



IMPACT OF COVID-19 ON ELECTRONIC PAYMENT SYSTEM; WITH SPECIAL REFERENCE TO WOMEN CUSTOMERS OF KASARGOD DISTRICT-KERALA

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ABSTRACT

The outbreak of novel corona virus infection covid-19, initiated from Wuhan city of china has turned out to be a global health emergency within a couple of months. It has affected the life around us. It has hardly demobilized the entire economy in order to avoid further transmission of the disease in the community. Government put a ban on the free movement of citizens outside their home. In such situation people were forced to use electronic payment systems to do their financial transactions. Covid-19 pandemic has accelerated the adoption of digital payments in india. Along with benefits these payment mechanisms are prone to many risks too. This paper intends to focus on the impact of covid-19 on electronic payment system with special reference to Kasargod district, Kerala

INDEX TERMS

Covid-19, Electronic payments, Benefits, Problems

INTRODUCTION

Covid-19 pandemic has impacted every aspects of human life. In order to avoid further transmission of the disease government put various sort of restrictions. In such circumstance people were forced to use electronic payment systems to do their financial transactions by sitting in the comfort of their home. Digital payment services are the entities that take place via digital or online modes, with no physical exchange of money involved. Dealing and carrying money is a tedious task along with the risk of losing money. Nowadays our mobile phone alone is enough to make and receive payments. Electronic payments are much easier and safer than cash payments. They are much more convenient than cash payment as well. Since they are digital we do not have to carry cash as well. After the launch of cashless India, we have different methods of digital payments mechanisms. Post demonetization people slowly started embracing digital payments and even small scale business merchants started accepting payments through the digital modes. Covid-19 pandemic have fuelled digital payment modes. It has fuelled the proliferation of digital modes of payment. Lockdown, social distancing, and other restrictions unleashed by the covid-19 crisis is driving people to shift to online modes to buy essentials and necessities.

Electronic payments have become an important tool in enhancing financial inclusion. Government has been taking several measures to promote digital payments India. There are various types of electronic payment systems. Banking cards, Unified payment Interface (UPI), Mobile wallets, Bank prepaid cards, Bharat Interface For Money (BHIM), Internet banking, Mobile banking etc..are the most widely used payment methods. Bharat Interface for Money is an app that allows us to make fast and easy payment transactions using Unified Payment Interface. A Unified Payment Interface is a Smartphone application that helps users to transfer money between bank accounts. Unstructured Supplementary Service Data (USSD) allows users without a Smartphone or data/internet connection to use mobile banking. This facility is backed by the USSD along with the National

Payments Corporation Of India (NPCI). Mobile wallet is a kind of virtual payment wallet service that stores bank account or debit card or credit card information in an encoded format to allow secure payments. Electronic payments are gaining popularity in India .It has become a hassle free and secure way to make payments.

OBJECTIVES OF THE STUDY

- To analyze the customers attitude towards electronic payment systems especially during this pandemic situation
- To understand the concept of electronic payment systems.
- To identify the benefits of electronic payment systems
- To know the issues of electronic payment systems.

METHODOLOGY OF THE STUDY

For this research I have used both primary data and secondary data. For collecting secondary data I have used many books, journals, and websites and for collecting primary data I have used questionnaire and interview method. I collected information from fifty respondents and area of study was Kasargod district of Kerala

BENEFITS OF ELECTRONIC PAYMENT SYSTEMS

- One of the most advantages of electronic payment system is that the experience they provide to its customers. It helps people to make convenient payments from anywhere at anytime
- It eliminates several risks such as theft of cash and allows us to buy things without any difficulty
- There are many apps and mobile wallets that do not charge any kind of service fee or processing fee for the service they provide to its customers
- It allows customers to keep digital record of transactions .Customers can track each and every transactions that they made.
- Many digital wallets and payment apps have become a convenient platform for paying the utility bills.
- Certain electronic payments apps provide rewards and discounts to their customers .These act as a motivational factor to be cashless.
- It reduces the cost and risks of handling cash and increases the ease of conducting online transactions.
- Digital transactions will help the government keep a track of things and it will help to eliminate the circulation of black money in the long run

The best part of electronic payment system is that we do not need to stand in a line to withdraw money from bank or ATM or carry cash in the wallet

DATA ANALYSIS AND INTERPRETATION

Table1: Demographic Profile of the Respondents

PARTICULERS	NO OF RESPONDENTS	PERCENTAGE
A)Gender		
Female	50	100%
Total	50	100%
B)Educational Qualification		
Under graduation	14	28%
Post graduation	30	60%
Others	6	12%
Total	50	100%
C)Marital status		
Single	17	34%
Married	33	66%
Total	50	100%
D)Age		
Below 25	15	30%
Between 25-35	22	44%
Between 35-45	9	18%
Above 50	4	8%
Total	50	100%

Source: Primary Data

Table 2: Different kinds of electronic payment methods used by the customers

ELECTRONIC PAYMENT METHODS	NO OF RESPONDENTS
Google Pay	42
Pay tm	16
Phone Pay	14
ATM/Debit card	50
Credit card	9
Virtual banking	27

Source: Primary data

Table 3: Different Transactions for which electronic payment methods are being used

Different transactions	No of respondents
Payment of utility bills	40
Online shopping	42
Online banking transactions	27

Source: Primary data

Table 4: The benefits of using electronic payment systems to the customers

BENEFITS	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
Easy to use	38	9	3	-	-
Fast	40	10	-	-	-
Flexibility	30	9	9	2	-
Saves Time	39	11	-	-	-
All time service	43	7	-	-	-
Convenience	45	5	-	-	-
24*7 banking services	40	8	-	2	-

Source: Primary data

Table 5: Do you face any problem while using electronic payment methods

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Yes	12	24%
No	38	76%
Total	50	100

Source: Primary data

Table: 6 Do you want to continue using electronic payment systems

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Yes	50	100%
No	-	-
Total	50	100

Source: Primary data

FINDINGS OF THE STUDY

- The study shows that majority of the married women respondents(66%) were using electronic payment systems and most of the customers out of fifty are post graduated and they are well equipped with knowledge of using electronic payment platforms
- The study shows that the customers between the age group of 25 to 35 are more indulged in using electronic payment systems for their transactions
- The study reveals that majority of respondents use digital payment methods for the payment of utility bills and for online shopping
- All respondents are much aware of the usage of ATM/Debit cards for their digital transactions. Major part of respondents(42%) use Google pay for paying their utility bills and for bank transfers
- Phone pay and pay tm users are less as compared to Google pay users
- The study shows that credit card users are less compared to other methods of payment systems.

- 24% customers find certain difficulties like bank server breakdown, money loss etc...However majority of customers do not face any difficulties.
- The study shows that all the 50 respondents want to continue with electronic payment methods. Even though they face certain difficulties while using digital payment methods they still wish to continue its usage

SUGGESTIONS

- Customers need to ensure that E-mails are from the right entity and customers must be prudent and cautious
- Customers should avoid unnecessary applications on their mobile phone and must not blindly agree to the terms and conditions stated by the apps.
- Credit cards could be prone to attacks so customers must take precautions
- It would be ideal for credit card users to not enable transactions without an OTP validation on their credit card. Every swipe should be accompanied by a PIN validate and authenticate the transaction
- Banking system should give proper awareness to the customers and should be educated to the customers about the technologies if they installed

CONCLUSION

Handling cash is a cumbersome task. Along with the risk of losing money, there is the hassle of carrying cash everywhere we go. Nowadays especially during this time people have adopted various electronic payment methods. Electronic payment or digital payment is a mode of payment or transaction where goods and services are purchased and sold through the use of electronic devices. Customers generally prefer electronic payment mode when they see the convenience and security of online payments. Along with its positive impacts it also has certain heavy drawbacks. Although stringent measures are in place to make E-payment safe and secure, it is vulnerable to hacking. So we must be vigilant while performing online transactions.

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