



## **A STUDY ON CONSUMER'S AWARENESS TOWARDS E-PAYMENT APP SERVICES WITH SPECIAL REFERENCE TO CHENNAI CITY**

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### **Abstract**

*Demonetization has created a huge prospect for digital payment growth in India, which was introduced a unique platform for the acceptance of digital payments, as an alternative to cash for Indian consumers. The government of India has been taking a number of steps to promote and encourage digital payments in the country. As part of the 'Digital India' campaign, the government aims to build a 'digitally strong' 'faceless, paperless, and Cashless' economy. There are different types and methods of digital payment. Some of these include debit / credit card use, online banking, mobile wallets, digital payment systems, Unified Payments Interface (UPI), Unstructured Supplementary Service Data (USSD), debit cards, mobile banking, etc. Our Honorable Prime Minister Narendra Modi demands digital payments through online banking, debit and credit cards and e-wallets to promote India go cashless policy. There are huge payment (like Paytm, PhonePe, Bharat Interface for Money (BHIM), Amazon Pay, JioMoney, Airtel Money, etc.) options available in the market for people to go with no money, pay electronically or pay online through payment apps. Electronic-Payment is a digital payment that allows users to make electronic transactions quickly and securely. e-Payment App is an app that consists of your debit and credit card information which helps the users to pay for goods and services digitally using their mobile devices. e-payment app services change the usual ways of making and receiving payments, paying bills, transfers, recharging, purchasing etc. The main purpose of this paper is to know the views of Chennai City customers about using online payments apps in their daily lives to purchase, pay bills etc., and to learn various online payment methods, the purpose of using online payment systems. The objective of the study is to analyze the consumer's awareness towards the e-payment app services and finally the study concludes that India may not be a cash-strapped economy unless public opinion is properly addressed by the government and banking institutions.*

**Keywords:** *Demonetization, Electronic-Payment, Unified Payments Interface, Cashless Economy.*

### **Introduction**

It is said that all the disruptions created opportunities and one such disruption was the announcement of the demonetization by our honourable Prime Minister on 08th November 2016. The government of India has been taking a number of steps to promote and encourage digital payments in the country. As part of the 'Digital India' promotion, the government aims to build a 'digitally strong' 'faceless, paperless, and Cashless' economy. There are different types and methods of digital payment. Some of these include debit / credit card usage, online banking, mobile wallets, digital payment systems, Unified Payments Interface (UPI), Unstructured Supplementary Service Data (USSD), debit cards, mobile banking, etc. Our Honorable Prime Minister Narendra Modi demands digital payments through online banks, cards and e-wallets to promote India go cashless policy. There are huge payment (like Paytm, PhonePe, Bharat Interface for Money (BHIM), Amazon Pay, JioMoney, Airtel Money, etc.)

### **Meaning of the E-Payment App Services**

E-Payment App is an app that consists of your debit and credit card information which helps the users to pay for goods and services digitally using their mobile devices. E-payment app is referred as mobile

money or mobile money transfer. It is performed via a mobile phone. It generally refers to payment services operated under financial regulations.

### Statement of the Problem

The Digital India initiative is the beginning of a vision for transforming the world into a money-making society. Paperless and cashless transactions are the main agenda of this program. The main purpose of this paper is to know the views of Chennai City customers about using online payments in their daily lives to purchase, pay bills etc.,

### Objectives of the Study

- To analyze the consumer's awareness towards the e-payment app services.
- To study the consumer's satisfaction towards the service provided by the e-payment app services.

### Hypothesis of the study

- Testing the significant relationship between consumer's satisfaction on the speed of the transaction using the e-payment app services and the service provided by e-payment app services.
- Testing the significant relationship between how often do the respondents get any discounts or offers while using the e-payment app services and frequency in usage of the e-payment app services.

### Methodology of the Study

The current study is based on Primary data collected from 100 respondents from different parts of Chennai district in Tamil Nadu. A well-designed questionnaire was created and data was collected using Google forms. The Research and Statistical tools used in this study include chi-square test and correlation analysis. For statistical analysis, SPSS 19 was used.

### Results

**Table: 1, Satisfaction level of the Consumers those who are using E- Payment app**

Category	No.of respondents	Percentage
Highly satisfied	35	45.45
Satisfied	23	29.87
Neutral	14	18.19
Dissatisfied	5	6.49
Total	77	100%

**Source:** Based on Primary Data Survey

According to Table1, majority 45.45% of respondents are highly satisfied with the speed of the transaction while using the e-payment app services.

**Table: 2 ,Awareness on the functionality of E-payment Apps services**

Category	No. of respondents	Percentage
Fully aware	39	50.65
Partially aware	28	36.36
Unaware	10	12.99
Total	77	100%

**Source:** Based on Primary Data Survey

Table 2 reveals the distribution of respondent’s awareness on the functionality of e-payment app services. In the table 50.65 percentage of respondents are fully aware of the functionality of the apps.

**Table: 3, Opinion about the obstacles faced by the respondents while using epayment apps**

Category	No. of respondents	Percentage
Frequently	13	16.88
Occasionally	20	25.97
Never	44	57.15
Total	100	100%

**Source:** Based on Primary Data Survey

Table 3 informs the distribution of respondent’s opinion based on whether they face any obstacles while using e-payment app services. Among the total e-payment apps users majority 57.15% of respondents never face obstacles while using e-payment app services. Hence we find that the usages of e-payment apps increased day to day because of the fewer obstacles that makes the users very happy.

**Hypothesis Testing:**

**Hypothesis: 1**

**Chi-square summary result**

$\chi^2$ Calculate value	90.66
$\chi^2$ table value @ 5 percent level of significance	16.92

**Source:** Calculated by the Researcher

Since the calculated value is greater than the table value, the null hypothesis is rejected and alternative hypothesis is accepted. Hence, there is a significant relationship between consumer’s satisfaction on the speed of the transaction while using the e-payment app services and the service provided by e-payment app services.

**Hypothesis: 2**

Hypothesis 2 is tested with the help of correlation analysis. The calculated coefficient of correlation between frequency of use e-payment apps and get any discounts or offers is 0.82. Hence, the result proved that there is a significant high degree of positive correlation between how often do the respondents get any discounts or offers while using the e-payment app services and how often the respondents use the e-payment app services.

### Findings of the Study

- Majority 53% of respondents belong to the age group of 20.1 – 30.
- Majority 50% of respondents are under graduates.
- Majority 40% of respondents belong to the student's community.
- Majority 41% of respondents belong to the below Rs.15, 000 income group.
- Majority 77% of respondents regularly use the e-payment app services.
- Majority 53.24% of respondents feel e-payment app services are easy to use.
- Majority 59.74% of respondents use Google pay e-payment app service frequently.
- Majority 40.26% of respondents use e-payment app services for earnings rewards and cashback offers.
- Majority 54.54% of respondents use e-payment app services 6 to 10 times in a week.
- Majority 45.45% of respondents are highly satisfied with the speed of the transaction using the e-payment app services.
- Majority 79% of respondents are highly satisfied with the service provided by e-payment app services.
- Majority 50.65% of respondents are fully aware of the functionality of e-payment app services.
- Majority 57.15% of respondents never face any obstacles while using e-payment app services.

### Suggestions

- PIN or password should not be stored or should not be written in any papers etc., the PIN or passwords should be changed frequently and memorized before destroying.
- E-Payment App users are advised not to provide sensitive account-related information over unsecured e-mails or over the phone.
- The risk of technological changes has to be carefully analyzed. This is important to update technologies and remain cost effective and customer friendly.

### Conclusion

The findings suggest that although people are comfortable with cash payments, some form of negative feedback is delaying many from adopting a new system. Negative ideas such as security issues, poor network installation, and lack of vendor commitment, high transaction costs, lack of technical user knowledge, lost POS equipment, reversing delays in the event of failed operations, procedures and financial constraints. The ease of use of cashless transactions and incentive system are good indicators of the progress of cashless payments in India. Finally the study concludes that India may not be a cash-strapped economy unless public opinion is properly addressed by the government and banking institutions.

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