Empowering India through Digital Transformation – A Sustainable Approach

Vol. – 3

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– A Sustainable Approach, Volume - 3

PREFACE

Digital transformation has been a key driver of progress and empowerment across the globe in recent years. In India, the rapid adoption of digital technologies has unlocked unprecedented opportunities for economic and social development. From improved access to education and healthcare, to increased financial inclusion and digital governance, the benefits of digitalization have touched the lives of millions of Indians.

However, as India continues its digital journey, it is crucial that this transformation is sustainable and equitable. The edited volume "Empowering India through Digital Transformation: A Sustainable Approach" delves into this critical imperative. Bringing together leading experts and practitioners, the book explores strategies and models to harness the power of digital technologies while ensuring their benefits are distributed fairly and the environmental impact is minimized.

The chapters in this volume cover a wide range of topics, from innovative digital platforms empowering rural communities, to the role of emerging technologies like AI and block-chain in building a sustainable future. Readers will gain valuable insights into best practices, case studies, and policy frameworks that can guide India's path towards becoming a truly digitally empowered nation.

As India celebrates 75 years of independence, this book serves as a timely contribution towards realizing the vision of a self-reliant, technology-driven, and sustainable India. We are confident that the knowledge and ideas presented here will inspire policymakers, industry leaders, civil society, and citizens alike to work together in leveraging the transformative power of digital technologies for the greater good of the country and its people.

We extend our heartfelt gratitude to the Indian Council of Social Science Research (ICSSR) – Southern Regional Centre, Hyderabad, for their partial support in organizing this National Seminar. We also express our sincere thanks to the authors who generously contributed chapters to this book.

- Editors

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Users Perception towards Digital Payment

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Abstract

This research study aims at exploring users' preference towards digital payment and variables that influences the usage of digital payment. Data for the study have been collected from 131 users through issue of structured questionnaire by adopting convenience sampling technique. Simple Percentage, Weighted Average Ranking and Chi-square test have been used to analyze the data. The study reveals that majority of the customers are female with the age of below 30 years and majority of them are undergraduates employed in private sector with an earning of up to Rs.20000 per month and they are aware about digital payment through friends. The reasons for using digital payment are mobile recharge followed by online purchase, DTH recharge, payment of electricity bill, settlement of hotel bill, payment of insurance premium, ticket booking, bank transfer and payment of EMI. Chi-square test reveals that age, educational qualification, occupation, type of family, monthly income, period of usage, frequency of usage, level of awareness are significantly associated with the level of usage of digital payment.

Keywords: *Digital Payment- Wallet-Usage.*

Introduction

The mobile payment app is an innovative technology for avoiding the usage of physical cash. Digital payment system is gaining popularity due to the 'Digital India' campaign introduced by the government of India. There are a variety of apps available that allow users to make online payments ie. Google Pay, Paytm, Phonepe, BHIM etc. E- Payment is simple and quick method to transfer money instantly. Lyrics Miruna (2019) found that majority of the customers are satisfied with E-Wallet service providers on offers and discounts, customer service, transaction time and trust factor. Shamsher Singh and Ravish Rana (2017), found that majority of respondent are influenced by convenient use, secured transactions, saves time. The buying behaviour of people has been changed due to development in Electronic payment system In this regard the present study brief about users perception towards digital payment.

Review of Literature

Sivakumar and Balaji (2019), in their study entitled "Users Perception towards Paytm" to find the perception of users on paytm wallet. The result of the study shows that majority of the respondents are male and belong to the age group between 20 and 30 years and majority of them are UG students. Most of respondents are aware about Paytm through friends. The result of Chi-square reveals that there is no significant relationship between age and usage of Paytm wallet. **Tanzila Ayaz Sayed et.al (2018),** in their research captioned "A Study of Customer Satisfaction Level and Customer Perception of E-Payment App Services with special reference to Pune City", to study the customers satisfaction level of E-payment App. The data have been collected through issuing questionnaire to 200 respondents by adopting convenient sampling technique. Simple Percentage method has been used to analyze the data. The result of the study reveals that the majority of the respondents are using PAYTM App Services and they feel it is comfortable and satisfied with speed of transactions.

Statement of the Problem

In technological era, Digital payment system usage has been increased in India. The Consumers use of smart phones has increased the usage of e-wallet services. Nidhi Singh et.al (2017) found that there is a strong correlation between consumers' perception, preferences and satisfaction of mobile wallet users. IIango Natarajan (2023), find that respondents are influenced by accessibility 24*7, fast payment and suitable for minimum payment. It is also found that there is a significant relation between age and reason for using Paytm and Phonepe over other e-wallets. In this background, it is essential to find out the reason for preferring digital payment and the variables that influence the usage of digital payment.

Objectives of the Study

The following are the objectives of the study

- To know the socio-economic profile of the sample users.

- To identify the variables that influences the usage of digital payment.

Research Methodology

The study is based on primary data collected through issue of well-structured questionnaire. It contains questions relating to the socio-economic profile, awareness, and reasons for using digital Payment. A sample of 131 users in Pollachi Taluk has been selected by adopting convenience sampling method. Simple Percentage, Weighted Average Ranking and Chi-Square test have been used to analyze the data.

Findings

The findings of the study are divided into four sections namely, Socio-economic profile of the sample users, awareness, reason for using

digital payment and variables associated with usage of digital payment are depicted in the following paragraphs.

(i) Socio - Economic Profile

➢ Majority of 102(77.86%) users are female.

➢ Majority of the users, 98(74.80%) belong to the age group of below 30 years.

➢ Majority of 95(72.51%) users are unmarried.

➢ Majority of 97(74.04%) users belong to nuclear family

➢ Most of the users, 65(49.61%) are under graduates.

➢ Most of the users, 62(47.32%) are private employees.

➢ Majority of the users, 104(79.38%) are earning members.

➢ Majority of 66(50.38%) users earn a monthly income of up to Rs.20, 000.

➢ Majority of 79(60.30%) users' family income per month is up to Rs.30, 000.

(ii) Awareness on Digital Payment

➢ Most of the users, 64(48.85%) came to know about digital payment through friends.

➢ Majority of the users, 77(58.77%) use digital payment frequently.

➢ Majority of 98(74.80%) users using digital payment for a period of 2-3 years.

➢ Majority of 68(51.90%) the users are aware of the features available in digital payment.

➢ Majority of 71(54.19%) users recommend the use of digital payment to others.

(iii) Reason for using Digital Payment

Weighted average ranking has been applied to ascertain the reason for using digital Payment.

Table 1 : Reason for using Digital

REASON	WEIGHTED AVERAGE RANK
Bank Transfer	VIII
Mobile Recharge	I
Ticket Booking	VII
Online Purchase	II
Payment of Electricity Bill	IV
Settlement of Hotel Bill	V
Payment of Insurance Premium	VI
DTH Recharge	III
Payment of EMI	IX

Payment – Weighted Average Ranking

It is found that digital payment is mostly used for mobile recharge followed by online purchase, DTH recharge, payment of electricity bill, settlement of hotel bill, payment of insurance premium, ticket booking, bank transfer and payment of EMI.

(iv) Variables Associated with Usage of Digital Payment

To identify the association between the select variables and usage of Digital payment, the Chi-square test has been employed.

Table 2 : Variables Associated with Usage of Digital Payment

Variables	d.f	Calculated χ^2 Value	Table Value 5% Level
Gender	2	4.589	5.991
Age	2	7.878	5.991
Marital Status	2	5.944	5.991
Type of family	2	9.577	5.991
Educational Qualification	6	14.234	12.591
Occupation	6	15.801	12.591
Number of Members in Family	2	3.124	5.991
Monthly Income	6	13.528	12.591
Family Income (Per Month)	6	9.862	12.591
Frequency of Usage	4	14.609	9.487
Period of Usage	4	12.989	9.487
Level of Awareness	4	10.174	9.487

It has been found that there exists a significant association between age, type of family, educational qualification, occupation, monthly income, period of usage, frequency of usage, level of awareness and usage of digital payment.

Conclusion

The study depicts that age, type of family, educational qualification, occupation, monthly income, period of usage, frequency of usage, level of awareness and usage of digital payment. Digital payment system, such as Paytm, Google Pay, BHIM, PhonePe offers the user

the ability to pay retailers and other consumers on the Internet over the mobile phone. The payment requires no other participants than the payer and payee, so by having no transaction processing fees and allowing low value transactions to be cost-effective. For cash less system in India the following measures are recommended. Financial literacy campaign may be conducted by the government from time to time to make people aware of the benefits of electronic payments; E-payment app may provide promotion activities like, discounts/offers, reduction in service charges, rewards and may also focus in improving the security and privacy of their users.

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