

# “A STUDY ON CONSUMER INSIGHT TOWARDS UPI, WITH SPECIAL REFERENCE TO COIMBATORE CITY”

**Mrs.S J SEMBAKALAKSHMI M.com IB(Ph.D)**, Associate Professor, Department of Commerce with Banking & Insurance, Sri Ramakrishna College of Arts & Science, Coimbatore.

**Mr. RAJARAJAN.S III B.Com B&I**, Department of Commerce with Banking & Insurance, Sri Ramakrishna College of Arts & Science, Coimbatore.

## ABSTRACT:

*With the introduction of the Unified Payment Interface, India has made significant progress toward becoming a cashless nation (UPI). With the new payment system, your smartphone can function as a virtual debit card. Therefore, this study article makes an effort to investigate the factors that influence consumers' attitudes and perceptions of the Unified Payment Interface as well as the effects of those attitudes and perceptions. For this purpose, research has applied One-Way ANOVA test, which states that there is significant association between location and awareness level towards unified payment interface. The mean value obtained in case of Urban population is more than rural and semi-rural population.*

## KEYWORDS:

UPI, mobile phones, digital payment methods.

## INTRODUCTION:

According to the NPCI, “Unified Payments Interface (UPI) is a system that powers multiple bank accounts into a single mobile application, merging several banking features, seamless fund routing & merchant payments into one hood. UPI’s overall importance comes from the intense desire and effort made by the RBI and the government to create a cost effective, simple and safe digital payment system that will be used for the large population of the country. The RBI along with the NPCI has made commendable efforts to spread digital payments culture. According to the RBI, a digital payment platform should be simple, safe and efficient while carrying out payments. Various criteria about an ideal payment system was brought out by the RBI in its vision for a future payment system dreaming a digital transaction economy. From this angle, a remarkable feature of the UPI is that it satisfies several criteria put forwarded by RBI’s payment system vision of safe, efficient, interoperable, authorized, accessible, inclusive and compliant with international standards.

## **OBJECTIVE OF STUDY:**

- 1) The study is to know the consumer awareness, consumer perception and consumer satisfaction towards UPI.
- 2) To identify the variance between UPI services and traditional services.
- 3) To study about factors that effects the consumer perception towards UPI.
- 4) To find out the level of awareness of UPI and its adoption by people of different age groups and income level

## **STATEMENT OF THE PROBLEM:**

It is imperative in the current period that digital payment is one important area where all the customers should be aware. The reasons are enormous like digital India and mechanization of e-documentation. Nowadays the physical payment mode becomes critical due to various reasons like time and safety. This enabled e-payment methods like internet banking and this again made simpler with android mobile phones. Keeping this concept, the research work. Framed based on the consumer behavior towards UPI (unified payments interface).

## **SCOPE OF THE STUDY:**

Due to various reasons online payment have become an important kind of transaction in trade. So, it is imperative that to find the various sources of online sources towards money transactions. By this study we are trying to find out what are the various modes of online payment terms related to UPI. This study is to analyze the awareness and satisfaction level of the customers in UPI and the security and privacy concerns influencing consumers in adoption of UPI. The study analyzes the consumer perception and problems towards UP. It also helps to identify the variance between UPI services and traditional services.

## **RESEARCH METHODOLOGY:**

Research methodology refers to the theoretical analysis of the methods appropriate to a field of study or to the body of methods and principles particular to a branch of knowledge.

## **DATA COLLECTION:.**

### **PRIMARY DATA:**

The first-hand information was collected by the researcher after finalizing the study area. Through well-structured questionnaire primary data was collected. It was collected from 50 respondents.

### **SECONDARY DATA:**

The secondary data was collected from the study related websites, journals, and magazines. It was collected through the library to facilitate proper understanding of the conceptual frame work about the study.

## **RESEARCH PERIOD:**

The study is conducted for a period of January 2<sup>nd</sup> to March 1<sup>st</sup>

### **SAMPLE SIZE:**

Due to the limited period of study, only 50 customers selected as sample unit from the population. The study is conducted on the basis of the responds of the selected sample and findings are drawn based on their responds.

### **TOOLS USED IN ANALYSIS:**

✓Percentage Analysis

✓Chi-Square Analysis

### **LIMITATION OF STUDY:**

- Selected Sample is limited to 50. Hence findings cannot be generalized.
- Respondents may be biased. So the collected data may not be reliable.
- Customers' opinions are supposed to change from time to time.

### **REVIEW OF LITRATURE:**

Parvesh Deepak Oswal & Prof. Hanmant N. Renushe (2021) Impact of COVID-19 on UPI Services. According to their study they says that universal access to banking, and therefore the introduction of biometric sensors in phones can proactively encourage UPI transactions and findings discovered that the respondent has a positive angle towards the UPI dealing for ushering in a less-cash society in the Asian country.

Yash Madwanna, Mayur Khadse & B R Chandavarkar (2021) Discussion on offline UPI in an introductory manner. what kind of services it can provide to its user and how a user can access offline UPI is also discussed in this paper, Readers will get enough knowledge and information about UPI by reading this paper.

Rishabh Jha & Rohit Kumar (2021) In his study titled “An innovative step for making Digital payment Effective and factors affecting Consumer perception on the use of UPI” Performance expectancy, effort expectancy, facilitating conditions (Mobile specs & Network strength), and Cashbacks & Rewards found to have an impactful relationship with the behavioural intention of the users who prefer to adopt and use UPI payments

Nileshkumar L Pate & DR. JAYSHRI S DATTA (2020) Factors influencing the usage of UPI have been identified in this research. The findings revealed that compatibility of application, comparative advantage and threats have positive impact on the usage of UPI. Perceived risk and customer profile have negative impact on the usage. Customers demand safety standards for online UPI transactions which must be robust in industry safety grades.

Alderman, L. (2020). Our Cash-Free Future Is Getting Closer. “People are using cards and contactless payments because they don't want to have to touch anything,” said Mr. Cornu, as a line of mask-wearing shoppers stood three feet apart before approaching the register and swiping contactless cards over a reader. While cash is still accepted, even older shoppers — his toughest clientele when it comes to adopting digital habits are voluntarily making the switch



## AN OVERVIEW OF UPI

Unified Payments Interface (UPI) is one of the fastest growing digital payment systems through which a user can both send and receive money through a Virtual Payment Address (VPA). Uniqueness of UPI over other digital payment methods like 24\*7 and 365 days availability, Easy and convenient to use and secure gateway attracts the customers of service sector.

The unified payment interface is a real-time payment system. It is designed to enable peer-to-peer inter-bank transfers through a single two click factor authentication process. The interface is regulated by the Reserve Bank of India (RBI), India's central bank. It works by transferring money between two bank accounts along with a mobile platform.

## FEATURES OF UPI

1) UPI enables personal mobile to be used as a primary device for all payments including person to person, person to entity, and entity to person. Using UPI, users can seamlessly make or request payments with ease and security to/from friends, merchants or pay their bills etc. without the need to share banking credentials. User can consolidate multiple banking relationships using a single UPI App which makes for good user experience for users.

2) The payment can be initiated both by sender (payer) and receiver (payee). This enables a personal mobile to be used to "pay" someone (push) as well as "collect" from someone (pull).

3) UPI allows users to create their unique virtual payment address thus enabling users to make payments only by providing a payment address without the need to provide sensitive details like bank account numbers or credentials on third party applications or websites. The payments can be done using multiple identifiers like virtual payment address, Aadhaar Number or Account number & Indian financial system code (IFSC)

4) UPI provides a standard set of APIs to enable transactions on UPI platform, thus enabling a fully interoperable system across all banks, financial institutions and payment systems without having silos across all banks, financial institutions and payment system without having silos and closed systems. These minimalistic and fully functional APIs allow innovations by payment service providers to build customized payment solutions for businesses and functionality rich mobile apps for consumer's without having to change the core API structure.

5) UPI uses One-click 2-factor authentication for safe and secure payments using a personal mobile phone without the need for any separate acquiring devices or physical tokens

## DATA ANALYSIS AND INTERPERTATION:

In this chapter the analysis and interpretations of "To Study the consumers perception towards Nestle company & its products with special referance to coimbatore city" on a sample of 50 respondents selected from Coimbatore city is presented. The opinion of the respondents and the relevant information were collected through a questionnaire comprising of personal factors and study factors. The collected information was classified and tabulated and supplementary with the following statistical

tools in tune with objectives of the study

**PERCENTAGE ANALYSIS:**

The percentage analysis is mainly carried out to determine the percentage of the respondents fall under each category. This analysis also helps to standardize the respondent’s opinion on various aspects. This analysis carried out for all questions given in the questionnaire.

1) TABLE DESCRIBES THE SOCIOECONOMIC BACKGROUND OF THE RESPONDENTS

Demographic profile	Particulars	No. of respondents	Percentage
<b>Gender</b>	Male	25	50%
	Female	2	4%
	Others	2	4%
	Prefer not to say	0	0%
	<b>Total</b>	<b>50</b>	<b>100%</b>
<b>Age</b>	Below 18	20	40%
	19 to 25	21	42%
	26 to 35	8	16%
	Above 35	1	2%
	<b>Total</b>	<b>50</b>	<b>100%</b>
<b>Marital status</b>	Married	21	42%
	Unmarried	29	58%
	<b>Total</b>	<b>50</b>	<b>100%</b>
<b>Educational qualification</b>	Illiterate	12	24%
	Graduate	26	52%
	Profession	10	20%
	HSC	2	4%
	<b>Total</b>	<b>50</b>	<b>100%</b>
<b>Residential area</b>	Rural	8	16%
	Urban	25	50%
	Semi urban	16	32%
	Metro	1	2%
	<b>Total</b>	<b>50</b>	<b>100%</b>

<b>Occupation</b>	Student	5	10%
	Salaried employee	19	38%
	Businessman	23	46%
	Daily wages	3	6%
	<b>Total</b>	<b>50</b>	<b>100%</b>
<b>Monthly income</b>	0-10000	5	10%
	10000-20000	21	42%
	20000-30000	21	42%
	Above 30000	3	6%
	<b>Total</b>	<b>50</b>	<b>100%</b>

- The table shows that out of 50 respondents, 50% of the respondents are male and 46% of respondents are female
- The table shows that out of 50 respondents, 40% of respondents are below 18 years, 42% of respondents are between 19-25 years, 16% of respondents are between 26-35 years and 2% of respondents are above 35 years
- The table shows that out of 50 respondents, 42% of respondents are married and 58% of respondents are unmarried.
- The table shows that out of 50 respondents, 24% of respondents are illiterate, 52% of respondents are graduates, 20% of respondents have completed professional course and 4% of respondents are HSC.
- The table shows that out of 50 respondents, 16% of respondents are residing in rural area, 50% of respondents are residing in urban area, and 32% of respondents are residing in metro area.
- The table shows that out of 50 respondents, 10% of respondents are students, 38% of respondents are salaried employees, 46% of respondents are businessman and 2% of respondents are daily wage worker.
- The table shows that out of 50 respondents, 10% of respondents are earning below 10000 per month, 42% of respondents are earning between 10000-20000 per month, 42% of respondents are earning between 20000-30000 per month and 6% of respondent are earning above 30000 per month.

2) TABLE DESCRIBES THE CHI SQUARE TEST BETWEEN AGE AND AWARENESS OF THE RESPONDENTS

**Chi-Square Tests between age and awareness**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.484 <sup>a</sup>	8	.233
Likelihood Ratio	11.525	8	.174
N of Valid Cases	50		

**FINDINGS OF THE STUDY :**

- Majority (50%) of respondents are male
- Majority (42%) of respondents are between 19-25 years
- Majority (58%) of respondents are unmarried
- Majority (52%) of respondents are graduates
- Majority (50%) of respondents are residing in urban area
- Majority (46%) of respondents are businessman
- Majority (42%) of respondents are earning 10000-30000 per month

**SUGGESSTIONS:**

**Run a survey:** A survey is a useful tool for learning about users’ opinions and satisfaction with mobile payment apps. The survey should ask questions about the app’s usability, security, dependability, and general satisfaction, among other topics. The survey can be made available via a variety of platforms, including email, social media, and the app itself.

**Conduct usability testing:** This is an additional method of learning about how users feel about and are satisfied with mobile payment apps. This entails watching users use the app and noting any problems they run into. With screen sharing software, testing can be carried out remotely or in a lab environment. The results of the usability testing might offer information about how users actually utilise the app and potential trouble spots.

**Examine app reviews:** Users generally leave evaluations and ratings for mobile payment apps in app stores. Examining these reviews can offer insightful information about how users feel about the app. Natural language processing methods can be used to examine the reviews to find recurring themes and sentiment. The results can be used to pinpoint the features of the app where users are particularly happy or unhappy and offer suggestions



for potential areas of improvement.

### **CONCLUSION:**

The study could explore factors such as consumer awareness and adoption of UPI, satisfaction with the convenience and ease of use of UPI, trust in the security and privacy of UPI transactions, and the role of customer support in shaping consumer perception of UPI.

The findings of the study could provide valuable insights for retailers and service providers looking to improve their UPI payment systems and enhance consumer satisfaction. By understanding the attitudes and preferences of consumers towards UPI in Coimbatore city, retailers and service providers could tailor their offerings to meet the specific needs and preferences of the local market.

In conclusion, a study on consumer perception towards UPI in Coimbatore city could provide valuable insights into the factors that drive consumer adoption and satisfaction with UPI payment systems in the city, and help retailers and service providers enhance the quality and effectiveness of their UPI payment offerings.

