

Revitalization of Digital Payment System After COVID-19: With Special Reference to Women Belongs to Mumbai City

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Abstract:

This paper highlights the revitalization of digital payment system after COVID-19 pandemic with special reference to women. Digital payments play a vital role and have many advantages over cash, such as easy transaction, security and transparency, 24 x 7 service & contactless payment. After the effect of COVID-19, the economy is started using more on digital payment system compared to pre COVID-19 period. India's financial system is developing continuously with the help of imminent technologies to make online transactions simple, easier, safer, available and more personalized for customers. The contribution of this study is an attempt to comparatively analyze the transformation from cash payments to digital payments and how COVID-19 outbreak has made its contribution towards the contactless digital payments. The problems faced while using digital payment were mostly about fear of fraud, hidden charges and the lack of proper internet access. For the study researcher has selected the women respondents who uses various digital payment modes to do their financial transactions. The area selected for the study is in and around Mumbai city. The primary data of this study was collected by circulating a Google form to the general public and the sample size is 50. This paper focus on the hike in digital payment from last three years

Keywords: Digital payment system, Covid-19, Women, Technologies

Introduction

Digital payments are transactions that take place via online modes, with no physical exchange of money involved. This means the payer and the payee, use electronic mediums to exchange money. The Government of India has been initiating several measures to encourage digital payments in the country. As part of the

'Digital India' campaign, the government has an ambition to create a 'digitally empowered' economy.

In India's journey towards becoming a cashless economy, COVID-19 played an important role. Before COVID-19 pandemic, people prefer to use digital payment systems, but after the pandemic effect the number of users has increased immensely because of concern of touching the cash.

There are many digital payment modes which include Debit/ Credit cards, UPI (Google pay, Paytm etc.), NEFT/RTGS, IMPS, different banking apps, Internet banking, Mobile banking and many more. People use these different types of digital payment modes mainly because of ease and comfort, speedy transactions, no need of going to bank branches, no risk of losing cash, 24x7 service, low transaction costs. The considerable problems of digital payment systems are highlighted risk of fraud, Technical problems, Service fees and other additional costs, network issues, lack of knowledge, concern about data leakage, complicated instructions, False identity and so on. Different types of digital payments are offered such as:

1. Banking Cards: Banking cards are the most generally used digital payment system in India. It offers convenience as well as security to the users. Banking cards (debit and credit cards) can be used for a various digital transaction like Point of Sales. terminals, online transactions etc.

2. AEPS (Aadhaar enabled payment system): AEPS can be used for banking transactions such as balance enquiries, cash withdrawal/deposit, Aadhaar to Aadhaar fund transfers. All such transactions are carried out through a banking correspondent which is established on Aadhaar verification.

3. UPI (Unified Payment Interface): UPI is where the user holding a bank account can transfer money to any other bank account using UPI based app. UPI enabled payments ensure throughout the day and all 365 days in a year.

4. Mobile Wallets: Mobile wallets users can add money to their digital wallet using debit or credit cards and use the money added in the wallet to perform digital transactions. Some of the popular mobile wallets are PayTM, Mobikwik, PhonePe, etc.

5. Internet Banking: Internet banking is the process of performing banking transactions from any place using a mobile phone/laptop/ desktop and an active internet connection. Internet banking services can be availed 24 x 7 and all 365 days in a year, which makes it a popular for performing digital transactions.

6. Mobile Banking: Mobile banking is a service provided by the banks through their mobile software applications in a smartphone for carry out transactions digitally.

Review of Literature

SUDHA. G, SORNAGANESH. V, THANGAJESU SATISH. M, CHELLAMA. A.V¹, (August 2020).

This paper focus on the different digital payment modes used in the event of a pandemic based on primary data by gathering from 220 respondents and the Digital India initiative is an Indian government flagship program whose mission is to turn India into a digital society. In this modern world, all transactions can be made by cards, smart phone apps and other electronic modes. The Reserve Bank of India last year announced that it expects to raise digital transactions to about 15% of gross domestic product by 2021. The government is looking for a billion digital transactions per day as the flourish mobile industry in the world.

Dr NIRMALA AND PARVATHI S² (February 2021)

This Study focus on the significance of digital payments during pandemic, different modes of digital payment, the growth of digital payment from last three years. In the current situation digital payments play an important role and has many advantages over cash such as security and transparency, easy transaction. Banking sector play a vital role in digital payment by offering digital instruments such as debit/ credit cards, mobile banking, internet banking, mobile wallets etc. in this pandemic situation. The pandemic could drive the world faster towards digital payments. Payment systems have proven that they are efficient and viable and continue to command a high degree of confidence in the general population

Ms. AKILANDESHWARI AND Ms. PREMALATHA³ (May 2021)

The paper studied about usage of digital payment system during COVID 19 and evaluate the factors influencing use of digital payment during COVID-19 pandemic. According to the developing environment, trend and time, people have started using digital payments during the virus spread and the majority extend to use it even after the virus is controlled. Digital payment System has played an important role in maintaining social distance and contactless payment.

According to the results, it is concluded that the approach of respondents towards adoption of digital payment method during COVID 19 is fair and effective

Scope of the Study

The study would be undertaken to evaluate the impact of COVID-19 on digital payment system. It would also be helpful to understand various modes of digital payment. This study tries to discover threats in digital payment system.

Research Methodology

The research is constructed on primary data and secondary data.

Primary Data: The primary data for this study is collected by structured questionnaire among the general public (women) to know the effects of the Covid-19 pandemic on digital payments. The study is conducted

in Mumbai City, the sample size chosen for the study is 50 women respondents

Secondary Data: The secondary data has been collected from various sources like research article, bulletins of RBI and Authenticated Websites.

Research Objective

1. To know various modes of online payment.
2. To explore the usages of digital payments
3. To analyse the drawbacks of digital payment systems
4. To highlight the changes which has come over in the payment system due to Covid-19 outbreak.

Area of the Study

The study is undertaken in and around the Mumbai city.

Research Approach

The questionnaire method of survey is used for collecting primary data from women belonging to Mumbai region. Researcher appealed all respondents to fill the questionnaire, by themselves. It contained structured questions which are very easy to understand.

Sample Technique

A convenient Probability sampling method of 50 women belonging to Mumbai city shared their information regarding the study. They were requested to complete the questionnaire on voluntary basis. The study was done in December 2022

Data Usage

The analyses and interpretation are done on the basis of primary data. However, for conclusion and recommendation both primary and secondary data is used along with the verbal knowledge and information obtained from respondents. The data collected from these sources were analysed using various graphs and charts

Data Analysis and Interpretation

Table 1; Demographic profile of the respondents

PARTICULARS	NO OF RESPONDENTS	PERCENTAGES
1. Gender		
Female	50	100%
Total	50	100%
2. Age		
Below 20 years	11	22%
20-35 years	21	42%
35-50 years	13	26%
Above 50 years	5	10%
Total	50	100%
3. Occupation		
Student	15	30%
Salaried	17	34%

Professional	6	12%
Self-employed	5	10%
Other	7	14%
Total	50	100%

The study shows that, all the 100% of the respondents were women customers who uses digital payment systems. 22% of the respondents belongs to less-than 20 years of age, 42% of the respondents belongs to 20-35 years of age, 26% of the respondents belongs to 35-50 years of age and 10% of the respondents were in the age of above 50 years. 30% of the respondents were student, 34% of the respondents belongs to salaried women, 12% of the respondents belongs to professional, 10% of the respondents were self-employed and 14% of the respondents belongs to other category i.e. retired or home makers.

Survey Questionnaire

Table 2: Duration of using digital payment system

PARTICULARS	NO OF RESPONDENTS	PERCENTAGES
Less than 1 year	12	24%
1-3 years	16	32%
3-5 years	13	26%
More than 5 years	9	18%
Total	50	100%

Table no. 2 shows that, 24% of the respondents were using digital payments from less than 1 year, 32% of the respondents were using digital payments from 1-3 years, 26% of the respondents were using it from 3-5 years and 18% of the respondents were using from more than 5 years. This shows that use of digital payment increase after COVID 19 majority of the customers started using online mode in last 3 years.

Table 3 Digital payment methods used by the customers.

PARTICULARS	NO OF RESPONDENTS	PERCENTAGES
ATM/ Debit card / Credit card	33	66%
Internet banking	12	24%
Mobile banking	15	30%
Google pay/ Paytm/ Phone pay /UPI	37	74%

Table 3 shows that, 33 respondents were using ATM/ Debit card/ Credit card for online payment, 12 respondents were using Internet banking, 15 respondents were using Mobile banking and 37 respondents were using Google pay/ Paytm/ Phone pay/ UPI. This shows that Google pay/Paytm/ Phone pay/ UPI users are more compared to other methods of payment systems.

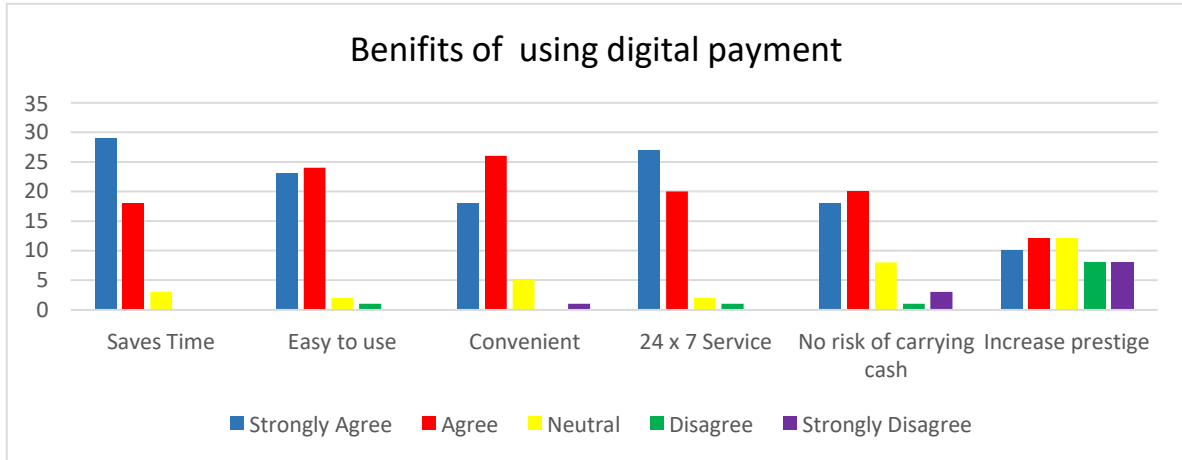
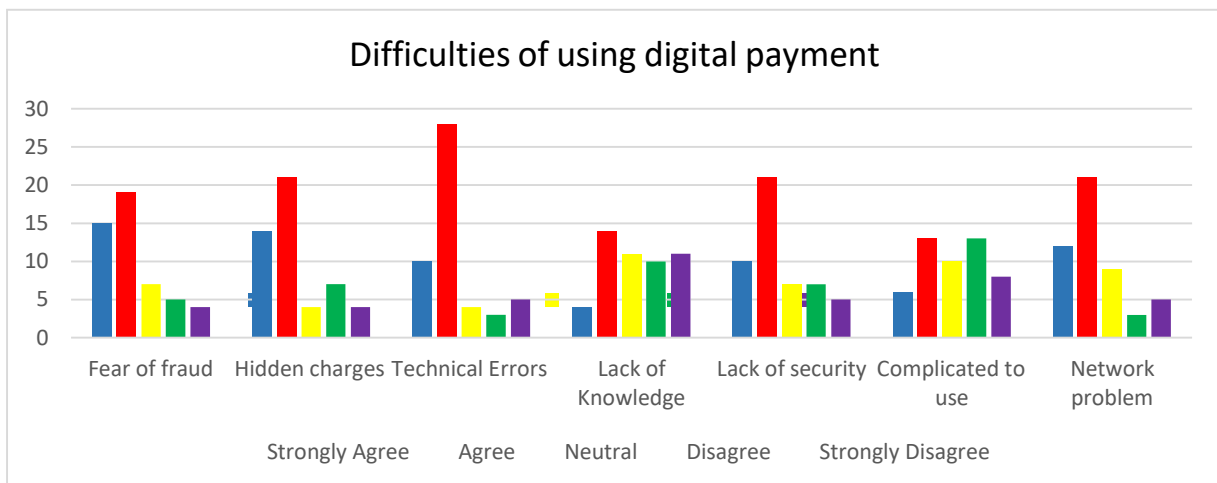


Table 4 Benefits of using Digital Payment System

Maximum numbers of people are being agreed with the advantage of using digital payments system. Only the few people are differing with the benefits.

Table 5 Difficulties of using digital payment



Maximum number of people being agree with the difficulties faced by the customers from digitalpayment.

Table 6 want to continue using digital payment systems

PARTICULARS	NO OF RESPONDENTS	PERCENTAGES
Yes	44	88%
No	0	0
Maybe	6	12%
Total	50	100

After looking at benefits and difficulties people still want to use digital payment system. 88% of people want to use digital payment methods where 12% people still thinking about use of digital payment methods.

Secondary Research

Digital payments are on the hike in India. As in most other areas of the world, digital purchases have hit a record high in 2020-21 in the country with nearly 1.5 billion people. As stated for the first time by the local outlet, all channels from the unified payment interface (UPI) to the Andhra- Enabled Payment System (AEPS) registered dramatic growth. As the COVID-19 lockdown and ensuing restrictions pushed more and more people to opt for digital transactions,



From the above diagram it is observed there is huge increased in the volume of digital transaction in India after COVID-19 pandemic.

Conclusion

- It is concluded that there was shifting of preference of payment from cash payment to digital payment.
- Though people have been facing few issues and might have a problem in trusting the digital payments but still they definitely will switch to digitalized payments. It was found that major reason for not using digital payments was due to lack of internet access and lack of financial bank accounts.
- It is concluded that majority of women using phonepe, paytm e-wallet are in age group of 24-45 years, and are using it for money transfer, bill payments and others.
- COVID-19 has definitely made us take a step forward towards digitalization due to people not wanting to use cash as much in any of the payment methods.

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International Journal for Multidisciplinary Research

International Conference on
Revitalization of Business Strategies: Road Ahead after COVID-19
organized by Shri Chinai College of Commerce & Economics



E-ISSN: 2582-2160 • Website: www.ijfmr.com • Email: editor@ijfmr.com

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