



A STUDY ON USAGE OF DIGITAL PAYMENTS AMONG GENERAL PUBLIC, COIMBATORE

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ABSTRACT

The have a look at changed into performed amongst the overall public in Coimbatore. The have a look at is performed to understand the use of virtual bills the various respondents. The have a look at is primarily based totally on Primary information. A pattern of one hundred seventy five respondents changed into decided on via way of means of Convenient sampling method. The questionnaire blanketed diverse elements like motive of the use of virtual bills, favored tool and mode, number one reason, elements influencing virtual; bills, pleasure and focus degree and problem faced. The information amassed changed into analyzed the use of statistical gear consisting of chi-rectangular test, weighted common and rank analysis. The end result discovered that majority of the customers are college students and maximum favored tool is cellular phones. However there are numerous blessings in the use of virtual bills additionally it has same problems consisting of protection problem, expensive, technical troubles and ID thefts. The findings of the have a look at can assist the banks in Coimbatore to enhance their offerings and sell the use of virtual bills amongst popular public.

Keywords: usage of digital payments, general public

I. INTRODUCTION

Digital bills are transactions that takes vicinity via virtual modes, without a bodily change of cash involved. This approach that each parties, the payer and the payee, use digital mediums to change cash. The authorities of India has been task numerous measures to sell and inspire virtual bills withinside the country. As a part of the 'Digital India' campaign, the authorities has an purpose to create a 'digitally empowered' financial system that is 'faceless, paperless, cashless'. There are diverse kinds and techniques of virtual bills. Such as banking cards, unstructured supplementary provider data (USSD), AEPS, UPI, cellular wallets, financial institution pay as you go cards, net banking, cellular banking. Demonetization disrupted the coins financial system for some time with a upward thrust in virtual bills. Digital bills increase has been elevated through 4 years because of demonetization.

STATEMENT OF THE PROBLEM

- The present day state of affairs of Indian financial system suggests the tendency of motion from coins to cashless transactions. There are such a lot of efforts were taken through the authorities to be able to convert the face of Indian financial system into a brand new one. A section of the population prefers online transactions because they are secure as there is no personal touch and they are quick to settle.
- Despite the benefits, some people believe that offline transactions are traditionally a safer and secure way of payment than digital payments.
- Also, digital payments are highly expensive because it includes set up cost, machine cost, management cost etc., and this mode of payment will take more time than the physical mode of payment.
- Online payments are subject to technical failures or downtime, just like any other software that is dependent on technology.
- Online bills are concern to technical screw ups or downtime, much like every other software program this is depending on technology.
- Some banks restriction the variety of transactions you could do in an afternoon or the most quantity you could switch in an afternoon. ID thefts, phishing attacks, and database exploits have become greater common.

OBJECTIVES OF THE STUDY

- To know the impact of digital payment system.
- To understand the advantages of cashless transactions.
- To analyze the problems and difficulties faced by the general public when making digital transactions.
- To evaluate the digital payment preferences by customers.
- To recognize the accessibility and usability of digital payment system.

LIMITATIONS

- The study was carried out within a period of 4 months.
- The study was conducted only in Coimbatore district. Hence the results from the study may or may not be applied to other areas.
- All the finding and observations made in this study are purely based on respondents answers.
- The study was carried out commonly on digital payments not on specified modes of digital payments.

RESEARCH METHODOLOGY

RESEARCH DESIGN:

A research design is purely and simply the framework of plan for a study that guides the Collection and analysis of data. It is descriptive in nature.

AREA OF THE STUDY:

The study is undertaken in Coimbatore city.

SAMPLE SIZE:

The sample size for the study is 175 respondents.

SAMPLING TECHNIQUES:

Convenience sampling technique is used for the study.

PERIOD OF THE STUDY:

The period for the study is 4 months i.e. January 2023 to April 2023.

METHODS OF DATA COLLECTION:

Questionnaire method is used to collect the data from the respondents.

SOURCE OF DATA COLLECTION:

Data was collected by both primary data and secondary data sources. Primary data was collected through questionnaire.

PRIMARY DATA:

A primary data is a data which is collected for the first time for the particular interest to collect more information. In this study, the primary data was collected using questionnaire.

SECONDARY DATA:

Secondary data consist of information that already exists somewhere, having been collected for some other purpose. In this study, the secondary data was collected from studies, journals and websites.

STATISTICAL TOOL USED FOR DATA ANALYSIS:

The tools used are

- Simple percentage Analysis
- Chi-Square
- Weighted Average
- Rank Analysis

II. REVIEW OF LITERATURE

Usha M and Ramesh Kumar K, (2019) tried to know the customer perception towards Paytm apps and factors influencing customers to use Paytm in Karur district using statistical tools like percentage analysis, correlation analysis and chi-square. It has been observed that convenience, ease of use, security, multi-utility and fast service were satisfactory. These factors significantly affect the satisfaction level and use of Paytm application.

Jain, Sarupria and Kothari (2020) studied “the Impact of COVID-19 on E-wallet’s payments in Indian economy” and analyzed that happening of COVID-19 has brought a great boost for the Indian economy especially for the sectors like food and beverages, entertainment and others. The services of digital payments have seen huge growth that is from 5 per cent to 30 per cent after the happening of demonetization also with continuous efforts of government towards economy. There is a big contribution by entertainment and hospitality industry which is approximately 40 per cent to the economy which is helping for growth.

Singhal Rashi (2021) quoted in her paper “Impact and Importance of Digital Payment in India” that services offered by banks in digital form provides various opportunities to the banks when it comes to the benefit of their customers. The shoppers have a great impression along with a worthwhile effect upon the use of digital payments

services. As one of the largest providers of financial and monetary services in our smart cities and the bush of rural areas, business banks provide inimitable services to their potential customers. She has founded that RBI and Indian government has brought up some noticeable acceptances with an entry of a mode such as non- financial system of deferred payments. The regular improvement in transmission of media as well as innovation has provided stimulation to voluntary framework of computerized installments. Further she also mentioned about various governmental activities such as demonetization or GST which is contributing to the economic expansion along with spreading of net for high expenses.

RESEARCH GAP

From the review of literature it is observed that the previous research conducted are particularly on a specific mode of payment, the services offered by the bank, and government activities related to digital payments. Whereas my study was carried commonly on the usage of digital payments not on specified mode of payment or on specific group people as the respondents were the general public of Coimbatore district.

III. ANALYSIS AND INTERPRETATION

In this the analysis and interpretation on usage of digital payments among general public are based on the information supplied by a sample of 175 respondents selected from Coimbatore.

This chapter contains four different analyses namely:

- Simple percentage Analysis
- Chi-Square
- Weighted Average
- Rank Analysis

3.1 SIMPLE PERCENTAGE ANALYSIS

Percentage analysis is mainly used to determine the distribution of respondents coming under different categories. It is expressed in percentage mainly to facilitate standardization and comparison between two or more series of data.

$$\text{Percentage} = \frac{\text{Number of Respondents}}{\text{Total Number of Respondents}} * 100$$

TABLE
GENDER OF THE RESPONDENTS

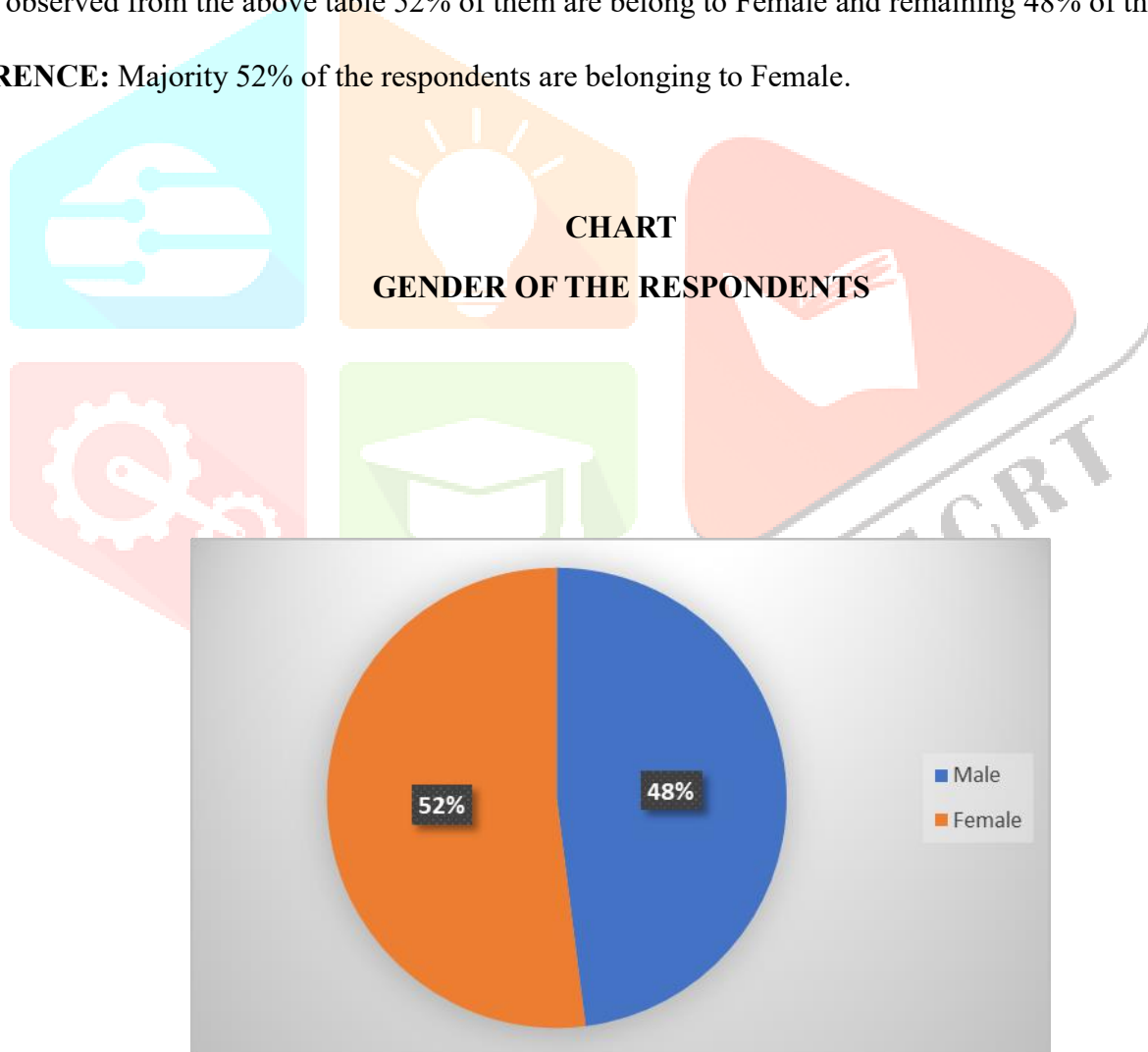
S. No.	Gender	No. of Respondents	Percentage
1	Male	84	48%
2	Female	91	52%
	Total	175	100%

SOURCE: Primary Data

INTERPRETATION:

It is observed from the above table 52% of them are belong to Female and remaining 48% of them are Male.

INFERENCE: Majority 52% of the respondents are belonging to Female.



3.2 CHI SQUARE ANALYSIS

A statistical test used to determine the probability of obtaining the observed by chance, under a specific hypothesis.

TABLE

RELATIONSHIP BETWEEN OCCUPATION OF THE RESPONDENTS AND USAGE OF DIGITAL PAYMENT PLATFORM

OCCUPATION	USAGE OF DIGITAL PAYMENT PLATFORM				TOTAL
	Occasionally	Often	Most	Frequent	
Student	24	31	13	14	82
Employed	15	13	11	5	44
Business	9	12	8	3	32
Professional	3	4	3	4	14
Others	3	0	0	0	3
TOTAL	54	60	35	26	175

To find out the association between occupation and usage digital payment platform of the respondents, chi square test is used and result is given below.

HYPOTHESIS

There is no a significant between the occupation of the respondents and usage of digital payment platform.

CHI – SQUARE TEST

Factor	Calculation value	Df	Table value	Remarks
OCCUPATION	12.955	12	21.026	ACCEPTED

INTERPRETATION:

It is clear from the above table show that, the calculated value of chi-square at 0.05% level is less than the table value. Hence the hypothesis is Accepted. So there no is a relationship between the Occupation and use of digital payment platform of respondents.

3.3 WEIGHTED AVERAGE

Weighted average is a calculation that takes into account the varying degrees of importance of the numbers in a data set. In Calculating a Weighted average, each number in the data set is multiplied by a predetermined weight before the final calculation is made.

TABLE

AWARENESS LEVEL ON USAGE OF DIGITAL PAYMENT

ATTRIBUTES	1(4)	2(3)	3(2)	4(1)	TOTAL	MEAN SCORE
Modes of digital payments	68 (272)	88 (264)	14 (28)	55 (55)	175 (619)	3.54
Transaction fee/charges	43 (172)	94 (282)	35 (70)	3 (3)	175 (527)	3.0
Rewards	40 (160)	86 (258)	39 (78)	10 (10)	175 (506)	2.89
Fraudulent Activities	37 (148)	85 (255)	38 (76)	15 (15)	175 (494)	2.82
Lack of security of personal information	50 (200)	74 (222)	33 (66)	18 (180)	175 (506)	2.89

INTERPRETATION:

The above table justifies the awareness level on Usage of Digital payments. The Highest mean score is 3.54 for Modes of Digital payments.

3.4 RANK ANALYSIS

Ranking the observation according to the size and the basis of the calculation on the rank rather than the original observation in the research rank is used to determine the exporters in term of the number of respondents. The average is used to find the factors that have the highest priority. The highest Priority is ranked as first followed by second, third and so on.

TABLE

RANKING FACTOR

FACTORS	1(5)	2(4)	3(3)	4(2)	4(1)	TOTAL	RANK
SECURED	45	68	42	13	7	175	I
	225	272	126	26	7	656	
EASY ACCESS	24	56	52	21	22	175	III
	120	224	156	42	22	564	
EASY TO TRACK TRANSACTIONS	27	62	45	22	19	175	II
	135	248	135	44	19	581	
QUICK ACCESS TO ACCOUNT	21	50	62	22	20	175	IV
	105	200	186	44	20	555	

INTERPRETATION:

From this ranking analysis, it is found that Secured (Rank 1), which comes next followed by Easy to track transactions (Rank 2), Easy Access (Rank 3), Quick Access to account (Rank 4).

INFERENCE: Majority of the respondent's use digital payments as they feel it is Secured. And Quick access to account is last in ranking.

IV. FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS OF THE STUDY

1. SIMPLE PERCENTAGE ANALYSIS

- Majority 52% of the respondents are Female.
- Majority 52% of the respondents are from Urban.
- Majority 47% of the respondents are Student.
- Majority 65% of the respondents are belonging to nuclear family.
- Majority 65% of the respondents are belonging to Unmarried.
- Majority 41% of the respondents are belonging to Friends.
- Majority 38.9% of the respondents use it for Money transfer.
- Majority 61.7% of the respondents prefer Smart phones.
- Majority 50.9% of the respondents use Mobile Banking.
- Majority 53% of the respondents feel it is Easily Accessible.
- Majority 28.6% of the respondents face the difficulty of Time consuming.
- Majority 65.1% of the respondents are Satisfied with the Digital Payment.
- Majority 44.6% of the respondents Never changed PIN Number.
- Majority 46.9% of the respondents are Influenced.
- Majority 38.9% of the respondents selected the option Neutral.
- Majority 61.7% of the respondents agree that digital payment is safer.

2. CHI –SQUARE ANALYSIS

- There is no significant between the occupation of the respondents and usage of digital payment platform.
- There is no significant between the gender of the respondents and how long the respondents have been using digital payment.

3. WEIGHTED AVERAGE

The Highest mean score is 3.54 for Modes of Digital payments.

4. RANK ANALYSIS

Majority of the respondent's use digital payments as they feel it is Secured. And Quick access to account is last in ranking.

SUGGESTIONS

Bank have to pay attention extra on server and connectivity associated issues. So that with none problem, you can still get the benefits. When new method is added or mounted via way of means of Bank or in every other cell banking, it have to be knowledgeable to the clients or users. Hence, they may get the up to date information. And also, they have to pay attention extra at the grievances of the clients and have to be solved then and there. Work with nearby commercial enterprise providers to sell the adoption of virtual fee methods. This may be achieved via way of means of presenting schooling and guide on a way to use virtual fee systems. By enforcing those suggestions, you could inspire extra humans in Coimbatore to apply virtual fee methods, that can assist to lessen the use of coins and make transactions quicker and extra convenient.

CONCLUSION

This have a look at highlights on the use of virtual bills amongst fashionable public. There are exceptional modes of virtual bills in India, and maximum of the humans are the use of them. Among those modes of virtual bills cell banking is utilized by the maximum humans. And majority of the customers are located to be students. The empirical effects from this have a look at make a contribution to apprehend the usage, advantage, effect created via way of means of the virtual fee in Coimbatore. The E-switch of cash has been round us for few years now and the us of a has significantly benefited from this technological advancement. The on line fee machine has now in large part facilitated now no longer handiest the bills however additionally offer a manner to finance regular purchases via credit. India is progressively reworking from cash- centric to cashless economy. Digital transactions are traceable, consequently without difficulty taxable, leaving no room for the movement of black cash. Therefore, the entire us of a is transferring closer to modernization via way of means of growing Digitalized economy.

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