Study on Awareness of Payment and Adoption of Digital Payment System among Commerce Students

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Abstract:

India is a country with developing stage. The growth of economy is done into the fasted speed. Purchase and selling of products among the people was happened in old age years. Firstly people use barter system as the medium of exchange among the goods. But due to economic value of product the exchange in barter system had become difficult. So the concept of money was introduced among the people in the country. Money's like Coins , Paper money and plastic money was introduced to the people. Then Later RBI has launched UPI or digital payment systems in the country. The young generation in india have made them self very comfortable with online or digital payment. Not only the young generations or college students but salaried people or people with earning income i.e educated and uneducated all have made themselves comfortable with digital payment systems. Due to immense growth in economy of india and growth in technology sector RBI have boosted digital payment on large platform. Google pay , PayTM , Phone Pay , Bhim application and others. Smart cell phones in the hands of young generations and people have help a lot to increase the usage of digital payments among the people in india.

Keywords: Internet, Smart phones, Digital payment application, Customers.

Introduction:

The money we spend today is the result of a long process. Its physical attributes are worthless without the value that people place on it. We use it as a medium of exchange through which goods and services can be exchanged. Standard money did not always exist and in the early days people used other forms to exchange goods and services. Money and payments have changed a lot due to changing economic needs and technological developments. As we speak, credit card transactions and digital currencies are enabling people to virtually purchase goods and services in a matter of seconds.

How did we get here? Let's find out more about the evolution of money, how it was used in early ages, and what brought us where we are.

Throughout history people have counted on some sort of payment system to purchase products that they desired or needed. Starting with the barter system humans had started to use livestock, grain, shells, metal coins, pieces of deerskin, the wampum, gold, credit cards, and most recently online payments. Over time the progress in the monetary system have high impact on the development of human society. The Barter system involved the exchange of Good or service for other goods or services without using a medium of exchange

The monetary system on a global scale has evolved in terms of transparency, diversity, security, speed, accuracy, and efficiency. After the traditional banking system, we have money and digital payments.

Electronic money or digital payment is what we know as credit or debit cards. It is a way to store currency electronically and one can withdraw money by using an ATM. During the 1920s, individual firms have started to issue credit cards for customers. The purchase was possible only in-house within the company. Nowadays, this model is used by businesses such as Starbucks. Customers receive a loyalty card on which they can add money and pay with it at any Starbucks location. They receive points with every purchase. Economy owners can create a closed-loop environment, which works under the same principle.It is up to business owners to decide which vendors participate, and members can be rewarded simply based on their purchasing behavior.

In 1950 Diner's Club introduced the first universal credit card, which could be used within different locations.In 1958 many banks revolutionized the use of credit cards. It was the first credit card to be accepted internationally. In its early stages, these cards were made of paper, with the account number and customer's name typed.

In our days, credit cards can be stored on mobile devices. Services like Google Pay , Phone Pay, etc enable customers to pay by simply tapping their phones to a point-of-sale terminal. It replaces the need to carry a physical card in your wallet.

Digital payments are the transfer of money or digital currency from one account to another using digital payment technologies such as mobile wallets and mobile payment apps. Digital payments are also called electronic payments. The Digital India Program is the flagship program of the Government of India with a vision to transform India into a digitized society and knowledge-based economy. "Faceless, cashless and paperless is one of the declared roles of Digital India. With the promotion of cashless and India becoming cashless, various digital payments are becoming available. These modes are: bank card. USSD. Apes. UPI. mobile wallet. Bank prepaid card.

The Government of India has been undertaking several measures to promote and encourage digital paymentsin the country. As part of the 'Digital India' campaign, the government has an aim to create a 'digitally empowered' economy that is 'Faceless, Paperless, Cashless'. There are various types and methods of digital payments.

Please note that digital payments can take place on the internet as well as on physical premises. For example,if you buy something from Amazon and pay for it via UPI, it qualifies as a digital payment. A digital payment is also when you buy something at your nearest Kirana store and pay with UPI instead of cash. Following the launch of cashless India, there are now 10 digital payment methods available in India. Some methods have been around for ten years or more, some are only recently popular, and some are relatively new.

- Banking Cards
- Unstructured Supplementary Service Data(USSD)
- Aadhaar Enabled Payment System (AEPS)
- Unified Payments Interface (UPI)
- Mobile Wallets
- Bank Prepaid Cards
- PoS Terminals
- Internet Banking

- Mobile Banking
- Micro ATMs

In recent scenario digital payment system is most required payment method which has been used by the peopleall over the world.

Literature Review:

A model for context aware about mobile payment written by Leila Abedi in this article it is mention that uses of mobile phone while doing the payment had attracted a lot of customers so that they can make payment in a cashless mode with out any worry. The features of mobile phone with its wide range had attracted a lot of people. Service adaption is deemed necessary to ensure best user experience while making the payment in online mode.

In the paper of IEEE under the title of survey on online payment security it was mentioned that as days are passing online payments is getting more popular and people are uses various online mode of payments like debit card , credit cards , electronic wallet , e-banking etc for their smooth transactions. People purchase goods over internet through application like flip kart , amazon , etc they also pay for their purchase online only. Which they find most easy way of making payments and also time saving. But the only question which comes to mind is of every person is about the security of our private data which has been shared while making online payments. How much reliable is the website in terms of data security.

Under the journal with title internet shopper written by Naveen Donthu and Adriana Garcia the jrnal mention that among all the shopper available around the world , the internet shopper is the most prefer shopping shop for all the young people. Because internet shoppers are most convince seekers , innovative , impulsive , variety seekers , and less risk averse. In today's scenario the world is facing digital system protocol no matter you are educated or uneducated each and every shopper or sellers have with them online payment systems. Which helps the country to go digital. Digital payments which is liked through UPI system helps the customer to do risk free payments and helps in development of our country.

Under the journal of awareness about digital payment written by pireh panhwer it is mention that E-payment is convenient and easy mode of payment , due to its convenience it makes everyone's life easy. Because it takes less time to make transaction. This makes solid case for adoption in many developed as well as developing countries. However there are many countries who have not successfully implemented online or digital payment system due the risk involvement.

Objectives of the study:

- To study the growth of digital payments usage among youngsters.

- To study the transformation from barter system to digital payment system.

- To observe the convenience payment method.

- To understand the need of digital payment.

Research methodology:

Questionnaire method is used to collect the data and study the awareness among the commerce students regarding digital payment system. The respondent are from the generation were digital payment system is mostly preferred and used.

A questionnaire is a research tool that consists of a set of questions and other types of questions that aims to collect information from all respondent. A research questionnaire is mostly a mix of close ended question and open ended question. Open ended is a long-form questions offer to the respondent who have the ability to elaborate on their thoughts.

The data collected from the questionnaire can be both qualitative as well as quantitative in nature. A questionnaire may or may not be delivered in the form of a survey, but an survey always consists of a questionnaire.

A good questionnaire design

- With a survey questionnaire, you can gather a lot of data in less time and in fast possible way.

- There is less chance of any bias answers if you have a standard set of questions to be used for your target audience or respondents. One can apply logic to their questions based on the respondents answers, but thequestionnaire will remain standard for a group of respondents that fall in the same segment and area.

- Online survey system is quick and cost effective. It offers you a rich set of features to design, distribute, understand and analyse the respondents data in a brief manner.

- It can be alter to reflect your own thinking. Thus, it can be used to reinforce your ideas and implement the same.

- The responses can be compared the old and new data and make the analysis for the same to have a wide eye sight regarding the survey.

- Respondents can answer the questionnaire without showing their true identity. Also many survey forms complies with significant data security and privacy regulations which help both the researchers and respondent.

Limitations of research:

- Time consuming

- Limited knowledge

- Slow feedback from respondent because of their examination

- Lack of resource available to collect the data

Significance of the research:

Through this research we can understand about what commerce students think about digital payments. Thestudy will make us understand about the most used payment methods. As the respondents are young and educated they are quite comfortable with digital payment system. The students trust digital

payments systems more comparative to older generations. Even for the purchase of rupees 10 digital payments system is used by the people. With the benefit of time savings and speed transactions digital payment system is boosted among the people over the world.

Scope:

As the survey has been conducted online through google forms the questionnaire can reach out to students very easily and a detailed study can be undertaken from these responses. The main aim of this research has been to understand what the students feels about the digital payment & how much they are aware about it. The main aim of this research is to find out among commerce students that how much they are about digital payment & also how much adoption of digital payment system students do in their daily life. In today's era students should get awareness about digital payment system & do there day to day transaction online basis. Questions have been asked from the perspective of the students as well to know whether they are actively using this digital platform for online transaction. Online payment refers to cashless electronic monetary transactions. It includes monetary transactions made through the Internet, and mobile payments at point of sale through mobile applications. Online payment also includes transfers between consumers and private users. UPI is the most latest digital payment standard where all user having a bank account can transfer money to any other bank account using UPI based applications. It enables payments occur through out the day and all 365 days in a year in a continuous format. Mobile banking application is a service provided by the banks through their mobile application in a smartphone for performing transactions digitally or online. The scope of mobile banking has expanded very much after the introduction of UPI and mobile wallets. Internet banking is the process of performing banking transactions from the comfort of your home using a mobile phones , laptops , desktops , etc and an active internet connection. The major type of transactions can all be done using internet banking in online mode. Internet banking services can be run around the clock and all 365 days in a year which makes it a popular choice for performing digital transactions.

Data Analysis and Findings of the Study:

- **WHAT TYPE OF PAYMENT YOU PREFER THE MOST?**

WHAT TYPE OF PAYMENT YOU PREFER THE MOST?
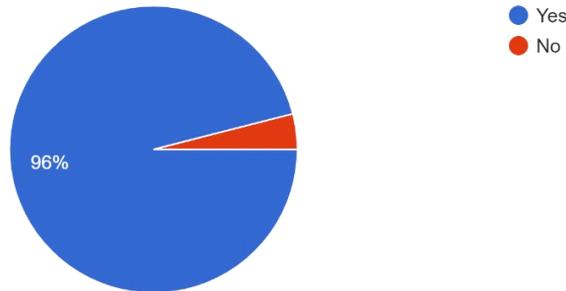50 responses

Cash
Digital Payment
Both

48%
30%
22%
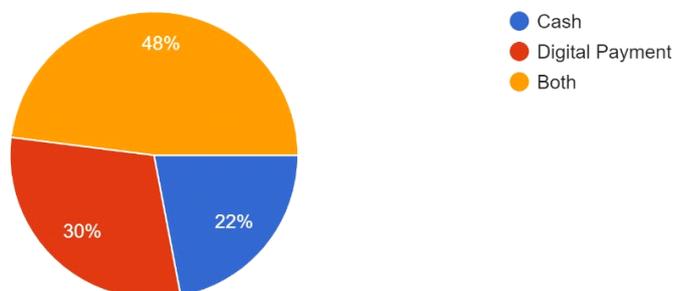
In above chart shows that the Payment has been Credited with Both Types of payment with Digital Payment as well as Cash.

- **ARE YOU AWARE THAT UPI IS THE PLATFORM FOR DIGITAL PAYMENT SYSTEM?**

ARE YOU AWARE THAT UPI IS THE PLATFORM FOR DIGITAL PAYMENT SYSTEM?
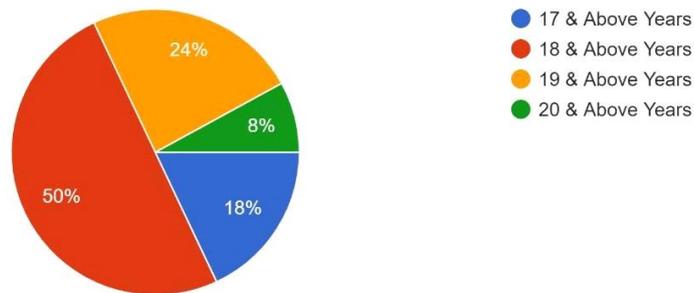50 responses

Yes
No

96%

In above chart UPI payment is been more usable in this Class Yes is about 96% and No is about 4%.

- **AT WHAT AGE YOU START USING DIGITAL PAYMENT SYSTEM?**

AT WHAT AGE YOU START USING DIGITAL PAYMENT SYSTEM?
50 responses

17 & Above Years
18 & Above Years
19 & Above Years
20 & Above Years

24%
8%
50%
18%

In above chart that the age of starting using digital payment system age are

1) 50% of 18 & above years,

2) 24% of 19 & above years

3) 18% of 17 & above years and

4) 8% of 20& above years

- **WHICH APPLICATION YOU PREFER FOR DIGITAL PAYMENT?**

WHICH APPLICATION YOU PREFER FOR DIGITAL PAYMENT?
50 responses

Google Pay
PayTM
Phone Pay
Others

8%
8%
82%
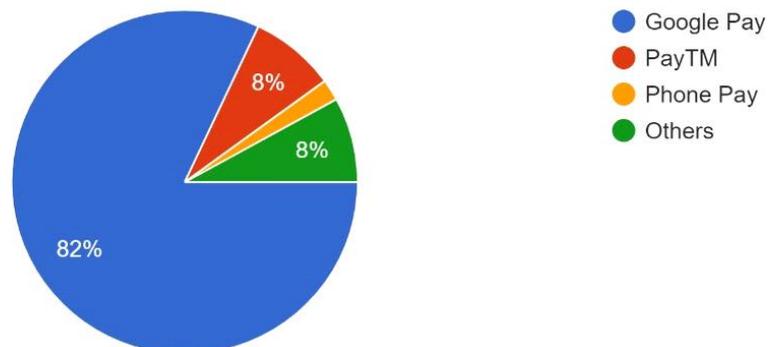
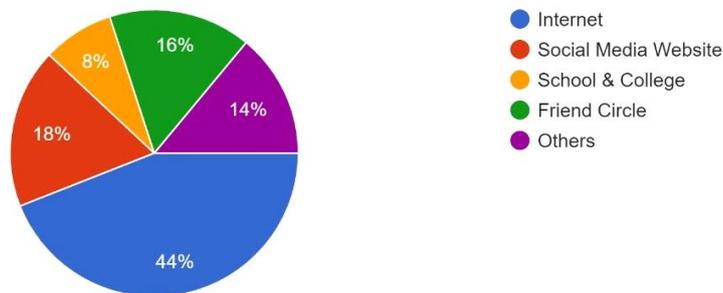In above chart of Payment Application are more used for Payment is:-82% of Google Pay

8% of Paytm

8% of Others

2% of Phone Pay

- **HOW DO YOU COME TO KNOW ABOUT DIGITAL PAYMENT?**

HOW DO YOU COME TO KNOW ABOUT ABOUT DIGITAL PAYMENT?
50 responses

- Internet
- Social Media Website
- School & College
- Friend Circle
- Others

In above chart the digital marketing info has been known of digital payment:
44% Internet

18% Social Media Website

16% Friend Circle 14% Others 8% School & College

- **DO YOU FEEL SAFE WHILE USING DIGITAL PAYMENT SYSTEM?**

DO YOU FEEL SAFE WHILE USING DIGITAL PAYMENT SYSTEM?
50 responses

- Yes
- No
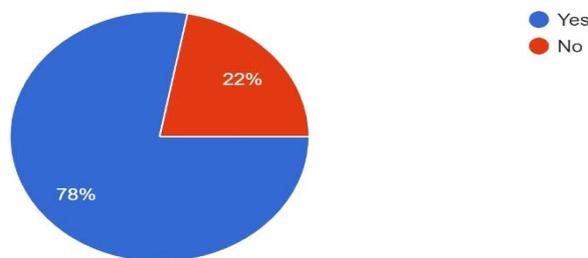
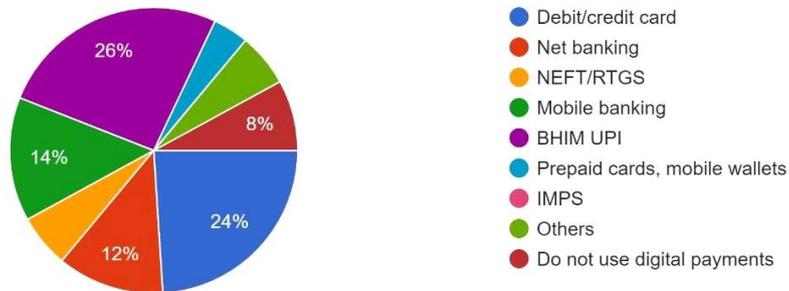In above chart the usage of digital payment system:

78% Yes

22% No

- **PREFERRED MODE OF DIGITAL PAYMENT?**

PREFERRED MODE OF DIGITAL PAYMENT ?
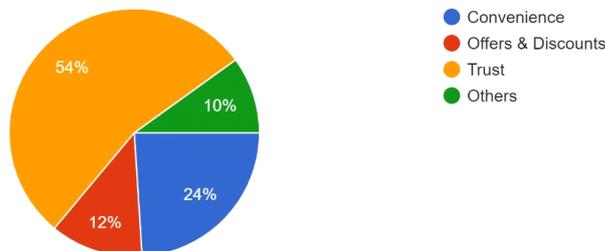50 responses

In above chart Preferr1ed mode of Digital Payment:

26% IMPS, 24% DEBIT/CREDIT CARD, 14% MOBILE BANKING, 12% NET BANKING, 8% DONOT USE DIGITAL PAYMENTS AND 12% OTHERS.

- **WHAT IS THE REASON FOR USING THE ABOVE DIGITAL PAYMENTS?**

WHAT IS THE REASON FOR USING THE ABOVE DIGITAL PAYMENTS ? (If response to above question is other than 'Do not use digital payments')
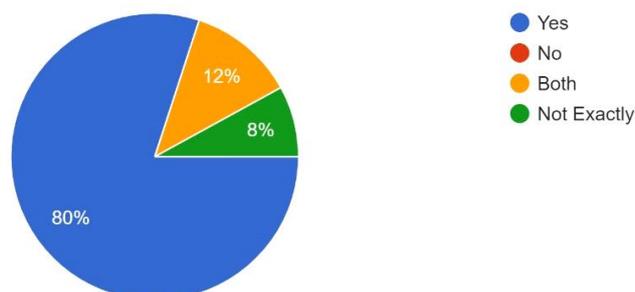50 responses

In above chart reasons of using above digital payments:

54% Trust, 24% Convenience, 12% Offers & Discounts and 10% Others

- **DO YOU THINK DIGITAL PAYMENT SYSTEMS HELPS TO SAVE TIME?**

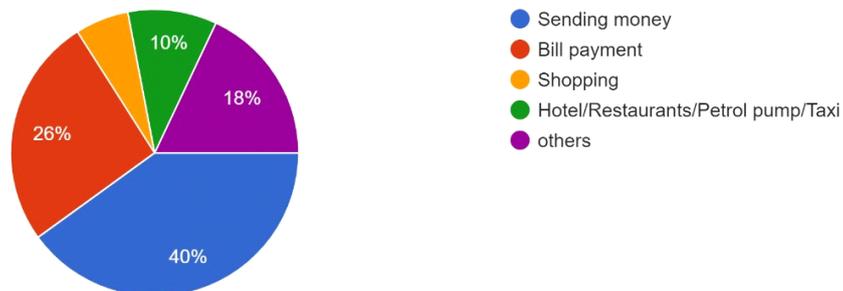DO YOU THINK DIGITAL PAYMENT SYSTEM HEPLS TO SAVE TIME?
50 responses

In above chart thinking digital payment helps to save time:
80% Yes, 12% Both, 8% Not Exactly and 2% No.

- **PURPOSE OF USING DIGITAL PAYMENT DONE BY YOU?**

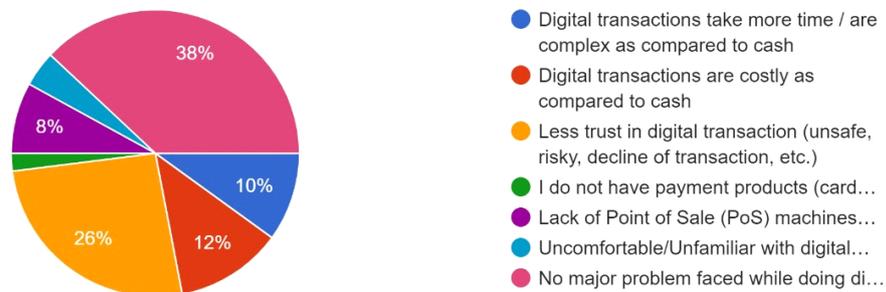PURPOSE OF USING DIGITAL PAYMENT DONE BY YOU ?
50 responses

In above chart purpose of using digital payment:

40% Sending money, 26% Bill Payment, 18% Others, 10% Hotel/Restaurants/Petrol pump/Taxi and 6% Shopping.

- **ANY HURDLES FACED WHILE DOING DIGITAL PAYMENTS?**

ANY HURDLES FACED WHILE DOING DIGITAL PAYMENTS ?
50 responses

In above chart the Hurdles faced while doing digital payments:
38% No major problem faced while doing digital payments 7.

26% Less trust in digital transaction (unsafe ,risky, decline of transaction, etc.)12% Digital transactions are costly as compared to cash.

10% Uncomfortable/Unfamiliar with digital payment.

8% Lack of Point of Sale (PoS) machines / QR codes / internet connectivity.

Suggestion:

- Awareness about digital payments system should be done among older age group as well.

- Security while doing digital payments should increase a bit.

- Limitations or alert notification while making digital payments should often come.

- Digital payment for large amount should be done with 3 steps of security.

Conclusion:

Through the study of questionnaire and response from the respondent we can see that most of the college students prefer to use digital payment systems. As their parents are also willing to let them use google due to convenience. But there are students who are still afraid and they do not trust digital payment system. After entire research we finally conclude that the online digital payment world has a huge impact among the youngsters as well. There is a lot of awareness among all but still not 100 percent people are aware about the digital payment mode. Here still people find payment in cash more trustful. Due to many online frauds people find carrying cash is better and convenient for them. Still more awareness has to be spread for various mode of online payment. All of the respondents also feel that online payment is possible and use for small penny expenses too. More steps should be taken for spreading online payment system all over India.

Sample of Questionnaire link:

https://docs.google.com/forms/d/e/1FAIpQLScnGAQB0kukZjcvcVLgeDmMzb4zWFLh3tZ0HoXaN5vTm YIORA/viewform?usp=sf_link

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