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Study On The Performance Of Popular E-Wallet System In India .

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Abstract

After declaration of demonization it creates various problems across India. This decision was taken to reduce corruption and discourage tax evasion and other practices. After, practically implication of this policy, it reflects in chaos and long queuing in outside banks. This condition remains around two months. Demonetization creates problems for general public and it is also right time to think about it.

Digital and cashless economy. It is a right time to shift from traditional banking to digital banking or cashless economy. Banking industry provide various types of services in the form of –cheques, demand drafts, mobile banking, net banking, national electronic funds transfer (NEFT), real time gross settlement (RTGS) and other immediate payment services. But most of these services are difficult to use for the common man. Most of the people need services which is not complicated to use. The solution for this take place in the form of e-wallet.

Key words: E-wallet, Digital payment

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Introduction

Banking provides various services include cheques, demand draft, NEFT (national electronic fund transfer) and RTGS (real time gross settlement). Traditional banking is a popular mean for the customer, but with the passage of time online banking taking place with the ordinary banking services.

E-wallet

E-wallet is a electronic payment system. It is used in online transaction of money. It is used computer or mobile for online transaction. Theses wallet work similar just as debit and credit cards. E-wallet work only when it is linked with person bank accounts. E-wallet store money in wallet for future transaction. E-wallet is secure by personal password.

E-wallet users fill detail regarding name, address, bank name, IFCI code, account number and mobile number for using that wallet. The holder of that wallet also required detail of tanfree. Transferee detail such as name, address, bank name, account number, IFCI code and mobile number. This information required only one time. After another transaction not required to fill that detail again.

Types of e-wallet

It is a type of prepaid account, where you keep own money. It can be used for future transaction.

Open e-wallet

It can be issued by bank only and used for buying and selling of goods and services. It is just like a credit card. it is also used for withdraw for cash at automated teller machine(ATM). E-wallet provided a facility those not used net banking. It provided safety compare to used debit and credit card for online payment.

Closed e-wallet

A closed wallet is good tool for enhancing customer loyalty by way of providing incentive based cash back and also credit money against return or rejected order by discouraging the customer to use that money for buying and selling of goods provided by the company. It is good device that provide reward based cash back. Closed wallet is which are delivery by a company to a consumer for purchased of goods and services totally from that company.

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Semi-closed wallet

In this wallet, one can do shopping and transfer fund virtually to another user in similarly wallet network. It is allowed to a person in transferring a amount of funds to their bank accounts. To affiliated with merchant for purchased goods and services. To purchase goods and services from the wallet users.

E-wallet companies in India

Google pay

It is a product of Google. It create customer based quickly, in spite of being a late entre in a market, with the help of Google pay. You can transfer money one friends to another. You can pay bill, recharge your mobile balance and online shopping etc. Google pay link with your banks accounts. So, money withdraws or deposit in your accounts. No need to worry about reloading it. In these apps, you don't need additional KYC-which is required in other apps.

Phone pay

It is started in 2015. In just short period of time, it cross the 100 million downloaded mark. It is used for fund transfer, online payment as such as recharging mobile balance, pay water bill and electricity bill, DTH television services**.** It is secured by UPI (unique phone identification). It is one the very good user interface. It fastest and more secure online payment system in India.

Yono Sbi

It is currently launched by SBI. It is used transfer fund from one to another. It is also used for bill payment, recharge of mobile phone and online shopping. It is a type of semi-closed e-wallet. It is prepaid wallet. It offers services in 13 languages. This services is also used by non –SBI user as well. These apps also helpful for reminder to the user about dues, money transfer. It is also provided mini-statement for the transaction carried out.

Mobikwik

Mobikwik is an impendent mobile payment network. Mobile wallet allowed user to add money, using debit and credit card, net banking and even door step cash collection services.

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That money used for mobile recharged purpose, paying bills as such as electricity and water payment and used for shopping at various outlet. Owing to carry physical notes, wallet full file the growing need for convenience. It is tied with small and large business firm. Another feature is that it provide information regarding your future payment which itself help in making your budget.

Pay tm

Pay tm stands for pay through mobile. It is type of e-commerce shopping website. Website used in computer and apps used in phone. These apps started as mobile recharging and bill payment and now it cover full market place and around 100 million users. In short span, it covers wide area. Pay tm founded by one97 communication limited in 2010. In 2013, it introduced as pay tm wallet. Shekar Sharma is a CEO of pay tm wallet in India.

Ways of making payment through e-wallet

1. Payment without contact

It is allow using near field communication technology. It facilitates Smartphone with NFC-enable terminal. To enable this, it uses point of sale and Smartphone. If your mobile phone not provides such feature the use stickers.

2. Locating a store

E-wallet provides facility of using GPS on your Smartphone. The location is nearby you it accept e-wallet payment. But taken the precaution all stores not have e-wallet acceptance infrastructure. If location is nearby you, it accepts e-wallet. It alter your offer if you using an e-wallet. It will provide location, where you can load cash in the e-wallet.

3. Using quick response (QR) code or QR (quick response) code

It is a type of machine readable bar code that provides various detail of your product. You use the code which is providing on your phone for made a payment.

4. Virtual Cards Payment:

E-wallet provided and allowed you to create virtual card with the money in the wallet. That particular card in partnership with master card and visa. The virtual card belongs to the 16 digit card number. CVV number and expiry term mention on it. It is used in online transaction.

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Application of E-wallet or Future uses of E-wallet

- Transfer a various function for improvement in the consumer perception over existing one
- Create merchant loyalty which beyond, cost reduction and offer other benefit
- Offer wider market opportunity

Advantage of e-wallet

- Economical
- Suitable as per convenience
- Option of adding money
- Wide range available for use
- Provide bill statement
- Quickly payment
- Immediate transfer of funds/money
- Convenience for users
- Secure and risk free

Disadvantages of e- wallet

- Not applicable for international transaction
- Required device for used
- Chance of failure of transaction
- Risk in form of security
- Required bank account

Table.1 Numbers of e-wallet and its users

E-wallet	Number of users
Pay tm	160
phone pay	100
Google pay	25
Amazon pay	33
mobikwik	25

Source: internet

Interpretation: on the based on table1, most popular e-wallet choose for study purposed. After analyzed the data for given table. Pay tm users in India is about 160 million. It most

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then other e-wallet user in India. After that, phone pay takes place the second position. Then, Amazon pay, Google pay and Mobikwik followed the sequenced.

Table.2 Mobile wallet transactions

Year	Mobile wallet transaction
2018	6
2019	17
2020	45
2021	100
2022	260

Source: internet

Interpretation: on the based on table 2, I considered mobile wallet transaction take placed in India. The concerned data available for the year 2018 to 2022. The table clearly showed that every year the transaction will be increasing at increasing rate. The transaction in 2018 was 6 billion, which will be reach to 2600 billion in the year 2022.

Table.3 Digital payment percentage of GDP

Year	Digital payment % of GDP
2014-15	561%
2015-16	579%
2016-17	644%
2017-18	726%
2018-19	769%

Source: internet

Interpretation: On the based on table 3, I considered digital payment transaction % of GDP. The concerned data available for the year 2014-14 to 2018-19. The table clearly showed that digital payment transaction increase at increasing rate.

Conclusion

After demonetization announcement, shock wave race everywhere in India. This reason behind for taken decision is to remove corruption. Other reason of demonetization is to control tax evasion. Demonization is a creation and the reason for adoption of digital payment methods. Digital payment method is more convinced to the common man, it provide cashless economy. Mostly customer shifted from traditional banking to digital banking. Banks include various services such as - cheques, demand draft besides NEFT, RTGS and net

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banking and mobile banking etc. E-wallet push customer away from banking system. E-wallet is more safe and secure than other offline method.

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