

A STUDY ON CONSUMER PERCEPTION TOWARDS DIGITAL PAYMENT

Submitted in partial fulfillment of the requirements for the award of

Bachelor of Commerce

By

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**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by
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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of S.A ARSHIYA SADAQ (39740061) who has done the Project Work entitled "A STUDY ON CONSUMERS PERCEPTION TOWARDS DIGITAL PAYMENT" under my supervision from December 2021 to April 2022.

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DECLARATION

I **S.A.ARSHIYA SADAQ (39740061)** hereby declare that the Project Report entitled “**A STUDY ON CONSUMERS PERCEPTION TOWARDS DIGITAL PAYMENT**” done by me under the guidance of Dr. J.RANI is submitted in partial fulfillment of the requirements for the award of **Bachelor of Commerce.**

DATE: 26/03/2022

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ABSTRACT

The last decade has seen tremendous growth in use of the internet and mobile phone in India. Increasing use of the internet, mobile penetration and government initiatives such as Digital India are acting as catalysts which leads to exponential growth in use of digital payment. Consumer transactions made at point of sale (POS) for services and products either through internet banking or mobile banking using smart phone or card payment are called digital payment. The consumer perception of digital payment has a significant and positive impact on adoption of digital payment. The structured questionnaire was used as a research tool for understanding consumer perception on digital payment. Primary data was collected from 221 respondents. Frequency analysis was used to analyze the responses. From the research it is clear that the majority of the respondents agree that mobile wallet/digital payment provides benefits to individuals for purchase of products, improves the quality of decision, and is helpful in buying products as compared to traditional methods. They also agree that interaction with mobile wallets is helpful and that they trust the service providers.

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CHAPTER 1

1.1 INTRODUCTION

It has been said that every distraction creates opportunities and one such distraction was the declaration of demonetization by Prime Minister Mr. Narender Modi on 8th November, 2016. Demonetization created a huge opportunity for digital payments in India and the digital wallet companies Snatched the opportunity with both hands to enlarge their market share. Demonetization has offered an exceptional platform for acceptance of digital payment, as a substitute for cash for Indian customers. Acceptance of cashless transactions has been drastically hard-pressed by Prime Minister Mr. Narender Modi as part of government reform after demonetization of high value currency of Rs.500 and 1000 (86% of cash circulation). The demonetization resulted in extraordinary growth in digital payment. By February 2017, digital wallet companies had shown a growth of 271 percent for a total value of US\$2.8 billion (Rs.191 corers), Indian government and private sector companies such as Paytm, Freecharge and Mobikwik had been assertively pushing a number of digital payment applications, including the Aadhaar Payment app, the UPI app, and the National Payments Corporation of India (NPCI) developed the Bharat Interface for Money (BHIM) app. Digital transfers using apps has brought behavioral transformation and helped in the acceptance of digital payment. This has resulted in ease of transfer of money in rural areas which was not touched earlier by the digital payment method. Now several overseas investors want to spend in the digital payment industry which is a new eye-catching destination because of the scope of remarkable growth in India. There are a number of facilitators which are leading to the escalation of digital payment and changeover from cash economy

to less cash economy. These facilitators include diffusion of internet connectivity

on smart phones, non-banking financial institutions facilitating digital payment, one touch payment, rise of the financial technology sector and push by the government either by giving incentives or tax breaks. These all factors are creating a positive environment for growth of digital payment in India.

1.2 PROBLEMS IDENTIFICATION:

- Technical Issues. Online payments are vulnerable to technical disturbances.
- Security Problems.
- Disputed Processes and Transactions.
- Increased Costs.
- Credit and Debit Cards.
- Recurring Billing.
- Click-to-Pay Email Invoicing.
- E-Checks.

1.3 INDUSTRY PROFILE:

The industries covered in digital payment are media, entertainment, retail, BFSI, automotive, medical and healthcare, transportation, consumerelectronics, and others (education, IT & telecom, etc.)

The digitization of payments is creating a vast scope in the retail industry .The retail sector is the early adopter of digital payment. In the early stages of digital payment, the payment through debit and credit card were mostly used in retailing. At present, the retailers have upgraded their payments devices with advancements in the payment industry. With the rising adaptation of mobile wallets and digital payments, the retailers offer a payment option as per the request of the customers. Moreover, vendors are offering NFC compatible payment devices, OR code scanners, and cards at POS systems.

Moreover, the expenditure on upgrading the payment devices and systems is not very high. The new payment types, such as proximity payment and

payment at POS, are compatible with the earlier versions of card swipe machines. This high adoption of various digital payment technologies is mainly for creating customer relationships during the payment process. Providing good customer experience is one of the major objectives of the retailers.

Offering personalized payment system used by the customer will not only create a positive impact on the transaction, but it will also make the payment process easy and fast. Vendors can analyze the geographical data and buying patterns of the customer digital payment. This data can be used to provide a better customer experience

Digital payments in BFSI started with the emergence of online banking tools such as NEFT and RTGS. Traditional users find online banking more secure than any other, mostly due to the acquaintance with the process. With online banking payment the user can transfer funds ,pay fees and bills manage accounts, or can even apply for saving options, investment plans, and insurance policies .for mobile wallets type , banking are offers a partnership with other banks for directly transacting through bank accounts , With his facility, users are able to complete the transaction in less time .This led to the significant adaptation of online payments for purchasing , online shopping or in-store ,and paying bills, among others , according to the digital payment marketing analysis.

In media and entertainment, providers are opting for various payment channels to reach users. The media and entertainment industry offers digital payment technologies such as credit cards, debit cards, digital wallets, and mobile payments , among others, For instance , users can apply for and do top-ups of their subscription of the content through different digital wallets .For purchasing music , different music apps have collaborated with several payment channels to improve user engagement .This offers instant and ease of process to the user and thus the boost the digital market demand . The other industry adopting digital payment technologies is the gaming industry, With the availability of various online games, users can directly purchase the online game on mobile, laptop, or tabs.



Fig 1.3 DIGITAL PAYMENTS

1.3.1 DIGITAL PAYMENT SERVICES INCLUDE

Online banking service to make the transaction process easy and safe. ATM and debit card services to provide instant cash to the customers. Phone banking service to benefit the customers by saving their time. SMS banking to provide alerts and Information to the customers. Mobile banking to provide ease to the customer for making transactions using mobile phones.

- Fund transfer services through various channels.
- Point of sales banking.

The electronic medium has always provided the innovative base to the banking Institutions in their progressive journey of providing better, safe, and easy services to the customers. The earliest mode of transactions, the cheques, were first introduced in Indian banking system by Bengal Bank in 1784. Then came ATMs in 1987. HSBC took the initiative of introducing an ATM in India. In India, ICICI introduced an internet banking facility.

1.3.2 MODES OF DIGITAL PAYMENT:

BANKING CARDS: Cards are among the most widely used payment methods and come with various features and benefits such as security of payments, convenience, etc. The main advantage of debit/credit or prepaid banking cards is that they can be used to make other types of digital payments. For example, customers can store card information in digital payment apps or mobile wallets to make a cashless payment. Some of the most reputed and well-known card payment systems are Visa, Rupay and MasterCard, among others. Banking cards can be used for online purchases, in digital payment apps, PoS machines, online transactions, etc.

USSD: Another type of digital payment method, *99#, can be used to carry out mobile transactions without downloading any app. These types of payments can also be made with no mobile data facility. This facility is backed by the USSD along with the National Payments Corporation of India (NPCI). The main aim of this type of digital payment service is to create an environment of inclusion among the underserved sections of society and integrate them into mainstream banking. This service can be used to initiate fund transfers, get a look at bank statements and make balance queries. Another advantage of this type of payment system is that it is also available in Hindi

AEPS: Expanded as Aadhaar Enabled Payment System, AEPS, can be used for all banking transactions such as balance enquiry, cash withdrawal, cash deposit, payment transactions, Aadhaar to Aadhaar fund transfers, etc. All transactions are carried out through a banking correspondent based on Aadhaar verification. There is no need to physically visit a branch, provide debit or credit cards, or even make a signature on a document. This service can only be availed if your Aadhaar number is registered with the bank where you hold an account. This is another initiative taken by the NPCI

to promote digital payments in the country.

UPI: UPI is a type of interoperable payment system through which any customer holding any bank account can send and receive money through a UPI-based app. The service allows a user to link more than one bank account on a UPI app on their smartphone to seamlessly initiate fund transfers and make collect requests on a 24/7 basis and on all 365 days a year. The main advantage of UPI is that it enables users to transfer money without a bank account or IFSC code. All you need is a Virtual Payment Address (VPA). There are many UPI apps in the market and it is available on both Android and IOS platforms. To use the service one should have a valid bank account and a registered mobile number, which is linked to the same bank account. There are no transaction charges for using UPI. Through this, a customer can send and receive money and make balance enquiries.

Mobile Wallets: A mobile wallet is a type of virtual wallet service that can be used by downloading an app. The digital or mobile wallet stores bank account or debit/credit card information or bank account information in an encoded format to allow secure payments. One can also add money to a mobile wallet and use the same to make payments and purchase goods and services. This eliminated the need to use credit/debit cards or remember the CVV or 4-digit pin. Many banks in the country have launched e-wallet services and apart from banks, there are also many private players. Some of the mobile wallet apps in the market are Paytm, Mobikwik, Freecharge, etc. The various services offered by mobile wallets include sending and receiving money, making payments to merchants, online purchases, etc. Some mobile wallets may charge a certain transaction fee for the services offered.

Bank prepaid cards: A prepaid card is a type of payment instrument on which you load money to make purchases. The type of card may not be linked to the bank account of the customer. However, a debit card issued by the bank is linked with the bank account of the customer.

PoS terminals: Traditionally, PoS terminals referred to those that were installed at all stores where purchases were made by customers using credit/debit cards. It is usually a hand held device that reads banking cards. However, with digitization the scope of PoS is expanding and this service is also available on mobile platforms and through internet browsers. There are different types of PoS terminals such as Physical PoS, Mobile PoS and Virtual PoS. Physical PoS terminals are the ones that are kept at shops and stores. On the other hand, mobile PoS terminals work through a tablet or smartphone. This is advantageous for small time business owners as they do not have to invest in expensive electronic registers. Virtual PoS systems use web-based applications to process payments.

Internet Banking: Internet banking refers to the process of carrying out banking transactions online. These may include many services such as transferring funds, opening a new fixed or recurring deposit, closing an account, etc. Internet banking is also referred to as e-banking or virtual banking. Internet banking is usually used to make online fund transfers via NEFT, RTGS or IMPS. Banks offer customers all types of banking services through their website and a customer can log into his/her account by using a username and password. Unlike visiting a physical bank, there are no time restrictions for internet banking services and they can be availed at any time and on all 365 days in a year. There is a wide scope for internet banking services.

Mobile Banking: Mobile banking refers to the process of carrying out financial transactions/banking transactions through a smartphone. The scope of mobile banking is only expanding with the introduction of many mobile wallets, digital payment apps and other services like the UPI. Many banks have their own apps and customers can download the same to carry out banking transactions at the click of a button. Mobile banking is a wide term used for the extensive range or umbrella of services that can be availed under this.

Bharat Interface for Money (BHIM) app: The BHIM app allows users to make payments using the UPI application. This also works in collaboration with UPI and transactions can be carried out using a VPA. One can link his/her bank account with the BHIM interface easily. It is also possible to link multiple bank accounts. The BHIM app can be used by anyone who has a mobile number, debit card and a valid bank account. Money can be sent to different bank accounts, virtual addresses or to an Aadhaar number. There are also many banks that have collaborated with the NPCI and BHIM to allow customers to use this interface.

Let's look at the types of digital payments:

Fig 1.3.2 Types of digital payments



1.4 NEED OF THE STUDY:

- ❖ This study is to use how the customer/user facing issues/difficulties while using digital payment
- ❖ The data acquired from the questionnaire is imperative to our studies at the same time it does not give a full onset of the view of the people and is obtained from a close but approximate reliable sample.

1.5 SCOPE OR BENEFITS OF THE STUDY:

- ❖ Digital payments will increase employment,
- ❖ Reduce risks related to cash like corruption,
- ❖ Robbery
- ❖ Carrying large amounts of cash,
- ❖ Helping people to transfer the money with security and safety at high speed.

Cash is King, but Digital is Divine

1.6 OBJECTIVES OF THE STUDY:

Primary objective:

❖ To evaluate the problems faced by the customers while using the digital payment

Secondary objectives:

- ❖ To Study the economic conditions of the respondents.
- ❖ To analyze the challenges and risk factors involved in Digital payment
- ❖ To Study the concept of digital payment services and facilities.
- ❖ To understand the reasons for using digital payment technologies and to suggest ways to improve digital payment service.

1.7 LIMITATIONS OF THE STUDY:

- ❖ The results fully depend on the information given by the respondents.
- ❖ Due to the convenience sampling method adopted, the entire population of banking customers was not reflected in the study.
- ❖ Due to the time constraint the sample size was restricted to 100 respondents and the information was collected using Whatsapp only.
- ❖ Since the study is based on both the primary and secondary data Collected through questionnaires, the result of the study is subject to all the limitations of the primary data and secondary data.
- ❖ The findings and suggestions are based on the information given by the respondents.

CHAPTER-2

2.1 REVIEW OF LITERATURE:

Malecki (2003) the author discussed the shortcomings of digital movement in rural America. The growing usage of digital technology is the need of the hour but most parts of rural America are still not equipped with the same. The major reason for this kind of backwardness is related to shortages of human capital. Due to better income generating opportunities, a wider segment of the working population base has shifted their base from rural areas to urban areas. The end result is downward growth of economic activity. The shortcomings may be addressed with the help of more immigration and return migration Policy. If the reasons for leaving one's own space are addressed properly then it can be seen that lack of income generating opportunity may be the main reason for shifting the base. If this issue is addressed properly and adequate income generating opportunities are created, then return migration may be possible. The digital movement may help to create these types of job opportunities which the younger generations are looking for. The system may also become helpful for those who are living in other places as they need a system to remittance financial resources. The inflow of financial resources through this process will ultimately help to bring economic growth to the economy of that particular region.

Yang et al (2005) The authors developed a case study approach through this paper to see the operational efficiency of small community banks. Community banking is a system which serves a specific geographical area. The business opportunity is limited for this type of banking system. The members of the banks are mostly the representative of that village where the bank is located. Due to slow operations and profitability, they are able to sustain because of local understanding and needs. But due to expansion of business activities, various other players have also started entering into their business territory. This makes them think of creating better value added and customer friendly services. E – Banking is a system which helps to create these kinds of opportunities for them. As the market becomes more competitive the urge to provide these kinds of services become more important.

Mukherjee (2011) the author discussed the role of Information and Communication

Technology to bring development in the rural sector. The rural dominated economies are striving for growth and development. The new age technologies are helping the economy to achieve the desired result by providing value added services at an affordable cost.

The progress of the sector may become more favorable due to the changing nature of consumer demand. ICT has started playing an important role in each and every segment of the society. It has a link with the financial services, receiving government benefits and many more. The nature of the requirement becomes more sophisticated as a result of which customer preference also changes drastically. The changing requirement needs to be addressed properly otherwise the facility may not become full proof down the line.

Ananthetal (2011) the paper attempts to focus on the different aspects of the application of science and technology in rural areas of the Ethiopian economy. Poverty is surely an important issue but there is a hope to improve the same if the existing facilities are to be implemented properly. It is a well known fact that the rural economy can't grow on its own without the proper blend of science and technology. The Ethiopian government is trying to develop that base with the help of which the poverty alleviation programmer may be able to get momentum.

Sharma (2012) the author describes the need of internet banking in the rural areas. The Indian economy is highly dominated by rural people. Approximately 6 lakhs villages are there in the country with 70% of the population still living in the rural areas. Serving this huge population base is not an easy task due to the diverse nature of the rural economy and its livelihood. It is important to provide services which traditional banking facilities may not be able to provide with the help of existing banking systems. So, there is a need to create alternative services exclusively for the rural poor. Before that it is important to judge the specific service requirement which the rural people are looking for. Services and facilities provided at the non rural areas may not be superimposed. Thus, the author has identified 17 factors which may create a bottleneck for the banks to provide services to the poor. Factors like adequate arrangement of ATMs, customer training facility, cost of maintaining bank accounts, transportation etc. are some of the factors which may create problems. Unless and until these facilities are not improved the banks may not be able to provide the services required in the rural sector.

Akinola (2012) the paper examines the security and reliability part of cashless

society. It is a fact that a cashless society has many advantages and it may lead to reducing corruption, crimes on the one hand and on the other hand it will be able to increase the government revenue to a great extent. Government may be forced to implement the cashless system by applying certain rules and regulations but it may fail if the service receivers are not in a position to Understand the potential benefits. Most of the time customers perceive that there may be some amount of security threats which will lead to loss of money.

This is to some extent true as this kind of unwanted event does happen. Second aspect is related to lack of awareness and lack of understanding about the usage pattern of the services. It is obvious that the cashless system is required but at the same time it should be able to win the confidence of the service receivers.

Chitla (2012) the author discussed the role of ICT in eradication of poverty and rural development. Since globalization the world market has opened up for consumers of various segments. Today, people have choices and this has increased the level of competition in the market. Today the focus is consumer satisfaction and development of products as per the needs of the consumers. Considering this fact, it becomes important to incorporate ICT led growth. The programme has a role to improve social and economic well being of the people living in rural areas. It has a role to play in education, income generation, healthcare benefits etc. The government is also able to improve the e – governance with the application of ICT. This will surely improve smooth implementation of various social welfare schemes like Direct Benefits Transfer (DBT), meant for the rural poor.

Anand et al (2012) The authors described the importance of e – learning methodology to educate the rural consumers. Though, the article is not directly linked to a cashless economy but it has a direct link with consumer education. Unless and until the people do not have adequate knowledge to deal with the technology related issues it is difficult to implement the scheme. The formal education system may not be available as the cost of developing and implementing the scheme is difficult in most of the interior parts of rural India. On the other hand, traditional education system may not be helpful to generate enough knowledge to avail and understand the technology based services. It is highly recommended to use the online learning process to educate the people in a cost effective manner.

Gupta et al (2013) The authors described the ICT based payment system in the Indian banking sector. The application of technology is able to improve the payment facility more smoothly and transparently. It also helps to make the process more simple and cost effective. Services like withdrawing money, opening bank accounts, transferring money from one account to another also becomes possible with the help of these facilities. Access to capital becomes easier. The timely availability of funds helps the business groups to generate cash for business requirements in a hassle free manner. Not only has banking services become more relevant from the view point of reach and diversity. Poor people do not have the time to deposit and withdraw money from the bank

branches due to the remote location of villages. Visiting bank branches was a costly affair as it led to loss of manpower and resources. The traveling cost was also a matter of concern for these groups of people. But, use of technology helped to reduce the problems faced by these groups.

Razak et al (2013) The authors discussed the role of IT to create a smart village in Malaysia. Developing a smart village is not an easy task and involves lots of activities. There is a need to develop an integrated approach which focuses on the overall development of that village. Role of IT becomes very important for proper implementation of this kind of project. It has been observed that traditional agricultural societies may not be able to keep in space with the existing business environment so there is a need to upgrade the same. Technology based agricultural productivity is the solution of the same. Farmers should be encouraged to be involved in these types of productive activities. Not only that the creation of smart villages also involves creation of subsequent other income generating activities in a scientific way. Access to finance and access to training is the last important dimension which should be implemented at the earliest, otherwise the entire system will fail to give meaningful results for the betterment of the rural poor.

Kumar et al (2013) The paper focuses on the concept of the new generation banking system. The Indian banking system has a rich history and over the time period it grows in various aspects. Different forms of banking facilities are introduced for the benefits of the target customers but these facilities may not be adequate to provide the growing demand for better service, better products and better reach. It has been noticed that most of the time the banking sector grows horizontally to tap the huge customer base but most of the time the

expansion happens in a non plan manner. As a result of the same, the sector facilities. These are the factors that should be taken into consideration to device strategy for e–banking.

Nath (2014): The author discussed the implications of ICT in developed and marginal economies of the world. In case of a developed economy ICT is a demand but for a marginal economy ICT is the need. Due to lack of infrastructure support and government intervention, ICT may not be implemented properly for the development of the society. It is basically used for specific sections of the society. But benefits should not be restricted to one segment only. The economic growth should be viewed from each and every individual. Unless and until this objective is not fulfilled the gap will remain as it is. So, there is a need to make necessary changes in the policy implications so that the true benefits of ICT should be availed by all the groups of people living

within a territorial boundary of a country.

Ahamad et al. (2015) The paper described the present condition of the rural economy and its subsequent impact on rural employment opportunities. The Indian economy is basically an agrarian economy and most of the people are engaged in agricultural activities. But with the changing economic environment the demand for new age agricultural productive activities are in high demand. But slow implementation of the process is hampering the growth in terms of production and employment opportunities. This has also led to the growing nature of rural to urban labor migration. This movement of the workforce leads to shortages of manpower in the rural areas. There is an urgent need to upgrade the facilities in the agricultural sector. Application of IT should be considered more relevant as it may lead to better income generating opportunities. The growth in employment generation ultimately leads to push in other sectors as well. The overall impact should be seen from a long term perspective.

Vinayagamoorthy et al (2015) The authors studied the perception of rural consumers towards internet banking services. It is noticed that most of the banks are trying to reduce the operational costs with the help of various value added services and innovative distribution networks. If we see the rural population distribution, it is very much scattered. As a result , providing services to these groups of customers increasingly becomes difficult. There is a tradeoff which describes the nature of the problem. On the one hand reach

becomes difficult due to infrastructural problems, on the other hand due to lack of banking facilities, they become more dependent on local moneylenders. The higher cost of operations may be reduced with the help of adequate development of technology led banking services, viz. mobile banking services, internet banking services etc. The modern banking approach also depends heavily on the technology aspect. But the problem lies elsewhere. Even if the banks are able to develop modern facilities, it may not be usable for the rural consumers unless and until the consumers are well aware of the facility and usage of the same over the time period. This gap should be removed by providing adequate training to new customers. Otherwise technology may become a burden for them.

Bhatnagar (2015): The author describes the awareness and adoption of new age banking facilities by the rural poor. It has been witnessed that after reforms of the financial sector, most of the banking services have widened their operations by expanding the banking operations in unbanked areas. But even after the initial momentum most of the banks are not able to retain the The

traditional banking services may not be able to provide the services are often become more complicated. As technology started playing an important role, the expansion of the services due to the higher cost of serving the rural customers. Since the earnings are less, providing a basic banking service is a challenge. costs of delivering the services are also reduced drastically. But the system is not full proof. Lack of awareness and trust on the system are the major hindrance for the proper implementation of the system till date. As long as the consumers are not going to enjoy trust, it becomes difficult for the service providers to adopt the technology based services which is the new mechanism for financial inclusion and other value added services. Serving rural areas in a cost effective manner is surely an important and uphill task for the service providers and this should be shorted out through proper implementation mechanisms.

Kak etal (2015) The authors tried to describe the role of ICT in developing the socio economic aspect of rural India. In a globalized environment the consumers are supposed to get better service and facilities as compared to traditional products and services. As the business opportunities increased the rural consumers also became the target consumers. But due to wide application of technology based products and distribution network, it is

becoming inevitable for them to learn and understand the usage and benefits of the facility. Since the cost of delivery is not that high, it is becoming more acceptable for the producers also. As the global market is growing the nature of the business and consumer expectation is also changing. This changing environment should be taken into consideration and ICT should be implemented in a phased manner.

Deshpande et al (2015): The authors describe the role of ICT in developing rural villages. Economic growth of a country entirely depends on the growth of urban as well as rural areas. Higher concentration of growth in urban areas will not be able to achieve the target growth. As a result of which the country may move towards backward directions. If we look at the Indian economy, a significant part of the population is still living in rural areas but adequate measures have not been taken to improve the socio economic conditions of the rural people. Lots of improvement is required in various areas. The new age technology adaptation may help to bring much needed change. ICT is one such scale which aims to improve agricultural productivity, and can attract people in allied sectors as well as non - farm sectors. There is a potential to attract huge investment in these sectors if and only if technological improvement may be incorporated adequately.

Pavani (2016): The author discussed the effectiveness of financial inclusion programmes for the betterment of the rural poor. The basic objective of a financial inclusion programme is to provide banking services at an affordable cost. The slow penetration of banking services is also creating barriers for the effective implementation of desired services. The banking system should be strong enough to serve each and every section of the society. There is a need to make changes in the existing system so that the needy section should get the benefits as and when it is required by them. It will also help to create rural business expansion which is a must for the growth of the rural economy.

Dhanraj et al (2016): The authors attempted to describe the role of Regional Rural banks (RRBs) in shaping the rural economy and rural credit structure. The RRBs were established in 1975 to shape the rural economy by providing credit to the needy segment. These segments were excluded by the formal banking systems due to their inability to access loans. The capital requirements were exclusively meant for small and marginal farmers, rural small scale producers, laborers. These unbendable populations were able to improve the income generating activities with the help of the capital that they received from RRBs.

But very soon the bank became sick due to poor repayment and mounting NPAs. The banks were not planned properly and failed to understand the real need of the capital. Also there was no follow up for the loans provided to the needy segment. The traditional production approach also led to huge loss for most of the small time producers. This is a kind of realization that only providing finance will not be adequate, the banks should guide them to make them understand the essential demand supply conditions as well as market need. But neither the banks nor the implementing agencies are able to see the gap and as a result of the same the outcome are below the expectation level.

Midha (2016) The author discussed the issue of digitalization process and effectiveness of digital India campaign. The programme is a good initiative but it has certain barriers which need to be overcome. Digital India campaign aims to create a cashless society which has its own advantages. Implementation phase is surely problematic as the concept is new but over the time period this has to be seen from the perspective of customers. It is high time to discuss the relevant issues with the customers so that the existing barriers may be removed.

Newase et al (2016) the authors focus on the increasing importance of ICT among rural village communities. It has a dual role to play. On the one hand it helps to bring new innovative products or services which may improve the standard of living of rural poor and on the other hand it is also able to create better income generating opportunities. The combined effect also helps the government to increase revenue. It's a matter of fact that it may help the individuals to grow in all aspects. So, it is important to generate ICT infrastructure so that the process of serving consumers with the help of various financial products.

CHAPTER-3

3.1 RESEARCH DESIGN

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. This Research design applied for the study is 'Descriptive Research'.

3.1.1 Descriptive research

Descriptive research includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present.

3.2 RESEARCH PROCESS

Research is a process. A process is a set of advice that is performed to achieve a targeted outcome. That is a process involving a number of activities which are carried out either sequentially or simultaneously. So, the research process would refer to various steps and stages involved in research activity.

3.2.1 The various stages are listed below:

- 3.2.1.1 Extensive literature survey
- 3.2.1.2 Developing the hypothesis
- 3.2.1.3 Preparing the research design
- 3.2.1.4 Determining the sample design
- 3.2.1.5 Collecting the data
- 3.2.1.6 Analysis of data and formulating Hypothesis testing and
- 3.2.1.7 Preparation of report

3.3 SOURCES OF DATA:

The present study was based on primary data as well as secondary data. The data were collected from every possible source.

3.3.1 PRIMARY DATA:

The primary data of this study was collected through an online questionnaire which has been sent to the sample via mail, WhatsApp in Google forms format.

4 SECONDARY DATA:

The secondary data has been collected from the different types of books, Journals, articles and the data which has already been collected and analyzed by others. The secondary data for the study was collected from Google scholar, research gate and websites.

3.4 TOOLS FOR ANALYSIS

The collected data were analyzed with the help of following tools.

- ❖ Questionnaire is used to collect the data from the selected samples.
- ❖ Percentage analysis was done with the collected data.
- ❖ The data collected will be tabulated in the form of charts and graphs will be used to present data. The resulting tables, charts and graphs will be analyzed, and inference will be drawn.

4.1.1 QUESTIONNAIRE

A questionnaire is a form prepared and distributed to secure responses to

certain questions. It is a tool for obtaining response to questions by using a form which the respondent fills by himself.

3.3.4 STRUCTURE OF THE QUESTIONNAIRE

The questionnaire follows a simple and basic layout. It is made easy for the participants to respond to the questionnaire without any delay or confusion. The set of questions and the answer options present in the questionnaire are predetermined and are constructed by myself based on general questions regarding the main topic. Types of questions asked:

- ❖ Open end questions.
- ❖ Closed end questions and
- ❖ Multiple choice questions-Many choices are given to the respondents to give their response; respondents choose one answer so it is easy for respondents to quickly respond.

5 *PERCENTAGE ANALYSIS*

A percentage frequency distribution is a display of data that specifies the percentage of observations that exist for each data point or grouping of

data points. it is a particularly useful method of expressing the relative Frequency of survey response and other data.

Formula for percentage analysis:

$$(\text{Value}/\text{Total value}) * 100$$

6 *SAMPLE SIZE*

The sample size for this survey was 110 samples.

7 *SAMPLE TARGETED PEOPLE*

My survey targets people who are both male and female at the age group of 18-60 and above who are having bank account.

SAMPLING METHOD AND TYPE OF SAMPLE:

Non-probability Convenience sampling method to be used. A convenience sample simply includes the individuals who happen to be most accessible to the researcher. This is an easy and inexpensive way to gather initial data, but there is no way to tell if the sample is representative of the population, so it can't produce generalizable results.

8 *RESEARCH HYPOTHESIS*

8.1.1 PRIMARY HYPOTHESIS

TO EVALUATE THE PROBLEMS FACED BY THE CUSTOMERS WHILE USING THE E-BANKING.

H₀₁: There is no significant difference between the customer's perception and problems towards digital payment.

H_{a1}: There is a significant difference between the customer's perception and problems in digital payment.

3.7.2 SECONDARY HYPOTHESIS

TO STUDY THE ECONOMIC CONDITIONS OF THE RESPONDENTS.

H₀₁: There is no significant difference between the occupation with regard to the problem faced by them while using digital payment services.

H_{a1}: There is a significant difference between the occupations with regard to the problem faced by them while using digital payment services.

TO ANALYZE THE CHALLENGES AND RISK FACTORS INVOLVED IN DIGITAL PAYMENT.

H₀₁: There is no significant difference between the challenges faced by the customers towards problems in e-banking.

H_{a1}: There is a significant difference between the challenges faced by the customers towards problems in e-banking.

H₀₁: There is no significant difference between different e-banking services and the level of awareness.

H_{a1}: There is a significant difference between different e-banking services and the level of awareness.

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

TABLE NO: 4.1

Q. GENDER WISE CLASSIFICATION OF THE RESPONDENTS

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Male	37	35.9
Female	65	63.1
Prefer not to say	1	1
Total	103	100

Interpretation:

From the above table, it is interpreted that 35.9% of respondents are of Male category and 63.1% of them belong to the Female category. It is also to be noted that one of them has opted for the option Prefer not to say.

CHART NO. 4.1:

Chart representing Gender wise classification of respondents.

GENDER OF THE RESPONDENTS

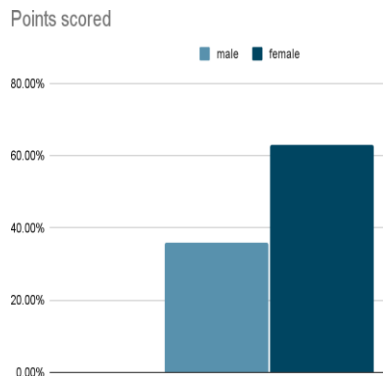


Fig 4.1: Gender of the respondents

Inference:

Majority (63.1%) of the respondents of my questionnaire are Female.

TABLE NO: 4.2

Q. AGE OF THE RESPONDENTS

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
18-25	56	54.4
26-35	24	23.3
36-45	14	13.6
Above 45	9	8.7
Total	103	100

Interpretation:

From the above table, it is interpreted that 54.4% of respondents are of the age group 18-25, 23.3% of them belong to the age group 26-35, 13.6% of respondents of age group are 36-45 and 8.7% belong to the age group Above 9.

CHART NO. 4.2:

Chart representing Age wise classification of the respondents.

AGE OF THE RESPONDENTS

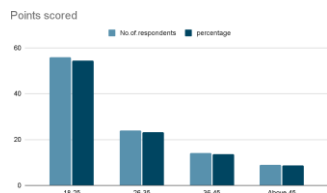


Fig: 4.2 Age of the respondents

Inference:

Majority (54.4%) of the respondents of my questionnaire belong to the age group 18-25.

TABLE NO: 4.3

Q. EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
High School	30	29.1
Bachelor's Degree	55	53.4
Masters Degree	17	16.5
Prefer not to say	1	1
Total	103	100

Interpretation:

From the above table, it is interpreted that 29.1% of respondents are qualified High School, 53.4% of them are qualified Bachelor's Degree ,16.5% of respondents are qualified Masters Degree and 1% of the respondents are Prefer not to say.

CHART NO. 4.3:

Chart representing Educational Qualification wise classification of the respondents.

EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

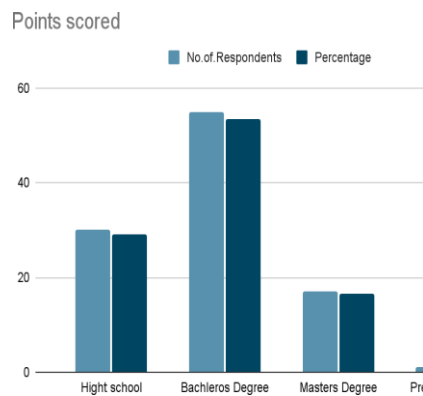


Fig 4.3: Educational qualification of the respondents

Inference:

Majority (53.4%) of the respondents of my questionnaire Educational Qualification are Bachelors Degree holders.

TABLE NO: 4.4

Q. MARITAL STATUS OF THE RESPONDENTS

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Married	47	45.6
Unmarried	56	54.4
Total	103	100

Interpretation:

From the above table, it is interpreted that out of 103 respondents 45.6% of the respondents are married and 54.4% of the respondents are Unmarried.

CHART NO. 4.4:

Chart representing the classification of Marital Status of the Respondents.

MARITAL STATUS OF THE RESPONDENTS

Points scored

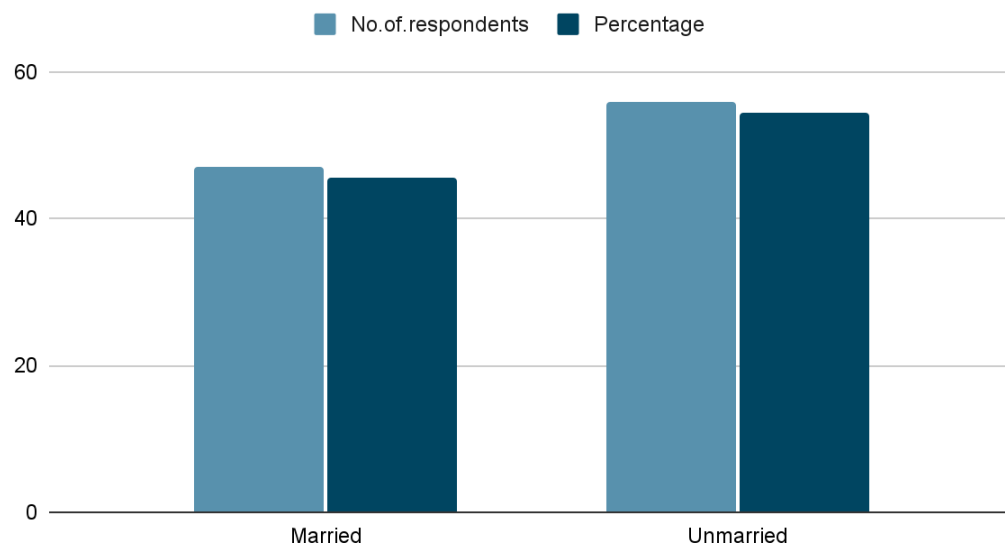


Fig 4.4: Marital status of the respondents

Inference:

Majority (54.4%) of the respondents of my questionnaire are Unmarried.

TABLE NO: 4.5

Q. OCCUPATION OF THE RESPONDENTS

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Student	44	42.7
Employee	31	30.1
Entrepreneur	4	3.9
Others	24	23.3
Total	103	100

Interpretation:

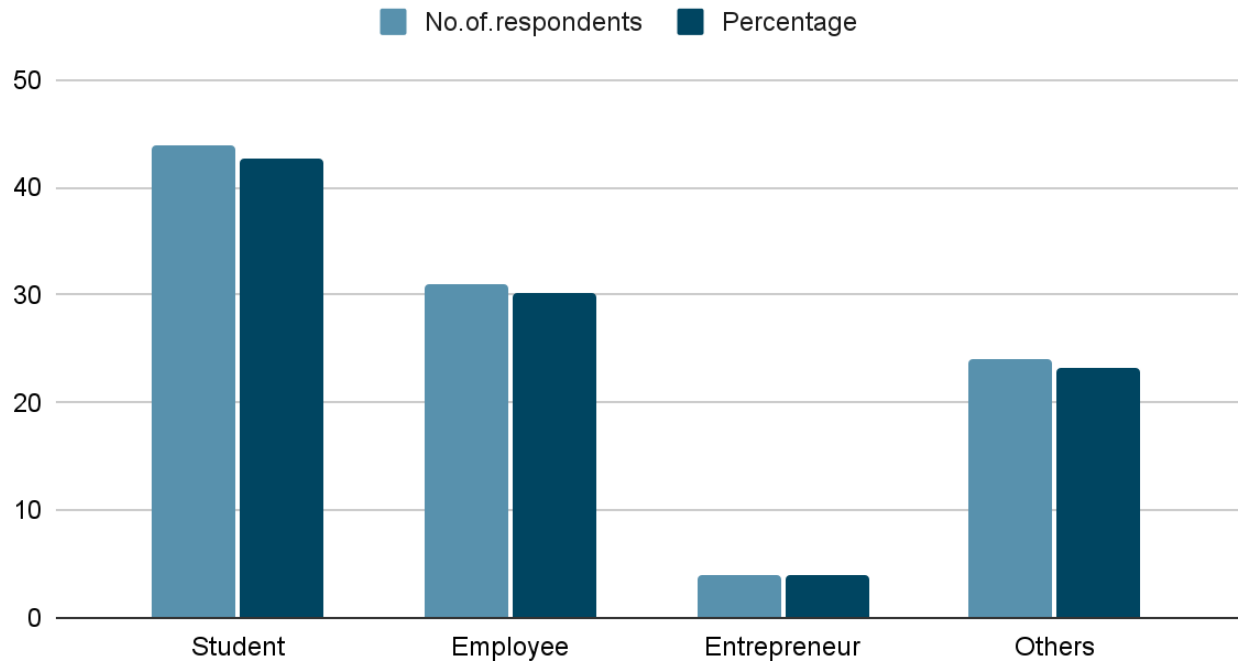
From the above table, it is interpreted that out of 103 respondents 42.7% of the respondents are Student .30.1% of the respondents are Employed,3.9% of the respondent's occupation is Entrepreneur ,23.3% of the respondents are Others Category

CHART NO. 4.5:

Chart representing the classification of Occupation of the Respondents

OCCUPATION OF THE RESPONDENTS

Points scored



Inference:

Majority (44%) of the respondents of my questionnaire are Student.

TABLE NO: 4.6

Q. DIGITAL PAYMENT CAPABLE OF PROVIDING BENEFITS TO INDIVIDUAL FOR PURCHASE OF PRODUCT.

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Strongly Agree	30	29.1
Agree	55	53.4
Neutral	15	14.6
Disagree	2	1.9

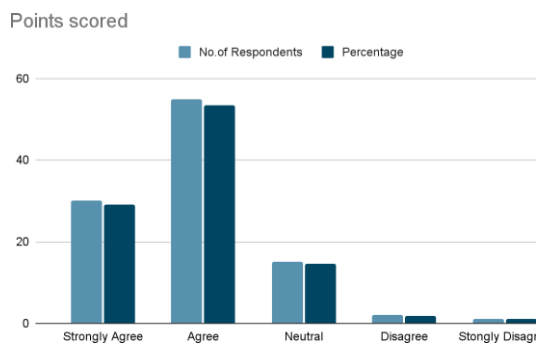
Strongly Disagree	1	1
Total	103	100

Interpretation:

From the above table, it is interpreted that 29.1% of the respondents are Strongly Agree , 53.4% of the respondents are Agreed , 14.6% of the respondents are neutral ,1.9% of the respondents are Disagree and 1% of the respondents are Strongly Disagree.

CHART NO. 4.6:

Chart representing whether digital payment is capable of providing benefits to individuals for purchase of products.



Inference:

Majority (53.4%) of the respondents to my questionnaire are Agreed.

TABLE NO: 4.7

Q. USING THE DIGITAL PAYMENT IMPROVES THE QUALITY OF MY DECISION MAKING FOR BUYING PRODUCTS

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Strongly Agree	14	13.6%
Agree	58	56.3%
Neutral	27	26.2%
Disagree	3	2.9%
Strongly Disagree	1	1%
Total	103	100

Interpretation:

From the above table, it is interpreted that 13.6% of the respondents are Strongly Agreed, 56.3% of the respondents are Agreed, 26.2% of them are Neutral, 2.9% of them are Disagree and 1% of the respondents are Disagreed..

CHART NO. 4.7:

Chart representing Digital payment improves the quality of
my decision making for buying products.

Points scored

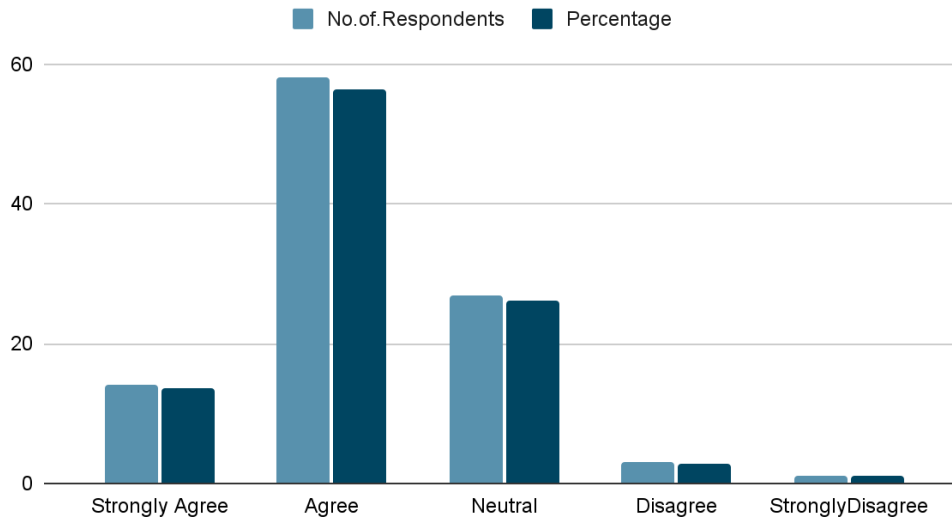


Fig 4.7:

Inference:

Majority (56.3%) of the respondents of my questionnaire are Agreed.

TABLE NO: 4.8

Q. Digital payment are useful in buying products than the traditional payment.

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Strongly Agree	24	23.3%
Agree	31	30.1%
Neutral	39	37.9%
Disagree	7	6.8%
Strongly Disagree	2	1.9%
Total	103	100

Interpretation:

From the above table, it is interpreted that 23.3% of the respondents are Strongly Agreed, 30.1% of the respondents are Agreed, 37.9% are Neutral , 6.8% of the respondents are Disagree and 1.9% of the respondents are Strongly Disagreed.

CHART NO. 4.8:

Chart representing digital Payment is more useful in buying products than the traditional method.

Points scored

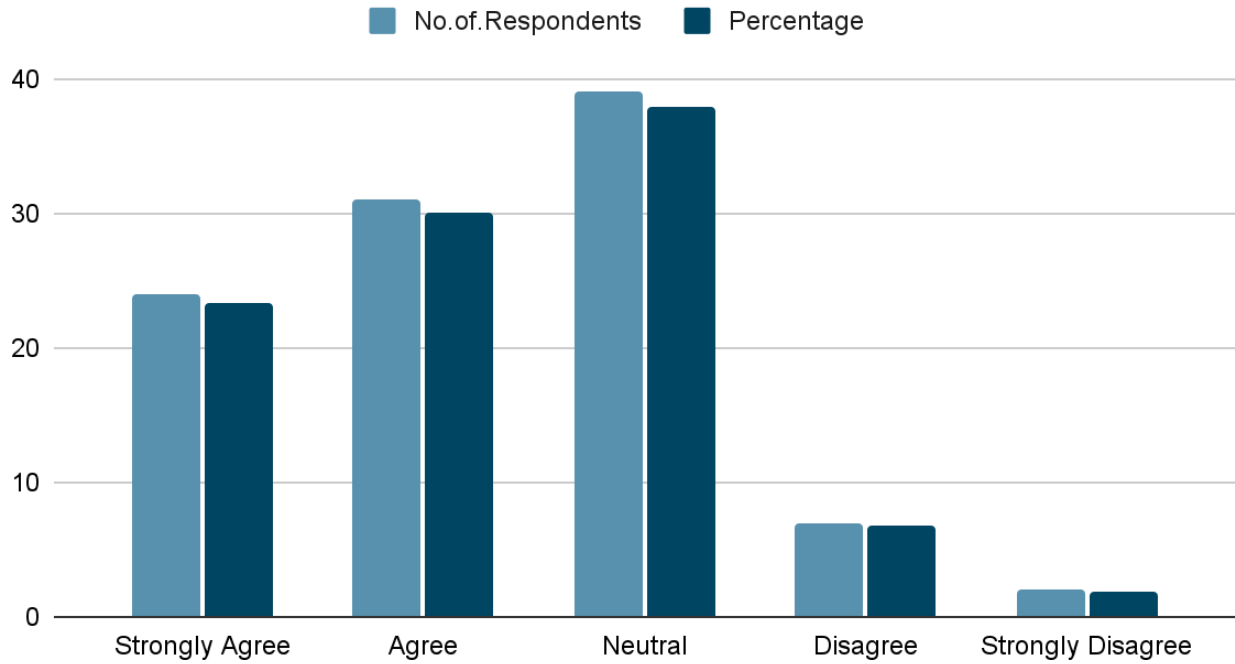


Fig 4.8:

Inference:

Majority (37.9%) of the respondents of my questionnaire are Neutral.

TABLE NO: 4 Using Digital payment can offer a wider range of banking services and payment options.

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Strongly Agree	21	20.4%
Agree	60	58.3%
Neutral	17	16.5%
Disagree	5	4.9%
Strongly Disagree	-	-
Total	103	100

Interpretation:

From the above table, it is interpreted that 20.4% of the respondents are Strongly Agree, 58.3% opted Agreed, 16.5% stated that Neutral 4.9% opted Disagree and 4.5% opted and No one opted Strongly Disagree.

CHART NO. 4.9:

Chart representing Using Digital payment can offer a wider range of banking services and payment options.

Points scored

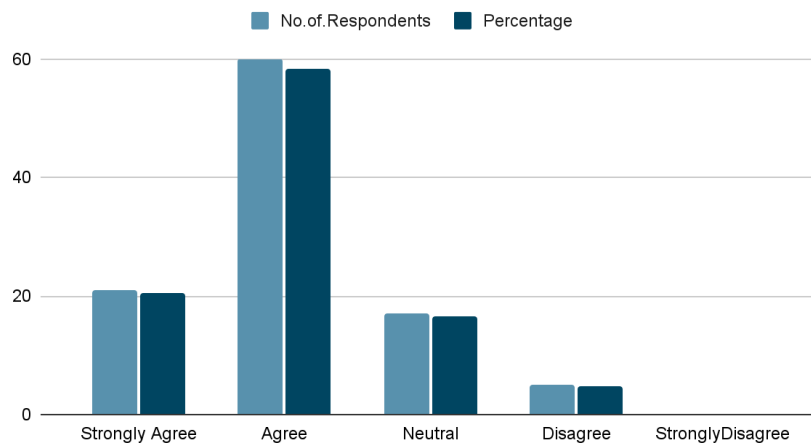


Fig 4.9:

Inference:

Majority (58.3%) of the respondents of my questionnaire are Agreed.

TABLE NO: 4.10

Q. Trust the services providers of Digital payment.

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Strongly Agree	20	19.4%
Agree	43	41.7%
Neutral	31	30.1%
Disagree	6	5.8%
Strongly Disagree	3	2.9%
Total	103	100

Interpretation:

From the above table, it is interpreted that 19.4% of the respondents are Strongly Agree, 41.7% of the respondents are Agree, 30.1% of the respondents are Neutral and 5.8% of the respondents are Disagree and 2.9%are Strongly Disagree.

CHART NO. 4.10:

Chart representing trust the services providers of Digital payment.

Points scored

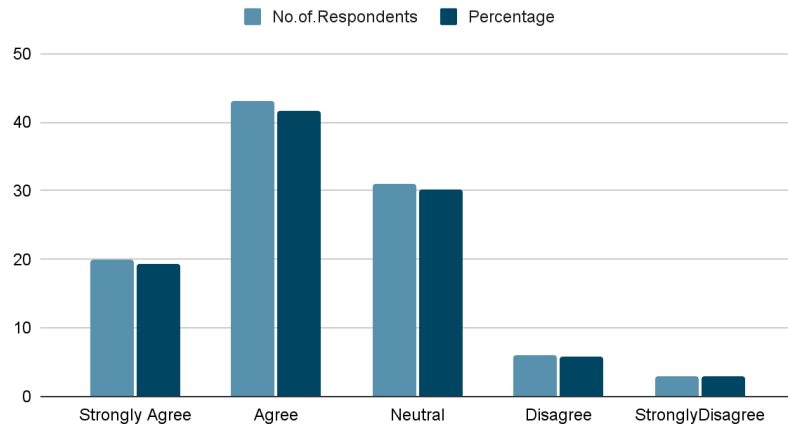


Fig 4.10:

Inference:

Majority (41.7%) of the respondents of my questionnaire are Agreed.

TABLE NO: 4.11

Q. Is Digital payment convenience in using

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Strongly Agree	32	31.1%
Agree	41	39.8%
Neutral	28	27.2%
Disagree	2	1.9%
Strongly Disagree	-	-
Total	103	100

Interpretation:

From the above table, it is interpreted that 31.1%% of the respondents are

Strongly Agree, 39.8% of the respondents are Agreed, 27.2% of the respondents are Neutral, 1,9% of the respondents are Disagree and No one of the respondents are Strongly Disagree.

CHART NO. 4.11:

Chart representing is Digital payment convenience in using

Is Digital payment convenience in using

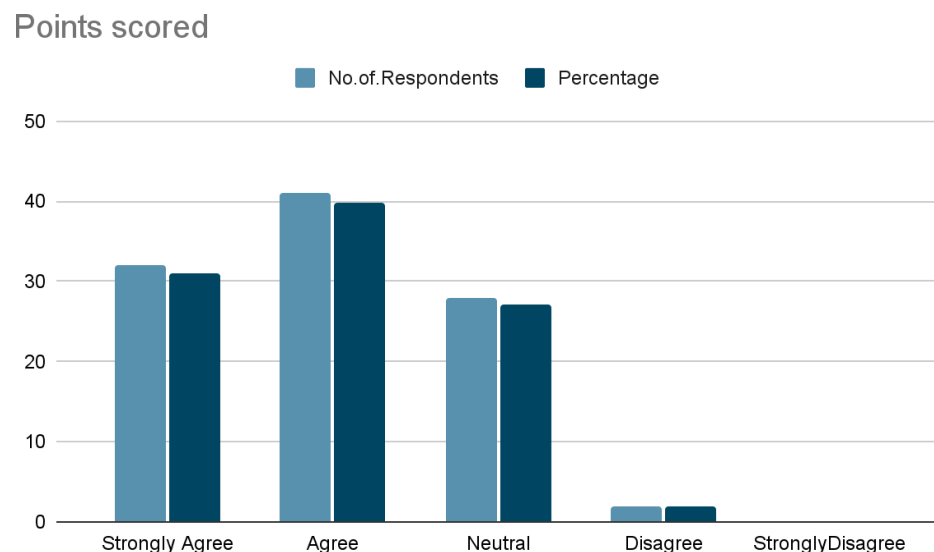


Fig 4.11:

Inference:

Majority (39.8%) of the respondents of my questionnaire are Agreed.

TABLE NO: 4.12

Q. Digital payment is secured transaction.

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Strongly Agree	21	20.4%
Agree	52	50.5%
Neutral	22	21.4%
Disagree	6	5.8%
Strongly Disagree	2	1.9%
Total	103	100

Interpretation:

From the above table, it is interpreted that 20.4% of the respondents are Strongly Agree, 50.5% of the respondents are Agreed, 21.4% of the respondents are Neutral, 5.8% of the respondents are Disagree and 1.9% of the respondents rated Strongly Disagree..

CHART NO. 4.12:

Chart representing Digital payment is secured transaction.

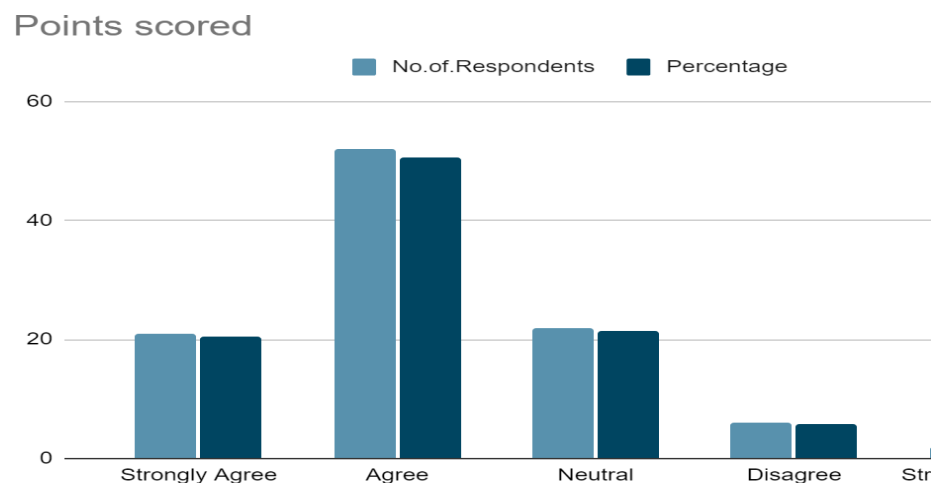


Fig 4.12:

Inference:

Majority (50.5%) of the respondents of my questionnaire are Agreed..

TABLE NO: 4.13

Q. Digital Payment systems save you time and money.

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Strongly agree	27	26.2%
Agree	47	45.6%
Neutral	23	22.3%
Disagree	5	4.9%
Strongly disagree	1	1%
Total	103	100

Interpretation:

From the above table it is interpreted that 26.2% of the respondents strongly agreed the given statement, 45.6% of the respondents Agrees the given statement, 22.3% of the respondents given Neutral option, 4.9% of the respondents disagrees the given statement and other 1% of the respondents Strongly Disagrees the given statement.

CHART NO. 4.13:

Chart representing Liker scaling for the given questionnaire

Points scored

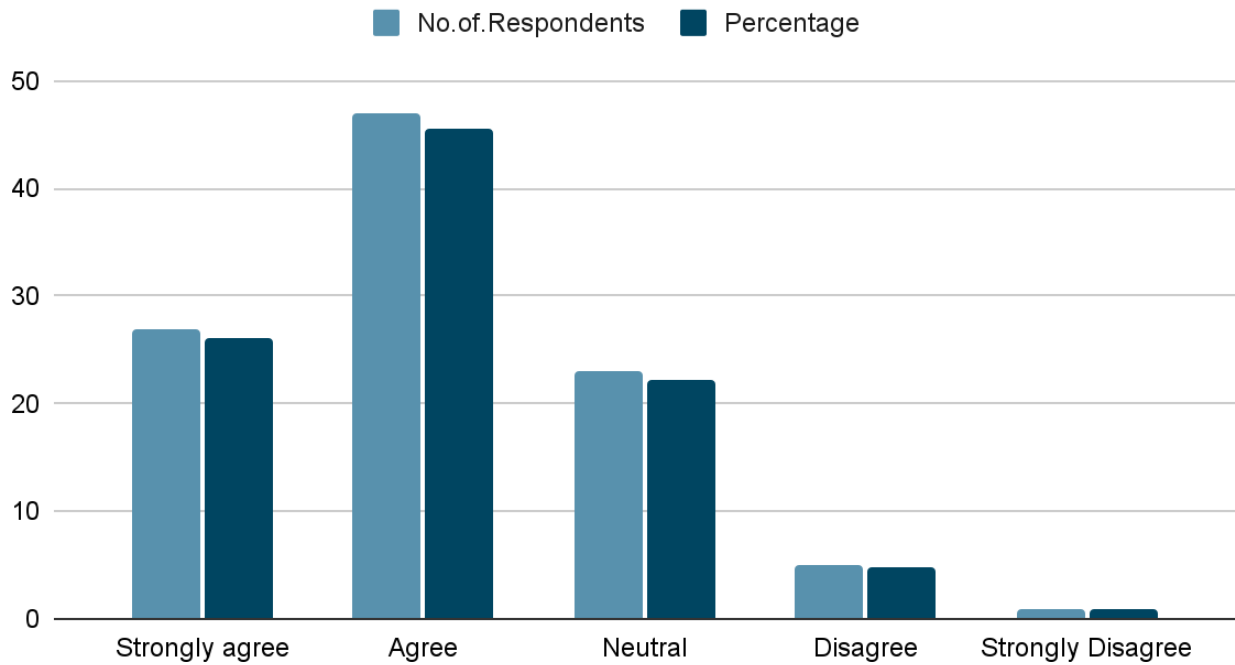


Fig 4.13:

Inference:

Majority (45.6%) of the respondents of my questionnaire opted for the option Agreed for the given statement.

TABLE NO: 4.14

Q. Digital Payment systems are better than cash

Options	No of Respondent	Percentage
Strongly Agree	32	31.4%
Agree	33	32.4%
Neutral	31	30.4%
Disagree	5	4.9%
Strongly Disagree	1	1%
Total	103	100

Interpretation:

From the above table, it is interpreted that 10% of the respondents of my questionnaire prefer , 31.4% of the respondents Strongly Agree, 32.4% of the respondents prefer Agreed , 30.4% of the respondents are Neutral,4.9%are Disagree and 1% of the respondents are Strongly Disagree..

CHART NO. 4.14:

Chart representing Digital Payment system are better than cash.

Points scored

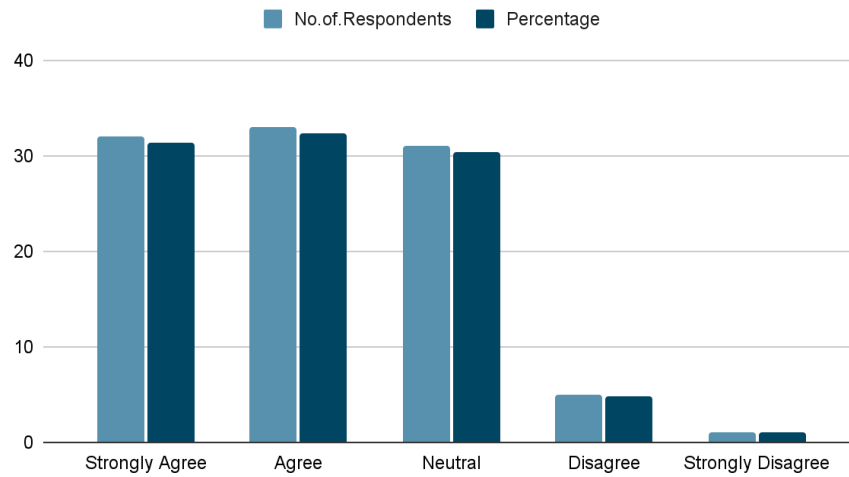


Fig 4.14:

Inference:

Majority (32.4%) of the respondents of my questionnaire agreed.

TABLE NO: 4.15

Q. A digital customer has to be alert to security issues when using Digital payment systems.

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Strongly Agree	27	26.2%
Agree	48	46.6%
Neutral	20	19.4%
Disagree	6	5.8%
Strongly Disagree	2	1.9%
Total	103	100

Interpretation:

From the above table, it is interpreted that out of the options given 26.2% of the respondents are Strongly Agree, 46.6% of the respondents are Agreed, 19.4% of the respondent's Neutral, 5.8% of the respondents are Disagree and 1.9% are Strongly Disagree..

CHART NO. 4.15:

Chart representing A digital customer has to be alert to security issues when using Digital payment systems.

Points scored

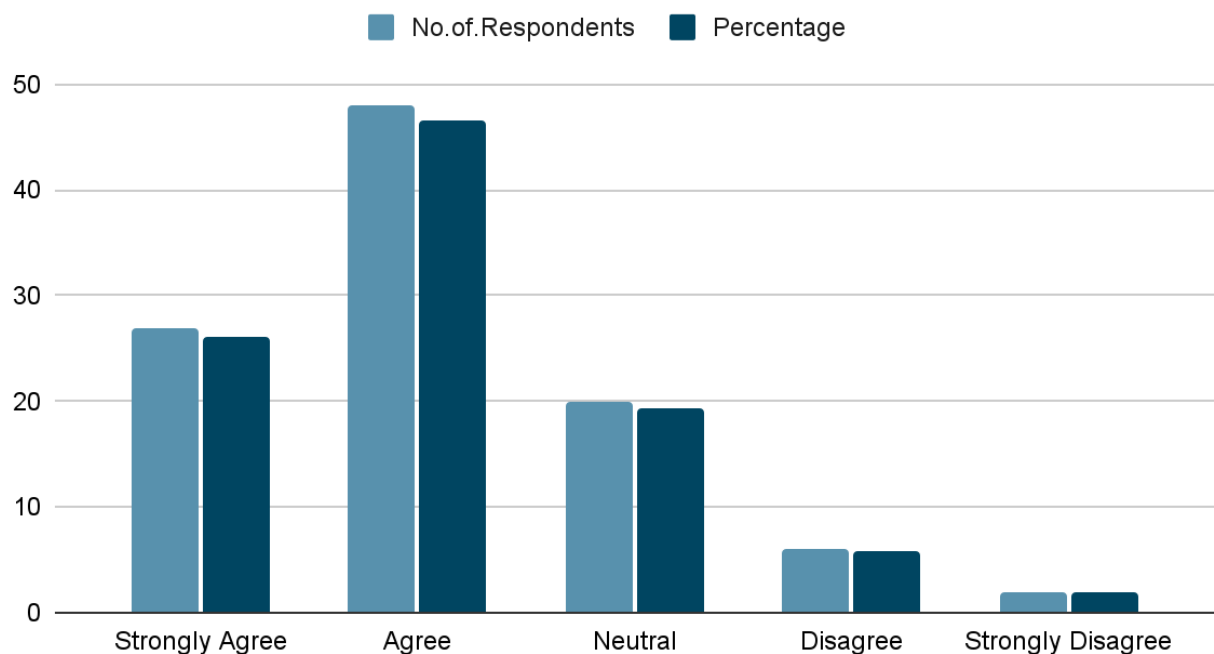


Fig 4.15:

Inference:

Majority (46.6%) of the respondents of my questionnaire are Agreed.

TABLE NO: 4.16

Q. Digital payment offers a greater choice for consumers and merchants in the way they send and receive payment

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Strongly Agree	25	24.3
Agree	44	42.7
Neutral	30	29.1
Disagree	3	2.9
Strongly Disagree	1	1
Total	103	100

Interpretation:

From the above table, it is interpreted that 24.3% of the respondents are Strongly Agreed, 42.7% of the respondents are Agreed, 29.1% of the respondents are Neutral, 2.9% of the respondents are Disagree and 1% of the respondents are Strongly Disagree..

CHART NO. 4.16

Chart representing. Digital payment offers a greater choice for consumer and merchant in the way they send and receive payment.

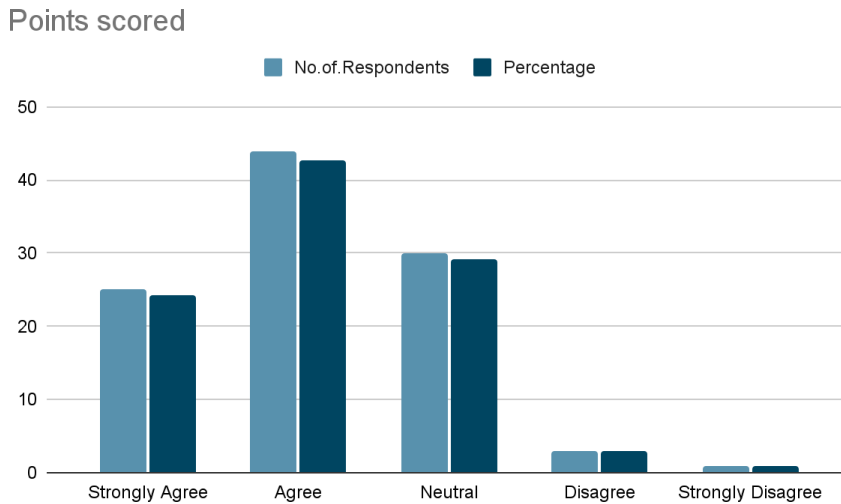


Fig 4.16: Reasons for not using

Majority (42.7%) of the respondents of my questionnaire are Agreed

TABLE NO: 4.17

Q. Digital payment transactions costs are hidden from users

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Strongly Agree	22	21.4%
Agree	33	32%
Neutral	34	33%
Disagree	12	11.7%
Strongly Disagree	2	1.9%
Total	103	100

Interpretation:

From the above table, it is interpreted that 21.4% of the respondents are Strongly Agree, 32% of the respondents are Agreed, 33% of the respondents are neutral , 11.7% are Disagree and 1.9% are Disagree..

CHART NO. 4.17:

Chart representing Digital payment transactions costs are hidden from users

Points scored

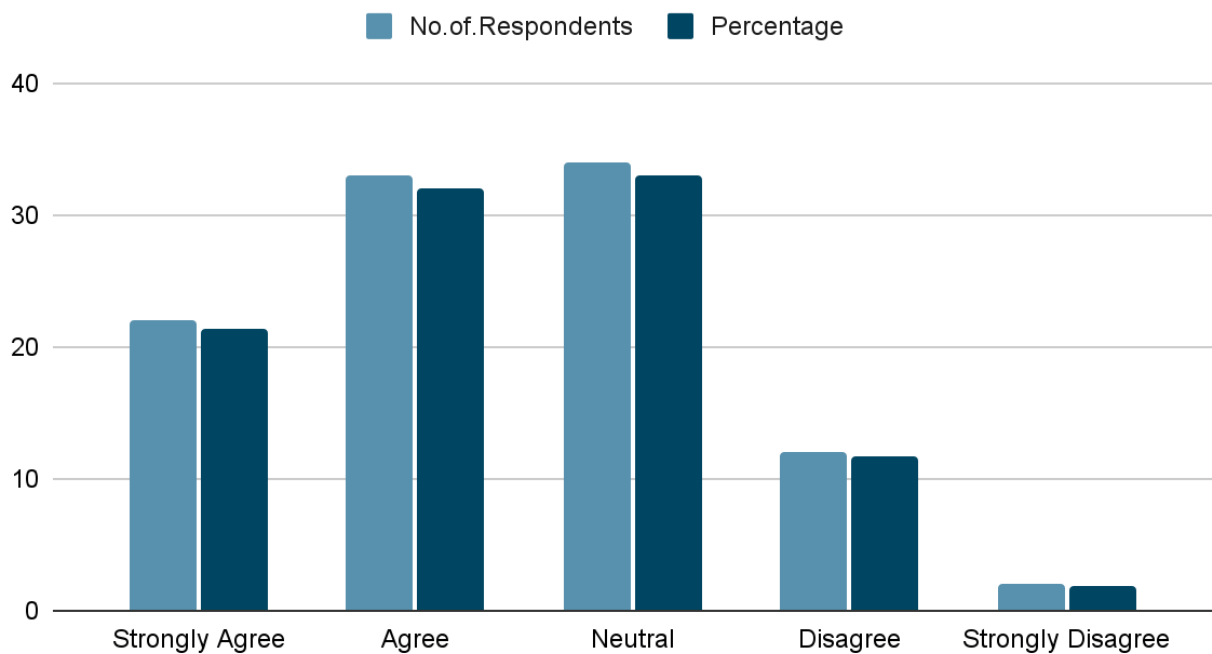


Fig 4.17:

Inference:

Majority (33%) of the respondents of my questionnaire are Neutral.

TABLE NO: 4.18

Q. Problems will not arise if you debit card is lost or stolen.

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Strongly Agree	19	18.4%
Agree	32	31.1%
Neutral	33	32%
Disagree	15	14.6%
Strongly Disagree	4	3.9%
Total	103	100

Interpretation:

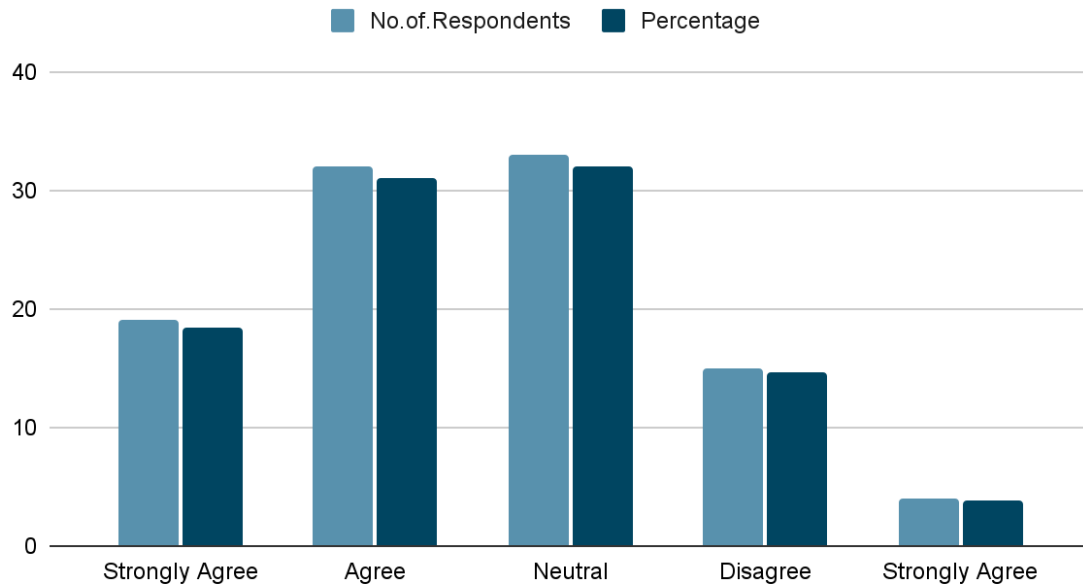
From the above table, it is interpreted that 18.4% of the respondents are Strongly Agreed, 31.1% of the respondents are Agreed.32% of the respondents are Neutral,14.6% of the respondents are Disagree and 3.9% are Strongly Disagree..

CHART NO. 4.18:

Chart representing Problems will not arise if you debit card is

lost or stolen

Points scored



Majority (32%) of the respondents of my questionnaire are Neutral

TABLE NO: 4.19

Q. Digital payment transactions costs are hidden from users.

Options	No.of.Respondents	Percentage
Strongly Agree	22	21.4%
Agree	33	32%
Neutral	34	34%
Disagree	12	12%
Strongly Disagree	2	1.9%
Total	103	100

Interpretation:

From the above table, 21.4% of the respondents are Strongly Agreed, 32% of the respondents are Agreed, 34% of the respondents are Neutral, 12% of the respondents are Disagree and 1.9% of the respondents are Strongly Disagree.

CHART NO. 4.19:

Chart representing .Digital payment transactions costs are hidden from users.

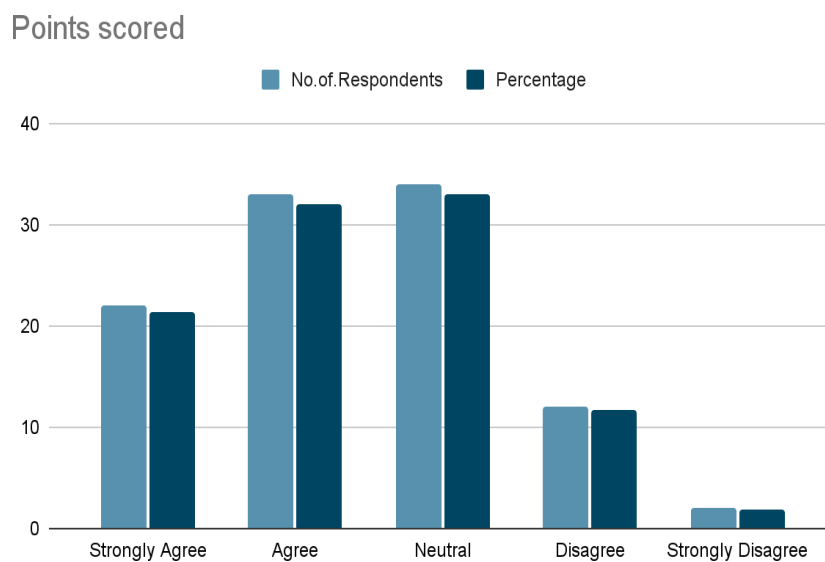


Fig 4.19:

Inference:

Majority (33%) of the respondents are Neutral.

4.2 CHI SQUARE

Age of respondent and opinion about overall online shopping experience.

H0 (Null hypothesis) = There is no significant relationship between Age of respondent and opinion about digital payment system.

H1 (Alternative Hypothesis) = There is significant relationship between Age of respondent and opinion about digital payment system.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
VAR00001 * VAR00003	104	100.0%	0	0.0%	104	100.0%

VAR00001 * VAR00003 Crosstabulation

Count		VAR00003					
		Digital payment systems can be easily understood and readily adopted.					Total
		Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	
VAR00001	18-25	19	0	6	11	19	56
	26-35	15	0	0	7	2	24
	36-45	6	0	0	5	3	14
	Above 45	5	0	0	4	0	9
	Age of the Respondent	0	1	0	0	0	1
Total		45	1	6	27	24	104

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	123.283 ^a	20	.000
Likelihood Ratio	35.242	20	.019
N of Valid Cases	104		

a. 23 cells (76.7%) have expected count less than 5. The minimum expected count is .01.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

Based on the analysis and discussion on primary data and reviews collected through secondary data in the previous chapter.

Finding, Suggestions, and Conclusion of the study in a logical manner.

5.1 FINDINGS:

- From the questionnaire, the following points are found and noted.
- Majority (83.1%) of the respondents of my questionnaire are female.
- Majority (54.4%) of the respondents of my questionnaire belong to the age group 18-25.
- Majority (53.4%) of the respondents of my questionnaire Educational Qualification are Bachelor's Degree holders.
- Majority (54.4%) of the respondents of my questionnaire are unmarried.
- Majority (44%) of the respondents of my questionnaire are student.
- Majority (53.4%) of the respondents of my questionnaire are agreed with benefits of digital payment purchase of product
- Majority (56.3%) of the respondents of my questionnaire are agreed with using a digital payment quality for decision making.
- Majority (37.9%) of the respondents of my questionnaire are neutral with digital payment useful in buying products than the traditional method.

- Majority (58.3%) of the respondents of my questionnaire are agreed with wide range of digital leading services.
- Majority (41.7%) of the respondents of my questionnaire are agreed with most services provider of digital payment.
- Majority (38.2%) of the respondents of my questionnaire are using Mobile banking as most recent E-Transaction.
- Majority (39.8%) of the respondents of my questionnaire are agreed with digital payment convenience in using.
- Majority (50.5%) of the respondents of my questionnaire are agreed with digital payment is secured transaction.
- Majority (45.6%) of the respondents of my questionnaire agreed for digital payment save money and time.
- Majority (32.4%) of the respondents of my questionnaire are agreed with digital payment system are lesser than cash.
- Majority (46.6%) of the respondents of my questionnaire are agreed with security issues when using digital payment system.
- Majority (42.7%) of the respondents of my questionnaire are agreed with offer provide consumer and merchants the way they send and receive payment.
- Majority (33%) of the respondents of my questionnaire are neutral with digital pay transaction are hidden from user.
- Majority (32%) of the respondents of my questionnaire are neutral with problem not arise of your debit card is lost or stolen.

SUGGESTIONS:

- ❖ Customer care should be improved. Customer queries should be answered properly.
- ❖ Security measure should be strengthened. So that the customers do not fear about hackers.
- ❖ Rules and format for e-banking should be simplified for the customers.
- ❖ OTP error should be improved to ignore transaction failure. Banks can also provide resend OTP options to ignore these types of errors.
- ❖ Banks should frequently conduct demo, issue pamphlets & seminars regarding ebanking services organized in the banks.
- ❖ Video demo has to be published in banks website for safety and precautions.
- ❖ New technology must be easy to use.
- ❖ The application software provided by all banks are not suitable for all mobilephones so, bank need to improve their services by satisfying the customers' needs by taking proper steps to provide a suitable version of the app for all types of mobile phones to avoid server problem.
- ❖ Banks need to focus on elder customers because many of are not aware of ebanking services.
- ❖ Frequent change of password system should be implemented to avoid hackers' money theft in technological banking.
- ❖ Research and studies have to be conducted frequently to know the expectations of the customers.
- ❖ Banks need to update their servers' websites and application to

avoid network errors and web page error.

- ❖ Service charges for e-banking have to be reduced.
- ❖ Banks should make websites and applications user friendly Proper awareness should be spread among staffs and customers about new technologies.
- ❖ Steps for the transaction process should be reduced by giving proper operating instructions in their websites.
- ❖ ATMs should be frequently filled with cash to avoid inconvenience to the customers.

5.2 CONCLUSION:

In future digital payments are going to be must and so the change in the habits of the people to accept the digital payments also must. The cashless transition is not only safer than the cash transaction but takes less time consuming. It also helps in record of all the transactions done. India has more than 100 crore active mobile connections and more than 22 crore smartphone users as of March 2016. This number is going to increase further with a faster internet speed. The reach of mobile networks, Internet and electricity is also expanding digital payment to remote areas. So, it is without doubt said that further transaction system is cashless transaction.

Safe internet banking:

- Change your passwords regularly.
- Do not use public computers to login.

- Do not share your details with anyone.
- Keep checking your savings account regularly.
- Always use licensed anti-virus software.
- Disconnect the internet connection when not in use.
- Always types your internet banking URL do not copy paste it.

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APPENDIX:

A STUDY ON CONSUMER PERCEPTION TOWARDS DIGITAL PAYMENT

QUESTIONNAIRE:

1. Name of the respondent:

2. Age of the respondent:

a)18-25

b)26-

35

c)36-

45

d) Above 45

3. Gender

a)Male

b)Female

c) Prefer not to say

4. Occupation of the Respondent

a)Student

b)Employee

- c)Entrepreneu
- r d)Others

5. Education

- a)High School
- b)Bachelor's
- Degreec) Master's
- Degree
- d) Prefer not to say

6. Marital Status

- a)Married
- b)Unmarrie
- d

7. Digital payment capable of providing benefits to individuals for purchase ofproducts

- a)Strongly
- Agreeb)Agree
- c)Neutral
- d)Disagree
- e) Strongly Disagree

8. Using the digital payment improves the quality of my decision making for buying products.

- a) Strongly Agree**
- b) Agree c) Neutral**
- d) Disagree**
- e) Strongly Disagree**

9. Digital Payment can offer a wide range of banking services and payment options.

- A) Strongly agree**
- b) Agree**
- c) Neutral**
- d) Disagree**

10. Trust the services providers of digital payment.

- A) Strongly Agree**
- b) Agree**
- c) Neutral**
- d) Disagree**
- e) Strongly Disagree**

11. Is Digital payment convenience in using.

- Strongly Agree**

- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

12. Digital payment is a secured transaction.

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

13. Digital payment save your time and money

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

14. Digital payment systems are better than cash

- a) Strongly Agree
- b) Agree
- c) Neutral

d)Disagree

e) Strongly Disagree

15.A Digital payment has to be alert to security issues when using digitalpayment systems.

a)Strongly

Agreeb)Agree

c)Neutral

d)Disagree

e) Strongly Disagree

16. Digital payment offers a greater choice for customer and merchant in the way they send and receive payment.

a)Strongly Agree

b)Agree c)Neutral

d)Disagree

e) Strongly Disagree

17. Digital Payment transactions cost are hidden from users.

a)Strongly Agree

b)Agree

c)Neutral

d)Disagre

e

e) Strongly Disagree

18. Problems will not arise if you debit card is lost or stolen.

a)Strongly Agree

- b) Agree**
- c)Neutral**
- d)Disagree**
- e) Strongly Disagree**

19. Digital payment system can be easily understood and readily adopted.a)

Strongly Agree

- b) Agree**
- c) Neutral**
- d) Disagree**
- e) Strongly Disagree**