# A Study on Usage of Digital Payment Interface with Special Reference to Working Women in Bangalore City

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## Abstract

Digital Payment emerges important role in every individual life. Due to reduced cost as wellas low risk coverage and time saving characteristics and increases the safety and convenienceand user friendly, it has become part and parcel for making payment towards any product andservices. This paper considers the payment pattern of working women in Bangalore city. Thestudy analyzes the digital payment interface among the working women which concentrateson gettingtheinformationrelatedtoknowthepreferenceof digital payment over cash transaction and which is the highly convenient means of transaction as per women. Theintention of the study is to provide constructive suggestions and recommendations to upgrade the digital payment usage. Study even concentrates on knowing the choice of payment duringCOVID-19.

**Keywords:** Digital Payment, Modes of Payment, Convenience.

## Introduction

"Cash Less" is the one of the initiatives taken in "Digital India" by our prime MinisterNarendra Modi in 2015 to enhance the people to make use of cashless, seamless, fast, andconvenient mode of e-payment with a view to convert India into digitally empowered country. Cash on delivery is very risky and not so convenient to make payment compare to e-paymente specially working women not possible to carry much cash with them.Hence, digital payment enhances the people gaining more beneficial to make faster, convenient, and secured mode of payment.

The term "digital payment" refers to a type of payment that is done via digital methods. To transfer and receive money, both the payer and the payee employ digital ways. Because it decreases the cost of delivering financial services to consumers and promotes the safety and convenience of utilizing savings, payments, shopping, and insurance products, digital payments have emerged as a key instrument for increasing financial inclusion.

Coming to the different modes of payment, we can specify as cash transaction and virtualtransactions i.e., digital payment. Digital payments include applications like Google pay, Paytm, PhonePe, BHIM, Internet Banking and ATM.

The concept of working women in this paper which includes a woman who earns salary, wages or any other income through regular employment working as self-employed, salaried, professionals etc., either in government sector or private sector who is distinct from house wife.

## Literature Review

Krishna Reddy and Sudhir Reddy(2016) in their research they highlighted that people areaccepting digital payments options as it helps in ease of payment within just press of Button and also safety and security of transaction by encrypted by banking system.

Shamsher Singh (2017) in the journal titled "Study of Consumer Perception of DigitalPayment Mode" has highlighted how customer perceptions of digital payment have a largeand positive influence on digital payment up take. According to the ANOVA test, there is also no significant difference in customer assessment depending on demographic characteristics. Such include the patients' gender, age, occupation, and annual income. In his research, however, education was proven to have a substantial impact on digital payment uptake.

Gragand Panchal (2017) in article discussed about the prosandconsofcashlesseconomy. Their study concluded that people are favorable towards the acceptance of digital payments as it would help in ease of payments and hazel free transactions and it helps to fight against illegal activities

Shamsher Singh and Ravish Rana (2017) in their research paper expressed that internet has changed the world and to add to this change smart phone penetration inIndia has alsogained lots of importance. Due to which digital payments are also becoming more popularamongthis generation.

K. Suma Vally, K. Hema Divya, and etall., (2018) titled "AStudy on Digital Payments inIndia with Perspective of Consumer's Adoption". The author of this paper explains howthe shift to digital payments improves the country's economy by providing more transparencyin transactions. The report examined the extent of acceptance of digital payments like asdigital wallets, UPI, and BHIM applications to ensure seamless digital switchover payments by clients.

Priyanka Philip(2020):in their article expressed their view that internet banking is gainingis importance in this digital era. So Banks should focus on creating efficient operations and toreduce transaction costs so it helps them to build good customer relation with their depositors and to retain them for longer period.

## Statement of the problem

Digital payment has imposed a new transaction system in the banking sector, such as google pay, phone pay, and so on. Meanwhile, the element of risk present in cashless transactions is the keyarea of concern in accessing these services. In light of the above research gap, this study helps toknow the most convenient mode for risk-free transactions, as well as accessibility and factorinfluence for making digital payments, and the study focuses on upgrading the digital payment platform, which helps for risk-free and ease of doing digital transactions.

## Objective of the Study

1. To determine if working women are aware of digital payment options.

2. To investigate the most convenient digital payment method.

3. To identify the factors that impacts the adoption of digital payment.

4. To learn about the digital payment options available.

5. To study the associated risks and security threats.

## Scope of the Study

Digital transactionshavelargely replacedcash-on-delivery intoday's world. Infact,in theemerging corporate environment, digital payments are most convenient and faster mode of transaction. Most people do not have much time to make direct payments, especially workingwomen whoare jugglingfamily and work. This study can alsobe used to learn about the payment patterns of men.The scope of this research is limited to the city of Bangalore.

## Research Methodology

This study is mainly empirical in nature. Analysis of primary and secondary data combinedwith researcher’s knowledge and taught towards digital Paymentshas given a solid base for descriptive analysis. Data was mainly collected from 66 respondents using questionnairetechnique.

## Sources of Data Collection Tools

Primary Data: Itrefers to original andfirsthanddata.For thestudy data was mainly collected from working women’s of various professions. Data mainly collected using questionnaire technique

**Secondary Data:** It refers to the second hand data. For the study secondary data has been collected from books, journals, articles, newspapers and online sites.

**Samplesize:** The total sample size is 66 working women.

**Sampling technique:** For the Study non probability sampling techniqueis used, where convenience sampling is used. Researcher has collected the data from working women who were conveniently available to collect the Data.

**Techniques for Analyzing Data**

Data analysis is carriedout using graphs, tables, and percentile analysis.

**Limitation of the Study**

The findings are based on data gathered from working women. Due to time constraint the study was restricted to Bangalore City.

**Demographic Profile**

**TABLE1:** Showing Age of the Respondents

| Age | Frequency | Percentage |
|---|---|---|
| 20-30 | 32 | 48.48% |
| 31-40 | 20 | 30.30% |
| 41-50 | 10 | 15.15% |
| 51&above | 4 | 6.06% |

**Inference:** From the above table in can be inferred that majority of respondent's belong to theage group of 20 to 40 years i.e around 78% and reaming respondents belong to the age group ofabove 41years.

**TABLE2:** Showing Education of the Respondents.

| Education | Frequency | Percentage |
|---|---|---|
| PUC | 1 | 1.51% |
| Graduation | 12 | 18.18% |
| PostGraduation | 53 | 80.30% |

Inference: From the above table it can be interpreted that 98% of respondents are well educated as they have their degree or master degree. One responded has completed PUC.

**TABLE3:** Showing Employment Sector of the Respondents

| Sector | Frequency | Percentage |
|---|---|---|
| Private | 56 | 84.84% |
| Public | 8 | 12.12% |
| SelfEmployed | 2 | 3.03% |

Inference: From the above table it can be viewed that majority of respondents i.e 84.84% amongworking women are working in private sector and 12.12% are working in Public sector and only2respondentsi.e. 3.03%amongthe totalworkingwomenare self-employed.

**TABLE4:** Showing Profession of the Respondents

| Profession | Frequency | Percentage |
|---|---|---|
| Academician | 36 | 54.54% |
| Banking Sector | 6 | 9.09% |
| ITSector | 4 | 6.06% |
| OtherSector | 20 | 30.30% |

**Inference:** From the above table itcan depicted that 54.54% of respondents are academiciansand 9.09% are working in Banking Sector, 6.06% are working in IT sector. But around 30.30%among the total working women is working various other sectors.

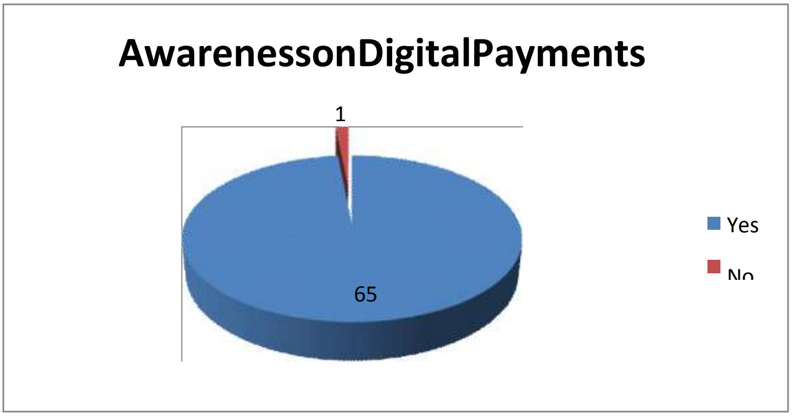
**TABLE4:** Showing Income Level of the Respondents

| Income | Frequency | Percentage |
|---|---|---|
| Upto1,00,000 | 15 | 22.72% |
| 1,00,001-2,50,000 | 19 | 28.78% |
| 2,50,001-5,00,000 | 20 | 30.30% |
| Above5,00,000 | 12 | 18.18% |

**Inference:** From the above it can be concluded that 22.72% of total working women under our research has income level less than 1,00,000 and 28.78% of them have their income around2,50,000per annum and 48% of women's under our has income more than 2,50,000 per annum.

**Table and Graph 5:** Showing Awareness on Digital Payments

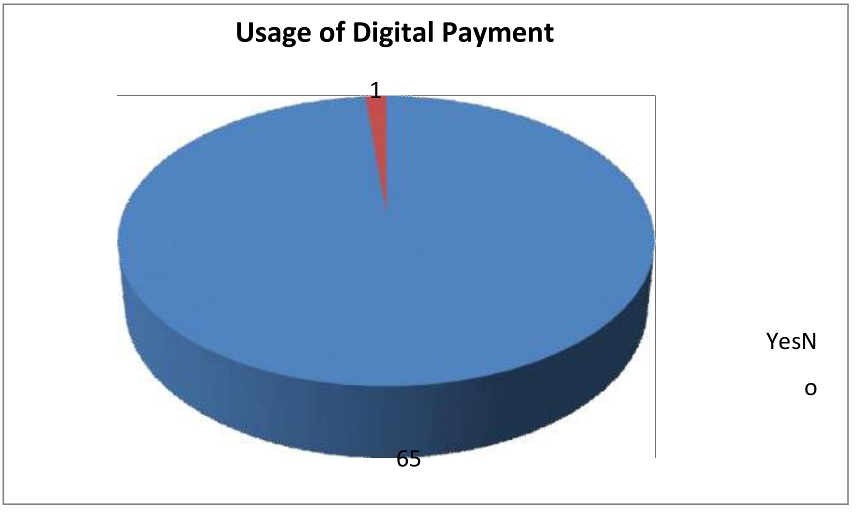
| Awareness of Digital Payment | Frequencies | Percentage |
|---|---|---|
| Yes | 65 | 98.48% |
| No | 1 | 1.51% |




**Inference:** From the above table and graph it can be concluded that all most all the respondents under our research have awareness on Digital payments system i.e. 98.48% and only 1 respondents do not have awareness of digital payments and that could be due to lack of education.

**Table and Graph 6:** Showing Usage Digital Payments Among of the Respondents.

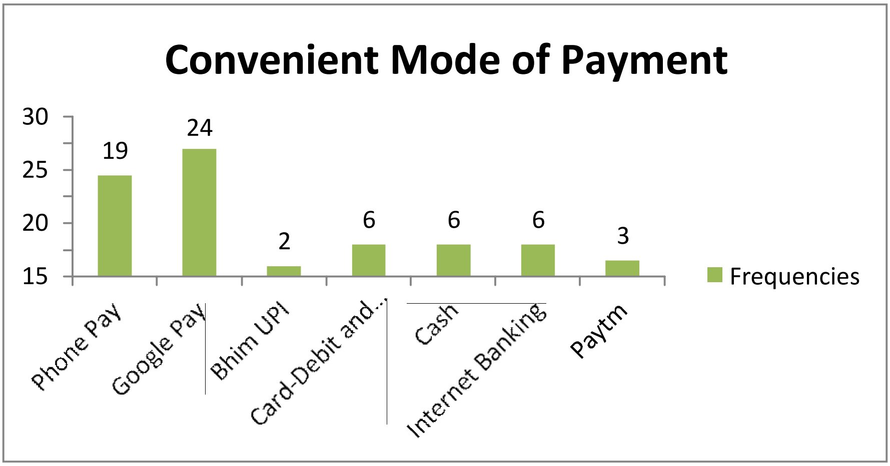
| Usage of Digital Payment | Frequencies | Percentage |
|---|---|---|
| Yes | 62 | 93.93% |
| No | 4 | 6.06% |




**Inference:** From the above table and graph it can be inferred that 93.93% among total workingwomen under our study use the digital payments frequently and only small percentage of people around 6.06% are not using digital payments.

Table and Graph7: Showing Convenient Mode of Payment Options For Users

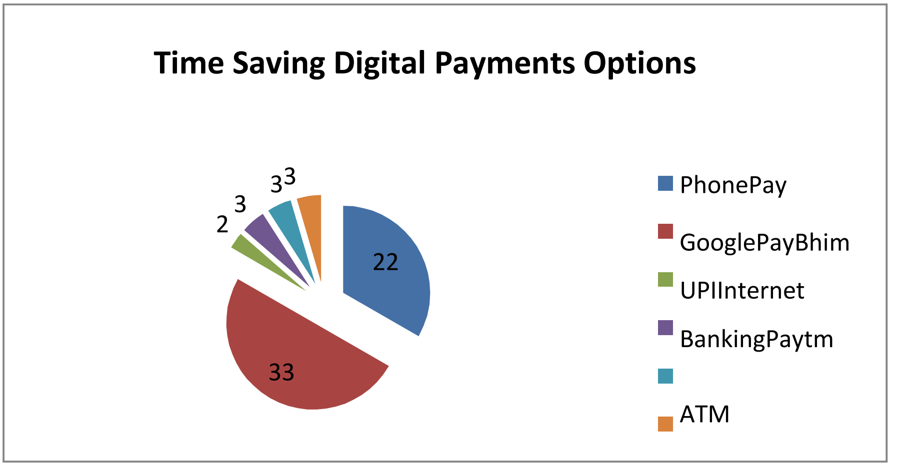
| Convenient Mode of Payment Options | Frequencies | Percentage |
|---|---|---|
| Phone Pay | 19 | 28.78% |
| Google Pay | 24 | 36.36% |
| Bhim UPI | 2 | 3.03% |
| Card-Debit and Credit | 6 | 9.09% |
| Cash | 6 | 9.09% |
| Internet Banking | 6 | 9.09% |
| Pay tm | 3 | 4.54% |




**Inference:** From the above table and graph it can be interpreted majority of respondents around 65% prefer Phone Pay and Google Pay as convenient mode of payment. Around 9% of total respondents each prefer card payment and cash as their convenient mode of payment. 4.54% of respondents prefer Paytm as their convenient mode of payment.

**Table and Graph8:** Showing Time Saving Payment Options for Users

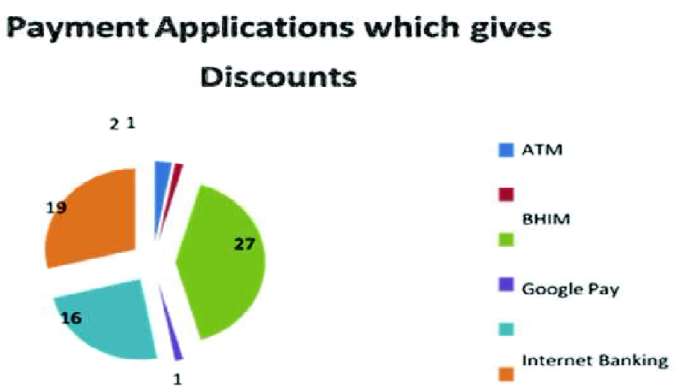
| TimeSaving | Frequencies | Percentage |
|---|---|---|
| PhonePay | 22 | 33.33% |
| GooglePay | 33 | 50% |
| BhimUPI | 2 | 3.03% |
| InternetBanking | 3 | 4.54% |
| Paytm | 3 | 4.54% |
| ATM | 3 | 4.54% |




**Inference:** From the above table and graph it can be analyzed that 50% of respondents haveagreed the Google pay and phone pay are most preferred and time saving payment system for allkinds of payments. Least percentage among total respondents have agreed that Internet Banking and Paytmalsoone the payment option for time savings

**Table and Graph9:** Showing Discounts and Offers Given Various Digital Payments Applications.

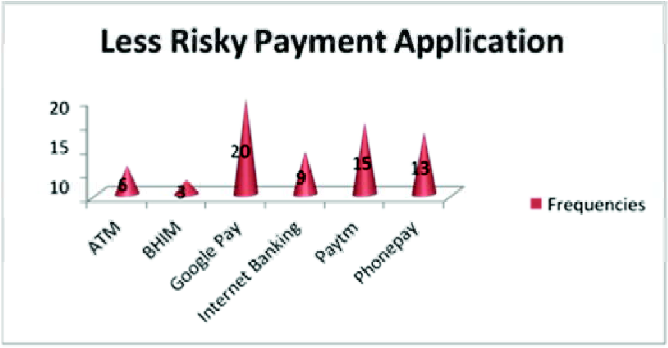
| Discounts | Frequencies | Percentage |
|---|---|---|
| ATM | 2 | 3.03% |
| BHIM | 1 | 1.51% |
| GooglePay | 27 | 40.9.% |
| InternetBanking | 1 | 1.515 |
| Paytm | 16 | 24.24% |
| Phonepay | 19 | 28.78% |




**Inference:** From the above table and graphsit can be known that27% and21% of total respondents have expressed that Google pay and Phone pay are the digital payment companywhich gives highest offers and discounts.24.24% of the respondents have agreed that even paytm gives lot of offers and discounts.

**Table and Graph 10:** Showing Less Risk Involved Digital Payments Applications

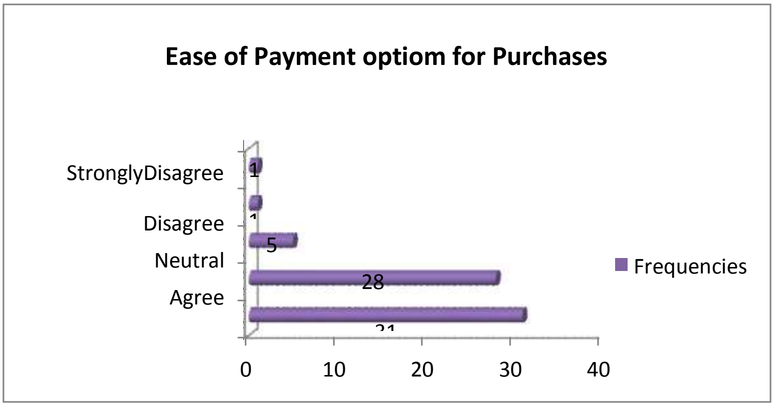
| Risk | Frequencies | Percentage |
|---|---|---|
| ATM | 6 | 9.09% |
| BHIM | 3 | 4.54% |
| GooglePay | 20 | 30.30% |
| InternetBanking | 9 | 13.63% |
| Paytm | 15 | 22.72% |
| Phonepay | 13 | 19.67% |



**Inference:** From the above table and graph it can be interpreted that 30.30% of total respondents says that Google pay is less risky and 19.67% of respondents have agreed that phone less riskywhen compared to other application. So it can concluded that Google Pay and phone pay are less risky and more transparent application

**Table and Graph11:** Showing Ease of Payments in Digital Payments Applications

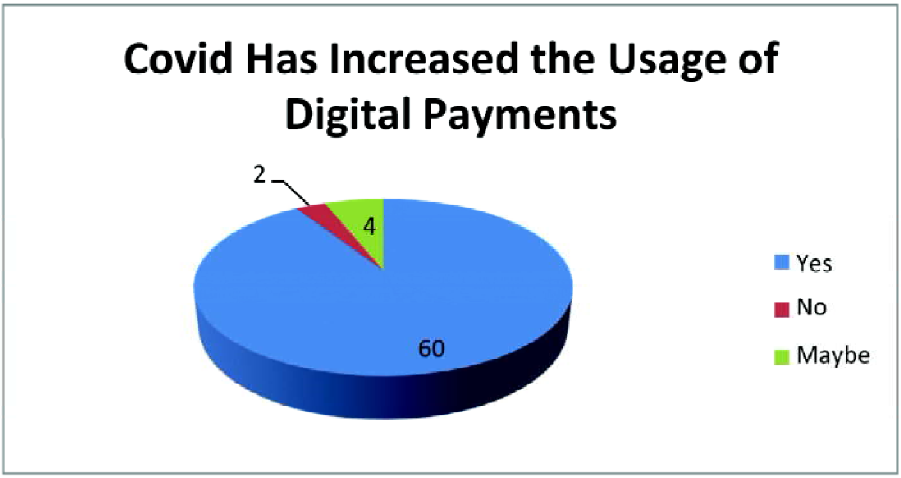
| Ease of Payment for Purchases | Frequencies | Percentage |
|---|---|---|
| StronglyAgree | 31 | 46.96% |
| Agree | 28 | 42.42% |
| Neutral | 5 | 7.50% |
| Disagree | 1 | 1.50% |
| StronglyDisagree | 1 | 1.50% |




Inference: From the above table and graph it can be inferred that around 88% of total respondents among the working women have agreed that Digital payments has eased the methodof making payment to various purchases andithas become most convenient mode of payment for investor and only 1 respondent has disagreed that digital payment is not the easy method of making payment this due to lack of awareness, usage and literacy.

**Table and Graph 12:** SHOWING IMPACT OF COVID-19 IN DIGITAL PAYMENTS APPLICATONS

| Covid-19Impact | Frequencies | Percentage |
|---|---|---|
| Yes | 60 | 90.90% |
| No | 2 | 3.03% |
| Maybe | 4 | 6.06% |




**Inference:** From the table and graph it can be clearly seen that 90.09% of respondents among the total working women has clearly agreed that Covid-19 has significantly impacted the usage of digital payments across the country. Because of contactless transactions digital payment gained lots of importance and now has become popular payment options to each individual.

**Table13:** Showing Suggestion by Respondents in Digital Payments Applications

| Suggestion | Frequencies | Percentage |
|---|---|---|
| ImprovedSecurity | 17 | 25.75% |
| EnhancedMessage | 10 | 15.15% |
| Offersanddiscounts | 20 | 30.30% |
| RewardsandCashBack | 19 | 28.78% |

**Inference:** From the above table and graph it can be inferred that 25.75% of respondents have suggested security system in terms end to end encryption of customer data needs to be done properly by the Digital payments company. 15.15% of respondents have suggested that enhanced message system should improve for better security of digital payments and 30.30% of respondents says offers and discounts, rewards, cash backs should be given by the company to enhance the customer relationship and also maintain them in long run.
Ho1: There is significant relationship between the age of respondents and usage of digital payments

| | | Do you use Digital Payment? | | Total |
|---|---|---|---|---|
| | | No | Yes | |
| Age | 20-30yrs | 1 | 29 | 30 |
| | 31-40yrs | 0 | 16 | 16 |
| | 41-50yrs | 3 | 7 | 10 |
| | 51yrsandabove | 0 | 4 | 4 |
| Total | | 4 | 56 | 60 |

| Chi-SquareTests | | | |
|---|---|---|---|
| | Value | df | AsymptoticSignificance (2-sided) |
| PearsonChi-Square | 10.714 a | 3 | 0.013 |
| LikelihoodRatio | 8.406 | 3 | 0.038 |
| Linear-by-LinearAssociation | 2.312 | 1 | 0.128 |
| NofValid Cases | 60 | | |
| a 5 cells (62.5%) have expected countlessthan5.Theminimumexpectedcount is.27. | | | |

From the Above chi-square test, the p-value is 10.714a and significance value is 0.013 which isabove the 0.05 5%stated that there is no relationship between age and usage of digital payments hence hypothesis is accepted.

**Findings**

1. Majority of respondents belong to the age group of 20-30 and 31 to 40 years i.e. together around 78%.
2. 80.30% of respondents taken for study have completed their Post-Graduation.
3. Most of Respondents in our Study are employed at private sector i.e. 84.84%.
4. 54.54% of working women are academicians working at various colleges.
5. Allmost all the respondent's i.e. 98.48% of them were aware of Digital payments.
6. 93.93% of respondents are using digital payments and remaining 6.06% are not using digital payments.
7. It is identified that phone pay and Google Pay are most convenient mode of makingpayments.
8. Around 50% of respondents have agreed that Google pay is time saving and 33.33% have agreed that phone pay is time savings.
9. 28.78% of respondents have agreed that phone pay gives lots of rewards and offers.24.24% of respondents have expressed that payment is giving them more reward points and cash backs and 40.9% of respondents among the total working women have agreed even google pay is giving lots of offers and rewards.
10. 30.30% of respondents has agreed that Google pay is less risky for online payment when compared to internet Banking as the transaction settlement happens in realtime.
11. 46.96% of respondents strongly agreed that digital payments are very

convenient and easy mode of making any payment. Only 1.50% of total respondents among working women has disagreed that online payment is not convenient. Majority of respondent'si.e.90.90% has strongly agreed that covid-19 has impacted on usage of digital payments significantly due to contactless transaction.

## Suggestions

Lots of cashback and rewards should be given by digital payments company. Digital Payments companies should take immediate actions against transaction which struck in payment gateways. Digital Literacy should be improved among the people in the society Statement of accounts or summary of transactions should be made available to users on day today basis, monthly basis, and yearly basis. Dependencyon cash can bereducedby promoting digital payments system in the country. Government should focus on building proper network and infrastructure in rural area to promote digital payments. Privacy and security concerns is a major draw back of digital payments so companies should develop proper technology to protect the transactions.

## Conclusion

As we are dealing with various modes of digital payment, Google pay is used by majority of working women and itis convenient also. 98% of the recipients aware of Digital Payment interface. The scope for Digital Payment rapidly increased during COVID-19. As per of study Google Pay is best convenient, faster and easy mode of payment,which reduces cost, time and provides ecured transaction. The brand loyalty has less scope for choosing them ode of payment. People even after having high security alert syste m, they sense that security has to been hanced and improved. To conclude, the paper highlighted that the Digital mode of Payment is easy to use and one of the convenient means of payment because of its speedy transactions can be done.

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