A STUDY ON AWARENESS OF UPI PAYMENT – STUDENTS' PERSPECTIVE.

Kuhu Bose

Faculty of Management and Commerce, PES University, Bangalore, India and,

Bujunuru Mrunalini

PES University, Bangalore, India

ABSTRACT

The Unified Payments Interface (UPI) is a digital payment architecture rolled out by National Payments Corporation of India (NPCI) using advanced digital payment features with mobile phone as the main device. This study is surveyed with 62 respondents using google form. The objective of this study is to know the customer preference, level of satisfaction towards the UPI scheme and to study the problems faced by customers in using UPI Scheme. The study also reveals that users of UPI have a strong positive Satisfaction towards technology used in banking.

INTRODUCTION

The Unified Payments Interface (UPI) is a technology that combines multiple banking services, smooth fund routing, and merchant payments into a single mobile app that can be used by any bank that participates. It also works with "Peer-to-Peer" requests, which can be scheduled and paid for based on need and convenience.

A smartphone app called Unified Payment Interface (UPI) lets you move money from one bank account to another. It is a mobile payment system with a single interface made by the National Payments Corporation of India (NPCI). It eliminates the need for customers to type in their bank information or other sensitive information every time they make a transaction.

The Unified Payment Interface is a way to make payments that work in real-time. It works using a mobile platform to move money from one bank account to another. It's meant to make it easier for people to send money to each other across banks by using a single, two-click authentication process. India's central bank, the Reserve Bank of India (RBI), is in charge of the interface.

The Reserve Bank of India, the National Payments Corporation of India (NPCI), and the Indian Banks Association started UPI (IBA). NPCI is in charge of the RuPay payment system, which works like Visa and MasterCard. It makes it easier for banks to talk to each other and move money around. NPCI also runs the Immediate Payments Service (IMPS) programme.

Sending money on the UPI is called a "push." In order to send money, the user logs into the interface and selects the Send Money/Payment option. After entering the recipient's virtual ID and the amount desired, they choose the account from which the money will be debited. The user then enters a special personal identification number (PIN) and receives a confirmation.

Receiving money through the system is called a "pull." Once the user has logged in to the system, they select the option to collect money. The user then needs to enter the virtual ID for the remitter, the amount to be collected, and the account in which they will deposit the funds. A message then goes to the payer with the request to pay. If they decide to make the payment, they enter their UPI PIN to authorize the transaction.

Once the transfer has been completed, both the sender and the recipient receive a confirmation by text message to their smartphones.

Benefits of using UPI

•   It is simpler to pay bills online.
•   Use UPI payments to pay for ride-hailing services, websites that sell things right away, and food delivery services.
•   You can pay for online purchases at nearby restaurants, grocery stores, and department stores.
•   Rent, cell phone top-ups, and utility bills can all be paid quickly online.
•   UPI makes digital payments extremely convenient. Users can send and receive money 24/7 from the comfort of their smartphones.
•   UPI transactions are secure. They require multi-factor authentication, such as mobile PIN, biometric verification, or UPI-PIN, making it difficult for unauthorized transactions to occur.

PROBLEM STATEMENT

The Unified Payments Interface (UPI) is a revolutionary digital payment system that has gained widespread adoption in India. However, there remains a significant gap in awareness, understanding, and utilization of UPI payments among students. This problem statement aims to address the issue of insufficient awareness and knowledge about UPI payments among the student population.

Dependent Variable:

The level of awareness and understanding of UPI payment systems among students. **Independent variable:**

•   Age
•   Education level
•   Usage
•   Security
•   Convenience

RESEARCH OBJECTIVE

•   To study about the awareness of UPI payment among students.
•   To know the preference and level of satisfaction towards UPI scheme.

REVIEW OF LITERATURE

Rasna TPP, & Susila S (2021) in their research paper they focused on analyzing about the preferences of UPI payment apps and a comparative analysis of the male and female users of UPI in rural and urban areas with reference to Kannur district in Kerala. According to the study, there is a growing trend toward UPI preference, though it is declining, and there is a significant difference in usage patterns between male and female respondents in both rural and urban areas.

Parulben Dipsinh Zala (2021) in his Ph.d thesis entitled "A Study of awareness &

Perception about Digital Payments in the Selected Cities of Gujarath" examine the awareness and perception of respondents about digital payments. It was concluded from the study that friends and relatives are the main

source of awareness, among different available digital payment methods, the most preferred mode is Unified Payment Interface (UPI) and COVID19 pandemic period was the major driving force, to move towards cashless economy.

Rajbir Saha (2021) investigated the use of digital payments during the COVID19 pandemic, with a focus on E-Wallet users in Guwahati. The study looked at how people used digital payments at Covid 19 and tried to figure out what their preferences were and why they utilised e-wallets. Study concluded that the, users of e-wallets have showed a good intent to adopt, according to the survey.

Sunny Gupta and Dinesh Chand (2021) conducted a study on "Consumers Perception towards Unified Payments Interface". They found that maximum number of people use UPI for fund transfer, mobile recharges or cash back, women respondents were rigid in using technologies and cash back alone could not be considered as factor for motivating consumers to use UPI on a daily basis. The study was concluded that mobiles phones were most used devise for transferring and accepting payments and the respondents were having positive attitude towards UPI transactions.

PoornaPushkal C and Pappeswari C (2021), "A Study on Awareness and Customer
Satisfaction of Unified Payment Interface (UPI) For Digital Payments with Reference to Ambasamudram Area", in their paper an attempt was made to identify the level of awareness and satisfaction among people about UPI and the basis on which they select mode of digital payment and the work was done to identify the adoption of UPI in money transfer system.

Venkata Siva Kumar.S and Ch. Kavya (2020) in their paper, 'Role of Unified Payment
Interface in Digital Banking Services – An Empirical Study on User Perceptions', analyzed the awareness and perceptions of varied age groups of individuals and occupations towards usage of UPI services. They concluded that UPI users were having dissimilar perceptions in using UPI banking services and users of the various occupations were opined that the UPI services are far better than traditional banking services.

Gupta and Kumar (2020) review the UPI- Unified Payment Interface technique of Digital Payment, explains its design, Technologies, operations, Parties concerned in UPI dealing, its advantages & Challenges; additionally mention varied current UPI Apps offered, and alternative digital payment technique and their comparison with the UPI transactions and concluded that UPI may be a tool with compatible options which will create financial transactions straightforward and reasonable to the customers however it still wants confidence & awareness of the purchasers primarily type the rural background.

Jibin SR (2020) tried to analyse the Customer Perception towards Cashless Digital Payments in the Present Scenario. The study concluded that, most of the respondents are having
positive attitude towards digital payments, demonetisation is important factor which influenced to adopt digital payment system.

Elina Kanungo, Sonalika Pati (2020) Customer Preferences in Payment Method Adoption: A Study on the Pre, During, and Post Lockdown Periods of Covid 19 in India. The study's goal is to learn about people's preferences for using the digital form of payment throughout the COVID outbreak lockdown period, both before and after the outbreak, in both urban and rural areas of the country. The report closes by stating that digital payment systems have penetrated rural areas as well.

Balasubramanian M and Amanullah K.M. (2019) conducted a study on 'Mobile Banking and its Evolution in the UPI Era'. They studied the evolution of the UPI based transactions in India, its impact on the paperless transactions and problems associated with UPI based apps. They found that the UPI is till new in India and developing very rapidly. Google Pay, Pay Tm and Phone Pe are the major contributors of latest payment methods when, it compared to government owned BHIM app and stated that UPI is ideal for smaller fund transfer and other modes of online transfer are preferable for higher amounts.

Arvind Chaudhari and Deepak Chaudhari (2019) an attempt was made "To Study the Consumer Satisfaction on UPI (Unified Payments Interface) with Special Reference to
Hyderabad and Suburbs". They studied the perception of the customers towards UPI services and traditional services and the impact of the UPI services in customer satisfaction. In their study they revealed that customer has a positive attitude towards UPI services and highlighted that there is relationship between education of the respondents and usage of UPI services. **Bijin Philip (2019)** made a study on impact of UPI on customer satisfaction. The study focused on to identify the customer preference towards unified payment interface and

analyse the impact of UPI services on satisfaction of the customers. Findings revealed that the customer has a positive attitude towards unified payment interface services and functions and there is positive relationship between education of the respondents and usage of UPI services. Educated person are more inclined to use the UPI services and they encourage more peoples in the adoption and usage of UPI services.

Virshree Tungare (2019), "A Study on Customer Insight towards UPI (Unified Payment Interface) - An Advancement of Mobile Payment System" states that cashless transaction has become significant component after the Demonetization. In Indore, the researcher conducted a study on UPI payments and related E-payment modes. According to the study's findings, the majority of respondents find UPI payments to be a convenient method of payment that offers a variety of rewards and incentives.

Suma Vally And Hemadivya (2018) Studied Consumer Adoption of Digital Payments in India. The Results Indicate That the Deployment of Technology for Digital Payments Have Improved the Performance of Banking Sector and Ready to Achieve the Motive Cash Less Country. The Study Gives Emphasis to The Share of Awareness on Maximum Utilization of Technology. Banks Should Take Effective Measures in Creating Awareness Towards the Effective Usage of Technology and Security.

Ravish Rana (2017) studied adoption of digital payment and influence on the education level of the customers. If a person has studied beyond matriculation and internet survey, he or she will be inclined to use the digital payment mode and digital operations. The study founded that in the areas where education level is high such as Delhi NCR and other metropolitan cities, the possibility of acceptance of digital payment is much higher than rural and semi urban areas.

The growth of users of Smartphone and internet accessibility in such area also facilitated the adoption of digital payment and much more penetration in the usage of such services. **Roshna Thomas, Dr. Abhijeet Chatterjee (2017)** The study reported that UPI is a tool with compatible features that can make monetary transactions easy and affordable to the customers though it is difficult to sideline the challenges. A strong Aadhar platform (UID) combined with statistics for the country pertaining to increased financial inclusion, Smartphone adoption and telecom subscription indicate positive prospects for UPI whereas competition from mobile wallets and possible cases of failure from banks to overcome technical errors especially relating to the front-end platform designed by them may negatively impact the scope of this innovative payment tool.

Somanjoli Mohapatra (2017) In their study reported that the single interface across all NPCI systems besides creating interoperability and superior customer experience. The UPI seeks to make money transfers easy, quick and hassle free. The proliferation of smart phones, the availability of an online verifiable identity, universal access to banking and the introduction of biometric sensors in phones will proactively encourage electronic payment systems for ushering in a less-cash society in India.

Radhika Basavaraj Kakade, Prof. Nupur A. Veshne (2017) In their study reported that the UPI has made digital transaction for individuals as easy as sending text messages. Service is available 24X7, not like RTGS or NEFT which don't work on holidays or during non-banking hours. This will bring enormous efficiency in the system and help India become a truly cashless economy.

Shamsher Singh (2017) in his article on Study of Consumer Perception of Digital payment mode, examined the customer perception and impact of demographic factors on adoption of digital mode of payment. To study the objective of the paper, primary data was gathered from 150 Delhi residents. The responses were analysed using ANOVA and frequency analysis. According to ANOVA, there is no significant difference in consumer perception based on demographic factors such as gender, age, profession, and annual income of the patients. However, education was discovered to have a significant influence on digital payment adoption.

RESEARCH METHODOLOGY

The research is based on primary data. The data is collected from the student's studying preuniversity, undergraduate and post graduate. The data is collected through a schedule through the google form. The size of the sample is limited to 62. The collected data is classified and analyzed with the help of statistical tools such as percentage. This research identifies the usage and challenges faced by the students while using UPI payment.

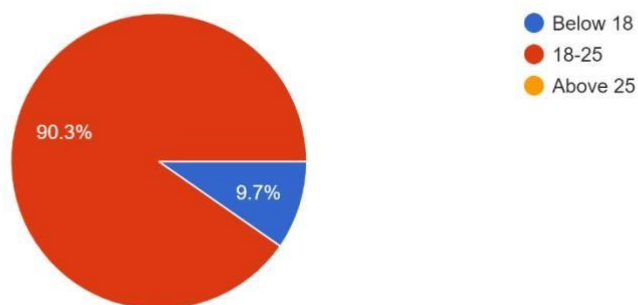DATA ANALYSIS

Gender
62 responses
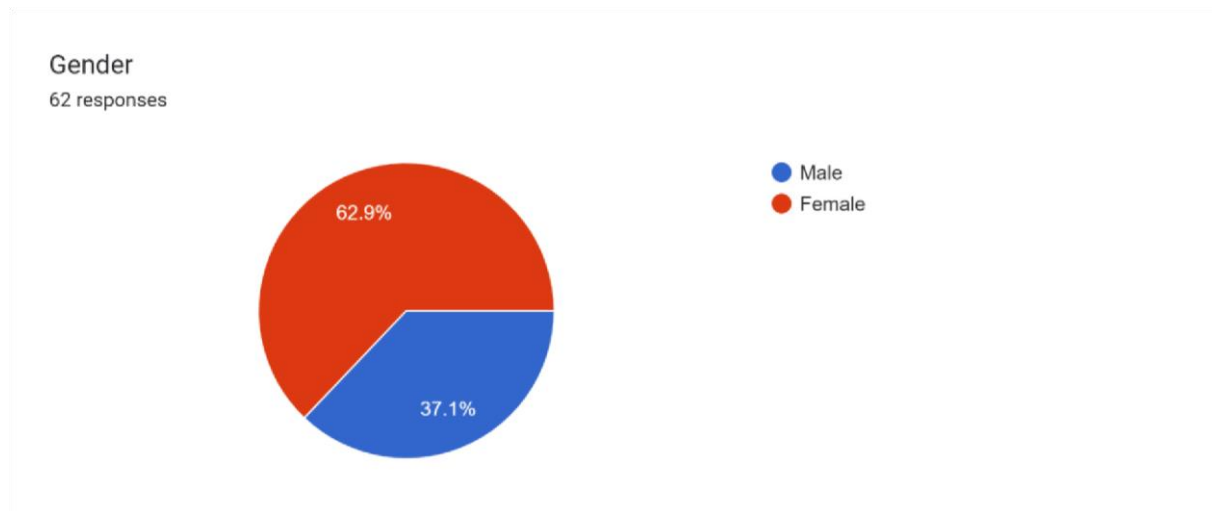
INTERPRETATION

Among 62 respondents, 62.9% of the respondents are female. 37.1% of the respondents are male. Majority of the respondents are female.
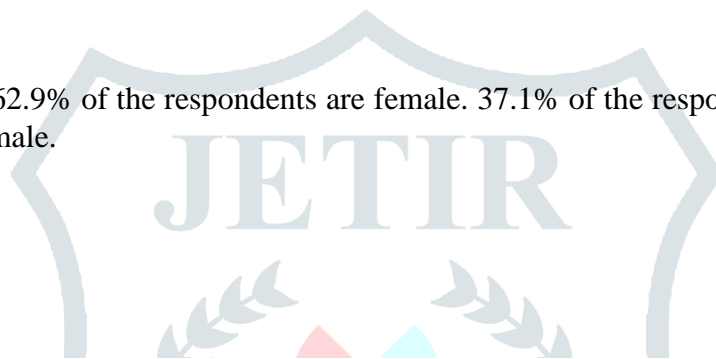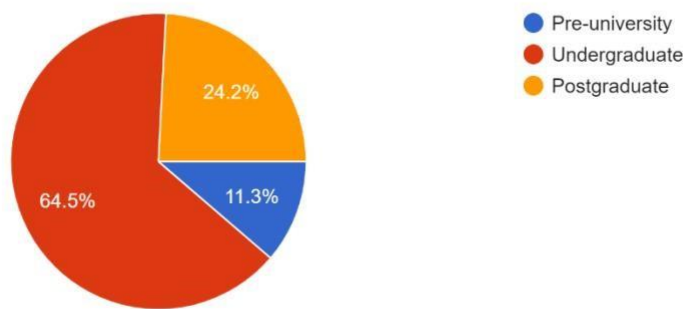

Age
62 responses

INTERPRETATION

90.3% of the respondents are between age group 18 to 25. 9.7% of the respondents are aged below 18. Majority of the respondents are aged between 18 and 25.
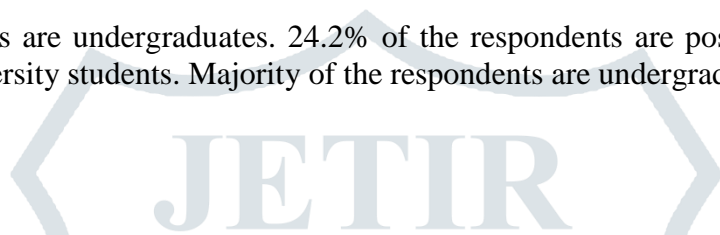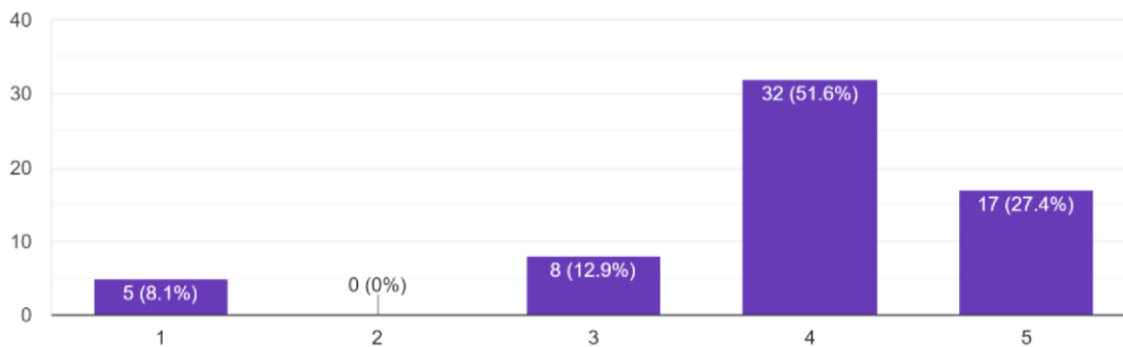
Educational level
62 responses

INTERPRETATION

64.5% of the respondents are undergraduates. 24.2% of the respondents are postgraduates. 11.3% of the respondents are pre-university students. Majority of the respondents are undergraduate students.

How would you rate your knowledge about UPI payments?
62 responses

INTERPRETATION

51.6% of the respondents are familiar with the knowledge about UPI payments. They rated 4 out of 5. 27.4% of the respondents have high knowledge on UPI payments. 12.9% of the respondents have moderate knowledge on UPI payments. 8.1% of the respondents does not have any knowledge on UPI payments. Majority of the respondents have knowledge on UPI payments.
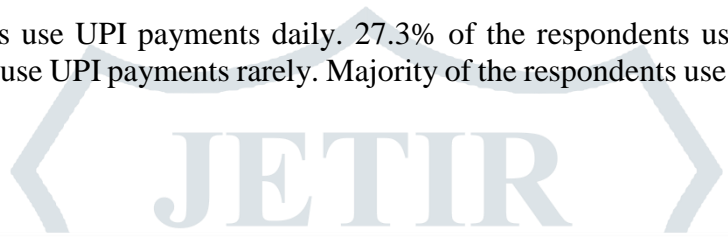
On an average, how often do you use UPI payments?
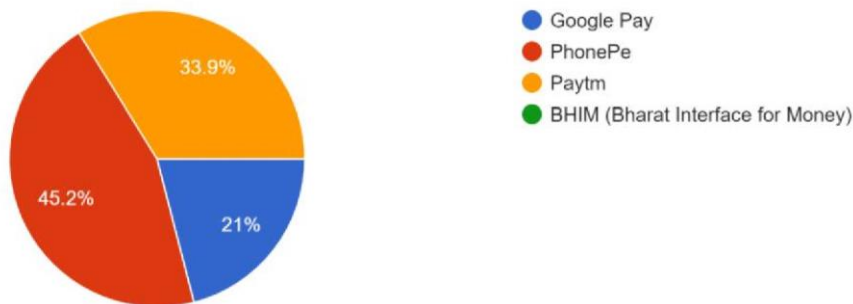62 responses
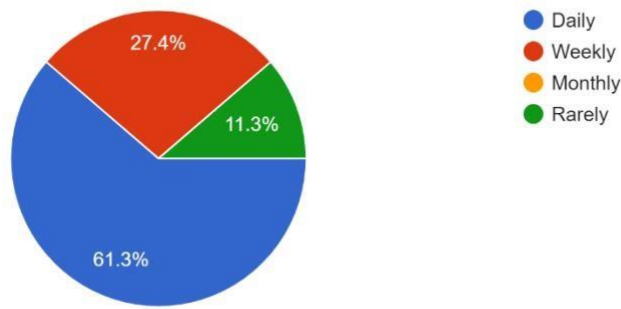
INTERPRETATION

61.3% of the respondents use UPI payments daily. 27.3% of the respondents use UPI payments weekly. 11.3% of the respondents use UPI payments rarely. Majority of the respondents use UPI payments every day.
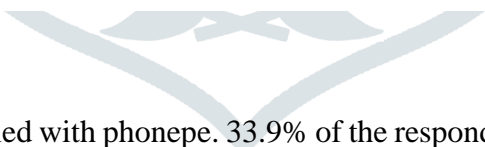
Which of the UPI apps are you satisfied with?
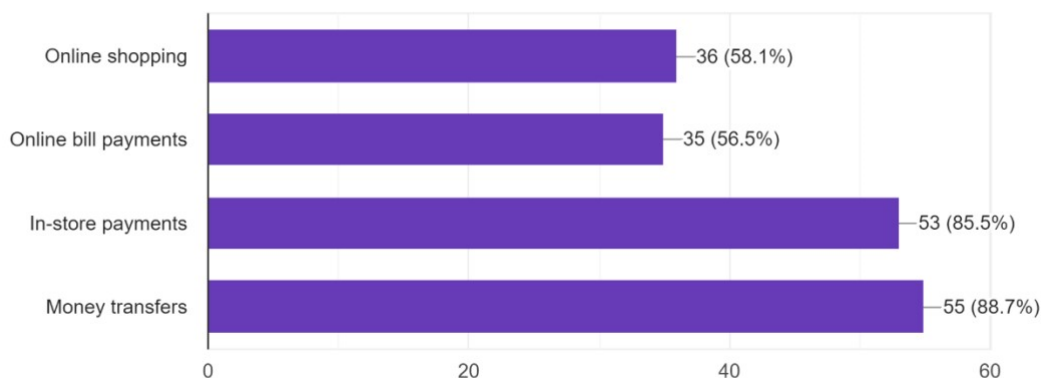62 responses

INTERPRETATION

45.2% of the respondents are satisfied with phonepe. 33.9% of the respondents are satisfied with paytm. 21% of the respondents are satisfied with google pay. Majority of the respondents are satisfied with phonepe.
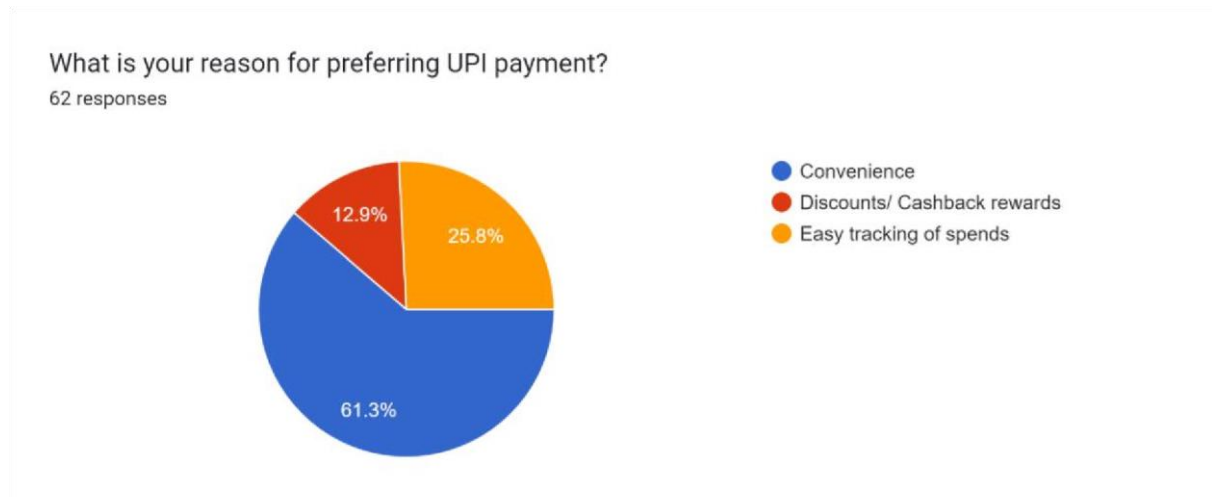
What types of transactions do you typically use UPI payment for?
62 responses

INTERPRETATION

88.7% of the respondents use UPI payment for money transfers. 85.5% of the respondents use UPI payment for in-store payments. 58.1% of the respondents use UPI payments for online shopping. 56.5% of the respondents use UPI payment for online bill payments. Majority of the respondents use UPI payment for money transfers.

What is your reason for preferring UPI payment?
62 responses

- Convenience
- Discounts/ Cashback rewards
- Easy tracking of spends
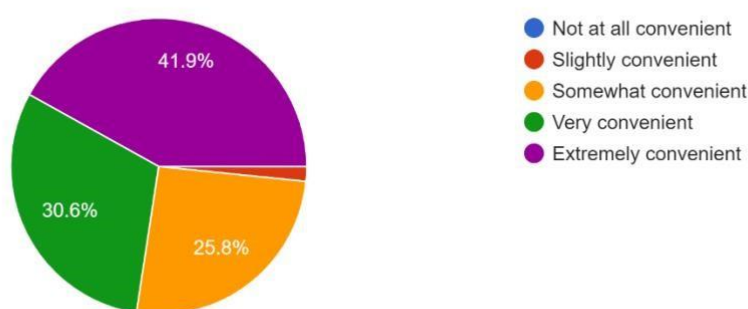
12.9%
25.8%
61.3%

INTERPRETATION

The main reason for preferring UPI payment is convenience for 61.3% of the respondents. 25.8% of the respondents chose easy tracking of spends as their reason for preferring UPI payment. Discounts and cashback rewards is the reason for preferring UPI payment for

12.9% of the respondents.

How convenient do you find UPI payment?
62 responses

- Not at all convenient
- Slightly convenient
- Somewhat convenient
- Very convenient
- Extremely convenient

41.9%
30.6%
25.8%

INTERPRETATION

41.9% of the respondents are extremely convenient with UPI payment. 30.6% of the respondents are very convenient with UPI payment. 25.8% of the respondents are somewhat convenient with UPI payment. 1.7% of the respondents are slightly convenient with UPI payment. Majority of the respondents are extremely convenient with the UPI payment.

How secure do you feel using UPI payment?
62 responses
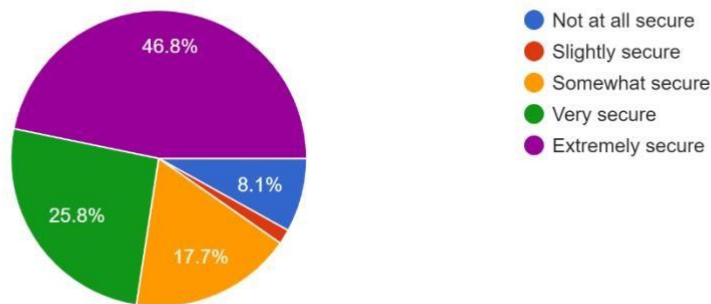
INTERPRETATION

46.8% of the respondents feel extremely secure using UPI payment. 25.8% of the respondents feel very secure using UPI payment. 17.7% of the respondents feel somewhat secure using UPI payment. 8.1% of the respondents does not feel secure using UPI payment. 1.6% of the respondents feel slightly secure using UPI payment. Majority of the respondents feel extremely secure using UPI payment.

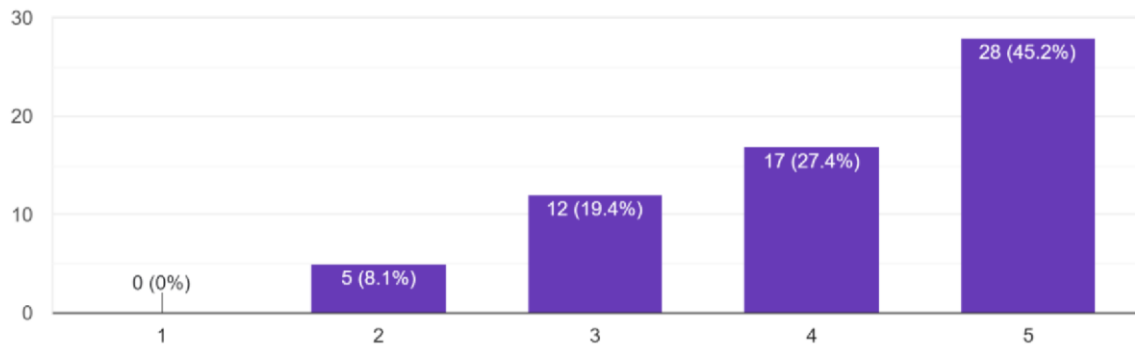How easy do you find it to use UPI payment?
62 responses
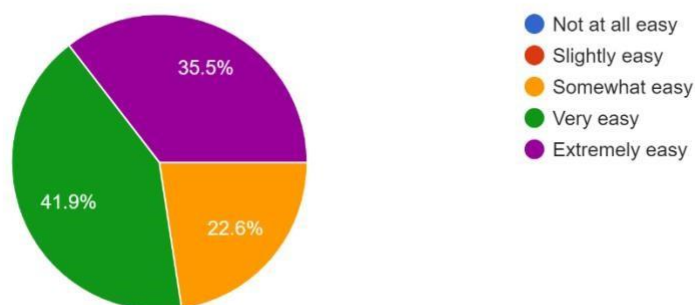
INTERPRETATION

41.9% of the respondents find very easy to use UPI payment. 22.6% of the respondents find somewhat easy to use UPI payment. 35.5% of the respondents find extremely easy to use UPI payment. Majority of the respondents find very easy to use UPI payment.

How satisfied are you overall with UPI?

62 responses

INTERPRETATION

45.2% of the respondents are very satisfied with UPI payment. 27.4% of the respondents are satisfied with UPI payment. 19.4% of the respondents are moderately satisfied with UPI payment. 8.1% of the respondents are not satisfied with UPI payment. Majority of the respondents are very satisfied with UPI payment.

What are the main challenges you have faced when using UPI payments?

62 responses
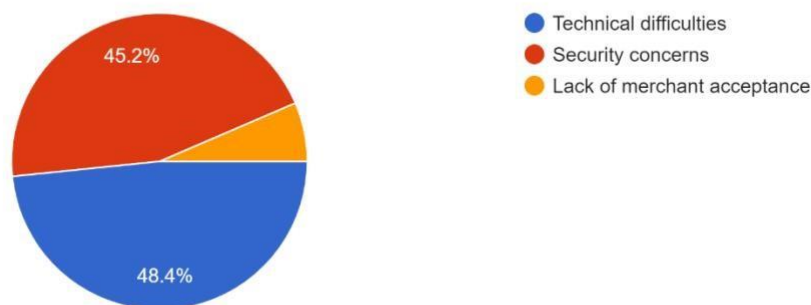
INTERPRETATION

The main challenge faced when using UPI payments is technical difficulties for 48.4% of the respondents. The main challenge faced when using UPI payments is security concerns for 45.2% of the respondents. The main challenge faced when using UPI payments is lack of merchant acceptance for 6.5% of the respondents. Majority of the respondents main challenge faced when using UPI payments is technical difficulties.

FINDINGS

From the research we can find that

- It was found that majority of the respondents are female.

- It was found that majority of the respondents age is between 18 and 25.

- It was found that majority of the respondents are undergraduate students.
- Majority of the respondents have high knowledge about UPI payments.
- Majority of the respondents use UPI payments daily.
- Majority of the respondents are satisfied with phonepe UPI app.
- Majority of the respondents use UPI payment transactions for money transfers.

- The main reason for preferring UPI payment is convenience for majority of the respondents.
- Majority of the respondents feel extremely easy to use UPI payment.
- Majority of the respondents feel extremely secure using UPI payment.
- Majority of the respondents find very easy to use UPI payment.
- Majority of the respondents are very satisfied with UPI payment.
- Majority of the respondents' main challenge faced when using UPI payments is technical difficulties.

SUGGESTIONS

• Majority of the UPI apps gives rewards in e-vouchers which are to be en-cashed only through the purchases. It is found that the respondents expect the rewards cash and immediately crediting to their accounts.

• It is found that the users do not make payments through use of UPI due to technical difficulties. Sometimes, the amount has debited to the customer's account but it has
not credited to the payee's account. The government should improve the network connectivity.

• The main challenge faced by the users is security concerns. In order to get rid of cybercrimes and frauds the users must enable multi- factor authentication for added security.

CONCLUSION

The aim of this study was to learn about consumers preferences toward unified payment services (UPI), as well as how much UPI services affected customer satisfaction. It is clear from this study that customers have a positive attitude toward unified payment interface services. The mobile revolution in the world in general and in the country particularly an added advantage for the usage of UPI and thereby reduce the level of corruption. The use of UPI is becoming popular for making small bill payments.

REFERENCES

• Sowbarnika & V. Vasantikumar (2019), A Study on Satisfaction of UPI with reference to Coimbator city, Infokara Research Vol 8 (8).

• C. Poorna Pushkala & C. Papperwari (2021), A Study on Awareness and Customer

Satisfaction of UPI for Digital Payments with reference to Ambasmudram, Annals R S C B Vol 25(4)

• Abhinaya & et.al (2021), The Impact of UPI in Customer Satisfaction, JETIR Vol 8(4).

• Mayilsamy R, Gokula Krishnan D. A Study on Customers Perception Towards Digital Payment System With Special Reference to Tiruppur City, EPRA International Journal of Researrch and Development. 2020;5(11):518-524.

• Kumar T, Saravankumar R. Customers Perception and attitude Towards Unified Payment Interface, Journal of Emerging Technologies and Innovative Research (JETIR). 2022;9(2):82-87.

• Reddy, Anuradha, Ravi Akula. Status of Cashless Transactions – A Case Study of Mahabubnagar District, Osmania Journal of International Business Studies. 2019; 14(1)&(2):15-22.

• Devadutta Indoria, Devi K. An Analysis on the Customers Perception towards UPI (Unified Payment Interface), International Journal of Aquatic Science. 2011;12(2): 1967-1976.

• Bhuvaneshwary M, Kamalasaravanam S, Kanimozhi V. A Study on Consumer

Behaviour towards UPI (Unified Payment Interface) Payment Application Based in Nilgiris District, International Journal of Advanced Research, Ideas and Innovations in Technology, Vol. 2021;7(3): 1096-1101.

• Shamsher Singh. Study of Consumer Perception of Digital payment Mode, Journal of Internet Banking and Commerce. 2017;22(3):2-14

- Virshree Tungare. A Study on Customer Insight Towards UPI (Unified Payment Interface) - An Advancement of Mobile Payment System, International Journal of

 Science and Research. 2019;8(4):1408- 1412

- Bijin Philip. Unified Payment InterfaceImpact of UPI in Customer Satisfaction, Research Guru: Journal of Multidisciplinary Subjects (Peer Reviewed). 2019;12(4): 124-129.

- Pragya Chawla, Arun Singhal, Pawan Bajaj. A study on awareness and adoption of unified payments interface (UPI) for digital payments A Journal of Composition Theory. 2019;XII(X):472- 485

- Elina Kanungo, Sonalika Pati. Customer's Preference in Adoption of Different

 Payment Methods: A Study on Pre, During and Post Lockdown period of COVID-19 in India; 2020.

- Rasna TPP, Susila S. Acomparative Study on the Usage Pattern of UPI Payments among Rural and Urban at Kannur District of Kerala, World Wide Journal of Multidisciplinary Research and Development. 2021;7(8): 20-24

- Parulben Dipsinh Zala. A Study of awareness & Perception about Digital Payments in the Selected Cities of Gujarath, Doctoral Thesis submitted to Sardar Patel University, Vallabh Vidyanagar. 2021;388120.

- Jibin SR. Customer Perception towards Cashless Digital Payments in the Present

 Scenario, Doctoral thesis Submitted to Manonmaniam Sundaranar University, Tirunelveli. 2020;627012

****