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American Express says e-payments growing fast as women buy more online

By [Jochelle Mendonca](#), ET Bureau | Updated: Apr 13, 2016, 02:00 PM IST

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MUMBAI: [American Express](#) says its online payments are growing fast in the country and women make more than half of these payments.

The company said the findings are based on a survey it carried out in six cities where 98% of the respondents said they used the Internet to shop, beating out social networking and banking.

A greater incidence of online payments helps ecommerce firms as managing cash payments is painstaking and crimps margins.

"We have consistently been innovating and introducing products and capabilities to reward our card members' online spending behaviour," said Manoj Adlakha, CEO at American Express Banking Corp, India. "From ezeClick and SafeKey to Pay with Points at all online merchants, we continue to provide the right avenues to ensure convenient and secure online transactions for our card members."

The credit card company also said it planned to use the results of the study to come up with new products and features to help its card users. American Express already lets customers pay for purchases using their Reward points.

The study also showed that 84% of internet users, also used mobile applications. About 98% of women had used a mobile application to make a purchase according to the survey, compared to 81% of men. Also, oddly, people who are married tend to use mobile applications more than those who are single.

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