



Study on Role of Phonepe for Street Vendors in Katriguppe, Bengaluru

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Abstract

Digital era has seen various applications which helped mankind in several ways. One among is digital wallets. The e-wallets played a vital role in street vending business. Most of the street vendors are convenient to use e wallets. One among prominent e wallet is Phonepe. This study has focused on the role of phonepe on street vendors in Katriguppe, Bengaluru. Sample of 20 respondents are taken for this study. This paper tried to find the impact of phonepe on street vending business. This study shows that the street vendors are adapted to digital transactions and they are feeling it easy to handle digital wallets. Furthermore, by satisfying customers' preference for cashless transactions, digital payments made possible by PhonePe give vendors more possibilities to close deals. Due to the platform's easy-to-use design and broad usage, street vendors are able to run their businesses more efficiently and properly manage their finances. In general, PhonePe's contribution to the empowerment of street sellers highlights the larger trend towards digital financial inclusion, encouraging stability and economic progress at the grass root level.

Keywords: Street Vendors, Digital Wallets, Phonepe, Cashless transactions

Introduction

Being employed is crucial for the welfare of both the family and the nation. Employment provides the strength and confidence to live our lives happily and independently. There are many forms of employment. In a country like India, there is a diverse range of employment opportunities for those who wish to earn their livelihood. One such job community is Street Vending.

Street Vendors are those who offer goods to public without having a permanent built up structure from which to sell. Street vendors includes both stationery and mobile vendors and encompasses all other local or region specific used to describe them. Street Vendors are essential constituents of the urban economies.

Street Vendors plays an important role in the society. Without them, it is difficult to imagine our lives. Fruit and vegetable vending, flower vending, tea shops, snacks shops are the most popular types of street vending businesses in India.

“Evolution of Money has taken a drastic change throughout time, which had different mode and factors of trade. From barter system to bit coin there are lots of variations in the form of money”.

(REPERCUSSION OF MOBILE WALLET AMONG STREET VENDORS IN COIMBATORE,

Dr. R. Govindasamy, Dhanya Sai Das, S. Shalini, Pooja Vardhini S) (2022)

Smart phones are driving the new wave of e-commerce. Nowadays, smart phones have become more dominant, replacing desktop and laptop computers. One of the most popular e-commerce trends is the e-wallet, also known as the digital wallet. The digital wallet is the engine of mobile commerce. Without it, we would have to visit various places and stand in queues, wasting our time. Now, the e-wallet has made it incredibly easy to pay bills, taxes, and more with just a tap of a finger. Street vendors are among the many individuals using e-wallet services.

Demonetization had a significant impact on all middle-class citizens, but it hit street vendors particularly hard. They struggled to find loose change for customers and were encouraged to adopt cashless methods such as debit and credit card swiping machines, digital wallets, and Aadhar-based transactions. *(A STUDY ON THE IMPACT OF CASHLESS TRANSACTIONS AMONG STREET VENDORS IN THOOTHUKUDI CITY AFTER THE IMPLEMENTATION OF DEMONETIZATION, Dr S. Kumar, Dr. M. Dinakaran)(2022)*

Small vendors started accepting and switching to e-wallets and cashless transactions. E-commerce has reached even street food vendors. According to these vendors, e-wallets facilitate easy transactions through online payments directly linked to their bank accounts. *(STRUCTURAL EVALUATION OF E WALLET ACCEPTANCE BY STREET VENDORS USING TASK-TECHNOLOGY FIT MODEL, Dr. S. Nagadeepa, Dr. N. Bharathi, Ms. Pushpa. A) (2019)*

“The mobile wallet is a virtual wallet which helps us to make payment or cash transactions easier with just a single touch. This focuses on the reason behind the acceptance of non-cash payment from the customers through various types of mobile wallets by the Street Vendors. The mobile-wallet among the street vendors indicates that privacy of data, secure transaction, time consumption to set up and network issues are the factors that hinder the acceptance of m-wallet payment technology”.*(REPERCUSSION OF MOBILE WALLET AMONG STREET VENDORS IN COIMBATORE, Dr. R. Govindasamy, Dhanya Sai Das, S. Shalini, Pooja Vardhini S) (2022)*

Popular e-wallets in India are, PhonePe, Google Pay, Amazon Pay, Paytm, Payzapp, MobiKwik etc.

This research paper exhibits role of one of the popular e-wallets in India, phonepe for street vendors of katriguppe area, bengaluru.

Review of Literature

Dr. R. Govindasamy, Dhanya Sai Das, S Shalini, Pooja Vardhini S (2022) the primary aim of this study is to explore the use of “Mobile-Wallet” in the digital era. A street vendor is an individual who sells goods and services in open-air spaces or public areas without a permanent place of business. This research focuses on the adoption of mobile wallets by street vendors and its impact on their daily business transactions. The data was collected from 60 participants in the north zone of Coimbatore city, Tamil Nadu. The findings indicate that the majority of respondents experienced positive effects, while only a few encountered negative consequences from using mobile wallets.

Dr. S. Nagadeepa, Dr.N.Bharahi, Ms. Pushpa.A (2019) the primary goal of the E-Wallet is to facilitate monetary transactions in small businesses with a simple click. This study focuses on the adoption of cashless transactions by street vendors, a relatively new technology for them. Despite its novelty, street vendors have embraced this technology in response to customer demand. The study aimed to assess the acceptance of this technology among street vendors using the task-technology fit model. It revealed that both task characteristics and technology characteristics positively influence the technology fit. Furthermore, the study found that technology fit impacts the performance and intention to use the online payment system among users. To conduct the study, a sample of 125 street vendors from various parts of Bangalore was selected as respondents. Structural equation modeling was employed to gauge the vendors' intention to use this technology and their readiness to perform transactions using it. The study's results moderately supported the notion that street vendors are comfortable with and prepared to conduct transactions using this technology, both presently and in the future.

Dr. S. Kumar, Dr. M. Dinakaran(2022) Street vending plays a crucial role in the urban economy, providing essential goods and services to both the middle class and urban poor. The vendors themselves often come from the lower middle class, many being rural migrants seeking employment opportunities in the cities. Street vending offers them independence and a means to earn a livelihood. However, vendors heavily rely on cash transactions, and the demonetization had a significant impact on their businesses. Many customers didn't have cash or only had high denomination notes, making it difficult for vendors to provide change. Additionally, the push towards cashless transactions further exacerbated their challenges. While some saw the move towards a cashless economy as progress, for street vendors, it only added to their daily struggles. They also face harassment from authorities and are often pressured to leave the streets. It's important to recognize that in the context of street vendors trying to make a decent living, these changes have made their livelihood even more challenging.

Swathi P.K (2019) in today's modern age, it's almost impossible to go a day without using the internet and smartphones. The convenience of having everything at our fingertips is undeniable. One common application that most of us encounter is the “E-wallet”, also known as a mobile wallet or digital wallet. Essentially, an E-Wallet is an electronic card used for online transactions through a computer or smartphone, serving the same purpose as a credit or debit card. Its main function is to facilitate quick monetary transactions for small businesses with just a click. This paper aims to shed light on the emerging trend of E-Wallets in the digital era. Specifically, it

focuses on the reasons behind street food vendors embracing non-cash payments through various types of E-Wallets and explores the challenges they face during transactions. The study surveyed 100 street food vendors in the Bangalore district to gauge their acceptance of Digital Wallets.

M. Rizwana, Padmini Singh, P.V Raveendra (2021) The current research focuses on the vital role played by street vendors in meeting the needs of the community, particularly those from the middle and lower socioeconomic strata. The main objective is to identify the factors that influence street vendors in using mobile wallets. The study explores the extent to which street vendors have embraced digital wallets for transactions and their integration into the banking system through financial inclusion. Using purposive sampling, 200 respondents from Bangalore and Mysore region of Karnataka, India, were selected. The findings indicate that mobile technology has opened up opportunities for the advancement of digital payment systems and facilitated financial inclusion for previously unbanked individuals.

Research Design

Objectives of the study

1. To study the role of phonepe on street vendors business
2. To understand the impact of cashless transactions
3. To know the benefits of digital wallets on street vending business

Research Methodology

Source of Data: the study is based on primary and secondary data.

Primary data was collected through responses obtained from street vendors in Katriguppe, Bengaluru. Secondary data was collected from various journals, articles and research papers etc.

Sample Size: 20 street vendors

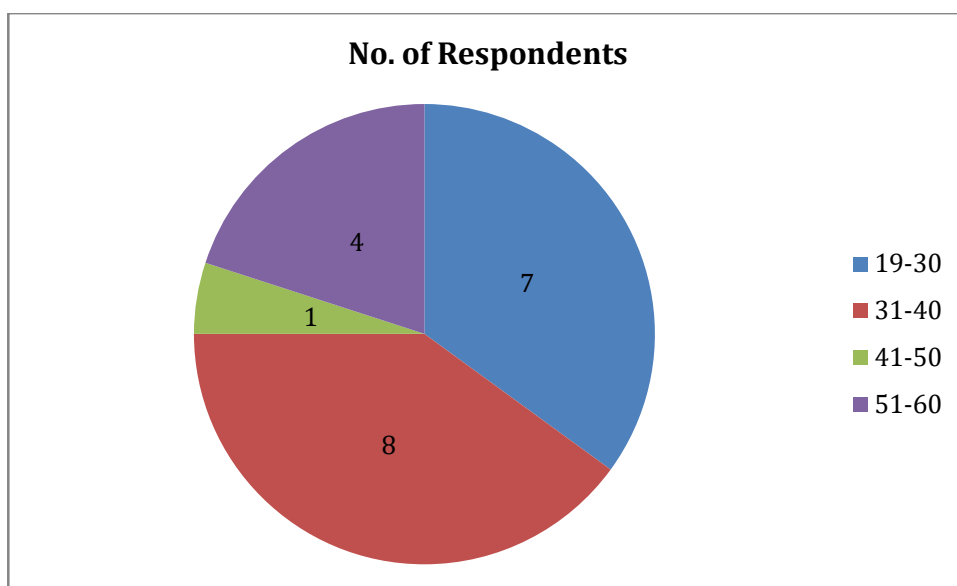
Area of Sampling: Katriguppe region is taken as the area for this study.

Method of data collection: The research work has been conducted by collecting data through questionnaires.

Data analysis and Findings

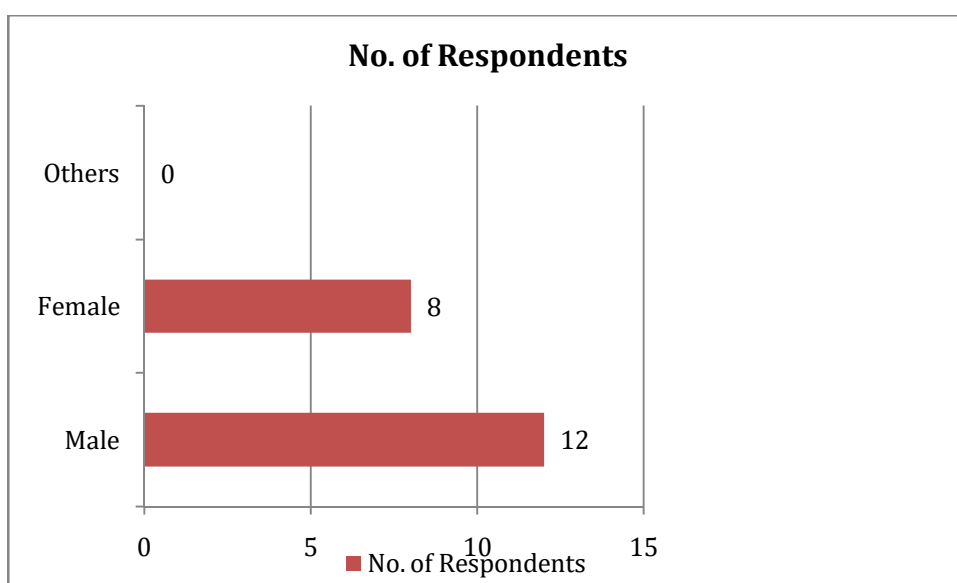
1. Table showing the ages of street vendors

Age	No. of respondents
19-30	7
31-40	8
41-50	1
51-60	4



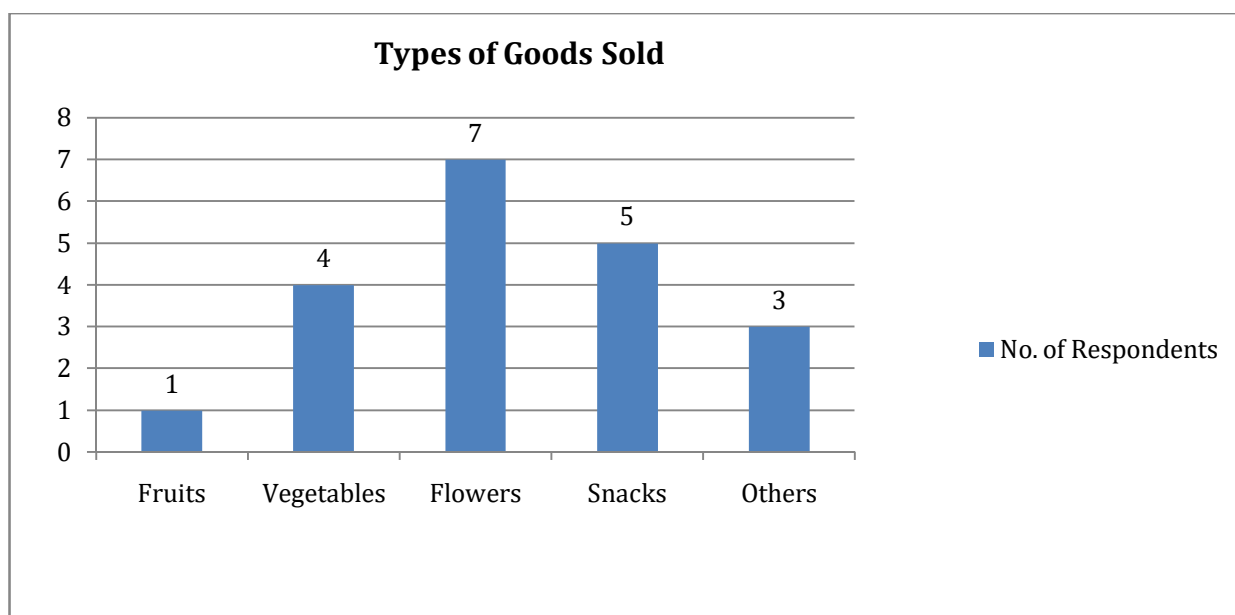
2. Table showing the gender of Street vendors

Gender	No. of Respondents
Male	12
Female	8
Others	0



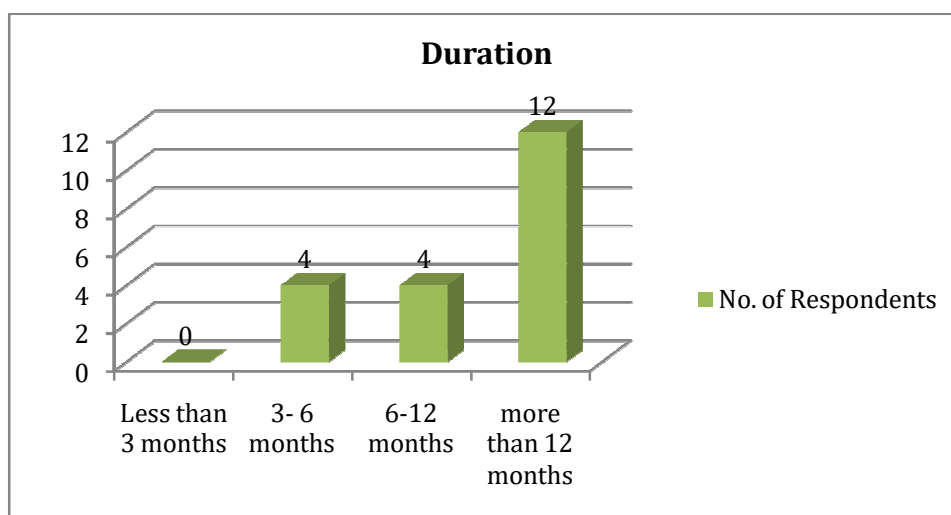
3. Table showing types of goods sold by street vendors

Types of Goods Sold	No. of Respondents
Fruits	1
Vegetables	4
Flowers	7
Snacks	5
Others	3



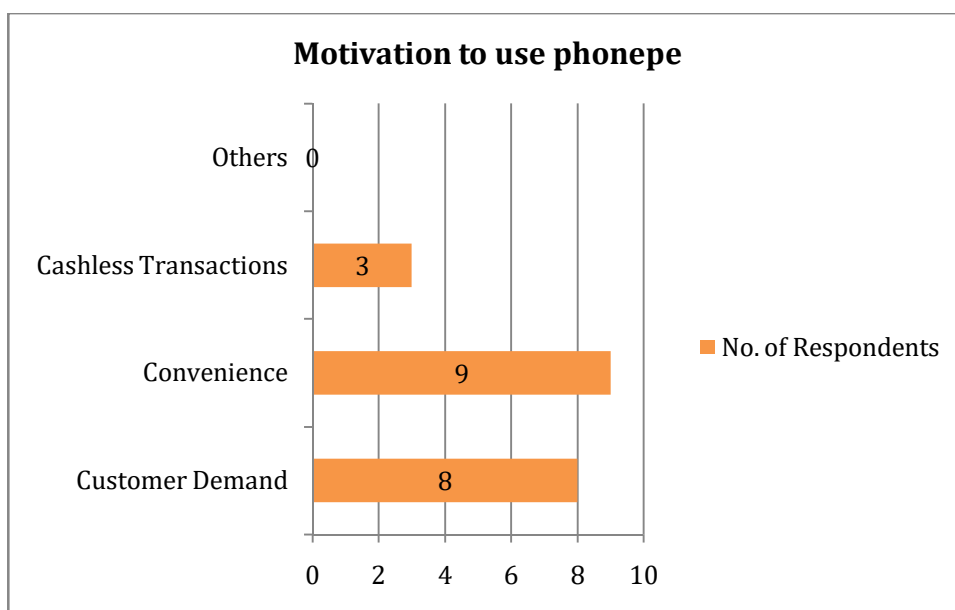
4. Table showing the duration of phonepe usage for business transactions

Factors	No. of Respondents
Less than 3 months	0
3- 6 months	4
6-12 months	4
more than 12 months	12



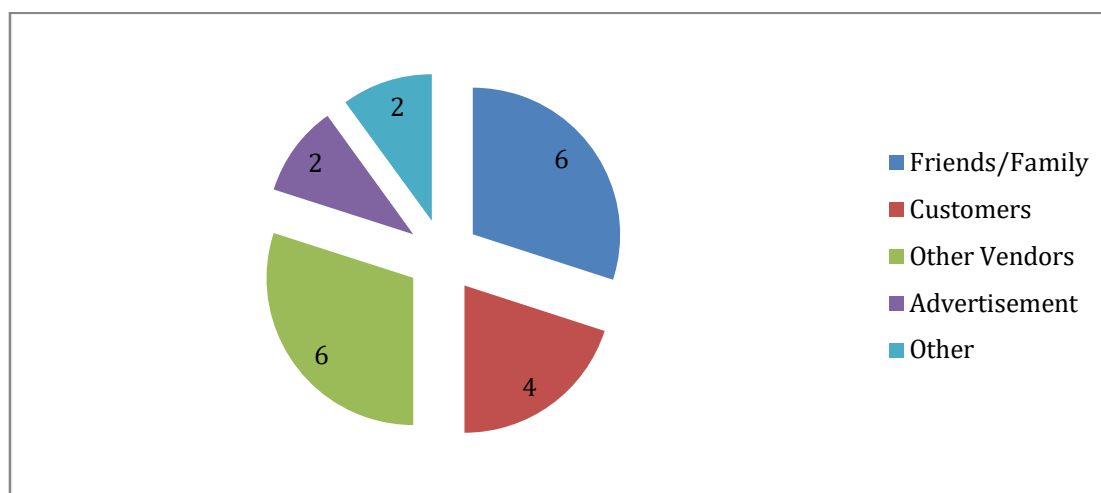
5. Table showing the motivation behind starting to use PhonePe

Factors	No. of Respondents
Customer Demand	8
Convenience	9
Cashless Transactions	3
Others	0



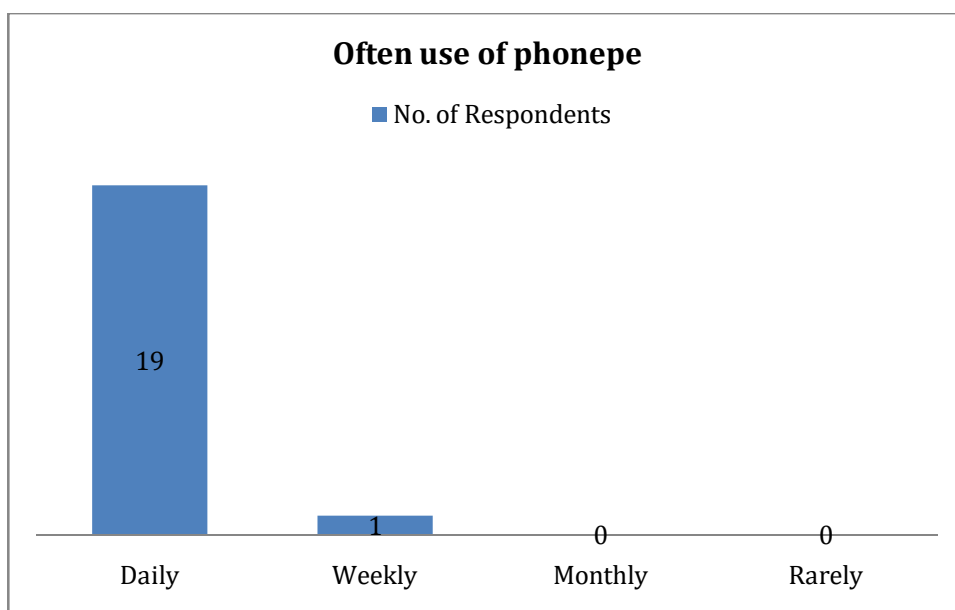
6. Table showing from whom street vendors first learned about PhonePe

Factors	No. of Respondents
Friends/Family	6
Customers	4
Other Vendors	6
Advertisement	2
Other	2



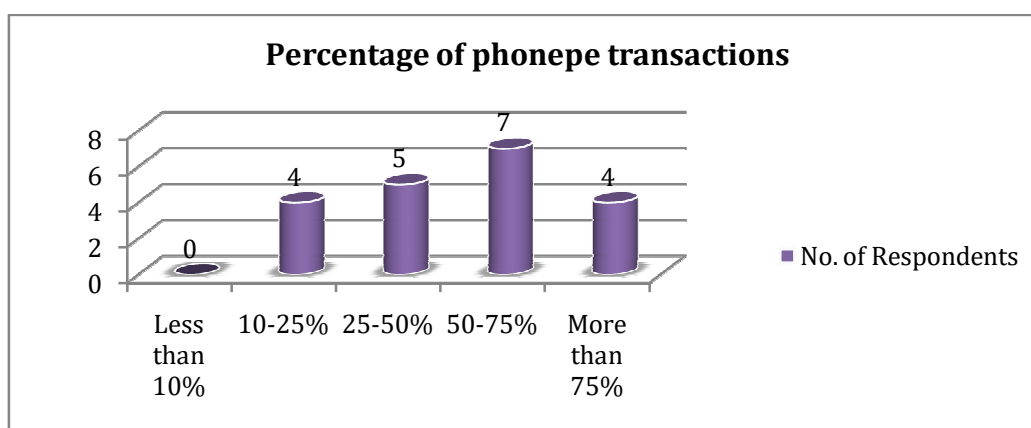
7. Table showing the frequency of phonepe usage for transactions

Factors	No. of Respondents
Daily	19
Weekly	1
Monthly	0
Rarely	0



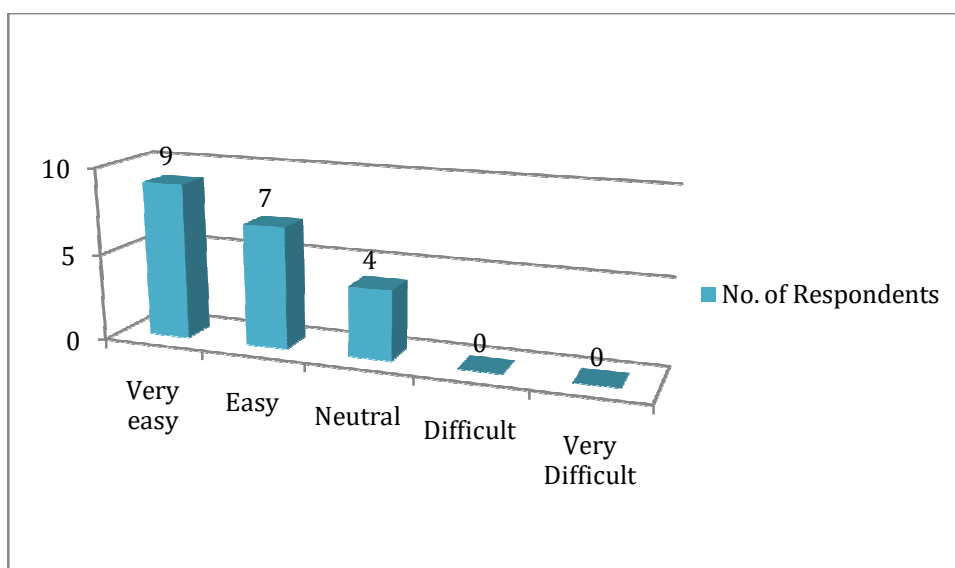
8. Table showing the percentage of total transactions done through PhonePe

Factors	No. of Respondents
Less than 10%	0
10-25%	4
25-50%	5
50-75%	7
More than 75%	4



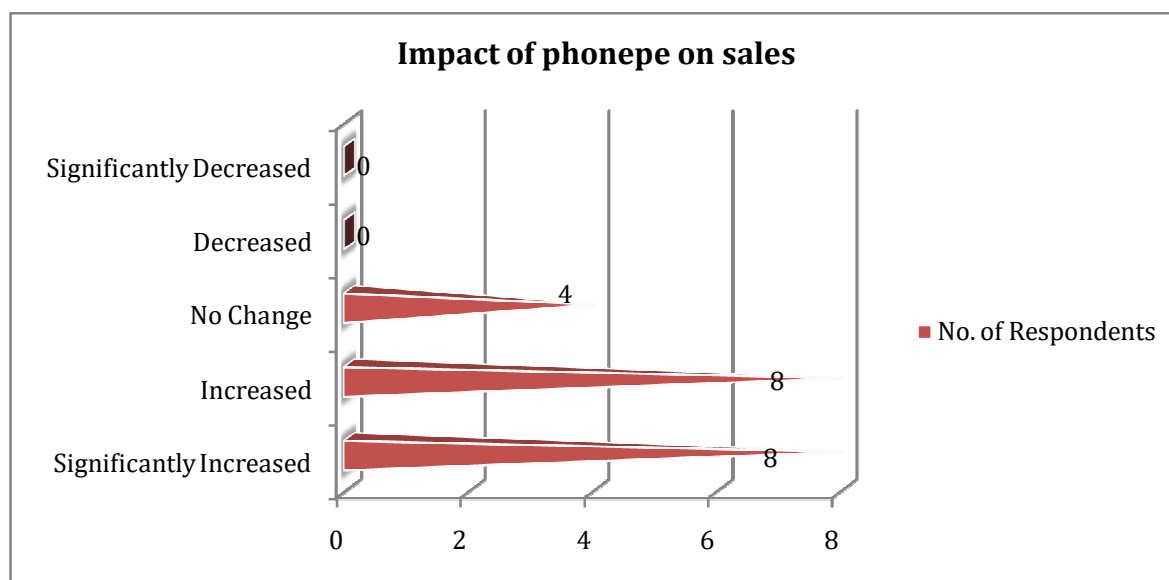
9. Table showing the level of ease in setting up and starting to use PhonePe

Factors	No. of Respondents
Very easy	9
Easy	7
Neutral	4
Difficult	0
Very Difficult	0



10. Table showing the impact of using PhonePe on sales

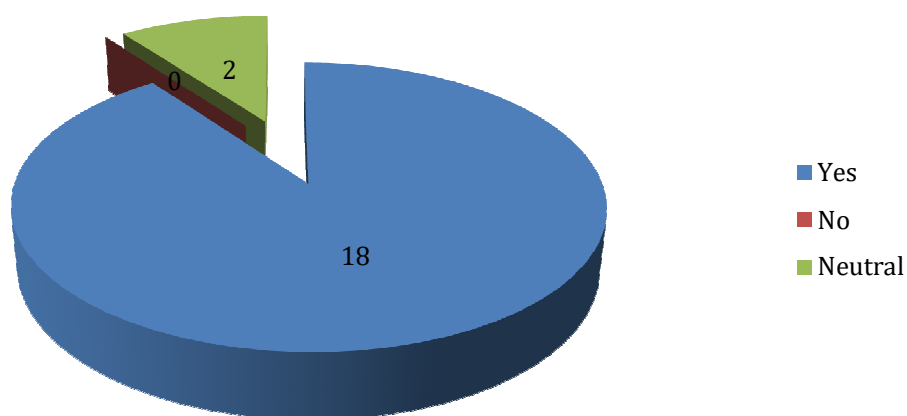
Factors	No. of Respondents
Significantly Increased	8
Increased	8
No Change	4
Decreased	0
Significantly Decreased	0



11. Table showing customers' preferences for using PhonePe over cash

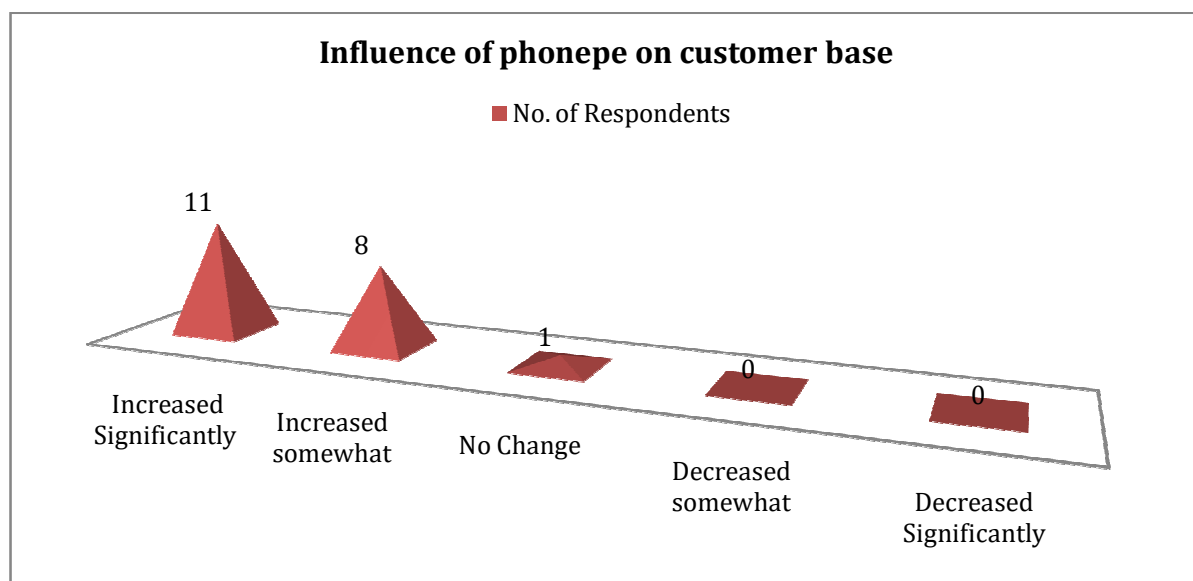
Factors	No. of Respondents
Yes	18
No	0
Neutral	2

No. of Respondents



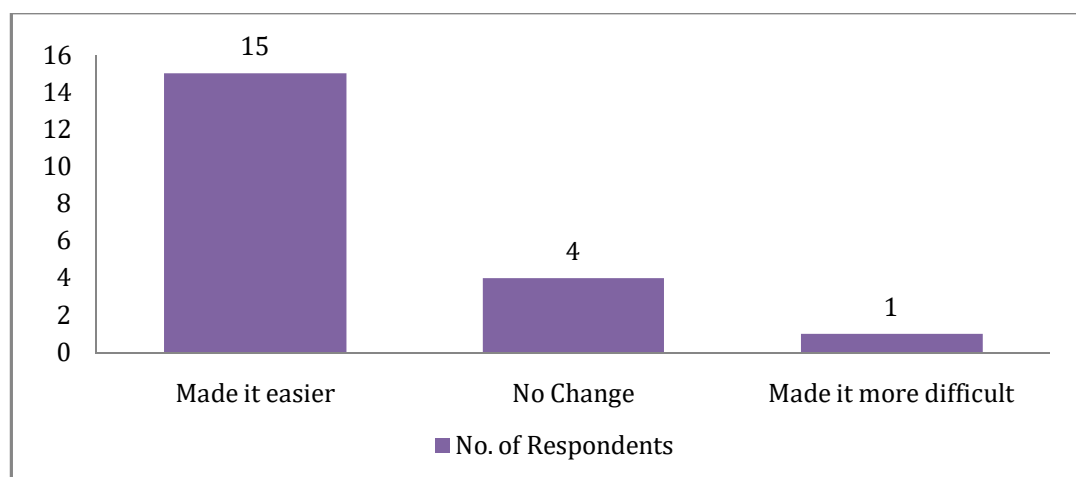
12. Table showing the influence of PhonePe on the customer base

Factors	No. of Respondents
Increased Significantly	11
Increased somewhat	8
No Change	1
Decreased somewhat	0
Decreased Significantly	0



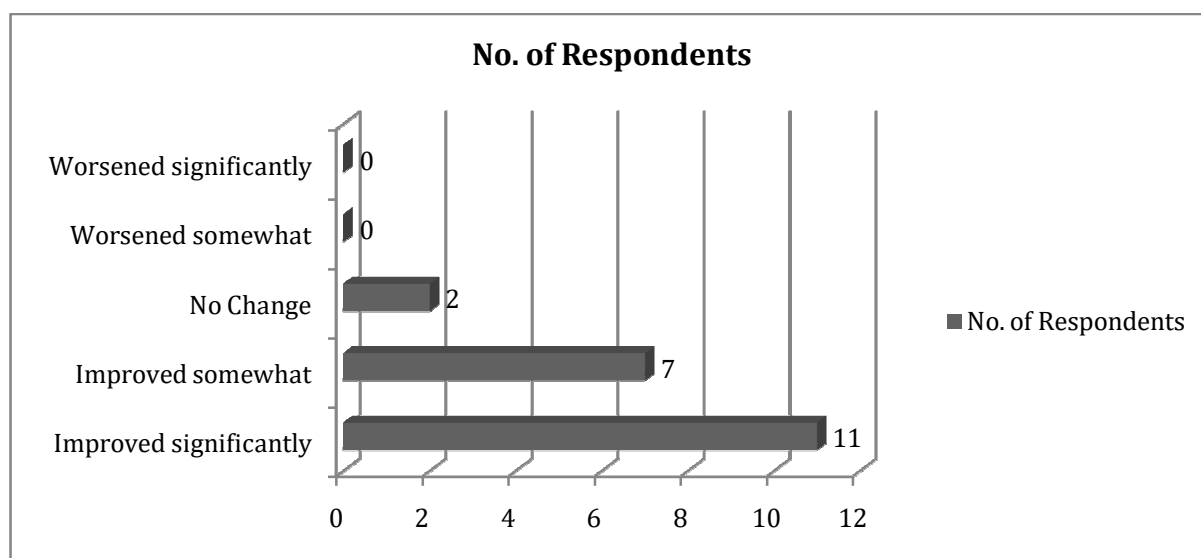
13. Table showing the impact of PhonePe on cash handling and management

Factors	No. of Respondents
Made it easier	15
No Change	4
Made it more difficult	1



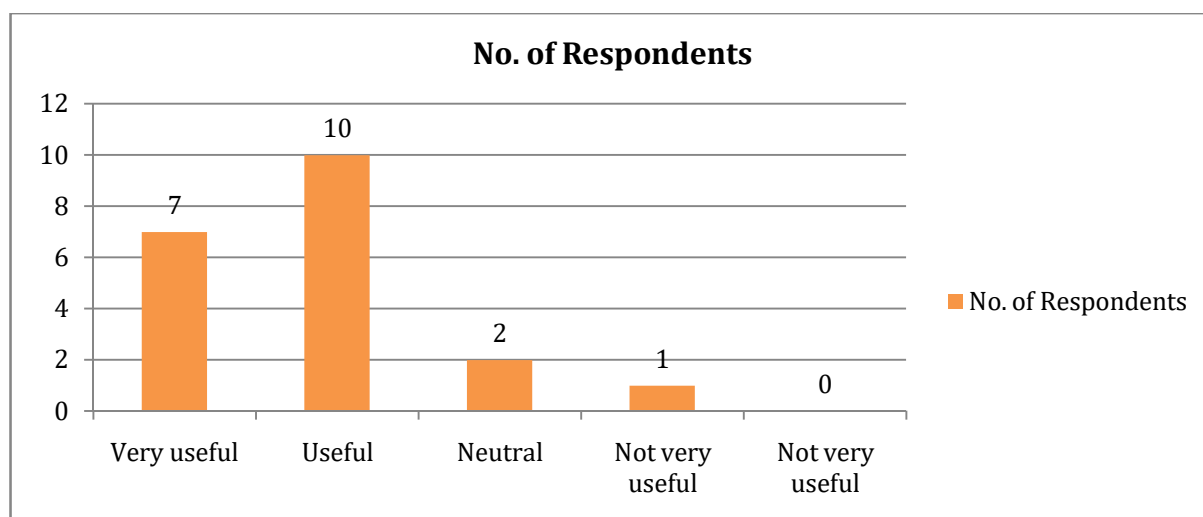
14. Table showing the role of PhonePe in enhancing financial management capabilities

Factors	No. of Respondents
Improved significantly	11
Improved somewhat	7
No Change	2
Worsened somewhat	0
Worsened significantly	0



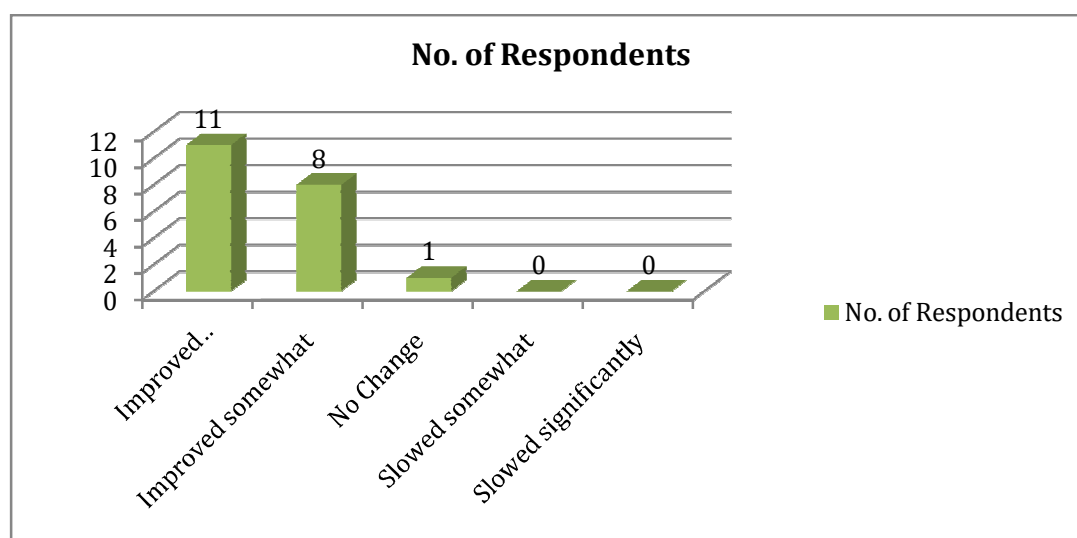
15. Table showing the transaction records of PhonePe, useful for bookkeeping purposes

Factors	No. of Respondents
Very useful	7
Useful	10
Neutral	2
Not very useful	1
Not very useful	0



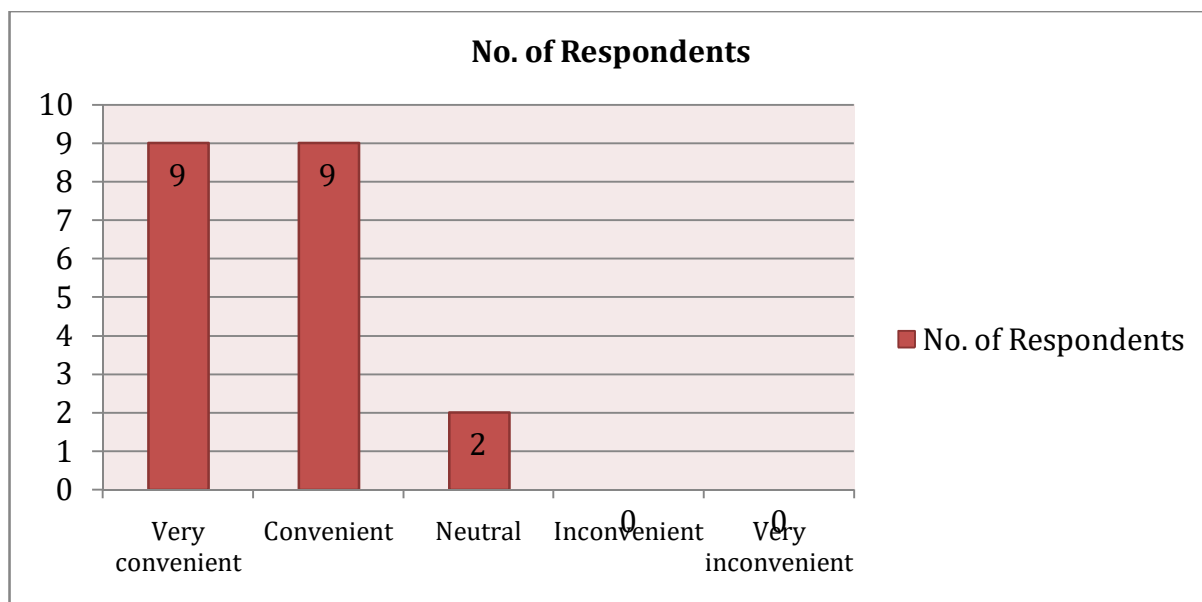
16. Table showing the impact of PhonePe on transaction speed

Factors	No. of Respondents
Improved significantly	11
Improved somewhat	8
No Change	1
Slowed somewhat	0
Slowed significantly	0



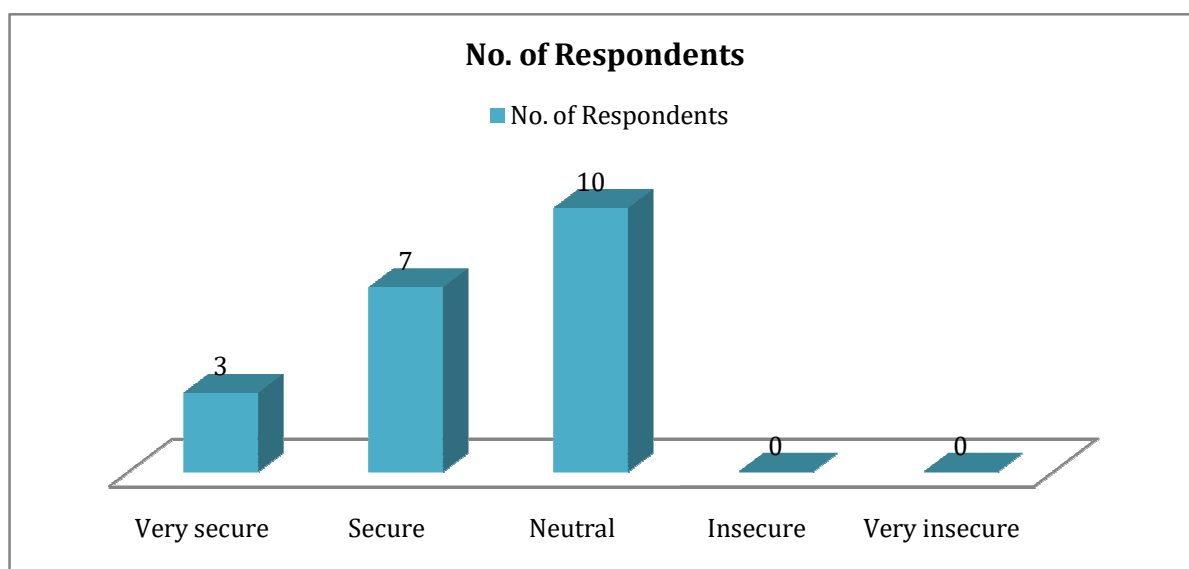
17. Table showing the convenience customers experience when using PhonePe

Factors	No. of Respondents
Very convenient	9
Convenient	9
Neutral	2
Inconvenient	0
Very inconvenient	0



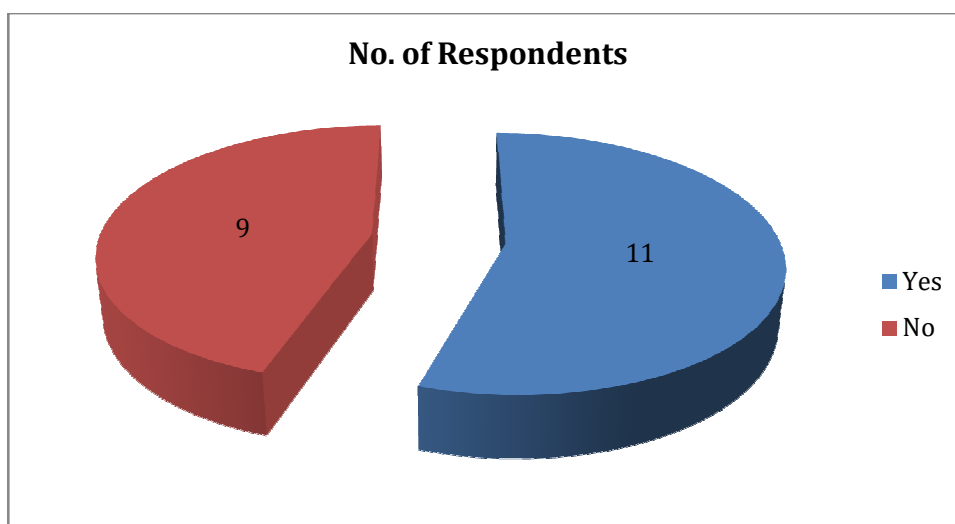
18. Table showing the sense of security felt during PhonePe transactions

Factors	No. of Respondents
Very secure	3
Secure	7
Neutral	10
Insecure	0
Very insecure	0



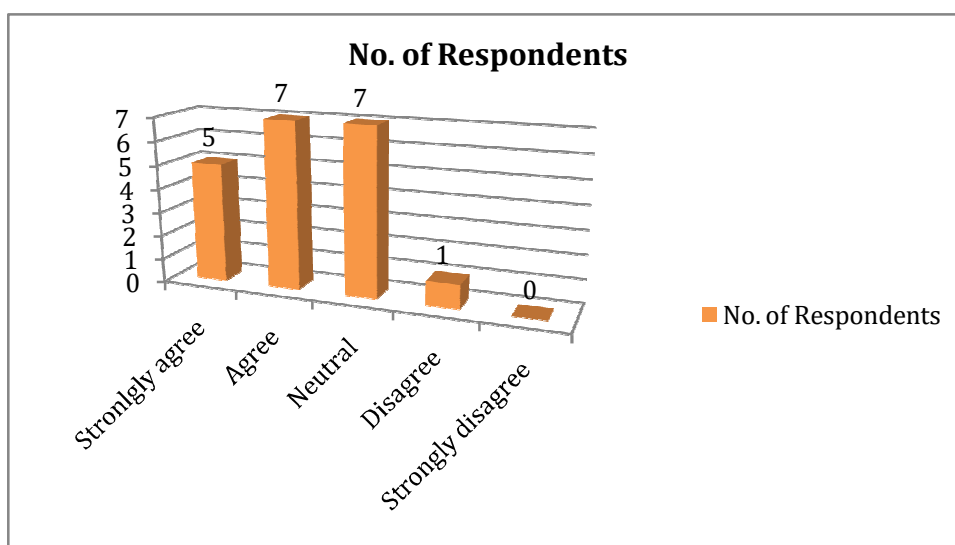
19. Table showing the experience of fraudulent transactions while using PhonePe

Factors	No. of Respondents
Yes	11
No	9



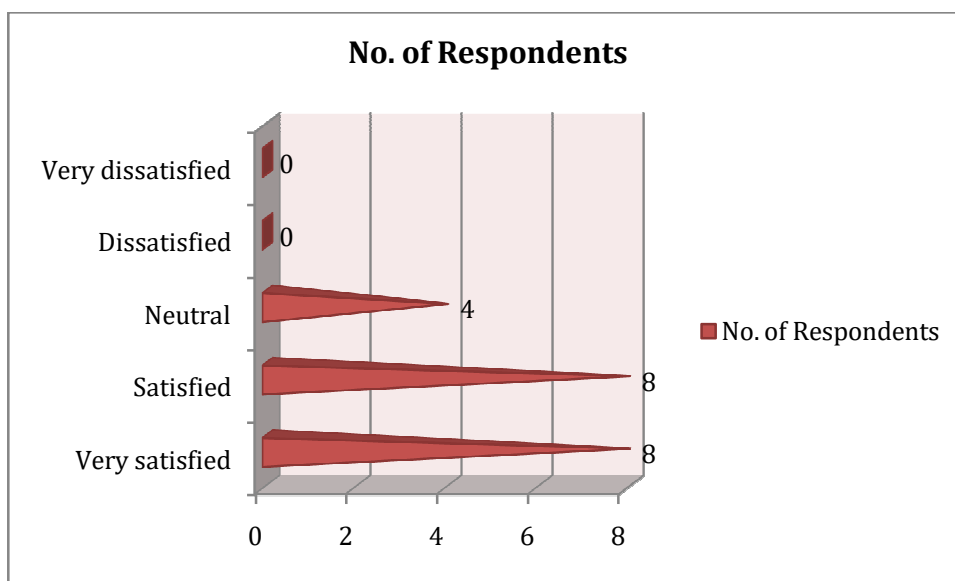
20. Table showing the benefits of PhonePe outweighs its costs or fees

Factors	No. of Respondents
Strongly agree	5
Agree	7
Neutral	7
Disagree	1
Strongly disagree	0



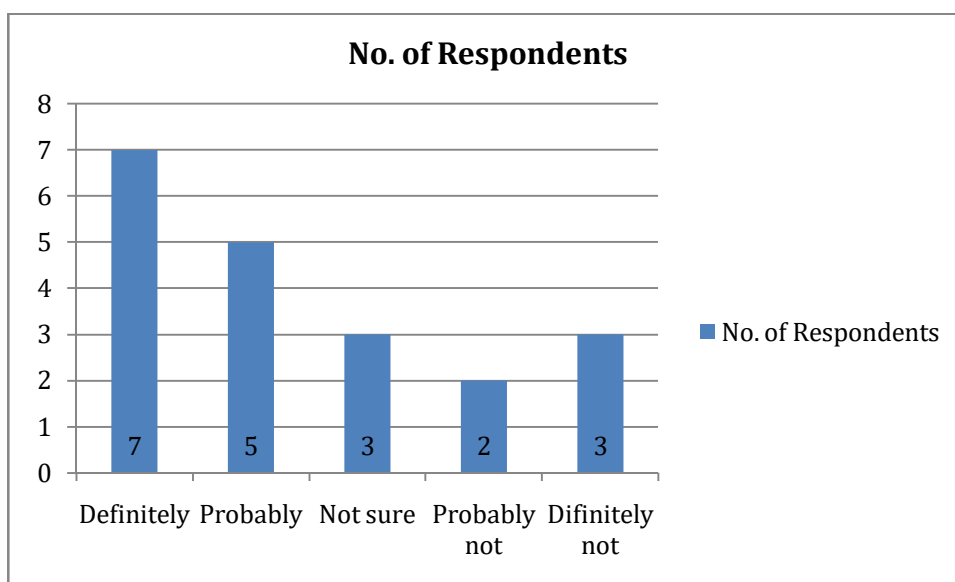
21. Table showing the satisfaction of street vendors with PhonePe usage

Factors	No. of Respondents
Very satisfied	8
Satisfied	8
Neutral	4
Dissatisfied	0
Very dissatisfied	0



22. Table showing street vendors' interest in recommending PhonePe to other vendors

Factors	No. of Respondents
Definitely	7
Probably	5
Not sure	3
Probably not	2
Definitely not	3



Findings

1. The data from the table shows that street vendors have diverse ages, with the majority falling into the younger to middle-aged categories. There are seven respondents aged 19-30 and eight aged 31-40, making up the largest groups. Additionally, there is one respondent in the

- 41-50 age range, and four respondents aged 51-60. This indicates that street vending is more common among younger and middle-aged individuals, with fewer older vendors represented.
2. Based on the table, it is clear that the majority of street vendors surveyed are male, with 12 respondents identifying as male. On the other hand, eight respondents are female, and there are no respondents who identified as “Others.” This suggests that male street vendors outnumber female vendors in the surveyed group.
 3. The data presented in the table highlights the diverse range of products available from street vendors. Predominantly, flowers are the most popular category, with 7 vendors selling them. Following closely, 4 vendors offer vegetables, while 5 vendors provide snacks, and 1 vendor specializes in fruits. Furthermore, 3 vendors offer other types of merchandise. This demonstrates a rich and varied market among street vendors, featuring an assortment of goods from fresh produce to snacks and other miscellaneous items.
 4. Based on the data, it appears that no respondents have been using PhonePe for less than 3 months, showing limited recent adoption. Additionally, a moderate recent adoption is evident as 4 respondents have been using PhonePe for 3-6 months, indicating some level of recent uptake. Moreover, another 4 respondents have used PhonePe for 6-12 months, reflecting consistent growth in user adoption over time. The majority of 12 respondents have been using PhonePe for more than 12 months, revealing strong long-term adoption and retention among users.
 5. In a recent survey, 8 participants revealed that they started using PhonePe due to customer demand, emphasizing the significant impact of consumer preferences on business choices. Moreover, 9 participants stated that they were motivated by the convenience offered by PhonePe, reflecting its utmost importance as a factor for adoption. Additionally, 3 respondents expressed their motivation by the inclination towards cashless transactions, indicating a moderate preference for digital payments. Interestingly, none of the participants chose “Others,” indicating that the factors provided (customer demand, convenience, and cashless transactions) effectively encompassed the primary motivations for embracing PhonePe.
 6. Based on the data from the table, it's evident that street vendors mainly came to know about PhonePe through recommendations from friends, family, and fellow vendors, with each group of people accounting for 6 respondents. This emphasizes the influential role of personal connections and peer recommendations in the adoption of PhonePe within this community. Moreover, 4 respondents mentioned that they initially learned about PhonePe from their customers, highlighting the significance of direct interactions with consumers. In contrast, only 2 respondents each mentioned advertisements and other sources as their initial information channels. This indicates that word-of-mouth and community interactions are the most effective means of spreading awareness about PhonePe among street vendors.
 7. According to the data, it's clear that PhonePe is the go-to choice for street vendors, with 19 respondents using it daily. Weekly usage is reported by only one respondent, while none of the vendors use PhonePe monthly or rarely. This pattern emphasizes the significance of PhonePe in the daily business operations of street vendors, indicating its high frequency and regularity in transactions.
 8. The table shows a diverse distribution of PhonePe usage among respondents in terms of the percentage of their total transactions. No respondents use PhonePe for less than 10% of their

transactions. 4 respondents use PhonePe for 10-25% of their transactions, 5 for 25-50%, and 7 for 50-75%, indicating a significant reliance on PhonePe for a substantial portion of their transactions. Additionally, 4 respondents conduct more than 75% of their transactions through PhonePe, highlighting that for some vendors, PhonePe is the dominant method of conducting business transactions.

9. The table indicates that the majority of respondents found it straightforward to set up and start using PhonePe, with 9 finding it “Very easy” and 7 finding it “Easy.” Four respondents were “Neutral,” indicating no strong opinion either way. Notably, no respondents found the process “Difficult” or “Very Difficult,” suggesting that the setup process for PhonePe is generally user-friendly and accessible.
10. The table reflects positively on the impact of using PhonePe on sales among the respondents. A significant number of respondents, 8 each, reported that using PhonePe has either “Significantly Increased” or “Increased” their sales. Another 4 respondents noted “No Change” in sales, indicating that using PhonePe hasn't negatively affected their business but hasn't provided a noticeable boost either. Notably, none of the respondents reported a decrease in sales due to using PhonePe, suggesting that the platform has generally had a positive impact on their sales performance.
11. The table indicates a strong preference among customers for using PhonePe over cash, with 18 respondents affirming this preference. None of the respondents expressed a preference for cash over PhonePe, suggesting a clear trend towards digital payments. Two respondents were “Neutral,” indicating no strong preference either way, but the absence of any “No” responses indicates a high level of acceptance and adoption of PhonePe among customers.
12. The table reveals a positive influence of PhonePe on the customer base among respondents. A significant number of respondents, 11, reported that PhonePe has “Increased Significantly” their customer base, while 8 respondents noted a moderate increase (“Increased somewhat”). Only one respondent mentioned “No Change,” indicating a generally positive impact of PhonePe on expanding customer reach. Notably, no respondents reported a decrease in their customer base due to PhonePe usage, highlighting its positive influence on business growth.
13. The table suggests that PhonePe has had a largely positive impact on cash handling and management among respondents. The majority, 15 respondents, found that using PhonePe has “Made it easier” to handle cash. Four respondents noted “No Change,” indicating that PhonePe hasn't significantly affected their cash handling practices. Only one respondent found that PhonePe “Made it more difficult” to manage cash, suggesting that for most, PhonePe has streamlined cash management processes.
14. The table indicates that PhonePe has played a positive role in enhancing financial management capabilities among respondents. Eleven respondents reported a “Significant Improvement,” and seven reported that it “Improved somewhat,” showing that most respondents experienced enhanced financial management due to using PhonePe. Only two respondents noted “No Change,” and none reported a worsening of their financial management capabilities. This suggests that PhonePe has been beneficial for most users in managing their finances more effectively.
15. The table shows that most respondents find PhonePe transaction records beneficial for bookkeeping purposes. Seven respondents rated the records as “Very useful,” and ten found them “Useful.” Two respondents were “Neutral,” indicating no strong opinion. Only one

respondent found the records “Not very useful,” and none found them “Not useful at all.” This suggests that PhonePe transaction records are generally seen as a valuable tool for bookkeeping among users.

16. The table indicates that PhonePe has positively impacted transaction speed for the majority of respondents. Eleven respondents reported that transaction speed “Improved significantly,” while eight noted it “Improved somewhat.” Only one respondent observed “No Change,” and none reported that transactions had slowed. This suggests that PhonePe has generally enhanced the efficiency and speed of transactions for users.
17. The table indicates that customers find using PhonePe to be highly convenient. Nine respondents rated it as “Very convenient,” and another nine found it “Convenient.” Only two respondents were “Neutral,” and none found it “Inconvenient” or “Very inconvenient.” This suggests that PhonePe is widely perceived as a convenient payment method by the majority of customers.
18. The table reveals varied perceptions of security among respondents during PhonePe transactions. Three respondents feel “Very secure,” and seven feel “Secure,” indicating that a portion of users have confidence in the security of PhonePe. However, ten respondents are “Neutral,” suggesting they do not have a strong opinion about the security. Notably, none of the respondents feel “Insecure” or “Very insecure,” implying that while security might not be a major concern, there is room for increasing users' confidence in the security of PhonePe transactions.
19. The table indicates that experiences with fraudulent transactions while using PhonePe are somewhat prevalent. Eleven respondents reported experiencing fraudulent transactions, while nine did not. This suggests that nearly half of the users have encountered some form of fraud, highlighting the need for enhanced security measures and user education to mitigate such risks.
20. The table indicates that most respondents perceive the benefits of using PhonePe to outweigh its costs or fees. Five respondents “Strongly agree” and seven “Agree,” demonstrating a general positive sentiment. Seven respondents are “Neutral,” suggesting some ambivalence or a balance of pros and cons. Only one respondent “Disagrees” and none “Strongly disagree.” Overall, this suggests a predominantly favorable view of PhonePe's value proposition among users.
21. The table indicates high satisfaction levels among street vendors with PhonePe usage. Eight respondents are “Very satisfied” and another eight are “Satisfied,” reflecting overall positive experiences. Four respondents are “Neutral,” indicating no strong opinion. Notably, none of the respondents are “Dissatisfied” or “Very dissatisfied,” suggesting that the majority of street vendors are content with using PhonePe for their transactions.
22. The table shows varied levels of interest among street vendors in recommending PhonePe to others. Seven respondents would “Definitely” recommend it, and five would “Probably” recommend it, indicating a positive inclination among these vendors. Three respondents are “Not sure,” suggesting some uncertainty. Two respondents would “Probably not” recommend it, and three would “Definitely not,” highlighting a minority with reservations about recommending PhonePe. Overall, a significant number of vendors are willing to endorse PhonePe, though some have hesitations.

Suggestions

- Awareness and training programs should be introduced for street vendors to learn about using e-wallets for transactions, especially for those who are not comfortable with online transactions.
- Expanding server capacity is crucial for e-wallets companies to handle high traffic volumes, especially during peak times.
- Arranging education campaigns to educate customers about the benefits of using phonepe, encouraging them to ask vendors to accept digital payments.

Conclusion

Digital wallets are significant contributors to the Indian digital era, fostering a shift towards cashless transactions, which are crucial for promoting transparency. Phonepe is one of the most widely used e-wallets, with many people using it regularly. Its impact on street vendors has been phenomenal; it has made their transactions more convenient and transparent. Street vendors have learned to use smart phones, and now they find using phonepe very easy. This transition not only enhances their business efficiency but also attracts more customers who prefer digital payments. Additionally, phonepe helps to maintain accurate financial records, reduces the risk of theft, and provides a safer way to handle money. Overall, the adoption of phonepe among street vendors represents a significant step towards a more digital and transparent economy.

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ChatGPT AI tool

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