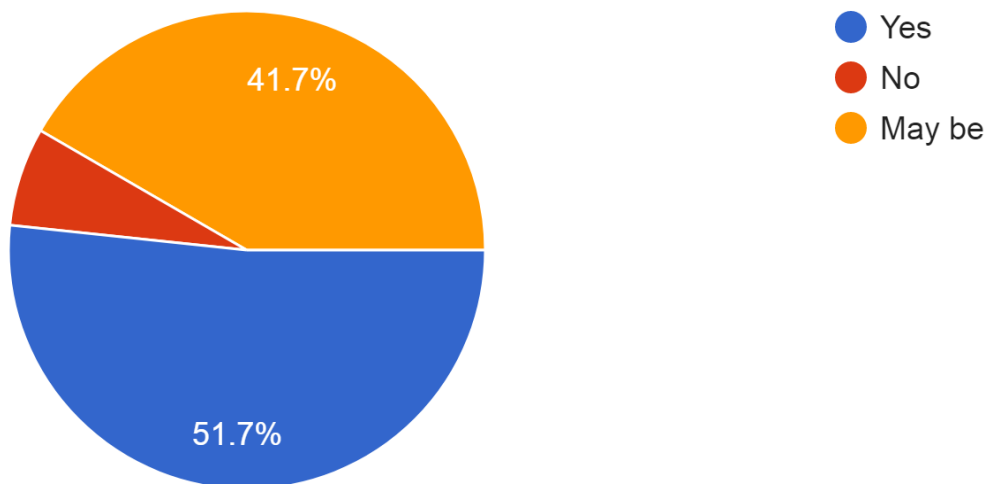
6. e- payment method preference



- a) 92 percentage of the respondents prefer debit method.
- b) 8 percentage of the respondents prefer credit method.

We can interpret that major respondents prefer debit method for e- payments.

7. e- payment methods safe and free from fraud or theft

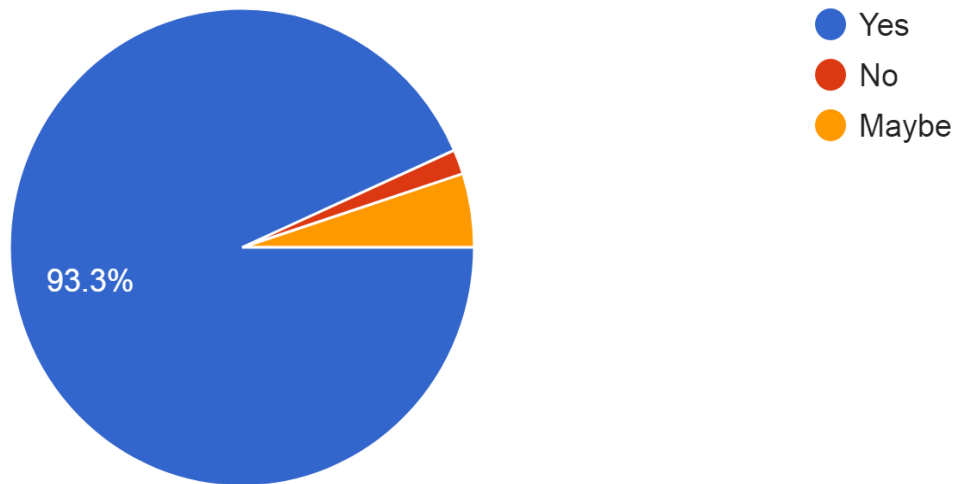


- a) 52 percentage of the respondents find e- payment methods safe and free from fraud or theft.
- b) 42 percentage of the respondents does not find e- payment methods safe and free from fraud or theft.

- c) 2 percentage of the respondents are not sure of their respond whether it is safe and free from fraud or theft or not.

We can interpret that major respondents find e- payment methods safe and free from fraud or theft.

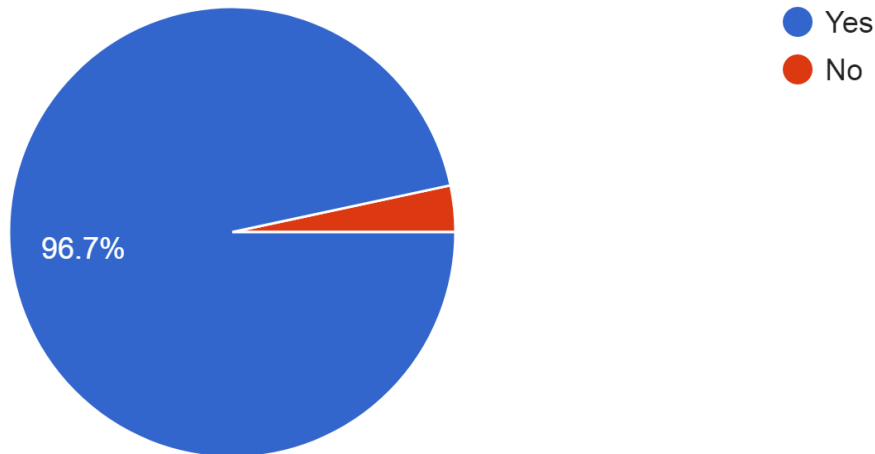
8. Do e- payment helps in reducing cost and saves time



- a) 93 percentage of the respondents think e- payment helps in reducing cost and saves time.
- b) 5 percentage of the respondents think that e- payment does not helps in reducing cost and saves time.
- c) 2 percentage of the respondents are not sure of their respond whether it is helps in reducing cost and saves time or not.

We can interpret that clearly larger section of the respondents think e- payment helps in reducing cost and saves time.

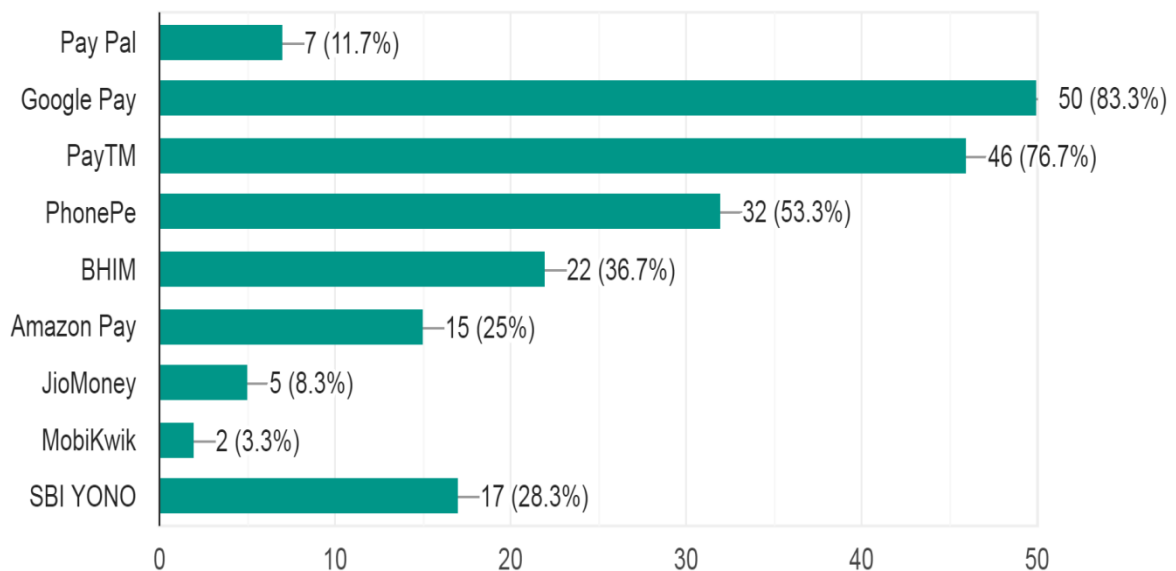
9. Awareness of various online payment solutions



- a) 97 percentage of the research population is aware of various online payment solutions.
- b) 3 percentage of the research population is not aware of various online payment solutions.

We can interpret that major respondents are aware of various online payment solutions.

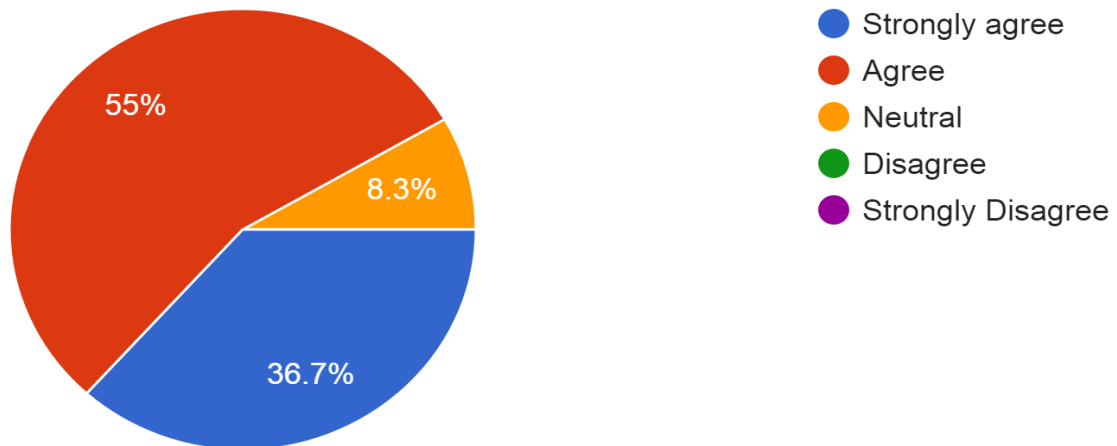
10. Which platform do you use:



- a) 83 percentage of the research population uses Google Pay as their platform for online payments followed by Paytm, PhonePe, BHIM, and SBI YONO with 77percentage, 53 percentage, 37percentage, and 28percentage respectively.
- b) Other respondents uses Amazon Pay, Pay Pal, JioMoney and MobiKwik for online payments with 25 percentage, 12 percentage, 8 percentage and 3 percentage respectively.

We can ascertain that major respondents uses Google Pay as their platform for online payments.

11. It is user friendly. Rate

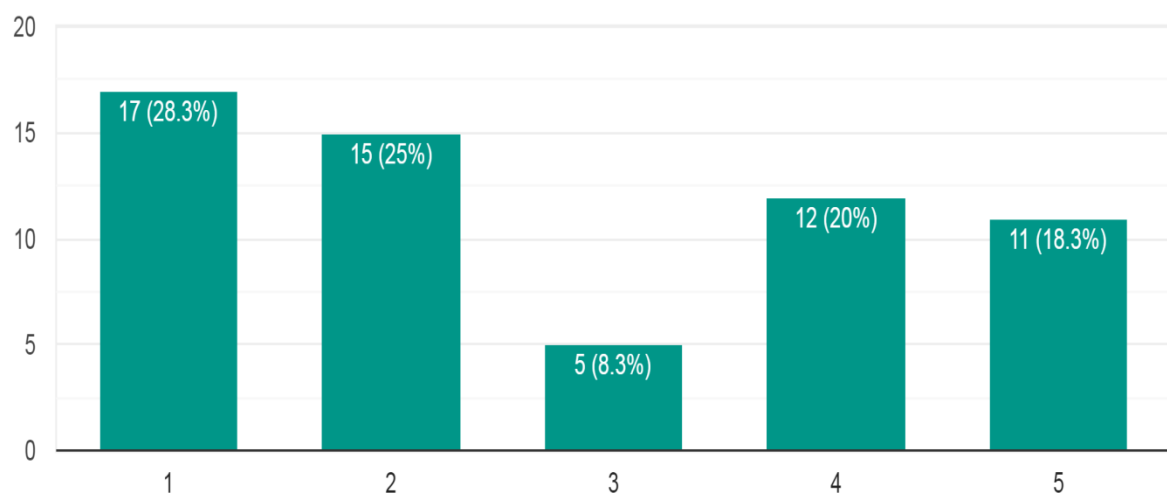


- a) 55 percentage of the respondents agree that yes it is user friendly.
- b) 37 percentage of the respondents strongly agree to its user friendly ability.
- c) 8 percentage of the research population showed neutral response.

We can ascertain that major respondents agree that e- payments are user friendly.

12. It is easy to access. Rate:

From 1-5, 1 is very easy and 5 is very complicate



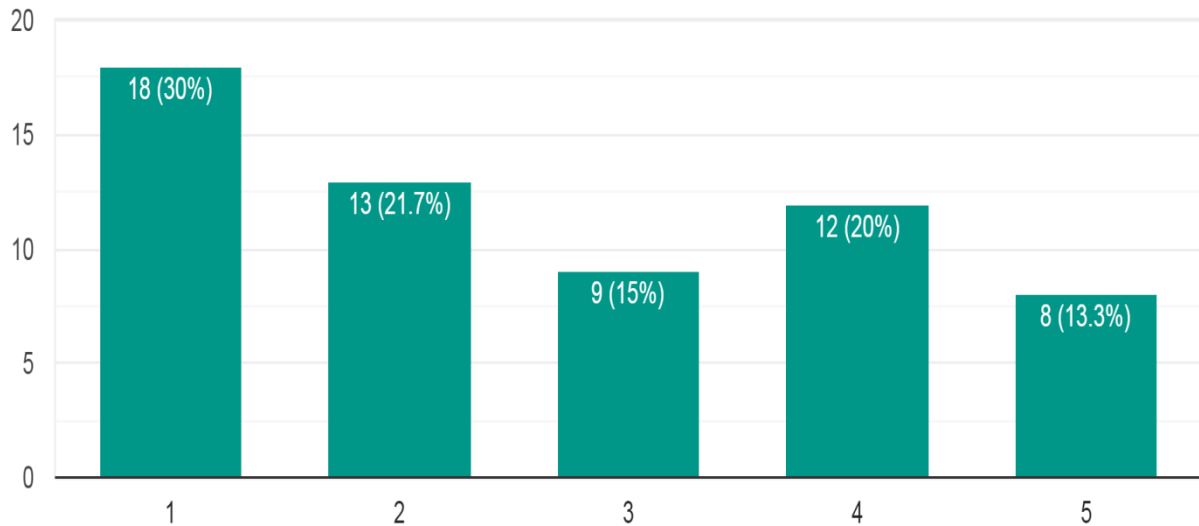
- a) 28 percentage (1st rank) of the respondents find e- payments very easy to access.

- b) And 18 percentage (5th rank) of the respondents find e- payments very complicate.
- c) Others being between 1-5 rank in 2, 4 and 3 order.

We can interpret that majority of the population rate e- payments as very easy option.

13. Rate your experience with online payment solutions:

From 1-5, 1 is best and 5 is worst.



- a) 30 percentage (1st rank) of the respondents rate their experience with online payment solutions as best.
- b) And 13 percentage (5th rank) of the respondents rate their experience with online payment solutions as worst.
- c) Others being between 1-5 rank in 2, 4 and 3 order.

We can interpret that majority of the population rate their experience as best with online payment solutions.

FINDINGS:

On the basis of analysis and interpretation researcher has come to the following FINDINGS that are presented below one by one:

- a) As per the survey taken we can understand that a larger section of the population from the age of 19 to 24 aspiring entry level jobs at various organisations and belong to post- graduation level, also everyone present in the research population is aware of the online/electric payment concept and majority of the respondents prefer e- payment methods.

- b) Also a larger section of the population 19 to 24 prefer debit method for e- payments, also they find e- payment methods safe and free from fraud or theft.
- c) According to the survey more than 90percentage of the population thinks that e- payment helps in reducing cost and saves time, also they are aware of various online payment solutions.
- d) It can also be referred that people who have taken the survey uses Google Pay as their platform for online payments followed by Pay TM, PhonePe, etc.
- e) Also there are people who agree that e- payments are user friendly.
- f) It can also be inferred that majority of the respondents rate e- payments as very easy, also majority of the population rate their experience as best with online payment solutions.

SUGGESTIONS

Based on the findings of the survey the following are the suggestions that can be implemented to facilitate the general public to choose between Investments and Savings:

- a) Keeping in mind that the larger chunk of the population is at entry level jobs we can formulate more e-payment methods as everyone is aware of online/electric payment concept.
- b) Also we can focus more on cyber security and more strict servers building which will allow the customer experience to be safe and free from any kind of fraud or theft.
- c) Keeping in mind that younger generation is at entry level in their careers we can introduce various online payment solutions which are available at lower cost service and also saves time as this generation is always in hurry.
- d) Also we can introduce more platforms like Google Pay which can be more user friendly and give them best experience in using e-platforms for online payments.

CONCLUSION

To conclude we can say that even after being a concept in its adolescence stage in India, E-payments have picked up attention of a lot of Salaried and business personals in the recent period.

Having said that we can observe that there is still ample space for or expansion of the online payment solutions available in the market. More and more people are willing to use various online payment options displaying great scope in future.

Also there is a chunk of the Indian populations which don't find e-payments safe and know the significant level of importance to do physical/cash transaction. This chunk generally includes senior citizen customers and various parts of India which are still unaware of this

concept and are not willing to take risk of their money transfers. There should be importance given to such class by informing them about the benefits of online payments and various online payments modes and solutions which will help them to come out of their fears. It is concluded that it is necessary to adopt of new technology like online payments and solve problems faced in it.

BIBLIOGRAPHY

1. Research Methodology- R. Panneerselvam
2. Research Methodology- Dipak Kumar Bhattacharyya.
3. Website of different Banks

WEBLIOGRAPHY

- 1) www.onlinebanking.in
- 2) <https://homebusinessmag.com/money/how-to-guides-money/step-step-guide-processing-online-payments/>
- 3) <https://paypax.net/blog/advantages-electronic-payment-system/>
- 4) <https://securionpay.com/blog/how-to-define-e-payments/>