



Inclusive Cashless
Payment Partnership

Trust in mPoS machines is the biggest concern among merchants in Jaipur



In its endeavor to drive adoption and acceptance of digital payments solutions, for the last four months, CATALYST's Feet on Street (FoS) team has reached out to kirana store merchants in Jaipur to market mobile point of sale (mPoS) machines. We have observed and documented some common behavioral challenges regarding non-adoption of digital payments solutions such as consumers' unwillingness to pay digitally, expensive PoS/mPoS machines and lack of digital awareness. However, our knowledge of digitally aware consumers' reactions and feedback on the devices is limited. To address this, the CATALYST team decided to talk to merchants who regularly use PoS machines, and who are interested in replacing them with a new machine or adding another mode of payment.



Preference for paper receipts over SMS confirmation and bigger mPoS machines

Vaibhav Singh is one such kirana store owner in Sanganeer in Jaipur. He has been using a PoS machine for the last three years; he's keen to know about and use the new mPoS machine as a new mode for payment. However, his concerns on adopting an mPoS machine are whether he can get:

1. Printed receipts for each transaction; and
2. A bigger PoS machine at the same cost as the old one because a larger machine provides better visibility and does not easily 'get lost.'

Much like Vaibhav, several other merchants have repeatedly approached the CATALYST's FoS team to check whether they can get printed receipts after each transaction. Even while we assure merchants that they will receive an SMS after each transaction, some merchants, especially in the older age group of 40+, are wary of digital transactions. They do not trust an SMS confirmation. They would rather keep printed receipts as a backup for each transaction, as 'proof of payment.'

The second concern pertains to the size of the machine. While portable mPoS machines are extremely popular among Swiggy, Ola, Zomato, Amazon, Flipkart delivery agents, a section of fixed store merchants prefers the larger PoS machines over the small mPoS machines.



However, what remains to be seen is whether the mPoS companies' recent decision to do away with monthly rentals (lifetime rental free payment) with only one time installation charges (of approximately Rs1700) has a large enough impact for merchants to overcome their current concerns on paper receipts as well as machine size. If it does, even gradually, it will be a big step towards building digital trust among merchants across several age groups and levels of digital exposure.