



A Study On Transformation Of Unified Payment Interface In Digital Payment With Special Reference In Coimbatore City

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Abstract: This study investigates UPI (Unified payment Interface) in digital payment awareness with special reference in Coimbatore city. UPI has changed into performed amongst the overall public in Coimbatore. The have a look at is performed to understand the use of Digital payment. The have a look at is primarily based totally on Primary Information. A pattern of one hundred twenty respondents changed into decided on via of means of convenient sampling method. The questionnaire encompasses various aspects related to the utilization of UPI accounts in covering the reasons for adopting digital payments, and mode of transaction, and primary motivations, factor influencing UPI usage, satisfaction levels, challenges encountered in the process. The information amassed changed into analyzed the use of statistical gear consisting of Chi-square analysis and, Simple percentage analysis The end result discovered the majority of the customer are employed and maximum favored tool is digital cash payments. The findings offer valuable insights for enhancing services and promoting the adoption of digital payments among the general public in Coimbatore city.

KEYWORDS - Usage of Digital Transactions, Digital Transaction Trends, User Experience.

I. INTRODUCTION

Unified Payment Interface is now one of the most preferred payment solutions, with over a billion of transaction every month It is a user-friendly, real time payment solution that facilitates interbank transactions and enables greater digital payments adoption in the country The digitalization is need of country because it is important to develop as per the modern age because requirement and to face the competitions with developing countries The digital payment system is a part of the mission from this cashless transaction will made all over the India ad to reduce money laundering. In addition to examining the growth of UPI, transaction volumes, digital payment, one touch payment, people have started making payment by debit card instead of withdrawing and evolving selection of consumers and businesses by doing so, we intend to contribute valuable understanding with individuals segments to determine the clear on response of progress in UPI with the surrounding limit to Coimbatore city. The government move to scrap currency encourage adoption of digital payments, and also several starts up such as Paytm, Mobikwik, among others. Before 2016, debit card was mainly used to withdraw cash from ATM but immediately after the currency note ban there was a surge in debit card payment at merchants use of prepaid payment instrument such as wallets and UPI and mobile banking, picked up rapidly the impact how individuals and businesses perceive and digital transactions to look up benefits UPI promotes in remote areas into the formal payment system and reducing on traditional payment systems the broader implications for urban digitalization strategies serving as a blueprint for other urban centers looking to enhance their digital payment ecosystems.

LITERATURE REVIEW

This study observes the following researches for reference **Martina Franciska. A and Dr. S. Sahayaselvi (2017)**, “A Study on Overview Digital Payments”. No hard cash is involved in the digital payment. It is an instant and convenient way to make payments. To scale its covered of digital payments while dealing with online transactions. In future the digital payment to be a change in the technology will surrounds digital payment towards people to pay even a smaller amount and to a larger amount maximum transferring amount with various platforms sectors and increasing users day-to-day that move towards cashless economy. **Suma Vally. K, and Dr. K. Hema Divya (2018)**, “A study on Digital Payment in India with perspective of consumers adoption”. The Digital India with a vision to convert India into digital empowered country Paperless and cashless is one of supposed function of Digital India These initiative provided extensive digital payment in the county. The result indicates that the development of technology for digital payments have imposed the performance of banking sector banks should take effective measures in creating awareness towards technology and security. **Malusare Lalita Babulal (2019)**, “A study on Digital payments methods in India impacting their problems and prospects”. The traditional payment systems are cheques, withdrawals, drafts, money orders, letters of credit, travel cheques etc. permanent systems also turning into electronic payment system using computer and internet there are several reasons of adaption lack of leakages and inefficiency ad that overcome by the digital payment system. The social infrastructure barriers are there are influences to use of digital payment system. But now days mobile banking is becoming famous in India. **Dr. Virshree Tungare (2019)**, “A study on Consumer Insight towards UPI An advancement of mobile Payment System”. This digital payment market highly effected by smart phones become key component of People, Professional. Smartphones made it us to become more convenient to users and Government of India developed one significant product UPI is a simple payment tool created by NPCI that is based on IMPS system to study the awareness and adoption of UPI in customer Indore region. Used as main payment device for giving and accepting payments. **Dhruvi Bhagat (2020)**, “A study on Digital Payments systems in India and its scope in the Post-Pandemic Era”. Digital payment will increase employment, reduce risks related to cash like corruption, robbery and carrying larger amount of cash, helping people to transfer the money with security and safety at high speed. Employ a survey to scale consumer adoption of these options and their expectations regarding the same in the post-pandemic times. In 2020 has impacted the digital payments system significantly and is probably a huge game-changer for India in digital payments adoption ever since the demonetization in 2016. **Dinesh M. Kolte and Dr. Veena R. Humbe (2020)**, “A study of UPI/BHIM Payment Systems in India”. Post demonetization, people slowly started embracing digital payments and even small-time merchants and shop owners started accepting payments through the digital mode. BHIM is a payment app that lets you make simple easy and quick transactions using UPI you can make direct bank payment to any one on UPI using their UPI ID. Know the awareness and use of UPI/BHIM services in students of Aurangabad. The above study it shown that students it is a convenient payment system and can be a very useful tool with students. **Deepa. M (2021)**, “A study on Consumer Awareness and satisfaction towards online Digital Payment with special reference to Coimbatore city”. Digital payment gateway is an electronic commerce application, which facilities acceptances of electronic payment and authorize credit card payment for online retailers, e-business etc. To identify the customer awareness about digital payment. Digital payment officers should frequently visit the consumers and enquire about their requirements and problems faced by users. Introducing some sales promotion activities such as cash discounts reduce service charge and gifts etc. **Ms. Bugade Laxmi Aravind and Dr. R. Rajesh (2021)**, “A study on Customer Perception of UPI As a digital mode of payment with reference to Coimbatore district”. Bank notes in circulation in the economy increased 17% in FY 19 to 21.1 trillion from Rs 18.03 trillion in FY 18, UPI a move supposed to ease small digital payments which is the need of the hour for grocery shops and local stores to initiate the facility available to merchant's name time frame for recurring payment and the payment limit. To know the demographic factors of the respondents. The study highlighted the mobile users to transform their paper work to online purpose work by using online application UPI. **Jayaram Narayanan (2021)**, “A study on Growth of UPI Apps in India after covid outbreak”. The monetary transaction for the users UPI become one of the most successful deep touches Innovations coming out of India with exponential growth of UPI, India become the world Largest real-time payment market with 117.6 billion annual transactions in 2023 as per data. To know the growth of UPI due to covid pandemic and challenges faced by UPI Apps the transparency in the economy will increase through digital payment apps this will increase the creditability and make a rise in investments minimizing tech failures. **Mahesh. A and Ganesh Bhat (2022)**, “A study on India's digital payment landscape an analysis”. In achieving a high rate of financial inclusion, the payment plays a crucial role. India's payment industry has undergone significant progress throughout the last three decades there are two different methods used for payment and settlement one is paper currency and another is digital payment.

Identifying favorable and unfavorable aspects in the India digital payment Industry. Digital India's professed role is contactless, paperless, cashless transactions for online payment (MDR) us applied except for UPI and repay debit card payments. **Dr. A. Helda Mary, R. Srinath (2022)**, "A study on Customer satisfaction on Towards Google Pay with special reference to Coimbatore City". In present trend operation of apps had come a new trend because of vacuity of web services on mobiles by considering this advancement in mobile technology knowing information of deals through mobile in lower time can be useful. To spot the preference of the consumers towards G-pay, to find the issues faced by the G-pay. The convenience and simple use as gained a credit to mobile grip and concluded that they going to be future growth of the payment sector attempt to find out the client satisfaction position towards google pay in Coimbatore city. **Dr. Dalagobinda Kumbhar, Nalini Kumbhar, Om Prakash Rana (2023)**, "A study on UPI, of public perception and its impact". The majority of online payment is mobile through the unified payment interface the world largest banks declared IT plans continue to be focused on mobile financial services including payment and online banking. UPI allowed smartphones to be used as a major payment device for sending and receiving payments UPI influence high to make transactions using mobile phone India which had merchant accepting smallest payment without the need of external machines. **Mr. M.A. Prasad, Ms. K. Nivetha (2023)**, "A study on usage of digital payments among general public Coimbatore". As a part of digital India campaign the authorities has a purpose to create a digitally empowered financial system. To evaluate the digital payment preferences by customers to recognize the accessibility and usability of digital payment system. Digital transactions are traceable, consequently without difficulty taxable, leaving no black cash therefore the entire us transferring closer to modernization via way of means of growing digitalized economy. **Kuhu Bose (2023)**, "A study on Awareness of UPI Payment- Student perspective". Is to make payment that works in real time it works using a mobile platform to move money from one bank account to another it easier for people to send money to each other across banks and two click authentication process India's central bank the Reserve Bank of India is in charge of the Interface. To know the preference and level of satisfaction towards UPI scheme. It is clear from this study that customers have a positive attitude toward unified payment interface service an added advantage for the usage of UPI reduce the level of corruption. **Hafiza Nanu Gazi, Shadab Shakil Shaikh (2023)**, "A study on Awareness of payment and adoption of digital Payment system among commerce students". Money and Payments have changed a lot due to changing economic needs and technological developments digital currencies are enabling people to virtually purchase goods and services in a matter of seconds. After entire research we finally conclude that the online digital payment world has a huge impact among the youngsters as well there is lot of awareness 100 percent people are aware about the digital payment mode 25 per cent still people find payment in cash more trustful.

Objective

The objective of the study is to offer a thorough analysis digital payments transformation levels concerning Unified payment interface (UPI) technologies in Coimbatore city. It aims to identify the influencing Users perception of UPI, Exploring both positive and negative attitudes towards these technologies. The study to establish connection between users transformation examining how these factors interact to impact their future payment experience.

III. METHODOLOGY

The research design for this study is analytical, employing a multistage convenient sampling technique. A list of occupational status of the respondents in Coimbatore city. Including 42 college students, 48 employed, 6 freelancer/consultant, 24 business owners. Area of residence respondent percentage is Urban (70%) Rural (30%) Data collection from primary data gathered through a structured questionnaire for data analysis tools including percentage analysis, chi-square test. This study undertaken in Coimbatore city.

IV. ANALYSIS

1. Simple Percentage Analysis

Based on the Simple Percentage Analysis we have the following findings:

Table No 1.1 Table Showing Gender of The Respondents

| S.NO | PARTICULARS | NO. OF RESPONDENTS | PERCENTAGE (%) |
|------|-------------|--------------------|----------------|
| 1 | Male | 90 | 75.0% |

| | | | |
|--------------|--------|------------|------------|
| 2 | Female | 30 | 25.0% |
| Total | | 120 | 100 |

(Source: Primary Data)

Table 1.1 It is clear from the above table that 75% of the respondents are male and the remaining 25% of the respondents are female.

Table No 1.2 Table Showing Age Group of The Respondents

| S.NO | PARTICULARS | NO. OF RESPONDENTS | PERCENTAGE (%) |
|--------------|-------------|--------------------|----------------|
| 1 | 18-24 | 60 | 50.0% |
| 2 | 24-34 | 12 | 10.0% |
| 3 | 35-44 | 24 | 20.0% |
| 4 | 45-54 | 24 | 20.0% |
| Total | | 120 | 100 |

(Source: Primary Data)

Table 1.2 It is clear from the above table that 50% respondents belong to the age group of 18-24years, 10% respondents belong to the age group of 24-34years, 20% of the respondents belongs to the age group of 35-44 years, 20% of the respondents belongs to the age group of 45-54 years.

Table No 1.3 Table Showing Educational Qualification of The Respondents

| S.NO | PARTICULARS | NO. OF RESPONDENTS | PERCENTAGE (%) |
|--------------|----------------|--------------------|----------------|
| 1 | SSLC | 12 | 10.0% |
| 2 | HSC | 12 | 10.0% |
| 3 | Under Graduate | 54 | 45.0% |
| 4 | Post Graduate | 30 | 25.0% |
| 5 | Diploma | 12 | 10.0% |
| Total | | 120 | 100 |

(Source: Primary Data)

Table 1.3 It is clear from the above table that 10% respondents qualified SSLC, 10% of the respondents qualified HSC, 45% respondents are under graduate, 25% respondents are post graduates, 10% respondents are diploma holders.

Table No 1.4 Table Showing Occupational Status of The Respondents

| S.NO | PARTICULARS | NO. OF RESPONDENTS | PERCENTAGE (%) |
|--------------|-----------------------|--------------------|----------------|
| 1 | Student | 42 | 35.0% |
| 2 | Employed | 48 | 40.0% |
| 3 | Freelancer/Consultant | 6 | 5.0% |
| 4 | Business | 24 | 20.0% |
| Total | | 120 | 100 |

(Source: Primary data)

Table 1.4 It is clear that from the above table that 35% respondents are students, 40% respondents are employed, 5% of respondents are freelancer/Consultant, 20% respondents are doing business.

Table No 1.5 Table Showing Area of Residence of The Respondents

| S.NO | PARTICULARS | NO. OF RESPONDENTS | PERCENTAGE (%) |
|--------------|-------------|--------------------|----------------|
| 1 | Urban | 84 | 70.0% |
| 2 | Rural | 36 | 30.0% |
| Total | | 120 | 100 |

(Source: Primary data)

Table 1.5 It is clear from the above table that 70% respondents belong to the urban areas, 30.0% respondents belong to the rural Areas.

Table No 1.6 Table Showing Annual Income of The Respondents

| S.NO | PARTICULARS | NO. OF RESPONDENTS | PERCENTAGE (%) |
|--------------|----------------------------------|--------------------|----------------|
| 1 | Below Rs.1,00,000 p. a | 54 | 45.0% |
| 2 | Rs.1,00,000 and Rs.2,00,000 p. a | 18 | 15.0% |
| 3 | Rs.2,00,000 and Rs.3,00,000 p. a | 36 | 30.0% |
| 4 | Above Rs.3,00,000 p. a | 12 | 10.0% |
| Total | | 120 | 100 |

(Source: Primary data)

Table 1.6 It is clear that from the above table that 45% respondents earning below Rs.1,00,000 per annum 15% respondents earn between Rs.1,00,000 and Rs.2,00,000 per annum 30% respondents earn between Rs.2,00,000 and Rs.3,00,000 per annum 10% respondents are earning above Rs.3,00,000 per annum.

Table No. 1.7 Table Showing UPI Platform Users of The Respondents

| S.NO | PARTICULARS | NO. OF RESPONDENTS | PERCENTAGE (%) |
|--------------|-----------------------------|--------------------|----------------|
| 1 | Google pay | 78 | 65.0% |
| 2 | Phone pay | 24 | 20.0% |
| 3 | Mobile banking applications | 18 | 15.0% |
| Total | | 120 | 100 |

(Source: Primary Data)

Table 1.7 It is clear from the above table that 65% of respondents are using google pay, 20% of respondents are using phone pay, and 15% of respondents using mobile banking applications

Table No. 1.8 Table Showing UPI Platform Users of The Respondents

| S.NO | PARTICULARS | NO. OF RESPONDENTS | PERCENTAGE (%) |
|--------------|--|--------------------|----------------|
| 1 | Speed of Transactions | 54 | 45.0% |
| 2 | Convenience | 30 | 25.0% |
| 3 | Security Features | 18 | 15.0% |
| 4 | Cash Back or Rewards | 6 | 5.0% |
| 5 | Recommended by their family or friends | 12 | 10.0% |
| Total | | 120 | 100 |

(Source: Primary Data)

Table 1.8 It is clear from the above table that 45% of the respondents are aware about speed of transactions, 25% of the respondents are aware of convenience, 15% of the respondents are aware of security features, 5% of the respondents are attractiveness towards cash back or rewards, 10% of the respondents are recommended by their family/friends.

Table No. 1.9 Table Showing The Frequency of Usage of UPI of The Respondents

| S.NO | PARTICULARS | NO. OF RESPONDENTS | PERCENTAGE (%) |
|--------------|-----------------|--------------------|----------------|
| 1 | Daily User | 48 | 40.0% |
| 2 | Weekly User | 18 | 15.0% |
| 3 | Monthly User | 24 | 20.0% |
| 4 | Whenever Needed | 12 | 10.0% |
| 5 | Occasional User | 18 | 15.0% |
| Total | | 120 | 100 |

(Source: Primary Data)

Table 1.9 It is clear that from the above table that 40% respondents are daily users, 15% respondents are weekly users, 20% respondents are monthly users, 10% respondents are whenever needed users, 15% respondents are occasional users.

Table No. 1.10 Table Showing Monthly Expenses of The Users In UPI of The Respondents

| S.NO | PARTICULARS | NO. OF RESPONDENTS | PERCENTAGE (%) |
|--------------|---------------|--------------------|----------------|
| 1 | Less Than 25% | 6 | 5.0% |
| 2 | 25% - 50% | 18 | 15.0% |
| 3 | 51% - 75% | 36 | 30.0% |
| 4 | More Than 75% | 60 | 50.0% |
| Total | | 120 | 100 |

(Source:

Primary Data)

Table 1.10 It is clear from the above table that 5% respondents transact through UPI less than 25%, 15% Respondents transact between through UPI (25% - 50%), 30% respondents transact between through UPI (51% - 75%), 50% respondents transact more than 75% through UPI.

Table No. 1.11 Table Showing Merchant or Vendors In Coimbatore Accepting UPI Payment of The Respondents

| S.NO | PARTICULARS | NO. OF RESPONDENTS | PERCENTAGE (%) |
|--------------|---------------|--------------------|----------------|
| 1 | Less Than 25% | 30 | 25.0% |
| 2 | 25% - 50% | 42 | 35.0% |
| 3 | 51% - 75% | 24 | 20.0% |
| 4 | More Than 75% | 24 | 20.0% |
| Total | | 120 | 100 |

(Source:

Primary Data)

Table 1.11 It is clear from the above table that 25% respondents says that less than 25% accepting UPI payment by merchant, 35% respondents says that (25% - 50%) merchants accepting UPI payment, 20% respondents says that (51% - 75%) merchants accepting UPI payments, 20% respondents says that more than 75% merchants accepting UPI payment.

Table No. 1.12 Table Showing Online Shopping UPI transactions By The Respondents

| S.NO | PARTICULARS | NO. OF RESPONDENTS | PERCENTAGE (%) |
|--------------|---------------|--------------------|----------------|
| 1 | Less Than 25% | 18 | 15.0% |
| 2 | 25% - 50% | 27 | 22.0% |
| 3 | 51% - 75% | 37 | 31.0% |
| 4 | More Than 75% | 38 | 32.0% |
| Total | | 120 | 100 |

(Source: Primary Data)

Table 1.12 It is clear from the above table that 15% respondents are paying less than 25% for online shopping transactions, 22% respondents are paying (25% - 50%) for online shopping transactions, 31% respondents are paying between (51% - 75%) for online shopping transactions, 32% respondents are paying more than 75% for online shopping transactions.

Table No. 1.13 Table Showing Facing Challenge Faced By Users During Transactions

| S.NO | PARTICULARS | NO. OF RESPONDENTS | PERCENTAGE (%) |
|--------------|------------------------------------|--------------------|----------------|
| 1 | Fraud and Charge Backs | 18 | 15.0% |
| 2 | Cross Border Transactions | 42 | 35.0% |
| 3 | Card Data Security | 24 | 20.0% |
| 4 | Multi-Currency and Payment Methods | 18 | 15.0% |
| 5 | Technical Integration | 18 | 15.0% |
| Total | | 120 | 100 |

(Source: Primary Data)

Table 1.13 From the above table it is clear that, 15% respondents are facing the frauds and charge backs, 35% respondents are facing the trouble of paying cross border transactions, 20% respondents faced complication of threatens in card data security, 15% respondents faced payment methods in currency is complexity, 15% respondents faced compatibility issues in technical integration of payment gateways.

2. Chi Square Analysis:

1. Null Hypothesis (H₀): There is no significant relationship between gender and instant money transfer payments of the respondents.

2. Alternative Hypothesis (H₁): There is a close significant relationship between gender and instant money transfer of the respondents.

I. Gender And Satisfaction Level of UPI Service In Instant Money Transfer of The Respondents

In order to study the relationship between the gender and satisfaction level of UPI service in instant money transfer of the respondents, a chi-square test has been applied and the result is given below.

Table No. 2.1 Table Showing Gender And Satisfaction Level of UPI Service In Instant Money Transfer of The Respondents

| FACTORS | CALCULATED VALUE | TABLE VALUE | DF | REMARKS |
|---------|------------------|-------------|----|-------------------------|
| Gender | .000 | 22.303 | 03 | Significant at 5% level |

(Source: Primary data)

Table 2.1 Hence, there is no significant relationship between gender and instant money transfer satisfaction of UPI payments of the respondents.

Table No. 2.2 Table Showing Gender And 24/7 Accessibility of The Respondents

| FACTOR | CALCULATED VALUE | TABLE VALUE | DF | REMARKS |
|--------|------------------|-------------|----|-------------------------|
| Gender | .001 | 18.667 | 04 | Significant at 5% level |

(Source: Primary data)

Table 2.2 Hence, there is no significant relationship between gender and 24/7 accessibility offered by UPI service of the respondents.

Table No. 2.3 Table Showing Gender And Enhanced Security of the respondents

| FACTOR | CALCULATED VALUE | TABLE VALUE | DF | REMARKS |
|--------|------------------|-------------|----|-------------------------|
| Gender | .001 | 16.000 | 03 | Significant at 5% level |

(Source: Primary data)

Table 2.3 Hence, there is no significant relationship between gender and enhanced security of the respondents.

Table No. 2.4 Table Showing Gender And Payment Request of The Respondents

| FACTOR | CALCULATED VALUE | TABLE VALUE | DF | REMARKS |
|--------|------------------|-------------|----|-------------------------|
| Gender | .009 | 11.556 | 03 | Significant at 5% level |

(Source: Primary data)

Table 2.4 Hence, there is no significant relationship between gender and payment request of the respondents.

Table No. 2.5 Table Showing Gender And QR Code Payment of the respondents

| FACTOR | CALCULATED VALUE | TABLE VALUE | DF | REMARKS |
|--------|------------------|-------------|----|-------------------------|
| Gender | .000 | 29.333 | 04 | Significant at 5% level |

(Source: Primary data)

Table 2.5 Hence, there is no significant relationship between Gender and QR code Payment of the respondents.

II. Gender And Reliability of UPI Service In Transaction Efficiency of The Respondents

In order to study the relationship between gender and reliability of UPI Service in Transaction Efficiency of the Respondents, a chi-square test has been applied and the result is given below.

Table No. 2.6 Table Showing Gender And reliability of UPI Service In Transaction Efficiency of the

| FACTOR | CALCULATED VALUE | TABLE VALUE | DF | REMARKS |
|--------|------------------|-------------|----|-------------------------|
| Gender | .052 | 5.922 | 02 | Significant at 5% level |

Respondents

(Source: Primary Data)

Table 2.6 Hence, there is no significant relationship between gender and transaction Efficiency of the respondents.

Table No. 2.7 Table Showing Gender And Instant Notification of The Respondents

| FACTOR | CALCULATED VALUE | TABLE VALUE | DF | REMARKS |
|--------|------------------|-------------|----|-------------------------|
| Gender | .061 | 7.385 | 03 | Significant at 5% level |

(Source: Primary Data)

Table 2.7 Hence, there is no significant relationship between gender and instant notification of the respondents.

Table No. 2.8 Table Showing Gender And Inter Bank Connectivity of The Respondents

| FACTOR | CALCULATED VALUE | TABLE VALUE | DF | REMARKS |
|--------|------------------|-------------|----|-------------------------|
| Gender | .000 | 29.236 | 04 | Significant at 5% level |

(Source: Primary data)

Table 2.8 Hence, there is no significant relationship between gender and reliability service in interbank connectivity of the respondents.

Table No. 2.9 Table Showing Gender And Minimal Down Time of The Respondents

| FACTOR | CALCULATED VALUE | TABLE VALUE | DF | REMARKS |
|--------|------------------|-------------|----|-------------------------|
| Gender | .000 | 16.000 | 02 | Significant at 5% level |

(Source: Primary data)

Table 2.9 Hence, there is no significant relationship between gender and minimal down time of respondents.

Table No. 2.10 Table Showing Gender And Error Handling of The Respondents

| FACTOR | CALCULATED VALUE | TABLE VALUE | DF | REMARKS |
|--------|------------------|-------------|----|-------------------------------|
| Gender | .000 | 47.467 | 04 | Significant level at 5% level |

(Source: Primary data)

Table 2.10 Hence, there is no significant relationship between gender and error handling of the respondents.

V. FINDINGS

1. Percentage Analysis

- 75% of the respondents are male.
- 50% of the respondents belongs to the age group of 18years – 24years.
- 45% of the respondents are under graduates
- 40% of the respondents are employed
- 70% of the respondents are in urban areas.
- 45% of the respondents earns an annual income below Rs.1,00,000. P.A
- 65% of the respondents are using google pay.
- 45% of the respondents are awareness about speed of transaction.
- 40% of the respondents are daily users of UPI payment transaction
- 50% of the respondents transact through UPI to cover their monthly expenses more than 75%.
- 35% of the respondents says that (25% - 50%) are accepting payment by merchants in Coimbatore city
- 32% of the respondents are paying more than 75% for online shopping transactions.
- 35% of the respondents face the trouble of paying cross border transactions.

2. Chi square analysis

Satisfacton level in unified payment interface service of the respondents

- There is no significant relationship between the Gender and Instant Money Transfer (0) is lesser than the table value (22.303). So, the null hypothesis will be accepted.
- There is no significant relationship between the Gender and 24/7 Accessibility (0) is lesser than the table value (18.667). So, the null hypothesis will be accepted.
- There is no significant relationship between the Gender and Enhanced Security (.001) is lesser than the table value (16.000). So, the null hypothesis will be accepted.
- There is no significant relationship between the Gender and Enhanced Security (.009) is lesser than the table value (11.556). So, the null hypothesis will be accepted.
- There is no significant relationship between the Gender and QR code payment (0) is lesser than the table value (29.333). So, the null hypothesis will be accepted.

Reliability of Unified payment interface service of the respondents

- There is no significant relationship between the Gender and transaction Efficiency (0.52) is lesser than the table value (5.922). So, null hypothesis will be accepted.
- There is no significant relationship between the Gender and Instant Notification (.061) is lesser than the table value (7.385). So, null hypothesis will be accepted.
- There is no significant relationship between the Gender and Inter Bank Connectivity (0) is lesser than the table value (29.236). So, null hypothesis will be accepted.
- There is no significant relationship between the Gender and minimal down time (0) is lesser than the table value (16.000). So, null hypothesis will be accepted.
- There is no significant relationship between the Gender and error handling (0) is lesser than the table value (47.467). So, null hypothesis will be accepted.

SUGESTIONS

- Rural Population must adopt digital payment methods in order to achieve a cashless society.
- Enhance the customer support service to address the concerns of dissatisfied users, ensuring timely responses and outcome of issues to improve overall satisfaction.
- Increase efforts to encourage more merchants in Coimbatore city to accept UPI payments, aiming to expand the availability and convenience of this payment for users.
- Focus on enhancing security features universally across all user and ensure a robust and trustworthy payment system for all users
- Despite the lack of significance is found among users in digital payments as a disruptive and leading to distraction and potential privacy concerns.
- Undependable Inter Bank Connectivity between drawer and payee can disrupt financial transactions, potentially result in missed payment, penalties, and want to secure the details in banking system.

VI. CONCLUSION

UPI developed the mobile payment technology by facilitating mobile phone to be used as a main payment device for giving and accepting payments in contrast to all of payment systems it can be say that UPI is the most advanced payment systems in the world UPI payment system allows money transfer between any two-bank account by using smart phone. It simplify a single interface to transfer the money. The Result Concludes that Should Encourage rural populations to adopt digital payment methods, Enhancing customer support services, expanding UPI acceptance among merchants in Coimbatore City and Improving user satisfaction and convenience, enhancements and addressing concerns regarding digital payment disruption and interbank connectivity are crucial for fostering trust and reliability in the digital payment system, So, it is without doubt said that the future transaction system is cashless transaction.

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