

Analysis on the Customers Usage of Gift Cards and Gift Vouchers through Online Payment in Coimbatore

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CHAPTER – I

INTRODUCTION

1.1 INTRODUCTION FOR ONLINE GIFT CARD – AN OVERVIEW

In the dynamic landscape of contemporary consumer culture, the concept of gift-giving has undergone a profound transformation. Gone are the days when selecting the perfect gift involved hours of browsing crowded malls and meticulous consideration of personal preferences. Enter the era of Online Gift Cards—a revolution in the art of gifting that has not only streamlined the process but has also added a new layer of versatility and personalization to the age-old tradition of exchanging presents. A Online Gift Card, in its simplest form, is a prepaid card that carries a monetary value and is typically issued by retailers or businesses. These cards have transcended traditional gifting norms, offering recipients the freedom to choose their desired items from a vast array of products or services. The evolution of Online Gift Cards has been a fascinating journey, marked by technological advancements, shifting consumer behaviors, and a redefinition of the emotional and social aspects associated with gift-giving. The origins of Online Gift Cards can be traced back to the mid-20th century when retailers began experimenting with the idea of providing customers with a convenient alternative to traditional gift certificates. However, it wasn't until the late 20th century and the early 21st century that Online Gift Cards truly gained widespread popularity, becoming a ubiquitous and preferred choice for both gift-givers and receivers. The transition from tangible, paper-based gift certificates to sleek, plastic cards with magnetic strips or electronic chips marked a pivotal moment in the evolution of gift-giving. One of the primary reasons behind the meteoric rise of Online Gift Cards is their unparalleled convenience. Unlike traditional gifts, which may require exhaustive deliberation and might still miss the mark, Online Gift Cards empower both givers and recipients with flexibility. Givers no longer need to navigate the labyrinth of individual preferences, sizes, or colors, and recipients no longer have to feign enthusiasm for ill-fitting sweaters or mismatched kitchen appliances. Instead, the Online Gift Card offers a passport to a retail wonderland or a digital marketplace where the possibilities are as diverse as the personalities of the recipients.

The concept:

As the concept of Online Gift Cards has evolved, so too have the motivations behind their purchase. While the traditional notion of gifting revolves around special occasions such as birthdays, anniversaries, or holidays, Online Gift Cards have become a year-round phenomenon. From expressing gratitude to celebrating achievements, expressing sympathy, or simply extending a gesture of kindness, Online Gift Cards have found a place in the spectrum of human emotions. Their versatility has elevated them beyond the confines of customary celebrations, making them a valuable tool for personal and professional relationships alike. One of the defining features of Online Gift Cards is their ability to cater to diverse tastes and preferences. Whether the recipient is a fashion enthusiast, a tech-savvy individual, a culinary connoisseur, or someone with eclectic interests, there exists a Online Gift Card tailored to their passions. Retailers and businesses, recognizing the need for customization, now offer an array of themed and specialty Online Gift Cards that cater to specific niches, ensuring that the Online Gift Card aligns seamlessly with the recipient's interests. Furthermore, the advent of open-loop Online Gift Cards, which are not tied to a specific retailer but can be used at various establishments, has added a layer of freedom and choice that was previously unprecedented.

These open-loop cards, often powered by major credit card networks, provide recipients with the liberty to explore a multitude of shopping, dining, and entertainment options. This democratization of choice is a testament to the evolving nature of Online Gift Cards, transforming them from a mere transactional instrument into a medium for empowering individual preferences and lifestyles. The psychological impact of Online Gift Cards is a fascinating aspect that has garnered attention from researchers and marketers alike. Online Gift Cards, unlike traditional gifts, offer a unique blend of materiality and choice. The tangible card serves as a physical token, representing the sender's thoughtfulness and the giver's acknowledgment of the recipient's autonomy. Simultaneously, the freedom to choose how and when to redeem the card elevates the experience beyond a mere exchange of goods. This duality creates a powerful emotional connection between the giver and the recipient, fostering a sense of appreciation, understanding, and shared joy. In the realm of corporate gifting, Online Gift Cards have emerged as a preferred choice for employers seeking to recognize and reward their employees.

1.1.1 INTRODUCTION FOR GIFT VOUCHER – AN OVERVIEW

In a world driven by the exchange of emotions, gratitude, and goodwill, the concept of gifting has evolved beyond the traditional realms of physical presents. The emergence of gift vouchers has introduced a new dimension to the art of giving, providing both givers and recipients with a versatile and thoughtful way to express sentiments. This journey into the realm of gift vouchers invites us to explore their origins, understand their various forms, appreciate their impact on commerce, and ponder upon the multifaceted benefits they bring to individuals and businesses alike.

Historical Roots: Unwrapping the Past

To truly appreciate the significance of gift vouchers, we must embark on a journey back in time to understand their historical roots. The exchange of gifts has been a time-honored tradition in various cultures, reflecting the universal desire to strengthen social bonds and celebrate special occasions. The concept of gifting, however, underwent a transformative phase with the advent of the modern marketplace. The first semblance of a gift voucher system emerged in the early 20th century when retailers began experimenting with the idea of "gift certificates." These

certificates allowed individuals to prepay for goods or services and offer the certificates as gifts. This marked the inception of a concept that would eventually evolve into the sophisticated and diverse world of gift vouchers we know today.

The Evolution of Gift Vouchers: From Certificates to Digital Code:

As consumer behavior and technology progressed, so did the format and functionality of gift vouchers. The traditional paper certificates gave way to plastic Online Gift Cards, making the gifting experience more convenient and aesthetically pleasing. The digital revolution further catalyzed change, ushering in an era where gift vouchers transitioned from physical cards to digital codes and e-vouchers. The rise of e-commerce and online platforms played a pivotal role in shaping the contemporary landscape of gift vouchers.

Types of Gift Vouchers: A Kaleidoscope of Choices

1. **Retail-Specific Vouchers:** These vouchers are tailor-made for specific retailers, allowing recipients to indulge in a shopping spree at their favorite stores. Whether it's a fashion boutique, electronics outlet, or specialty store, retail-specific vouchers cater to a wide array of interests.
2. **Multi-Store Online Gift Cards:** In contrast, multi-store Online Gift Cards provide the flexibility to choose from a range of participating merchants. These cards are akin to a passport to a shopping adventure, enabling recipients to explore various options and find the perfect match for their desires.
3. **Experience-Based Vouchers:** For those who value memories over possessions, experience-based vouchers offer the gift of adventure. Whether it's a spa day, gourmet dining experience, or an adrenaline-pumping activity, these vouchers create lasting memories that transcend the material realm.
4. **Customizable Options:** Recognizing that individual tastes can be as unique as fingerprints, some gift voucher platforms allow customization. Givers can tailor the voucher to specific preferences, ensuring a truly personalized and thoughtful gift.

The Role of Gift Vouchers in the Modern Consumer Economy

As we navigate the intricacies of the modern consumer economy, gift vouchers emerge as powerful tools that influence consumer behavior, foster brand loyalty, and drive business growth. Businesses strategically integrate gift voucher programs into their marketing and sales strategies, leveraging the psychological impact of gifting to build lasting connections with their customer base. Driving Sales and Revenue Gift vouchers serve as catalysts for increased sales, encouraging both new and existing customers to explore products or services. Whether through promotions, discounts, or exclusive offers, businesses can strategically deploy vouchers to boost revenue and gain a competitive edge in the market. Enhancing Brand Loyalty well-designed gift voucher program can foster brand loyalty by creating positive associations between consumers and the brand. Recipients of gift vouchers often develop a sense of gratitude and appreciation, leading to repeat business and advocacy within their social circles.

Benefits of Gift Vouchers:

The symbiotic relationship between gift vouchers, consumers, and businesses unveils a myriad of benefits that contribute to the overall well-being of the economic ecosystem.

1. **Flexibility and Convenience:** Gift vouchers offer unparalleled flexibility and convenience for both givers and recipients. Givers can effortlessly select a voucher that aligns with the recipient's preferences, while recipients enjoy the freedom to choose how they redeem their gift.
2. **Reducing Gifting Uncertainty:** The challenge of selecting the perfect gift is a common dilemma faced by many. Gift vouchers mitigate this uncertainty by allowing individuals to express their goodwill without the pressure of choosing a specific item.

Challenges and Future Trends: Navigating the Gift Voucher Landscape

While gift vouchers offer a plethora of advantages, they are not without challenges. Issues such as expiration dates, fees, and potential loss or theft of physical cards can pose hurdles for both givers and receivers. However, businesses are continually adapting to these challenges by implementing transparent policies and embracing technological advancements. Looking ahead, the future of gift vouchers is shaped by ongoing trends that align with the evolving needs of consumers. The integration of artificial intelligence and machine learning into voucher platforms is expected to enhance personalization, making recommendations based on individual preferences and behaviors. Blockchain technology holds the potential to address security concerns and provide a transparent and tamper-proof ledger for gift voucher transactions. As the digital landscape continues to evolve, the convergence of augmented reality (AR) and gift vouchers may create immersive and interactive gifting experiences.

1.1.2 THE USAGE OF ONLINE GIFT CARD AND GIFT VOUCHER AS IN INTERNATIONAL, NATIONAL (INDIA), AND STATE (TAMILNADU) LEVEL:

INTERNATIONAL LEVEL:

Online Gift Cards and Gift Vouchers at the International Level have become increasingly popular as a convenient and versatile way to gift someone, allowing recipients the flexibility to choose their preferred items or experiences. This digital form of gifting has gained widespread acceptance globally, making it easier for people to send and receive gifts across borders. Here's an overview of the key aspects of online gift cards and vouchers on an international level:

Digital Nature: Online gift cards and vouchers are digital equivalents of traditional gift cards or certificates. They can be purchased, sent, and redeemed electronically, eliminating the need for physical cards or vouchers. **Global Accessibility:** One of the primary advantages of online gift cards is their accessibility on an international scale. Users can buy and send these digital gifts to recipients located anywhere in the world, making it a convenient option for people with friends, family, or colleagues living abroad.

Versatility: Online gift cards and vouchers cover a wide range of categories, including retail, entertainment, dining, travel, and more. This versatility allows both givers and recipients to choose options that align with individual preferences and interests. **Personalization:** Many online platforms offer customization features, allowing users to add personalized messages or even upload photos to enhance the emotional connection with the gift. This personal touch can make the online gifting experience more special and memorable.

Instant Delivery: Online gift cards offer the advantage of instant delivery. Givers can send these digital gifts through email, messaging apps, or directly to the recipient's account, ensuring quick and timely delivery, even for last-minute occasions. **Security Measures:** To ensure the security of online transactions, reputable platforms employ encryption and secure payment gateways. This helps protect sensitive information and ensures a safe and reliable online gifting experience.

Redemption Process: Recipients can typically redeem online gift cards by entering a unique code or using a provided link. The redemption process is straightforward, making it easy for individuals to access their chosen products or services. **Integration with E-commerce Platforms:** Online gift cards are often integrated with various e-commerce platforms, allowing recipients to use them directly on the websites of popular retailers or service providers.

NATIONAL LEVEL:

Online gift cards and gift vouchers have gained popularity as convenient and versatile gifts in India, much like in many other parts of the world. However, specific details or developments in the national-level scenario may have occurred since then. Here's a general introduction to online gift cards and gift vouchers in India:

Online gift cards and gift vouchers are digital or electronic versions of traditional gift cards. They provide a flexible and convenient way for individuals to gift others, allowing recipients to choose their preferred products or services.

Types of Gift Cards/Vouchers: Retailers and Brands: Many popular retailers and brands offer online gift cards, allowing recipients to shop for specific products or services from those establishments.

Multi-brand Vouchers: Some platforms offer gift vouchers that can be used across multiple brands, providing recipients with more flexibility.

National-Level Platforms: Popular E-commerce Sites: Leading e-commerce platforms in India, such as Amazon, Flipkart, and others, offer a variety of gift cards for diverse products. **Online Payment Platforms** like Paytm and PhonePe may offer gift cards or vouchers as part of their services. **Bank Partnerships:** Banks often collaborate with retailers or online platforms to provide gift cards as part of their loyalty programs or promotions.

Benefits:

Convenience: Online gift cards are easy to purchase and send, eliminating the need for physical cards or vouchers.

Customization: Some platforms allow users to customize the design and value of the gift card.

Instant Delivery: Digital gift cards can be sent instantly, making them a convenient last-minute gift option.

Redemption Process: Recipients typically receive a code or link to redeem the gift card online during the checkout process. The redeemed amount is deducted from the total purchase value.

Security and Fraud Prevention: Platforms usually implement secure systems to protect against unauthorized access and fraud. Users are advised to purchase gift cards from reputable sources to avoid potential issues.

Regulations and Compliance: Gift card regulations may vary, and users should be aware of the terms and conditions associated with each card. Some gift cards may have expiration dates or usage restrictions.

STATE (TAMILNADU) LEVEL:

Online gift cards and gift vouchers at the state level in Tamil Nadu, India.

Online gift cards and vouchers are digital or electronic versions of traditional gift cards or vouchers that can be used for making purchases or availing services on various online platforms. These virtual cards are often associated with specific retailers, brands, or service providers.

Purchase: Consumers can buy online gift cards or vouchers from the websites of specific retailers, marketplaces, or dedicated gift card platforms.

Payment can be made online through various methods such as credit/debit cards, net banking, or digital wallets.

Delivery: The virtual gift card or voucher is usually delivered electronically through email or mobile app. Some platforms also offer the option to print the voucher.

Redemption: Recipients can redeem the gift cards or vouchers for products or services offered by the respective retailer or service provider.

The redemption process typically involves entering a unique code or PIN during the checkout process on the website or app.

Regarding the state-level implementation in Tamil Nadu, specific details would depend on any government initiatives, policies, or partnerships with private entities to promote the use of online gift cards or vouchers.

DISTRICT (COIMBATORE) LEVEL:

An introduction to online gift cards and gift vouchers through the district level in Coimbatore would involve understanding the concept of these digital gifting options and how they are implemented and utilized at the local level.

Online Gift Cards and Gift Vouchers:

Online gift cards and gift vouchers are digital alternatives to traditional paper-based gift certificates. They are preloaded with a specific monetary value and can be used by recipients to make purchases from a designated business or group of businesses.

District Level Coimbatore:

Coimbatore, a city in the state of Tamil Nadu, India, is known for its vibrant business community and diverse economic activities. At the district level, there is a growing trend towards embracing digital solutions, and online gift cards and gift vouchers fit into this trend seamlessly.

Key Components:

Digital Platforms: The system relies on digital platforms that facilitate the creation, distribution, and redemption of online gift cards. These platforms may include websites, mobile apps, or dedicated platforms established by local businesses or the district administration.

Participating Businesses: Local businesses across various sectors, such as retail, hospitality, and services, can join the program by offering their products or services through online gift cards. This creates a diverse range of options for consumers.

Customization: The online gift card system can be customized to reflect the unique characteristics of Coimbatore. This may involve incorporating local themes, cultural elements, or showcasing the distinct offerings of businesses in the area.

Promotion and Marketing: Effective promotion and marketing campaigns are essential to raise awareness about the availability of online gift cards. This can include social media campaigns, collaborations with local influencers, and traditional marketing channels.

Security Measures: To ensure the security and authenticity of online gift cards, robust technological measures are put in place. This may involve encryption, secure payment gateways, and fraud prevention mechanisms.

District Administration Involvement: The district administration can play a role in endorsing and supporting the initiative. Collaborations with local authorities can help in creating a well-regulated and trusted environment for online gift cards.

Benefits:

Boost to Local Economy: Online gift cards encourage local spending, providing a boost to the district's economy by supporting local businesses.

Convenience for Consumers: Consumers benefit from the convenience of digital transactions, easy gifting options, and a wide range of choices.

Promotion of Local Businesses: The initiative helps promote and showcase the diverse offerings of businesses in Coimbatore, fostering a sense of community.

Trackable Transactions: The digital nature of gift cards allows for efficient tracking of transactions, which can be valuable for both businesses and the administration.

Online gift cards and gift vouchers at the district level in Coimbatore involves a collaborative effort between local businesses, digital platforms, and the district administration. This initiative can contribute to the economic growth of the region while offering convenient and diverse gifting options for residents and visitors alike.

1.1.3 ONLINE GIFT CARD AND VOUCHER PROVIDERS

1. Amazon Online Gift Card
2. Flipkart Gift Voucher
3. Big Bazaar Online Gift Card
4. Myntra Online Gift Card
5. BookMyShow Online Gift Card
6. MakeMyTrip Online Gift Card
7. Paytm Gift Voucher
8. Starbucks Online Gift Card
9. Uber Online Gift Card
10. Netflix Online Gift Card
11. Google Play Online Gift Card
12. Apple iTunes Online Gift Card
13. Zomato Online Gift Card
14. Swiggy Gift Voucher
15. Shoppers Stop Online Gift Card
16. Lifestyle Gift Voucher
17. Reliance Digital Online Gift Card
18. Jabong Online Gift Card
19. Ajio Online Gift Card
20. Tanishq Online Gift Card
21. Cleartrip Online Gift Card
22. Ola Online Gift Card
23. Nykaa Online Gift Card
24. Book Depository Online Gift Card
25. Titan Gift Voucher
26. KFC Online Gift Card
27. Croma Online Gift Card
28. Pantaloons Gift Voucher
29. MakeMyTrip E-Online Gift Card
30. Spencer's Online Gift Card

1.1.4 SPENDING THRIFT OF ONLINE GIFT VOUCHER AND CARD

1. Online Shopping:

Online Gift Cards and vouchers are commonly used for online shopping on e-commerce platforms like Amazon, Flipkart, Myntra, and others. Users redeem these cards to purchase a wide range of products, including electronics, fashion, and more.

2. Food Delivery and Dining:

Online Gift Cards for food delivery services such as Zomato and Swiggy are popular, allowing users to order meals from various restaurants. Additionally, dining gift vouchers for specific restaurant chains are often used for in-person dining experiences.

3. Travel and Experiences:

Online Gift Cards from travel and hospitality platforms like MakeMyTrip and Cleartrip are frequently used for booking flights, hotels, and holiday packages. Experience-based gift vouchers for activities and events are also gaining popularity.

4. Entertainment:

Online Gift Cards related to entertainment services, such as BookMyShow for movies and events, Netflix for streaming, and Google Play or Apple iTunes for digital content, are commonly used by consumers.

5. Fashion and Lifestyle:

Gift vouchers for fashion and lifestyle retailers like Shoppers Stop, Lifestyle, Ajio, and others are utilized for purchasing clothing, accessories, and beauty products.

6. Ride-Sharing:

Online Gift Cards for ride-sharing services like Uber and Ola are used for commuting, providing users with a convenient and flexible transportation option.

7. Electronics and Appliances:

Online Gift Cards from retailers like Reliance Digital and Croma are spent on purchasing electronics, gadgets, and appliances.

8. Groceries and Household Items:

Some Online Gift Cards, such as those from Spencer's Retail, are spent on groceries and everyday household items.

9. Jewelry and Watches:

Online Gift Cards from jewelry and watch retailers like Tanishq and Titan are used for purchasing jewelry and timepieces.

10. Health and Beauty:

Online Gift Cards from health and beauty platforms like Nykaa are spent on cosmetics, skincare, and personal care products.

11. Special Occasions:

Online Gift Cards are often chosen as presents for special occasions like birthdays, weddings, and festivals. They offer recipients the flexibility to choose their preferred gifts.

12. Corporate Gifting:

Companies use Online Gift Cards as part of employee rewards, incentives, and corporate gifting programs. These cards may cover a variety of categories, including shopping, dining, and travel.

1.2 NEED OF THW STUDY:

Studying the spending and usage patterns of gift vouchers and gift cards through online payment channels in Coimbatore is essential for several reasons. Firstly, it provides insights into consumer behavior, preferences, and trends, which can be invaluable for businesses and retailers in tailoring their marketing strategies and offerings. Secondly, understanding how these payment methods are utilized online can help in optimizing digital payment platforms for enhanced convenience and security. Moreover, such analysis aids in assessing the effectiveness of promotions and incentives associated with gift vouchers, contributing to the overall growth of the digital economy within Coimbatore city. And knowing about the waste of gift voucher and gift cards. The scam and problems facing by the digital gifts.

1.3 SCOPE OF THE STUDY:

The scope of studying the usage of Online Gift Cards and gift vouchers encompasses a comprehensive examination of consumer behavior, economic impact, and industry dynamics. This research seeks to understand the patterns, preferences, and implications associated with the utilization of Online Gift Cards in various sectors. The scope can be defined across several dimensions Investigating how consumers engage with Online Gift Cards and vouchers, examining factors influencing their choice of cards, preferred categories, and spending patterns. Understanding the role of demographics, socio-economic status, and cultural influences on consumer behavior is vital. Analyzing the economic implications of widespread Online Gift Card usage, including its contribution to retail sales, market growth, and the overall consumer economy. Assessing the impact on businesses, both in terms of revenue generation and customer loyalty, is crucial for understanding the economic footprint. Exploring the competitive landscape and emerging trends within the Online Gift Card industry. This involves studying the strategies employed by retailers, digital platforms, and service providers to attract consumers and gain a competitive edge. Investigating how technological advancements influence the distribution and use of Online Gift Cards, including the rise of digital and mobile-based Online Gift Cards. Understanding the integration of technology in enhancing user experience and security is essential. Examining the regulatory landscape governing Online Gift Cards and vouchers, including consumer protection measures, expiration policies, and taxation. Evaluating how regulatory changes impact industry practices and consumer confidence is a crucial aspect. Assessing variations in Online Gift Card usage across different regions and countries. Understanding how cultural, economic, and regulatory differences shape the adoption and preferences for Online Gift Cards on a global scale. Investigating the environmental sustainability of Online Gift Cards, particularly in the context of digital Online Gift Cards versus traditional physical cards. Exploring eco-friendly practices within the Online Gift Card industry and their resonance with environmentally conscious consumers.

1.4 STATEMENT OF THE PROBLEM:

1. Usage of Online Gift Cards and Voucher among the people in all economic standard
2. Many Vouchers are not utilized by the people through online payment platform
3. Finding which socio economic will develop by through the Online gift card and Voucher
4. Whether Online gift card and online Voucher get through online payment are used by high, moderate and low standard people
5. To finding the impact on local business and finding the Scam and problem facing by digital cards

1.5 RESEARCH QUESTION:

1. What are the primary factors influencing consumers' decisions to use gift vouchers and gift cards for online payments in Coimbatore district?
2. How does the demographic profile of consumers in Coimbatore influence their adoption and usage of gift vouchers and gift cards for online transactions?
3. What are the preferred types of gift vouchers or gift cards among consumers in Coimbatore for online payments, and what factors contribute to their preferences?
4. What are the main barriers or challenges faced by consumers in Coimbatore when using gift vouchers and gift cards for online transactions, and how can these be addressed?
5. How do perceptions of security and trust impact consumers' willingness to use gift vouchers and gift cards for online payments in Coimbatore, and what measures can be taken to enhance consumer confidence in these payment methods?

1.6 OBJECTIVE OF THE STUDY

1. To study the usage of Online Gift Card and gift vouchers in Coimbatore city
2. To examine the customers spending of Online Gift Cards and vouchers through online payment like Gpay and Paytm
3. To identify the frequency and percentage of people using the Digital gifts and to identify the scams and problems
4. To find the impact of Online Gift Cards and vouchers on overall sales and revenue for businesses.
5. To investigating the current trends in the Online Gift Card and voucher market, as well as forecasting future growth opportunities and potential challenges.

1.7 RESEARCH METHODOLOGY OF THE STUDY

Methodology refers to the study of methods from which we can obtain knowledge. It is one of the scientific ways of solving problem. The following methodology used in the study.

1.5.1 SAMPLE FRAME

In this study of sample size of 150 respondents were from different age group having different occupation. In this selection of respondents, convenient sampling method is used.

1.5.2 RESEARCH DESIGN:

Research design is the arrangement of the conditions for collection of data from the selected respondents for its analysis and interpretations. In a manner that aims to combine relevant to the research purpose with economy in procedures. The research has undertaken a descriptive type of research i.e., a research method describing the characteristics of respondent's study.

1.5.3 METHODS OF DATA COLLECTION

The data has been collected from both primary and secondary sources.

PRIMARY DATA

Primary data refers to the data which has been collected for the first time. This research mainly depends on the primary source of the data. It is original and has been collected for the specific purpose. The primary data were collected through a well framed and structured questionnaire. The questionnaires were circulated to the respondents who visit lulu hypermarket in Coimbatore in their daily life.

SECONDARY DATA

Secondary Data are collected from national and international journals, research papers, newspapers, articles, magazine, and books related to hypermarkets. Further, information was collected from various electronic database and online resources¹.

1.5.5 PERIOD OF THE STUDY:

This study is based on the data collection which was conducted for the period of six months from November 2023 to April 2024.

1.5.6 TOOLS USED:

The rules of statistics in research are to function as a tool in designing research, analyzing the data, drawing its conclusion from the research by converting large volume of raw data into meaningful result that can be easily read and can be used for future analysis. The tool which has been used in this research was the percentage analysis.

Percentage Analysis

1. The percentage analysis is used for specifying the number of respondents. This method is also used as a standard for comparison purpose.

$$\text{Simple percentage} = \frac{\text{Actual Number of Respondents} \times 100}{\text{Total Number of Respondents}}$$

2. Chi Square Analysis

The Chi-Square Test is an important test among the several tests of significance. Chi-Square is symbolically written as χ^2 (pronounced as Ki Square). It is a statistical measure used in the context of sampling analysis for comparing a variance to a theoretical variance. The Chi-square test enables us to explain whether or not two attributes are associated. The chi-square is calculated as follows,

$$\chi^2 = \sum \left[\frac{(O_{ij} - E_{ij})^2}{E_{ij}} \right]$$

O_{ij} = observed frequency of the cell in the i th row and j th column.

E_{ij} = expected frequency of the cell in the i th row and j th column

3. Anova Analysis

1.8 RESEARCH GAP:

There might be a lack of research specifically focusing on the usage patterns, preferences, and challenges related to gift vouchers and gift cards in the Coimbatore district, considering the unique socio-economic and cultural characteristics of the region. Limited studies may exist that delve into the online payment behavior of consumers in Coimbatore concerning the usage of gift vouchers and cards, including factors influencing adoption, frequency of use, and preferred payment methods. Research may overlook the perspectives of local merchants and retailers regarding the implementation, promotion, and acceptance of gift vouchers and cards in online transactions, which could provide valuable insights into the challenges and opportunities faced by businesses in Coimbatore. There could be a gap in understanding consumers' perceptions of trust and security related to using gift vouchers and cards for online payments in Coimbatore, especially in terms of concerns about fraud, data privacy, and transaction security. Existing studies may not thoroughly explore the integration of gift voucher and card systems with popular e-commerce platforms utilized by consumers in Coimbatore, highlighting potential gaps in knowledge regarding the user experience and functionality of these payment methods online. With the dynamic changes in consumer behavior due to the COVID-19 pandemic, there may be a lack of research examining how the shift towards online shopping and contactless payments

has influenced the usage of gift vouchers and cards specifically in Coimbatore district. Limited research may exist on the regulatory environment governing the issuance, redemption, and taxation of gift vouchers and cards in Coimbatore, highlighting potential gaps in understanding the legal and compliance aspects relevant to both consumers and businesses

1.9 CHAPTER SCHEME:

CHAPTER I: INTRODUCTION OF THE STUDY

This chapter includes introduction, scope of the study, statement of the problem, objective of the study, methodology of the study and the limitation of the study.

CHAPTER II: REVIEW OF LITERATURE

This chapter deals with review of literature which consist of information collected through reports, journals, and websites.

CHAPTER III: SCAM AND PROBLEMS ON ONLINE GIFT CARDS AND VOUCHERS

Analysis the scam and problems on Online Gift Cards and gift vouchers in Coimbatore City through Online payments

CHAPTER IV: ANALYSIS AND INTERPRETATION

This chapter deals with analysis and interpretation of the collected data. Analysis was done with the help of the simple percentage analysis.

CHAPTER V: FINDINGS, SUGGESTIONS AND CONCLUSION

These chapters deal with the findings, suggestions, and conclusion of the study

CHAPTER II

REVIEW OF LITERATURE

1. B Stauss - Psychology of Gift-Giving, 2023 “Cash Gifts and Vouchers: When Are They Taboo and When Are They Welcome?” On rankings of the most popular gifts, cash and vouchers rank first. This is noteworthy due of their conflicted personality. They are advantageous in that the giver does not have to waste time searching for a good gift, and the recipient can select items that precisely suit their tastes. However, in terms of symbolism, cash presents have some drawbacks, such as denying the giver the chance to convey how much they value the relationship and the recipient on an emotional level. Furthermore, it doesn't appear like cash gifts are appropriate for all relationships and occasions. Despite having many of the same drawbacks as monetary presents, vouchers are more widely accepted since they may be tailored.

2. Yuyut Prayuti (2023) “Online Gift Cards Fraud: Challenges and Strategies for Consumer Protection in the Digital Age” The prepaid card sector in Indonesia, specifically focusing on Online Gift Cards, has demonstrated notable growth in recent years. In 2023, the industry is anticipated to experience an annual growth rate of 10.6%, reaching an estimated value of around US\$1,958.4 million. The Indonesian Online Gift Card market exhibited a Compound Annual Growth Rate (CAGR) of 11.4% from 2018 to 2022. The susceptibility of Online Gift Cards to fraudulent activities raises significant concerns due to various inherent characteristics. This study aims to identify diverse challenges associated with Online Gift Card payment fraud and analyze preventive strategies that could effectively address this issue. The research method employed is normative juridical, incorporating a statute approach, case approach, analytical approach, and comparative approach. The paper's conclusion underscores the importance of adopting a holistic approach to combatting payment fraud involving Online Gift Cards. The substantial growth of the Online Gift Card industry in Indonesia necessitates concurrent enhancements in security measures and consumer education. This comprehensive strategy is anticipated to close vulnerabilities exploited by fraudsters, ensuring effective consumer protection.

3. D Kruger - Business Tax and Company Law Quarterly, 2022 “VAT and the Issue and Redemption of Tokens, Stamps and Vouchers” When a vendor issues a token, stamp, or voucher (referred to collectively as 'voucher') for consideration, a crucial determination arises regarding whether the supply of the voucher falls under section 10(18) or (19) of the Value-Added Tax Act 89 of 1991 ('VAT Act'). If the voucher is subject to treatment under section 10(18), the supply of the voucher is disregarded for VAT Act purposes. Essentially, this means that there is no obligation to account for value-added tax (VAT) upon the sale of the vouchers; rather, VAT is applicable only upon the sale of the goods or services obtained when redeeming the voucher. In contrast, if the sale of the voucher falls under section 10(19), the vendor is obligated to account for VAT upon the sale of the voucher, but the deemed value of the goods or services provided upon redemption of the vouchers is considered nil. This author contends that although the holder is entitled to a discernible set of goods or services upon voucher redemption, this falls short of specifying the goods and services obtainable upon such redemption.

4. A Minnich, HA Rau, JC Schluter - Transportation, 2022 “The effects of gift vouchers and environmental certificates on the demand for a collective DRT system” Examines whether Online Gift Cards encourage the usage of demand responsive transportation (DRT) systems in a large-scale field experiment (N = 1425). This situation is contrasted with one in which clients obtain environmental certificates that detail the carbon dioxide that was avoided as a result of their bus travel. In our two treatments, completing a predetermined number of DRT service (Eco Bus) rides would earn participants Online Gift Cards and environmental certifications. It is observed that gift vouchers saw a higher increase in demand (83%) than certificates (65%). According to the research, vouchers perform better than certificates in particular towards the end of the treatment term.

5. N Berg, JY Kim, J Park - Economic Modelling, (2021) “Why do firms sell Online Gift Cards although consumers prefer cash to Online Gift Cards?” We offer a fresh explanation for why businesses offer Online Gift Cards even if customers would much rather have cash. Businesses are allowed to raise their product prices by issuing Online Gift Cards. Due to the elasticity effect, businesses can raise prices since Online Gift Cards have the impact of price discrimination by only reducing product prices to those who own the card. As a result, cardholders become less

sensitive to price increases. Online Gift Cards bind customers to the company that issues them, but this effect is not necessary for our conclusion. It is demonstrated that when there are no lock-in effects—that is, when rival firms accept each other's Online Gift Cards—the equilibrium price unexpectedly increases even more as a result of a double elasticity effect. Our findings indicate that the Online Gift Card market is expected to increase rapidly.

6. Y Ding, Y Zhang – 2020, Journal of Marketing Research: Hiding gifts behind the veil of vouchers: On the effect of gift vouchers versus direct gifts in conditional promotions: Marketers frequently run promotions that offer gifts in exchange for the purchase of a focal product in an effort to increase sales. Gifts can be given out as part of these promotions in a variety of ways. For example, customers may be told that they will receive a gift straight away or that they will receive a voucher good for a gift. Given that the value of a voucher is the same as the value of the gift it represents, normatively speaking, the two formats are comparable. However, this study contends that the type of promotion—a gift card as opposed to a direct present—affects customers' propensity to buy the main item. Five laboratory tests and one field trial demonstrate that the introduction of a voucher reduces the impact of gift value on purchase decisions when compared to the direct presentation of a gift, resulting in a decrease in buy intentions for promotions that offer high-value gifts but an increase in gift value.

7. R Becker, S Möser, D Glauser - Social Science Research, 2019, Cash vs. vouchers vs. gifts in web surveys of a mature panel study—Main effects in a long-term incentives experiment across three panel waves: In this research, we assess the short- and long-term effects on young panellists' cooperation and response rate in three waves of a mature panel study with a sequential multi-mode design (web-based online survey, CATI, and PAPI) of three different prepaid incentives: a ballpoint pen (gift worth approximately 2 Swiss francs), a voucher (cash card worth 10 Swiss francs), and cash (a 10-Swiss-francs' banknote). An alternate method was used in the survey experiment to analyze the impact of various prepaid incentive schemes while accounting for selective attrition and addressing issues with causal inference. The subjects were pupils who had completed their mandatory education in 2013 and were drawn at random from classes in the school. The results are unambiguous: money has the largest direct, favorable impact on the total response rate.

8. M Kamdar - Tax Professional, 2019, The VAT implication of vouchers: Giving gift cards instead of actual gifts to friends and family is becoming more and more common. This causes problems with VAT for both the voucher issuer and voucher holders. VAT is not applied to a gift certificate for a predetermined amount. But when the gift card is used. The voucher is considered a consideration under VAT laws and serves as payment.

9. AB Navale - 2019, Future of E-Commerce in India: Asia's e-commerce business is booming and expected to rise further. A genuine beginning was established by United Nations agencies for certain participants. Their ability to comprehend the market and provide a wide range of options is what makes them successful. This essay explores the longer-term development categories in India's e-commerce and provides an overview of the country's e-commerce history. together come to a number of conclusions that might be crucial for the expansion of Indian e-commerce in the future. They stand for the various chances that exist for people, manufacturers, wholesalers, and retailers. In this article, we discovered that, in the rapidly expanding Indian market, e-commerce can grow at an exponential rate in the next years.

10. H Kwon, B Koleva, H Schnadelbach (2017) " It's Not Yet a Gift" Understanding Digital Gifting A multitude of digital items are regularly exchanged online. While prior research suggests that these are occasionally viewed as gifts, explicit digital gifting, where individuals intentionally choose to give digital media as gifts, has been largely overlooked in the field of CSCW. We present an interview-based study that systematically examines the characteristics of digital gifting in contrast to traditional physical gifting. This study is framed by a five-stage gift exchange model synthesized from existing literature. The findings indicate distinct differences in how individuals engage with the digital gifting process compared to physical gifting. Participants' narratives highlight that digital gifts often require less effort, may not always be recognized as gifts by the recipients, and are infrequently reflected upon and reciprocated. We conclude by extracting design considerations for digital gifting services and rituals.

11. D Horne, N Bendle - The international review of retail, distribution 2016, Gift cards: a review and research agenda: Gift cards are an important part of many businesses' strategies, although they have not been the subject of much research. One explanation could be that there isn't much evidence to support the sharp rise in gift card sales when studying gift cards from a traditional economics standpoint, which ignores social interactions. Many critics, who fail to recognize the value of gift cards, even go so far as to imply that shoppers would be better off utilizing other gift categories in their place. This overlooks the crucial detail that recipients love receiving cards and givers willingly purchase them. There's little doubt that gift cards are valued by consumers. We propose that examining consumers within social structures that promote gift-giving and adopting a more comprehensive viewpoint on consumer behavior enables us to gift card usage.

12. CMA Panigrahi, R Upadhyay, 2016 E-commerce services in India: prospects and problems: The information technology revolution led to the widespread use of electronic commerce, or e-commerce, in both the Indian economy and international trade. The process for conducting business has changed as a result of technological breakthroughs. India has embraced e-commerce and is keeping up with the present state of electronic data exchanges due to its rapid technological adoption. Trade in goods and services via electronic means is referred to as electronic commerce, or e-commerce. India is leading the world in e-commerce growth. One of the reasons for such is the expanding popularity of the Internet and the low cost of PCs. The Indian business community is becoming more and more conscious of the potential that e-commerce presents. The second is the textile industry.

13. Daniel Horne, Neilbendle. (2015) "Online Gift Cards: a review and research agenda" Online Gift Cards are an important part of many businesses' strategies, although they have not been the subject of much research. One explanation could be that there isn't much evidence to support the sharp rise in Online Gift Card sales when studying Online Gift Cards from a traditional economics standpoint, which ignores social interactions. Many critics, who fail to recognize the value of Online Gift Cards, even go so far as to imply that shoppers would be better off utilizing other gift categories in their place. This overlooks the crucial detail that recipients love receiving cards and givers willingly purchase them. There's little doubt that Online Gift Cards are valued by consumers. We propose that examining consumers within social structures that promote gift-giving and adopting a more comprehensive viewpoint on consumer behavior enables us to.

14. D Chatterjee, I Ghosal - International Journal of Scientific., 2014 A study E-commerce in India future and its perspective: Asia's e-commerce business is expanding and has a bright future. Some players got off to a strong start. Their ability to comprehend the market and provide a range of features is essential to their success. There is more to electronic business and commerce than merely finding new ways to maintain or improve current business procedures. E-commerce is a paradigm change instead. It's a disruptive innovation that's drastically altering the conventional

approach to conducting business. In our nation, e-commerce is experiencing phenomenal growth in business. Its expansion has been aided by an increase in internet users. E-commerce has benefited the online travel sector. The goal of the current study is to characterize the current state and enablers of e-commerce in India, analyze its current developments, and look into its obstacles.

15. M Banerjee, P Shukla, PT Adida - Marketing Management in Asia, 2013, Culture and Consumer Behaviour Influences on Sales Promotion Practices in India: Techniques used in India's extremely complicated and diverse sales marketing sector. India is a rapidly expanding emerging market that is distinguished by the diversity of its geography, languages, cultures, and customer base (Sheth 2008; van Agtmael 2007; Wilson and Purushothaman 2003). In their efforts to launch and expand the markets for goods and brands, marketers face difficulties in such a diverse market. The goal of this chapter is to try and sort out some of the problems related to the growing usage of sales promotion techniques in the Indian market. The scope, goal, and major concerns arising from both industrial practice and scholarly study are briefly summarized at the beginning of the chapter. The reader is subsequently introduced to the India's market at the moment. The chapter then lists the main factors influencing the expansion of sales marketing strategies. In order to demonstrate modern marketing strategies, the chapter then goes on to provide examples and insights from secondary data analysis of the sales promotion strategies used in both high- and low-engagement products across a variety of industrial sectors. A synopsis of the main ideas from each of the chapter's sections appears at the end of the chapter.

16. MM Anitsal, I Anitsal, 2013 "Online Gift Cards and Gift Giving" Premium points within retail spaces often feature an array of Online Gift Cards, encompassing not only the store's own offerings but also those from various retailers tailored for diverse occasions. The media actively promotes the utilization of these cards by practitioners. Nevertheless, the burgeoning trend of consumers expressing a preference for Online Gift Cards has yet to receive comprehensive exploration. This study aims to elucidate consumer responses to Online Gift Cards, specifically examining their impact on the dynamics of gift-giving and receiving relationships. The qualitative research endeavors to address the following objectives: Scrutinizing how gift givers and receivers perceive Online Gift Cards; Unraveling the values that Online Gift Cards communicate to both receivers and givers; and investigating the roles that Online Gift Cards play in relationships between givers and receivers. The study utilizes a framework based on relationship duration and level of intimacy to cross-tabulate respondents' accounts of various gift-giving situations. The findings reveal evidence related to the five types of values documented in the literature, and additionally identify three novel values: convenience, time, and experience. The implications of these findings for managers are thoroughly discussed.

17. N Chanana, S Goele - International Journal of Computing, (2012) Future of e-commerce in India: In Asia, the e-commerce industry is flourishing and expected to grow rapidly. Some players got off to a strong start. Their ability to comprehend the market and provide a variety of features will determine how successful. This paper addresses the potential growth categories in India's e-commerce and provides an overview of the country's e-commerce future. Learn about other elements that are crucial to the expansion of Indian e-commerce in the future. They stand for the different chances that exist for producers, wholesalers, retailers, and individuals. In this research, we discovered that in the upcoming years, the overall e-commerce in India's growing industry will grow tremendously.

18. MJ Miranda, L Konya, Taylor & Francis - Services Marketing Quarterly, 2010 "Early Online Gift Card Redemption Could Help Stores Grow Business Faster" A growing number of retailers are incorporating the sale of their own Online Gift Cards into their marketing offerings. Nonetheless, there is proof that a sizable portion of prepaid Online Gift Cards are kept unused for extended periods of time. According to this study, marketing initiatives, such as

in-store promotions, that are predicated on a knowledge of customer purchase engagement can expedite the redemption of Online Gift Cards. The study's findings imply that store promotions help Online Gift Card recipients transition from a state of volition control to discussing how they might add value to the gift vouchers. This in turn brings forward the hierarchy of effects that quickly leads to customers becoming recurring customers who give the store's vouchers to others. Online Gift Card churn rates will rise as a result, leading to increased.

19. J Zukowska, Z Sroczynski 2009 – “Online Gift Cards authorization through GSM in a distributed trade network”

In the current dynamic economic landscape, it is crucial to uphold meaningful connections with clients. The implementation of loyalty programs and Online Gift Card systems, commonly found in small and medium-sized trading networks, necessitates the deployment of suitable information technology. Nevertheless, the associated expenses, organizational considerations, and the prevalent absence of internet accessibility underscore the necessity to devise tailored organizational and technical solutions. This article delves into a cost-effective Online Gift Card authorization system, with a particular focus on social and organizational dimensions.

20. N Jones - Law and Justice Journal, 2009, Gift vouchers and expiry dates: when the gift stops giving: Gift cards are becoming a more and more common option for gifts, and they account for a sizeable amount of the retail sales economy in North America. Nevertheless, a lot of gift cards go misplaced, forgotten, or expire unutilized, which means that businesses earn handsomely at the expense of customers. A number of US states and Canadian provinces have passed laws making it illegal for retailers to put expiration dates on gift cards. This article makes the case that it is unfair for shops to take gift vouchers as payment and then back out when the vouchers expire on unfulfilled orders. In order to prevent consumers from losing the value of unused or expired gift vouchers, it suggests that Australian consumer protection laws be modified in a manner similar to Canadian and US revisions.

21. JA Biek - J. Passthrough Entities, 2008, Unredeemed Gift Cards and Stored Value Cards Present Unclaimed Property and Income Tax Issues: Unredeemed gift cards and stored value cards pose significant challenges regarding unclaimed property and income tax issues. From a regulatory standpoint, unused balances on these cards may be subject to escheat laws, requiring businesses to remit the funds to state governments after a specified period of dormancy. Additionally, for businesses, unredeemed balances can create complex income tax implications, as they may need to account for these liabilities while managing financial reporting. These issues highlight the importance of implementing clear policies and procedures for managing unredeemed balances to ensure compliance with regulatory requirements and mitigate potential tax liabilities.

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CHAPTER III

SCAM AND PROBLEMS ON ONLINE GIFT CARDS AND VOUCHERS

3.1 SCAM ON GIFT VOUCHER AND CARDS

Unveiling the Shadows: A Truthful Account of Gift Card and Voucher Scams in India 2023

In the bustling streets of India, where the cacophony of daily life blends seamlessly with the vibrancy of commerce, a darker underbelly lurks—one characterized by deception, manipulation, and exploitation. Among the myriad schemes that plague the nation's economic landscape, the scam involving gift cards and vouchers stands out as a particularly insidious threat, preying upon unsuspecting consumers and sowing seeds of distrust within the fabric of society. The narrative unfolds in the heart of Mumbai, where a young professional named Aarav found himself entangled in a web of deceit orchestrated by cunning fraudsters. Aarav, like many urban dwellers, frequented online marketplaces for his shopping needs, drawn by the convenience and variety offered by e-commerce platforms. Little did he know that his seemingly innocuous purchase of a gift card would plunge him into a harrowing ordeal. It began with an enticing offer—an email promising substantial discounts on popular brands in exchange for purchasing gift cards from a reputed online retailer. Intrigued by the prospect of saving money on his next shopping spree, Aarav succumbed to temptation and eagerly clicked on the link provided. Unbeknownst to him, this seemingly harmless action would set the stage for a tale of deception and betrayal. As Aarav proceeded to make the purchase, he followed the instructions provided without a second thought, entering his payment details and eagerly awaiting the arrival of his discounted gift card. Days passed, but the promised voucher never materialized. Concerned and perplexed, Aarav attempted to contact the customer support team, only to be met with silence—a deafening silence that hinted at the sinister machinations underlying the facade of legitimacy. It wasn't until he delved deeper into online forums and social media groups that Aarav realized the extent of the deception. Scores of consumers like himself had fallen victim to the same scam, their hard-earned money vanishing into the abyss of digital fraud. The perpetrators, operating with impunity behind a veil of anonymity, had exploited the trust placed in established e-commerce platforms to perpetrate their nefarious scheme. Fueled by a sense of righteous indignation, Aarav resolved to seek justice and expose the perpetrators of this heinous crime. Armed with evidence meticulously gathered from fellow victims and digital trails left by the fraudsters, he embarked on a quest for truth—a quest fraught with obstacles and perilous encounters. His journey led him down a labyrinthine path, navigating through a maze of bureaucratic red tape and legal hurdles. At every turn, he encountered skepticism and apathy from those tasked with upholding the law—a stark reminder of the systemic challenges facing those who dare to confront the forces of corruption and deceit. Undeterred by the enormity of the task before him, Aarav forged ahead, fueled by a relentless determination to unravel the mysteries shrouding the gift card scam. With each breakthrough, he uncovered new layers of deception, exposing the intricate network of fraudsters operating with impunity across the digital landscape. But as the truth began to emerge from the shadows, so too did the dangers lurking in the periphery. Threats and intimidation became commonplace, as those implicated in the scam sought to silence dissent and protect their ill-gotten gains at any cost. Yet Aarav refused to be cowed into submission, drawing strength from the support of fellow victims and allies in his quest for justice.

Finally, after months of tireless effort and unwavering resolve, Aarav's perseverance bore fruit—the perpetrators of the gift card scam were brought to justice, their fraudulent empire dismantled piece by piece. While the scars of betrayal may linger, Aarav emerged victorious, a beacon of hope amidst the darkness that threatens to engulf India's digital landscape. As the curtain falls on this tale of deception and redemption, one truth remains self-evident: the fight

against gift card and voucher scams in India is far from over. It is a battle that demands vigilance, resilience, and collective action—a battle in which every citizen has a role to play. For only by shining a light into the darkest corners of our society can we hope to safeguard the trust and integrity that form the foundation of our nation's prosperity.

3.1.1 THE USAGE OF GIFT VOUCHERS IN PAYTM AND GPAY:

The advent of digital payment platforms has revolutionized the way people conduct financial transactions. Among the myriad features offered by platforms like Paytm and Google Pay, the utilization of gift vouchers has gained significant popularity. This comprehensive analysis explores the multifaceted aspects of gift vouchers, examining their evolution, impact on user behavior, and the broader implications for the digital payment ecosystem. The discussion is centered around Paytm and Google Pay, two prominent players in the digital payment industry. Digital payment platforms have become an integral part of modern-day transactions, offering convenience, speed, and security. Gift vouchers, a feature introduced by platforms like Paytm and Google Pay, add a layer of versatility to these platforms. This analysis delves into the evolution of gift vouchers, their functionality, and the impact on user engagement within the context of payment sites. The concept of gift vouchers is not new, but its integration into digital payment platforms marks a significant evolution. The analysis explores the historical background of gift vouchers and how they have transitioned from physical to digital formats. The role of technological advancements in shaping the landscape of digital gift vouchers is also discussed. Understanding how gift vouchers work in specific platforms is crucial for grasping their impact. This section provides a detailed examination of the functionality of gift vouchers in both Paytm and Google Pay, covering aspects such as purchase, redemption, and transferability. The security measures implemented to safeguard gift vouchers are also explored. The integration of gift vouchers into digital payment platforms has a profound effect on user behavior. This section analyzes the impact of gift vouchers on user engagement, exploring factors such as increased transaction frequency, customer loyalty, and the psychological aspects that drive users to utilize gift vouchers. Gift vouchers contribute to the economic ecosystem in various ways. This section discusses the economic implications of gift vouchers on both micro and macro levels, including their influence on consumer spending patterns, business revenue, and the overall digital economy. While gift vouchers offer numerous benefits, challenges such as fraud, misuse, and regulatory issues may arise. This section explores the challenges associated with gift vouchers in digital payment platforms and suggests potential solutions to address these concerns, ensuring a secure and seamless user experience. Comparing the usage of gift vouchers with traditional payment methods provides insights into the advantages and disadvantages of each. This section evaluates how gift vouchers stack up against traditional payment methods in terms of convenience, security, and overall user experience. The landscape of digital payments is dynamic, with continuous innovations shaping the industry. This section discusses potential future trends related to gift vouchers, exploring how advancements in technology and changes in consumer behavior might influence their usage on platforms like Paytm and Google Pay. Examining real-world case studies and success stories highlights the practical impact of gift vouchers. This section presents notable examples of businesses and individuals leveraging gift vouchers on Paytm and Google Pay, showcasing the diverse applications and benefits. The integration of gift vouchers into payment platforms like Paytm and Google Pay has redefined the digital payment experience. Analyzing their evolution, functionality, impact on user behavior, economic implications, challenges, and future trends provides a comprehensive understanding of the role gift vouchers play in shaping the digital payment ecosystem. As technology continues to advance, the usage of gift vouchers is likely to evolve, contributing to the ongoing transformation of the financial landscape.

3.1.2 ARE YOU AWARE OF THE TOP 7 GIFT CARD FRAUD SCAMS IMPACTING SHOPS AND CUSTOMERS?

The use of fake gift cards is growing. The US gift card market is predicted to increase from over \$163 billion in 2019 to over \$221 billion by 2024, so this shouldn't come as a huge surprise. Here, fraudsters have a straightforward motive. Essentially, gift cards are identical to cash in that they may be transferred easily, are difficult to trace, and are unlikely to be refunded once they have been used. Fraudsters are keen to take advantage of all these facts.

The Current State of Gift Card Fraud

In general, any scheme or act of fraud centered on the acquisition or distribution of gift cards that have been pre-paid is considered gift card fraud. Gift card theft and gift card payment fraud are the two main types of gift card fraud. The first thing to be aware of is that no bona fide party will ever require you to use a gift card as payment for any products or services. In the past ten years, for instance, it has become increasingly usual for fraudsters to pose as government agents, such as Social Security Administration or IRS agents. The scammer says your bank account will be frozen while they conduct an inquiry and that you owe money. They tell you to get an Apple or Amazon gift card.

Anyone who tells you to pay with a gift card in particular at any point is a con artist. Clearly. Reporting these scams to the FTC at [ReportFraud.ftc.gov](https://www.ftc.gov/identitytheft) is the appropriate course of action. While some may seem this obvious, it actually works rather frequently. Gift card schemes are being used to defraud an increasing number of consumers. The victims are additionally losing more money. The average amount of money lost by victims of gift card scammers in 2018 was \$700. It is \$1,000 this year. FTC data indicates that older persons are especially vulnerable to these scams. Gift cards or reloadable cards were mentioned in 19% of fraud reports from Americans aged 50 to 59. That percentage rises to 30% of all fraud reports for Americans 80 years of age and older. The Methods of Gift Card Theft. There are several approaches.

For instance, robbers might use an algorithm that runs automatically to browse through a list of possible account numbers and ask for the balance. The fraudster is aware that the account number is authentic and that money is in the account if the outcome of any query shows a positive balance. Cybercriminals can make purchases as large as the card balance permits with just those two pieces of information. They take this action knowing that it might take weeks or months for the cardholder to learn of the crime. In fact, it might never be found at all.

3.1.3 GIFT VOUCHERS AND ONLINE GIFT CARDS: AN IN-DEPTH EXPLORATION OF THEIR ROLE IN ONLINE PAYMENT PLATFORMS, WITH A FOCUS ON SWIGGY, ZOMATO, AND OTHER LEADING PLATFORMS:

As online payment platforms continue to shape the landscape of modern transactions, the utilization of gift vouchers and Online Gift Cards has emerged as a significant component. This extensive analysis delves into the multifaceted aspects of gift vouchers and Online Gift Cards, particularly within the context of popular food delivery platforms like Swiggy and Zomato. Additionally, it explores their broader application in various online payment platforms, examining their evolution, impact on user behavior, economic implications, challenges, and potential future trends. The digital era has witnessed a paradigm shift in payment methods, with online platforms offering diverse features to enhance user experiences. Gift vouchers and Online Gift Cards have become integral tools in this digital payment landscape. This analysis provides an in-depth exploration of their usage, with a primary focus on renowned food

delivery platforms like Swiggy and Zomato, while also examining their role in other leading online payment platforms. Understanding the historical evolution of gift vouchers and Online Gift Cards is crucial for contextualizing their current significance in online payment platforms. This section delves into the origins of gift vouchers, tracing their transition from traditional forms to digital formats. The evolution of Online Gift Cards and their integration into online payment systems is also explored. This section provides a detailed examination of how gift vouchers and Online Gift Cards function within the online payment ecosystems of platforms like Swiggy and Zomato. It explores the process of purchasing, redeeming, and transferring these digital assets, along with any unique features or limitations specific to each platform. The security measures implemented to safeguard gift vouchers and cards are also discussed. The economic implications of gift vouchers and Online Gift Cards extend beyond individual transactions. This section examines their broader impact on the economy, including their influence on consumer spending patterns, revenue generation for businesses, and the overall digital economy. Insights from industry experts and economic analysts can be incorporated to provide a comprehensive understanding. Comparing the usage of gift vouchers and Online Gift Cards with traditional payment methods provides insights into the advantages and disadvantages of each. This section evaluates how these digital assets stack up against traditional payment methods in terms of convenience, security, and overall user experience. While Swiggy and Zomato are primary focuses, this section broadens the scope to examine the usage of gift vouchers and Online Gift Cards in other online payment platforms. This includes e-commerce platforms, digital wallets, and other services that incorporate these digital assets. Comparative studies across different platforms contribute to a comprehensive understanding of their versatility. The landscape of online payments is dynamic, with continuous innovations shaping the industry. This section discusses potential future trends related to gift vouchers and Online Gift Cards, exploring how advancements in technology and changes in consumer behavior might influence their usage on platforms like Swiggy, Zomato, and other leading online payment platforms. The advent of digital payment platforms has revolutionized the way people conduct financial transactions. Among the myriad features offered by platforms like Paytm and Google Pay, the utilization of gift vouchers has gained significant popularity. This comprehensive analysis explores the multifaceted aspects of gift vouchers, examining their evolution, impact on user behavior, and the broader implications for the digital payment ecosystem. The discussion is centered around Paytm and Google Pay, two prominent players in the digital payment industry. Digital payment platforms have become an integral part of modern-day transactions, offering convenience, speed, and security. Gift vouchers, a feature introduced by platforms like Paytm and Google Pay, add a layer of versatility to these platforms. This analysis delves into the evolution of gift vouchers, their functionality, and the impact on user engagement within the context of payment sites. The concept of gift vouchers is not new, but its integration into digital payment platforms marks a significant evolution. The analysis explores the historical background of gift vouchers and how they have transitioned from physical to digital formats. The role of technological advancements in shaping the landscape of digital gift vouchers is also discussed. Understanding how gift vouchers work in specific platforms is crucial for grasping their impact. This section provides a detailed examination of the functionality of gift vouchers in both Paytm and Google Pay, covering aspects such as purchase, redemption, and transferability. The security measures implemented to safeguard gift vouchers are also explored. The integration of gift vouchers into digital payment platforms has a profound effect on user behavior. This section analyzes the impact of gift vouchers on user engagement, exploring factors such as increased transaction frequency, customer loyalty, and the psychological aspects that drive users to utilize gift vouchers. Gift vouchers contribute to the economic ecosystem in various ways. This section discusses the economic implications of gift vouchers on both micro and macro levels, including their influence on consumer spending patterns, business revenue, and the overall digital economy. While gift vouchers offer numerous benefits, challenges such as fraud, misuse, and regulatory issues may arise. This section explores the challenges associated with

gift vouchers in digital payment platforms and suggests potential solutions to address these concerns, ensuring a secure and seamless user experience. Comparing the usage of gift vouchers with traditional payment methods provides insights into the advantages and disadvantages of each. This section evaluates how gift vouchers stack up against traditional payment methods in terms of convenience, security, and overall user experience. The landscape of digital payments is dynamic, with continuous innovations shaping the industry. This section discusses potential future trends related to gift vouchers, exploring how advancements in technology and changes in consumer behavior might influence their usage on platforms like Paytm and Google Pay. Examining real-world case studies and success stories highlights the practical impact of gift vouchers. This section presents notable examples of businesses and individuals leveraging gift vouchers on Paytm and Google Pay, showcasing the diverse applications and benefits.

3.2 PROBLEMS FACING THROUGH GIFT VOUCHER AND GIFT CARDS

Gift vouchers and gift cards, once heralded as convenient and versatile gifts, have become entangled in a web of complexities, posing numerous challenges for both consumers and businesses alike. Across the globe, and particularly in countries like India, these seemingly innocuous tokens of appreciation have encountered a myriad of problems, ranging from fraud and security concerns to logistical issues and regulatory hurdles. At the forefront of the challenges facing gift vouchers and gift cards lies the specter of fraud. In an increasingly digital world, where transactions are conducted at the click of a button, fraudsters have honed their techniques to exploit vulnerabilities in the system. Gift card scams, in particular, have proliferated, with criminals devising elaborate schemes to trick unsuspecting consumers into divulging sensitive information or purchasing fraudulent vouchers. From phishing emails and fake websites to counterfeit cards and stolen identities, the avenues for perpetrating gift card fraud are as diverse as they are insidious, leaving consumers vulnerable to financial loss and identity theft. Furthermore, the lack of robust security measures and authentication protocols exacerbates the problem, making it difficult to distinguish between legitimate and counterfeit vouchers. Unlike credit or debit cards, which are protected by stringent security standards and fraud detection mechanisms, gift cards often lack adequate safeguards, leaving them susceptible to exploitation by fraudsters. As a result, consumers are left to navigate a treacherous landscape fraught with uncertainty, unsure of the authenticity of the vouchers they receive or purchase. Logistical challenges also loom large in the realm of gift vouchers and gift cards, presenting a host of obstacles for businesses and consumers alike. From expiration dates and usage restrictions to lost or stolen cards, navigating the intricacies of gift card logistics can be a daunting task. Consumers often find themselves grappling with cumbersome redemption processes and limited options for utilizing their vouchers, leading to frustration and dissatisfaction. Similarly, businesses are burdened with the logistical overhead of managing and distributing gift cards, often contending with issues such as inventory management, accounting discrepancies, and customer support inquiries.

Moreover, the regulatory landscape surrounding gift vouchers and gift cards is rife with ambiguity and inconsistency, posing additional challenges for businesses operating in this space. In India, for example, the lack of comprehensive regulations governing the issuance and redemption of gift cards has created a patchwork of disparate policies and practices, leaving businesses and consumers in a state of uncertainty. The absence of clear guidelines regarding expiration dates, fees, and consumer protections further complicates matters, leaving room for exploitation by unscrupulous actors. In addition to these practical challenges, gift vouchers and gift cards also face broader systemic issues that undermine their efficacy as a means of commerce. The commodification of gift-giving, driven by consumerism and commercialization, has transformed these tokens of appreciation into impersonal transactions devoid of sentiment or meaning. As a result, the intrinsic value of gift cards has diminished, relegated to the realm of

obligatory gestures rather than heartfelt expressions of gratitude. Despite these myriad challenges, there remains hope for the future of gift vouchers and gift cards. Through concerted efforts to enhance security measures, streamline logistics, and clarify regulatory frameworks, businesses and policymakers can work together to mitigate the risks and maximize the benefits of these ubiquitous tokens of appreciation. By fostering transparency, accountability, and consumer trust, we can ensure that gift vouchers and gift cards continue to serve as symbols of generosity and goodwill in an ever-evolving digital landscape.

1. Expiration Dates
2. Limited Acceptance
3. Balance Tracking
4. Hidden Fees
5. Fraud and Scams
6. Inability to Redeem Partial Amounts
7. Loss or Theft
8. Technological Limitations
9. Legal and Regulatory Issues
10. Customer Service Challenges

3.2.1 TRANSFORMING GIFTING AND TRANSACTIONS: ONLINE GIFT CARDS AND SUBSCRIPTION PAYMENTS:

The landscape of gifting and financial transactions has undergone a remarkable transformation with the advent of Online Gift Cards and subscription payments. These innovations have revolutionized the traditional notion of gifting, offering a versatile and convenient way for individuals to express their sentiments. This article explores the multifaceted uses of Online Gift Cards and subscription payments, ranging from gifting options to purchasing digital content, applications, and even the flexibility to exchange for cash. The concept of gifting has evolved significantly over the years, with traditional gifts giving way to more personalized and flexible options. The invention of Online Gift Cards and subscription payments has played a pivotal role in reshaping how individuals approach gifting occasions. No longer limited to physical items, these digital alternatives provide recipients with the freedom to choose and enjoy a wide array of experiences. Online Gift Cards and subscription payments have emerged as versatile options for expressing sentiments on various occasions. Whether it's birthdays, anniversaries, or festive celebrations, these digital alternatives offer a personalized touch while allowing the recipient the freedom to select their preferred gifts. This shift towards more personalized gifting reflects a modern and thoughtful approach to expressing emotions. One of the prominent uses of Online Gift Cards and subscription payments is in the realm of entertainment and knowledge acquisition. Individuals can use these digital assets to buy movies, unlocking a vast library of cinematic experiences. Similarly, the purchase of books and magazines becomes more accessible, enabling users to explore a diverse range of literature and stay updated on their favorite topics. Online Gift Cards and subscription payments extend their utility to the digital realm by allowing users to access premium applications seamlessly. Whether it's productivity tools, creative software, or gaming applications, individuals can leverage these digital assets to enhance their digital experiences. This democratization of premium applications ensures that users can explore and enjoy a myriad of services without financial barriers. The flexibility to exchange Online Gift Cards for cash adds another layer of convenience to these digital assets. While the initial intent might be to enjoy specific services or products, individuals have the option to

convert their digital assets into cash if needed. This feature enhances the practicality of Online Gift Cards and subscription payments, providing users with a valuable and liquid alternative.

CHAPTER IV

ANALYSIS AND INTERPRETATION

TABLE 4.1

Table showing the age of the respondents

AGE	NO. OF RESPONDENTS	PERCENTAGE
14-20	78	52
20-25	37	24.6
25-30	10	6.6
30-35	7	4.6
35-40	5	3.3
40-45	6	4
45-50	3	2
50-55	1	0.6
55-60	3	2
TOTAL	150	100

INTERPRETATION:

In this table it reveals 52% of respondents are between 14-20 years, 24.6% of respondents are between 20-25 years, 6.6% of respondents are between 25-30 years, 4.6% of respondents are between 30-35 years, 3.3% of respondents are between 35-40 years, 4% of respondents are between 40–45 years, 2% of respondents are between 45–50 years, 0.6% of respondents are between 50–55 years, 2% of respondents are between 55–60 years.

INFERENCE:

Majority of the respondents are between the age of 14-20 years.

CHART - 4.1.1

Chart showing the age of respondents:

AGE

150 responses

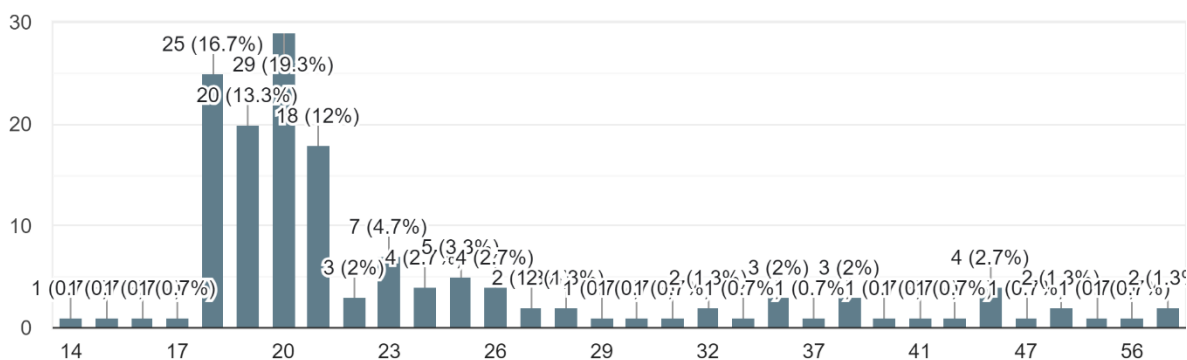


TABLE 4.2

Table showing the gender of the respondents

GENDER	NO. OF RESPONDENTS	PERCENTAGE
MALE	108	72
FEMALE	42	28
TOTAL	150	100

INTERPRETATION:

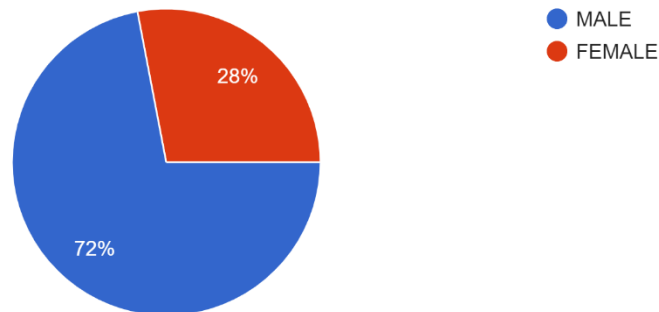
The above table indicate the gender of the respondents. 72% of the respondents are male and 28% of respondents are female.

INFERENCE:

Majority of the respondents are male gender.

CHART - 4.2.1.**Chart showing the gender of the respondents:****GENDER**

150 responses

**TABLE 4.3****Table showing the designation of the respondents**

DESIGNATION	NO. OF RESPONDENTS	PERCENTAGE
STUDENTS	82	54.7
EMPLOYED	42	28
NON-EMPLOYED	13	8.7
NORMAL CITIZEN	13	8.7
TOTAL	150	100

INTERPRETATION:

In the above table indicate the occupation of the respondents. 54.7% of the respondents are students and 28% of the respondents are Employed, 8.7% of the respondents are non-employed, and 8.7%. of the respondents are Normal citizen.

INFERENCE:

Majority of the respondents are between the occupation like Students, Employed, Non- employed and Normal citizen.

CHART - 4.3.1

Chart showing the designation respondents:

DESIGNATION
150 responses

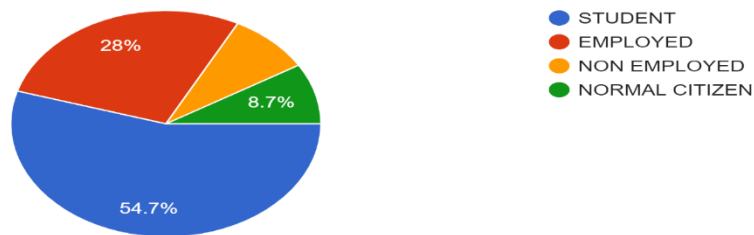


TABLE 4.4

Table showing the respondents of aware of online gift card and vouchers

AWARE OF ONLINE GIFT CARD AND VOUCHERS	NO. OF RESPONDENTS	PERCENTAGE
YES	104	69.3
NO	29	19.3
NOT MUCH	32	21.3
TOTAL	150	100

INTERPRETATION:

In the above table indicate the occupation of the respondents. 69.3% of the respondents are Yes and 19.3% of the respondents are No, 21.3% of the respondents are Not much.

INFERENCE:

Majority of the respondents are between the occupation like Yes, No, not much.

CHART - 4.4.1

Chart showing the respondents of aware of online gift card and vouchers

ARE YOU AWARE OF ONLINE GIFT CARD AND VOUCHERS THROUGH ELETRONIC PAYMENT MODE?

150 responses

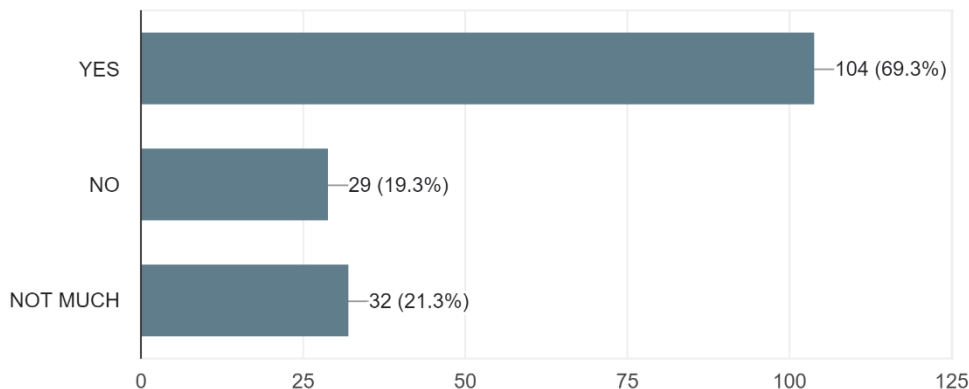


TABLE 4.5

Table showing the respondents of online payment application do you prefer

ONLINE PAYMENT APPLICATION	NO. OF RESPONDENTS	PERCENTAGE
GOOGLE PAY	77	51.3
PAYTM	24	16
AMAZON PAY	30	20
NET BANKING	19	12.7
TOTAL	150	100

INTERPRETATION:

In the above table indicate the occupation of the respondents. 51.3% of the respondents are google pay, 16% of the respondents are paytm, 20% of the respondents are amazon pay, 12.7% of the respondents are net banking.

INFERENCE:

Majority of the respondents are between the occupation like google pay, paytm, amazon pay, net banking.

CHART - 4.5.1

Chart showing the respondents of online payment application do you prefer

WHAT ONLINE PAYMENT APPLICATION DO YOU PREFER?

150 responses

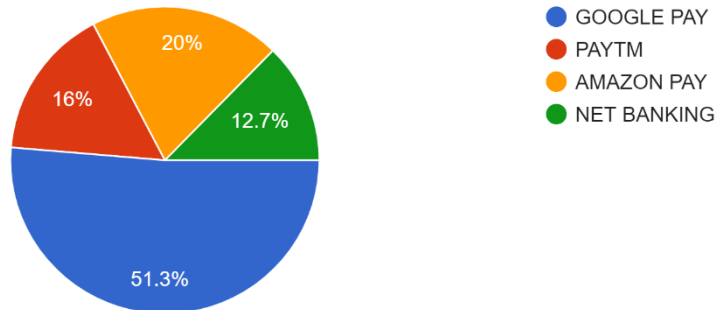


TABLE 4.6

Table showing the respondents of online gift cards do you preferred

ONLINE GIFT CARDS	NO. OF RESPONDENTS	PERCENTAGE
PAYTM GIFT CARDS	39	26
AMAZONPAY GIFT CARDS	47	31.3
SWIGGY GIFT CARDS	29	19.3
ZOMATO GIFT CARDS	19	12.7
NETBANKING GIFT CARDS	16	10.7
TOTAL	150	100

INTERPRETATION:

In the above table indicate the occupation of the respondents. 26% of the respondents are paytm gift cards, 31.3% of the respondents are amazon gift cards, 19.3% of the respondents are swiggy gift cards, 12.7% of the respondents are Zomato gift cards, 10.7% of the respondents are net banking gift cards.

INFERENCE:

Majority of the respondents are between the occupation like paytm gift cards, amazon gift cards, swiggy gift cards, Zomato gift cards, net banking gift cards.

TABLE 4.6.1

Chart showing the respondents of online gift cards do you preferred

WHAT KIND OF ONLINE GIFT CARDS DO YOU PREFERED ALONG YOUR FRIENDS OR COLLEAGUES?

150 responses

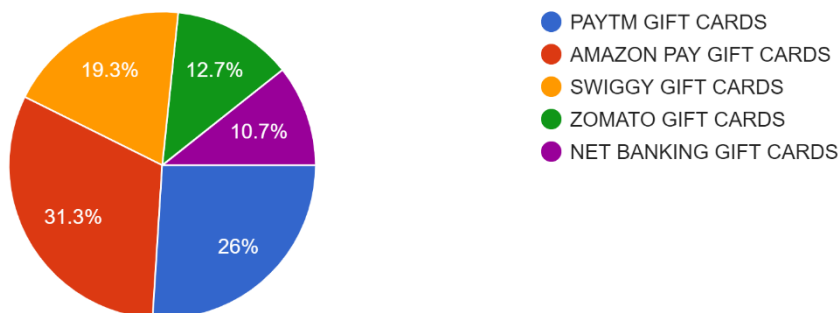


TABLE 4.7

Table showing the respondents of frequently do you purchase gift vouchers or gift cards

FREQUENTLY DO YOU PURCHASE GIFT VOUCHERS OR GIFT CARDS	NO. OF RESPONDENTS	PERCENTAGE
VERY FREQUENTLY	22	14.7
FREQUENTLY	42	28
OCCASIONALLY	40	26.7
RARELY	31	20.7
NEVER	15	10
TOTAL	150	100

INTERPRETATION:

In the above table indicate the occupation of the respondents. 14.7% of the respondents are very frequently, 28% of the respondents are frequently, 26.7% of the respondents are occasionally, 20.7% of the respondents are rarely, 10% of the respondents are never.

INFERENCE:

Majority of the respondents are between the occupation like very frequently, frequently, occasionally, rarely, never.

TABLE 4.7.1

Chart showing the respondents of frequently do you purchase gift vouchers or gift cards

HOW FREQUENTLY DO YOU PURCHASE GIFT VOUCHERS OR GIFT CARDS THROUGH ONLINE PAYMENT?
150 responses

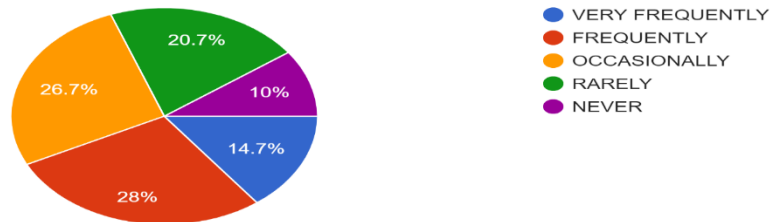


TABLE 4.8

Table showing the respondents of gift cards or vouchers do you prefer purchasing online like in google pay and swiggy

WHAT TYPES OF GIFT CARDS OR VOUCHERS DO YOU PREFER PURCHASING ONLINE LIKE IN GOOGLE PAY AND SWIGGY? (Select all that apply)

TYPES OF GIFT CARDS OR VOUCHERS DO YOU PREFER PURCHASING	NO. OF RESPONDENTS	PERCENTAGE
RETAIL STORES	35	23.3
RESTAURANTS	55	36.7
ONLINE MARKETPLACES	43	28.7
ENTERTAINMENT (MOVIES, CONCERTS, ETC.)	47	31.3
TRAVEL	25	16.7
OTHER (PLEASE SPECIFY)	13	8.7
TOTAL	150	100

INTERPRETATION:

In the above table indicate the occupation of the respondents. 23.3% of the respondents are retail stores, 36.7% of the respondents are restaurants, 28.7% of the respondents are online market places, 31.3% of the respondents are entertainment, 16.7 % of the respondents are travel, 8.7% of the respondents are others.

INFERENCE: Majority of the respondents are between the occupation like retail stores, restaurants, online market places, entertainment, travel, others.

CHART 4.8.1

Chart showing the respondents of gift cards or vouchers do you prefer purchasing online like in google pay and swiggy

WHAT TYPES OF GIFT CARDS OR VOUCHERS DO YOU PREFER PURCHASING ONLINE LIKE IN GOOGLE PAY AND SWIGGY? (Select all that apply)

150 responses

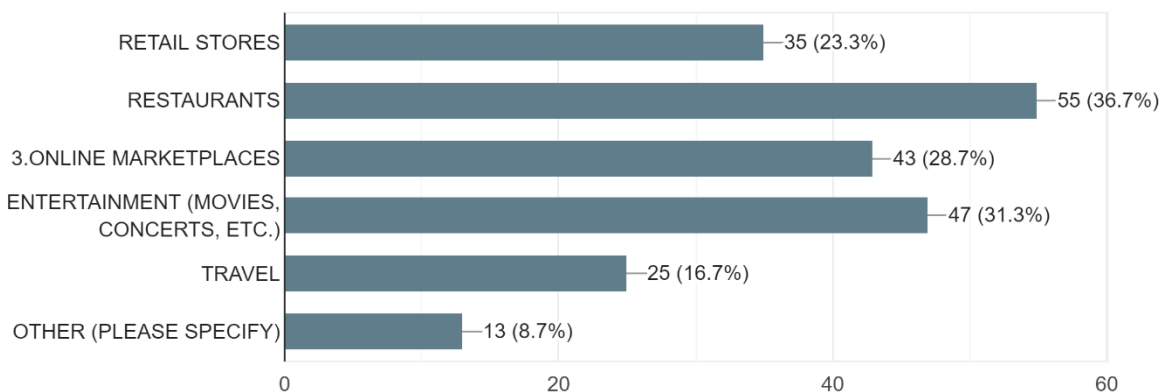


TABLE 4.9

Table showing the respondents of factors influence your decision to purchase gift cards vouchers through online

WHICH FACTORS INFLUENCE YOUR DECISION TO PURCHASE GIFT CARDS OR VOUCHERS THROUGH ONLINE?

DECISION TO PURCHASE GIFT CARDS OR VOUCHERS THROUGH ONLINE?	NO. OF RESPONSE	PERCENTAGE
DISCOUNTS OR PROMOTIONS	35	23.3
VARIETY OF OPTIONS AVAILABLE	42	28
EASE OF ONLINE PAYMENT	38	25.3
RECOMMENDATIONS FROM	20	13.3

FRIENDS OR FAMILY		
BRAND REPUTATION	15	10
TOTAL	150	100

INTERPRETATION:

In the above table indicate the occupation of the respondents. 23.3% of the respondents are discounts or promotions, 28% of the respondents are variety of options available, 25.3% of the respondents are ease of online payment, 13.3% of the respondents are recommendations from friends or family, 10 % of the respondents are brand reputation.

INFERENCE:

Majority of the respondents are between the occupation like discounts or promotions, variety of options available, ease of online payment, are recommendations from friends or family, are brand reputation.

CHART 4.9.1

chart showing the respondents of factors influence your decision to purchase gift cards vouchers through online

WHICH FACTORS INFLUENCE YOUR DECISION TO PURCHASE GIFT CARDS OR VOUCHERS THROUGH ONLINE?

150 responses

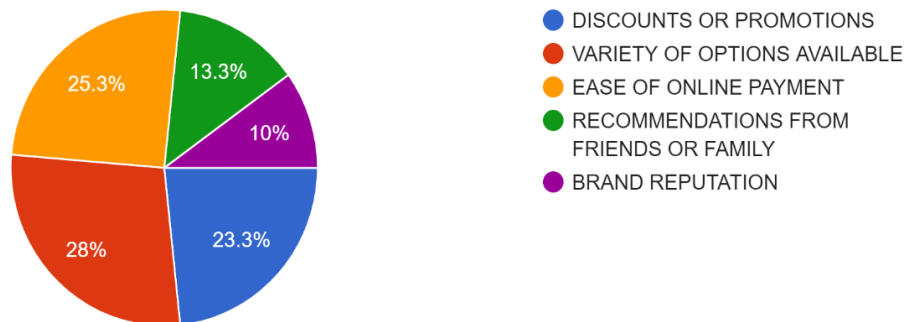


TABLE 4.10

Table showing the respondents of satisfied are you with the online payment process when purchasing online gift cards or vouchers

ONLINE PAYMENT PROCESS WHEN PURCHASING ONLINE GIFT CARDS OR VOUCHERS	NO. OF RESPONDENT	PERCENTAGE
VERY SATISFIED	41	27.3
SATISFIED	55	36.7
NEUTRAL	41	27.3
DISSATISFIED	10	6.7
VERY DISSATISFIED	3	2
TOTAL	150	100

INTERPRETATION:

In the above table indicate the occupation of the respondents. 27.3% of the respondents are very satisfied, 36.7% of the respondents are satisfied, 27.3% of the respondents are ease of neutral, 6.7% of the respondents are recommendations from dissatisfied, 2% of the respondents are very dissatisfied.

INFERANCE:

Majority of the respondents are between the occupation like very satisfied, satisfied, neutral, dissatisfied, very dissatisfied.

TABLE 4.10.1

Chart showing the respondents of satisfied are you with the online payment process when purchasing online gift cards or vouchers

HOW SATISFIED ARE YOU WITH THE ONLINE PAYMENT PROCESS WHEN PURCHASING ONLINE GIFT CARDS OR VOUCHERS?

150 responses

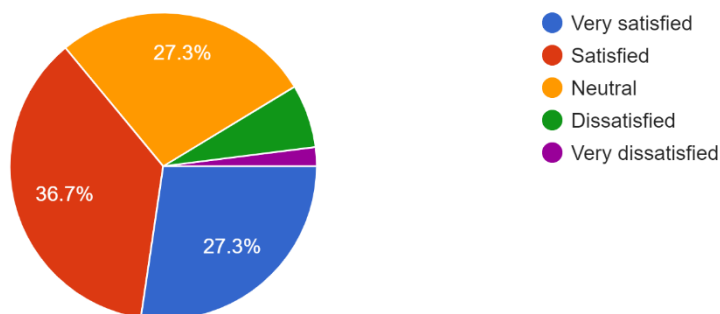


TABLE 4.11

Table showing the respondents of online payment methods do you prefer when buying online gift cards or vouchers

ONLINE PAYMENT METHODS DO YOU PREFER WHEN BUYING ONLINE GIFT CARDS OR VOUCHERS	NO. OF RESPONDENTS	PERCENTAGE
CREDIT CARD	19	12.7
DEBIT CARD	36	24
PAYPAL	32	21.3
MOBILE WALLETS (E.G., APPLE PAY, GOOGLE PAY)	42	32.7
BANK TRANSFERS	14	9.3
TOTAL	150	100

INTERPRETATION:

In the above table indicate the occupation of the respondents. 12.7% of the respondents are credit card, 24% of the respondents are debit card, 21.3% of the respondents are PayPal, 32.7% of the respondents are recommendations from mobile wallets, 9.3% of the respondents are bank transfers.

INFERENCE:

Majority of the respondents are between the occupation like credit card, debit card, PayPal, mobile wallets (e.g., apple pay, google pay), bank transfers.

TABLE 4.11.1

Chart showing the respondents of online payment methods do you prefer when buying online gift cards or vouchers

WHICH ONLINE PAYMENT METHODS DO YOU PREFER WHEN BUYING ONLINE GIFT CARDS OR VOUCHERS?

150 responses

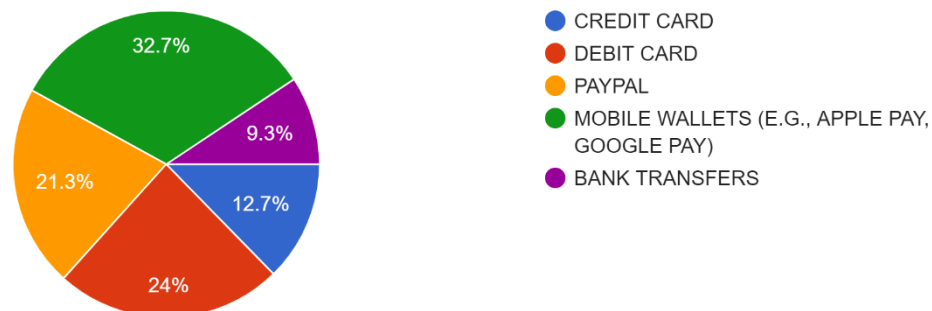


TABLE 4.12

Table showing the respondents of discover or find out about available gift vouchers or gift cards

FIND OUT ABOUT AVAILABLE GIFT VOUCHERS OR GIFT CARDS THROUGH ONLINE	NO. OF RESPONDENTS	PERCENTAGE
SOCIALMEDIA	63	42
EMAIL NEWSLETTERS	27	18
ONLINE ADVERTISEMENTS	41	27.3
WORD OF MOUTH	19	12.7
TOTAL	150	100

INTERPRETATION:

In the above table indicate the occupation of the respondents. 42% of the respondents are social media, 18% of the respondents are email newsletters, 27.3% of the respondents are online advertisements, 12.7% of the respondents are recommendations from word of mouth.

INFERENCE:

Majority of the respondents are between the occupation like social media, email newsletters, online advertisements and word of mouth.

TABLE 4.12.1

Chart showing the respondents of discover or find out about available gift vouchers or gift cards

HOW DO YOU USUALLY DISCOVER OR FIND OUT ABOUT AVAILABLE GIFT VOUCHERS OR GIFT CARDS THROUGH ONLINE?

150 responses

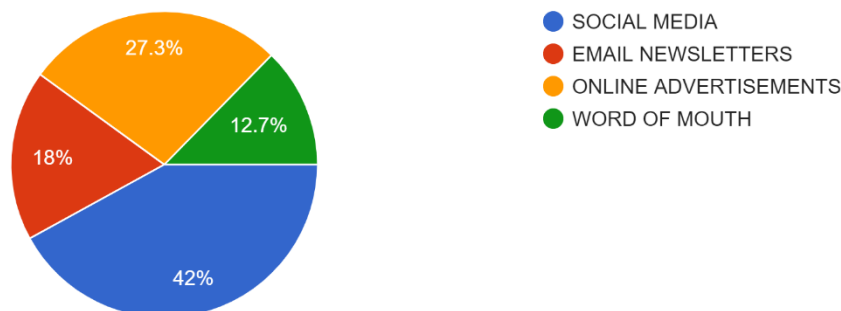


TABLE 4.13

Table showing the respondents of occasions do you typically purchase gift vouchers or gift cards

OCCASIONS DO YOU TYPICALLY PURCHASE GIFT VOUCHERS OR GIFT CARDS	NO. OF RESPONDENTS	PERCENTAGE
BIRTHDAYS	54	36
HOLIDAYS	31	20.7
ANNIVERSARIES	23	15.3
SPECIAL OCCASIONS	42	28
TOTAL	150	100

INTERPRETATION:

In the above table indicate the occupation of the respondents. 36% of the respondents are birthdays, 20.7% of the respondents are holidays, 15.3% of the respondents are anniversaries, 28% of the respondents are recommendations from special occasions.

INFERENCE:

Majority of the respondents are between the occupation like birthdays, holidays, anniversaries, special occasions.

TABLE 4.13.1

Chart showing the respondents of occasions do you typically purchase gift vouchers or gift cards

WHAT TYPES OF OCCASIONS DO YOU TYPICALLY PURCHASE GIFT VOUCHERS OR GIFT CARDS FOR?

150 responses

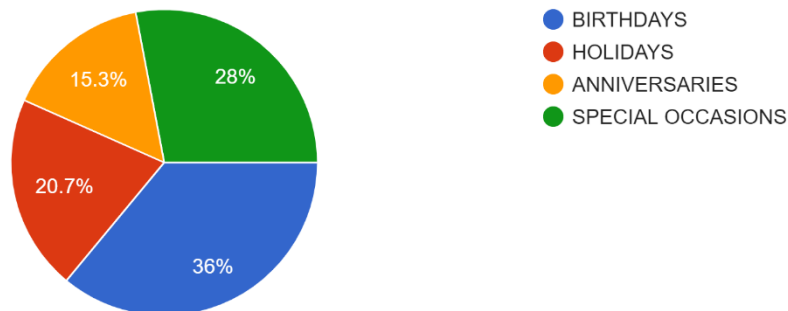


TABLE 4.14

Table showing the respondents of preferred gift card

PREFERRED GIFT CARD TYPE	NO. OF RESPONDENT	PERCENTAGE
PHYSICAL GIFT CARD (E.G., PLASTIC CARD)	64	42.7
DIGITAL GIFT CARD (E.G., EMAIL OR APP)	86	57.3
TOTAL	150	100

INTERPRETATION:

In the above table indicate the occupation of the respondents. 42.7% of the respondents are physical gift card, 57.3% of the respondents are digital gift card.

INFERENCE:

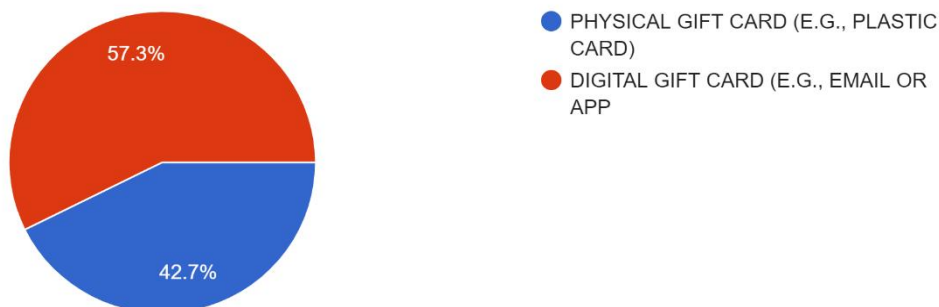
Majority of the respondents are between the occupation like physical gift card, digital gift card.

TABLE 4.14.1

Table showing the respondents of preferred gift card

PREFERRED GIFT CARD TYPE:

150 responses



4.15 ANOVA TABLE

Source of Variation	Sum of Squares SS	df	Mean Squares MS	F	p-value
Between rows	986.5	8	123.3125	3.8405	(3.8405,8,24) =0.0049
Between columns	237.8889	3	79.2963	2.4696	(2.4696,3,24) =0.0863
Error (residual)	770.6111	24	32.1088		
Total	1995	35			

CONCLUSION:

1. F for between rows

F (8,24) at 0.05 level of significance

=2.3551

As calculated FR=3.8405>2.3551

So, since the calculated F-value (3.8405) exceeds the critical value (2.3551), we reject the null hypothesis (H₀).

2. F for between columns

F (3,24) at 0.05 level of significance

=3.0088

As calculated FC=2.4696<3.0088

The calculated F value (FC) is 2.4696, which is lower than the critical F value (Critical) of 3.0088 at a significance level of 0.05. Since the calculated F value is less than the critical F value, we fail to reject the null hypothesis (H₀)

4.16 CHI SQUARE:

Table: 4.16.1

Contingency Tables					
TYPES OF OCCASIONS					
GENDER	ANNIVERSARIES	BIRTHDAYS	HOLIDAYS	SPECIAL OCCASIONS	Total
FEMALE	3	20	3	16	42
MALE	20	34	28	26	108
Total	23	54	31	42	150

Chi-Squared Tests

	Value	df	p
X ²	12.025	3	0.007
N	150		

INTREPRETATION:

X² (Chi-Squared): The calculated chi-squared value is 12.025.

df (Degrees of Freedom): The degrees of freedom associated with the chi-squared test are 3.

p (p-value): The p-value corresponding to the chi-squared test is 0.007.

N (Sample Size): The total sample size is 150.

The chi-squared test assesses the association between categorical variables. In this case, the test yielded a chi-squared value of 12.025 with 3 degrees of freedom, resulting in a p-value of 0.007. The p-value 0.007 is less than the significance level (commonly chosen as 0.05), we reject the null hypothesis.

4.17 CHI SQUARE

Table: 4.17.1

Contingency Tables					
DESIGNATION	WHERE DO YOU GET THE KNOWLEDGE				Total
	EMAIL NEWSLETTERS	ONLINE ADVERTISEMENTS	SOCIAL MEDIA	WORD OF MOUTH	
EMPLOYED	9	12	13	8	42
NON-EMPLOYED	2	4	4	3	13
NORMAL CITIZEN	3	5	3	2	13
STUDENT	13	20	43	6	82
Total	27	41	63	19	150

Chi-Squared Tests

	Value	df	p
X ²	10.886	9	0.284
N	150		

INTREPRETATION:

X² (Chi-Squared): The calculated chi-squared statistic is 10.886.

df (Degrees of Freedom): The degrees of freedom associated with the chi-squared test are 9.

p (p-value): The p-value corresponding to the chi-squared test is 0.284.

N (Sample Size): The total sample size is 150.

The chi-squared test evaluates the association between categorical variables. In this case, the test yielded a chi-squared value of 10.886 with 9 degrees of freedom, resulting in a p-value of 0.284. The p-value 0.284 is greater than the significance level (commonly chosen as 0.05, we fail to reject the null hypothesis.

4.18 CHI SQUARE

Table: 4.18.1

Contingency Tables						
AGE	HOW FREQUENTLY DO YOU PURCHASE					Total
	FREQUENTLY	NEVER	OCCASIONALLY	RARELY	VERY FREQUENTLY	
14	0	0	1	0	0	1
15	0	0	1	0	0	1
16	0	0	0	1	0	1
17	0	0	0	1	0	1
18	3	7	7	4	4	25
19	5	2	6	5	2	20
20	8	3	9	5	4	29
21	6	2	2	6	2	18
22	0	0	1	2	0	3
23	1	0	3	1	2	7
24	1	0	1	1	1	4
25	4	0	1	0	0	5
26	3	0	1	0	0	4
27	0	0	0	2	0	2
28	1	0	0	0	1	2
29	0	0	1	0	0	1
30	1	0	0	0	0	1
31	1	0	0	0	0	1
32	2	0	0	0	0	2
33	0	0	0	0	1	1
35	1	0	0	1	1	3
37	0	0	0	0	1	1
38	0	0	2	1	0	3
40	0	0	0	1	0	1
41	0	0	0	0	1	1
42	0	0	0	0	1	1
45	2	0	1	0	1	4
47	1	0	0	0	0	1
50	0	0	2	0	0	2
55	0	0	1	0	0	1
56	0	1	0	0	0	1
57	2	0	0	0	0	2

Total	42	15	40	31	22	150
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Chi-Squared Tests

	Value	df	p
X ²	132.686	124	0.281
N	150		

INTERPRETATION:

X²(Chi-Squared): The calculated chi-squared value is 132.686.

df (Degrees of Freedom): The degrees of freedom associated with the chi-squared test is 124.

p-value: The p-value corresponding to the chi-squared test is 0.281.

The chi-squared test assesses the independence between categorical variables. In this case, with a p-value of 0.281, at a significance level of $\alpha = 0.05$, we fail to reject the null hypothesis.

CHAPTER V**FINDINGS, SUGGESTIONS AND CONCLUSION****5.1 FINDINGS:**

1. 52% of respondents are between 14-20 years
2. 72% of the respondents are male
3. 54.7% of the respondents are students
4. 69.3% of the respondents are Yes Option
5. 51.3% of the respondents are google pay
6. 31.3% of the respondents are amazon gift cards
7. 26.7% of the respondents are occasionally
8. 36.7% of the respondents are restaurants
9. 28% of the respondents are variety of options available
10. 36.7% of the respondents are satisfied
11. 32.7% of the respondents are recommendations from mobile wallets
12. 42% of the respondents are social media
13. 36% of the respondents are birthdays
14. 57.3% of the respondents are digital gift card.

5.2 SUGGESTION:

1. Phishing Scams customers may fall victim to phishing emails or fake websites that trick them into providing gift card details, leading to unauthorized transactions and financial loss.
2. Counterfeit Cards fraudsters may sell counterfeit gift cards online, deceiving customers into purchasing unusable or invalid cards.
3. Expired or Invalid Cards customers may receive gift cards with expired or invalid redemption codes, rendering them unable to use the cards for their intended purchases.
4. Hidden Fees Some gift cards may come with hidden fees or charges, reducing the value of the card and causing frustration for customers.
5. Data Breaches Online platforms storing gift card information may be vulnerable to data breaches, exposing customers' sensitive information to hackers and identity thieves.
6. Limited Redemption Options Customers may encounter limitations on where and how they can redeem their gift cards, reducing their flexibility and convenience.
7. Delayed Delivery Customers may experience delays in receiving electronic gift cards purchased online, leading to dissatisfaction and inconvenience.
8. Lack of Customer Support Inadequate customer support for gift card-related issues may leave customers stranded with unresolved problems or concerns.
9. Difficulty in Tracking Balances Customers may struggle to keep track of the remaining balance on their gift cards, leading to confusion and potential loss of funds.
10. No Refund Policies Some online retailers may have strict no-refund policies for gift card purchases, leaving customers with no recourse if they encounter issues or dissatisfaction with their purchases.

5.3 CONCLUSION:

In this Conclusion of the analysis of the usage of gift cards and vouchers through online payment in Coimbatore presents a multifaceted perspective on consumer behavior and e-commerce trends in the region. Through comprehensive research and data analysis, several key insights have been revealed growing Preference for Convenience the prevalence of online payment methods for purchasing gift cards and vouchers indicates a growing preference among consumers in Coimbatore for convenient and hassle-free shopping experiences. Shift towards Digital Transaction the increasing adoption of digital payment platforms underscores a broader shift away from traditional cash-based transactions towards more secure and efficient online payment methods. Enhanced Gifting Culture the popularity of gift cards and vouchers reflects an enhanced gifting culture in Coimbatore, providing recipients with greater flexibility and choice in selecting their preferred products or services. Market Opportunities for Businesses for businesses operating in Coimbatore, there exists a significant opportunity to capitalize on the growing demand for gift cards and vouchers by offering diverse options and seamless online payment experiences. Importance of Security and Trust as online transactions continue to proliferate, ensuring robust security measures and building trust among consumers are imperative for fostering sustained growth in the usage of gift cards and vouchers. Need for Continuous Adaptation with evolving consumer preferences and technological advancements, businesses must remain agile and adapt their strategies to meet the changing demands of the market effectively. The analysis underscores the dynamic nature of the gift card and voucher market in Coimbatore, highlighting both opportunities and challenges for

businesses and consumers alike. By understanding the underlying trends and consumer behaviors, stakeholders can make informed decisions to drive innovation and growth in the digital payments landscape.

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APPENDIX:

ANALYSIS ON THE CUSTOMERS USAGE OF GIFT VOUCHER AND GIFT CARDS THROUGH ONLINE PAYMENT IN COIMBATORE DISTRICT

QUESTIONNAIRE:

1. **NAME:**
2. **AGE:**
3. **GENDER:**
4. **DESIGNATION:**

5. **ARE YOU AWARE AND KNOWN ABOUT ONLINE GIFT CARD AND VOUCHERS THROUGH ELETRONIC PAYMENT MODE?**

6. **WHAT ONLINE PAYMENT APPLICATION DO YOU PREFER**
 1. GOOGLE PAY
 2. PAYTM
 3. AMAZON PAY
 4. NET BANKING

7. **WHAT KIND OF ONLINE GIFT CARDS DO YOU PREFERED ALONG YOUR FRIENDS OR COLLEAGUES?**
 1. PAYTM GIFT CARDS
 2. AMAZON PAY GIFT CARDS
 3. SWIGGY GIFT CARDS
 4. ZOMATO GIFT CARDS
 5. NET BANKING GIFT CARDS

8. HOW FREQUENTLY DO YOU PURCHASE GIFT VOUCHERS OR GIFT CARDS THROUGH ONLINE PAYMENT?

1. VERY FREQUENTLY
2. FREQUENTLY
3. OCCASIONALLY
4. RARELY
5. NEVER

9. WHAT TYPES OF GIFT CARDS OR VOUCHERS DO YOU PREFER PURCHASING ONLINE LIKE IN GOOGLE PAY AND SWIGGY? (Select all that apply)

1. RETAIL STORES
2. RESTAURANTS
3. ONLINE MARKETPLACES
4. ENTERTAINMENT (MOVIES, CONCERTS, ETC.)
5. TRAVEL
6. OTHER (PLEASE SPECIFY)

10. WHICH FACTORS INFLUENCE YOUR DECISION TO PURCHASE GIFT CARDS OR VOUCHERS THROUGH ONLINE?

1. DISCOUNTS OR PROMOTIONS
2. VARIETY OF OPTIONS AVAILABLE
3. EASE OF ONLINE PAYMENT
4. RECOMMENDATIONS FROM FRIENDS OR FAMILY
5. BRAND REPUTATION

11. HOW SATISFIED ARE YOU WITH THE ONLINE PAYMENT PROCESS WHEN PURCHASING ONLINE GIFT CARDS OR VOUCHERS?

1. VERY SATISFIED
2. SATISFIED
3. NEUTRAL
4. DISSATISFIED
5. VERY DISSATISFIED

12. WHICH ONLINE PAYMENT METHODS DO YOU PREFER WHEN BUYING ONLINE GIFT CARDS OR VOUCHERS?

1. CREDIT CARD
2. DEBIT CARD
3. PAYPAL
4. MOBILE WALLETS (E.G., APPLE PAY, GOOGLE PAY)
5. BANK TRANSFERS

13. HOW DO YOU USUALLY DISCOVER OR FIND OUT ABOUT AVAILABLE GIFT VOUCHERS OR GIFT CARDS THROUGH ONLINE?

1. SOCIAL MEDIA
2. EMAIL NEWSLETTERS
3. ONLINE ADVERTISEMENTS
4. WORD OF MOUTH

14. WHAT TYPES OF OCCASIONS DO YOU TYPICALLY PURCHASE GIFT VOUCHERS OR GIFT CARDS FOR?

1. BIRTHDAYS
2. HOLIDAYS
3. ANNIVERSARIES
4. SPECIAL OCCASIONS

15. PREFERRED GIFT CARD TYPE:

1. PHYSICAL GIFT CARD (E.G., PLASTIC CARD)
2. DIGITAL GIFT CARD (E.G., EMAIL OR APP)