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To Study Of The Behaviour Payment Acceptance Of MQR And Other Digital Mode Of Payment In Ajmer

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Abstract

This is the study of the behaviour of channel partner in Ajmer city towards the acceptance of MQR compared to other digital mode of payment. Only half of the merchant base uses digital platform for the transaction &also there is lack of literacy on this mode of payments. Usually there business runs on cash &cheques.

Also the comparison we can conduct that MQR has an edge in the market for introducing Bharat QR whereas also has a disadvantage of not offering vouchers, Cashbacks& instant payment settlement. Through the study it can seen that every customer have different perspective towards the QR code.Thus the organization should focus on customer and there problems and should provide solution to there problems in order to attract the other customer .It accept all cards like Visa, MasterCard,rupay and Samsung pay logos including debit and credit card. For using this service you don't need new bank account and you can use this service form any other application like paytm, phonepay or other payment application which have QR code scanner.Customers are more response towards the online payments acceptance that provides better service to their user.

Keywords: Behaviour, Merchant, Vouchers, Customer

MQR Status in India&Focus on Mswipe

Mswipe is India's largest independent mobile POS merchant acquire and Network provider. Mobile POS merchant acquirer and network provider. Mobile POS is the only channel which can efficiently link SME's to mainstream financial service and digital commerce. Mswipe aims to provide seamless mobile for solution to such merchants across India and cater to India's largest financial service platform for SME.Mswipe's terminals, wisepad accept all major type of cards (VISA, MasterCard, AMEX and Rupay cards) and works with conventional phones, smartphones, tablet and PC'S.The total paid-up capital is INR 1.41 cr. The last reported AGM (Annual General Meeting) of the company, was held on 29 September, 2018. The company has 5 Directors and no reported key management personnel.

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The most recently appointed director is Navroz Darius Udwadia, who was appointed on 08 March, 2019.Having experience of more than 8 years in Fintech industry, This Company has its presence in PAN India with 11 Branch Offices & HO in Mumbai.It has currently working employee based of more than 3500. Mswipe has about 300000 + mobile POS terminals across PAN India on May 2018.Since Mswipe was founded in 2011, it has participated in 6 rounds of funding. In total Mswipe has raised $97.6M. Mswipe's last funding round was on Mar 2019 for a total of $31.6M

Current MQR Features and used Machine Features

- Device pad is a compact wireless device and allow merchants to accept card payments anyway.
- Does not require opening a new account with any specific Bank your Mswipe account can link with any bank account of your choice.
- Freedom from paper charge slips you do not have to store charge slip as these are the digital and all chart slips can be accessed online.
- Mswipe provides apps for all major platform Android iOS windows mobile windows PC Java and Linux.
- Mswipe has introduced some new possibilities in payment industries such as-
- Card on delivery for E-Commerce operators.
- SME's and professionals suggest doctor, psychotherapist and interior decorators etc. accepting card payments.
- Mswipe has a tie up with SBI Bank, Cosmos bank, Bharat Bank, Greater Bank for merchant acquiring and also associated with corporation bank for banking transaction process.Jet Pay, CPI Card Group, Mpaisa, Bharat Pay, Phone Pay, Paytm, Curve, Pioneer are the competitors of Mswipe, along with Axis, HDFC, SBI, BOB etc. Banks are also entering into this business.

Product profile:-

- Mswipe deals in POS machines & Business Applications
- POS Machines- C- Series, M Series, Wisepad, Wisepad G2, WisePOS.
- Applications- Mventry, Mcapital

Detail Information about MQR On 1st March 2019 Mswipe Technologies acquired Payso Technologies Pvt. Ltd., (Pune based company). Mswipe launches its new segment of QR

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Code (MQR) on 06-May 2019. MQR is the QR (Quick response) Code which provides a gateway for merchants to receive digital payment through BHIM, UIP ID, Bank applications (More than 100+ applications), Phone Pe, Paytm, Google Pay, WhatsApp, Etc.USP of MQR. MQR accepts payments through Bharat QR, which is launched by Mr.NarendraModi to initiate Digitalization in India.

Benefits to Merchants-

- One Stop Solution for all collection requirements with minimal cost
- BHIM UPI, Bharat QR (Credit & Debit Card) accepted
- Phone Pe, Paytm, Google Pay, Mobiquick, Bank applications accepted.
- Real time notifications using SMS & Email
- Scan and Pay, No additional hardware required
- This solution, set up by NPCI, would be capable of digitizing a payment transaction between consumers and merchants by setting up an ecosystem where a Quick Response (QR) code is used as the form factor to represent the payee (merchant) Accepting payments.

Demerits of the products-

- Settlement of the payment happens in T+1 time i.e. Transaction day + 24 hrs.
- No cash back offers to merchants & customers

For Credit cards the charges would be zero up to Rs.20000/ of transaction value processed for the current financial year. Above Rs.20000/- the charges would be 2% of the value for domestic cards and 2.50% for international, in case an international card gets used.Smart card or wallet card is the QR code which can be easy carry by any merchant in pocket or inside wallet so they need not to carry the QR code for payment.

Applications-

Mswipe Merchant Application- which helps merchants to trace the payment. He can check history of transactions (Daily/Monthly/Yearly).

F2A2 Application – It is used by marketing executives/ Interns to Onboard merchants. Mswipe Applications- It is the updated version of F2A2 App, which execute the Onboarding more efficiently.

Objective of the study

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- To study and examine the characteristics of e payment gateways currently availablein Market(Sellers).
- To study the level of acceptance on digital mode of payment by channel partners in Ajmer city, Rajasthan.
- To study the benefits offer by those e-payments for customers and company(vis)
- To study the reasons for not accepting MQR over other payment mode.
- To study the choice of merchant- cashless economy or cash base economy.

Research Methodology

Research Design: - research design for this research is descriptive. Studies conducted to know about the factors and reasons for acceptance of other digital mode of payments Vis a Vis MQR.

Source of Data - Data collected from primary sources through questionnaire.

Type of Research- Exploratory research

Period of study – 8 weeks

Sample size And Type- Sample size was 317 including all category of merchants.

Simple random sampling

Tools to be used for Data Analysis- Graphs & Pie Charts

Data analysis

Approach of performing task: Survey was done through Google form questionnaire as we promote digitalisation no hard copy or paper is used for the survey. The question has been selected with the relevance of the topic of this project. The responses have been recorded from the respondents who are owner of the shop retailer or wholesaler. The entirerespondents are selected on random basis at different locations in Jaipur, Pushkar and Ajmer. I have taken a total of 768 responses across the city but only 317 responses are selected for survey purpose as these respondents have given proper information. All the responses are collected in a time span of 90 days. These responses were collected by visiting shops & taking interviews.

These are some of the responses of merchants from the data collection.

People who are using digital payment mode

- Loss my money.

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- Digital payments are more secure than having a cash in hand.
- Use paytm wallet transactions only so that transactions do not show in bank account.
- Sometimes people feel unsecure while paying digitally.
- Happy while accepting payment digitally.
- Faced a fraud while accepting payment digitally so highly prefer cash payments.
- Highly prefer cash payments due to server error while paying digitally.
- Prefer cash payments rather than paying digitally.
- Digital payment are quite good as customers also get happy with these payments as they offer cashbacks, which is quite good for both the merchant and the customer.
- Digital payments are more secure and even paying with the swiping machines is more acceptable.
- Digital payments are more secure than having a cash in hand.
- Digital payments are quite easier for the payer and the payee so it is easier to handle and quite easier to pay digitally without having a cash in hand.
- Digitally paying is a good criteria of accepting the payments it is quite easier.
- Digital payments are quite easier and convenient way to pay or to accept the payment.
- Digital payments are quite accessible mode of payments by which we can
- Digitally payments are the easier mode of payment from anywhere to anyone which is quite acceptable.
- Digital payment are good it consume time and create cash less society.

In those response of 30 we got 20 positive Reponses for digital payment & 10 negative responses from the merchants who use digital payment.

Here we can say that 1/3rd of the user are not satisfied with digital payment.

Findings & Interpretation

Through the responses of those questionnaire we can conclude that Market of Ajmer &Pushkar city is very rigid in terms of Digital Payment acceptance.There are only 50 % of channel partners are using digital payment mode and on which 1/3 have bad experience with that.

Mostly business is handle by Elder Man who do not believe in digitalization or if not, then their parents do not allow then to use such mode of payments in the shop.41.6% of merchants accepts only 10% of their monthly income by digital transactions & 45.7 % of merchants

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accepts 40% of their monthly income through digital transactions. 79.8% of merchants believe in using Paytm only & 50% uses Phone pay. Merchant in Ajmer trust on Paytm as it is pioneer in the industry. Paytmhas a very loyal customer base.Vouchers&Cashbacks affects customer's choice of mode of payment. Paytm& Phone Pay offers these to customers as well as to merchants.Only 20% of merchants encourage their customers to pay to Digital Mode.20% of Merchants have faced security issue.42.4 % of Merchants is Illiterate they do not know, how to use these applications &how these transactions happens.82.3% of Merchants business relay on cash transitions. Wholesaler's business runs on cheque & on cash.57% of merchants still do not want to accept this mode for transaction.

Conclusion

As from this survey we can conclude that acceptance level for digital mode of payment from merchant's side in Ajmer is very low&Mswipe needs to do a lot of modification (Like- sample from the universe.

Suggestion

- They must provide the vouchers and discount offers so that the customers are attracted.
- The problems of the customer must be instantly solved.
- The payment must be transferred instantly.
- The complexity of the tool must be reduced.
- Helpline number must be provided to the customers to solve their problems and queries.

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