STUDY ON THE ADVANCEMENT OF DIGITAL PAYMENT SYSTEMS IN INDIA.

Project Report

Submitted by

ANEETA BALU: SB21CCM003

ANJALI H: SB21CCM030

ANANYA J S: SB21CCM029

Under the guidance of

SMT. JINI JUSTIN D'COSTA

In partial fulfilment of the requirement for the Degree of

BACHELOR OF COMMERCE

ST. TERESA'S COLLEGE ESTD 1925

ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

COLLEGE WITH POTENTIAL FOR EXCELLENCE

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CERTIFICATE

This is to certify that the project titled **"A Study of The Advancement in Digital Payment System in India"** submitted to Mahatma Gandhi University in partial fulfilment of the requirement for the award of Degree of Bachelor of Commerce is a record of the original work done by **Ms. Aneeta Balu, Ms. Anjali H, and Ms. Ananya J S,** under my supervision and guidance during the academic year 2023-24.

Project Guide
Smt. Jini Justin D'Costa
(Head of the Department)

Smt. Jini Justin D'Costa
(Head of the Department)

Viva Voce Examination held on. 24/04/2024

External Examiner(s)

DECLARATION

We, Aneeta Balu, Ananya J S and Anjali H, final year B.Com students, Department of Commerce (SF), St. Teresa's College (Autonomous) do hereby declare that the project report entitled "**A Study On The Advancement of Digital Payment System in India**" submitted to Mahatma Gandhi University is a bonafide record of the work done under the supervision and guidance of Smt. Jini Justin D'costa, Head Of The Department of Commerce (SF), St. Teresa's College (Autonomous) and this work has not previously formed the basis for the award of any academic qualification, fellowship, or other similar title of any other university or board.

PLACE: ERNAKULAM
DATE: 24/04/2024

ANEETA BALU
ANANYA J S
ANJALI H

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First of all, we are grateful to God Almighty for his blessings showered upon me for the successful completion of my project.

It is my privilege to place a word of gratitude to all persons who have helped me in the successful completion of the project.

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We will remain always indebted to my family and friends who have helped me in the completion of this project.

Last but not the least; We would also like to thank the respondents who have helped me to provide the necessary information for my study.

ANEETA BALU
ANANYA J S
ANJALI H

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CHAPTER – I

INTRODUCTION

INTRODUCTION

In recent years, the landscape of financial transactions has undergone a transformative shift with the widespread adoption and advancement of contactless payment systems. This evolution represents a significant departure from traditional payment methods, introducing a seamless and efficient way for individuals to conduct transactions in various contexts.
Contactless payment systems leverage cutting-edge technology, allowing users to complete transactions with a simple tap or wave of their payment devices, such as cards, smartphones, or wearables.

The expansion of contactless payment systems has been propelled by a confluence of factors, including the growing need for convenience, speed, and enhanced security in daily financial interactions. Businesses and consumers alike are increasingly recognizing the benefits of these systems, from expedited checkout processes to reduced physical contact, especially in the context of global health concerns.

This examination delves into the multifaceted dimensions of the advancement of contactless payment systems, exploring the technological underpinnings, societal implications, and the evolving role of these systems in shaping the future of financial transactions. As we navigate this dynamic landscape, understanding the nuances of contactless payments becomes imperative for individuals, businesses, and policymakers alike.

STATEMENT OF THE PROBLEM

This research addresses the critical gaps in comprehending the multifaceted challenges and opportunities accompanying the rapid expansion and technological advancement of contactless payment systems. The statement of the

problem revolves around the need to investigate potential socio-economic disparities, security concerns, and varying adoption rates globally. By examining these issues, the study aims to contribute valuable insights into the complex dynamics surrounding contactless payment systems.

OBJECTIVES OF THE STUDY

- To investigate various aspects of digital payment system in India.
- To study how the pandemic has affected digital payment system and the shift from cash transactions.
- To investigate several issues faced using digital payment system and how confident users feel.
- To study several advancement that could be implemented to the digital payment system.
- To understand the effect on small businesses and other sectors.

RESEARCH METHODOLOGY

Research methodology refers to the systematic way researchers conduct their investigations or studies. It involves the principles, procedures, and techniques used to collect data, analyse information, and draw conclusions in a structured and organized manner. Methodology encompasses various elements such as research design, data collection methods, sampling techniques, and data analysis approaches.

RESEARCH DESIGN

The study is designed to be empirical and descriptive. It is empirical in nature, as it involves the collection of first-hand information through a structured questionnaire, descriptive because it focus on the affairs within society.

SOURCES OF DATA COLLECTION

Both primary and secondary data are used in this study.

- **PRIMARY DATA**

These are original source from which the researcher directly collects data. In this study primary data was collected by using a structured questionnaire.

- **SECONDARY DATA**

This will provide the theoretical framework needed for the report's presentation, which is accessible through a variety of resources, including books and the internet.

SAMPLE SIZE

A total of 100 samples are taken as tools for the study.

TOOLS FOR DATA COLLECTION

A well-structured questionnaire is used for collecting data. It also includes surveys, discussions and observations.

TOOLS FOR DATA ANALYSIS

The tools used for data analysis are tables, graphs, and pie charts.

- Tables are an arrangement of information or data, typically in rows and columns, or possibly in a more complex structure, widely used in communication, research, and data analysis.
- Graphs are analytic tools that help in linking and comparing data from various periods.

SCOPE OF STUDY

The purpose of the study is to understand various aspects relating to the digital payment system, including the effects of the pandemic. This study will also help to understand several measures that could be implemented for advancement. 100 replies were gathered from an online-based questionnaire that was distributed as part of the study. Both primary and secondary data were employed in the investigation**.**

LIMITATIONS

1. Sample selected may not represent the whole population, as sample size selected is very small in proportion to the whole population.
2. Limited time for collection of the data.
3. The primary data collected may be biased.

CHAPTER - II

LITERATURE REVIEW

LITERATURE REVIEW

KEVIN FOSTER, SCOTT SCHUH & HANBING ZHANG (2010)

They examined the consumer payment methods with respect to cash holdings and withdrawals which was decreasing since 2010.There was an increase in card payment system with respect to 2009 in the year 2010, which resulted in less usage of paper currency. Since 2010 there was an increase in usage of debit and credit card compare to cash transaction which slowly took a decline giving rise to prepaid payments.

SINGH.A (2012)

In their study discussed how secure the internet network should be to make smooth transaction for all the parties and the merchants. The systems are made in such a way so that there is no fraudulent activity takes place people can use their card for transaction in a secure way so that no data is shared. People mostly do digital transactions for e-commerce but they find internet I not secure to do so. Therefore some strict protocol should be followed and managed to make transaction secure and the data is also protected.

OLADEJO, MORUFU (2012)

In their study examined the improvement of e-payment system in Nigeria. They explored what initiated the people to adopt the e-payment system. A structured questionnaire and some financial statements were collected to analyse the data. The results were such that when bank adopted e-payment system there was a change in the performance level of the banks. With the advent of e-payment system there was a rise in usage of ATMs.

NITSURE (2014)

In his study highlighted the issues that were being faced or observed in developing country like India in using the e-payment system which was due to the low spread of internet and technology. The paper focused on major issues such as security, rules, etc. IN a country like India there is a high risk where the poor are given a chance to be informed about such facilities neither they are given any such information.

RAKESH H M & RAMYA T J (2014)

In their study analysed the factors that which was resulting in the adoption of internet banking in our country. It was found out that perceived reliability, Perceived ease of use and Perceived usefulness were the main reason for the adoption or usage of internet banking.

Sanghita Roy, Dr. Indrajit Sinha (2014), discussed in their paper that in India there has been a sudden surge in the usage of digitalised payment. But still there is almost 90% transactions which are done through paper currency. They had used the TAM (Technology Acceptance Model) in this study to find out the factors which are strengthening the e-payment system the factors are innovation, incentives, and legal frame work and customer convenience.

DENNEHY & SAMMON (2015)

They have analysed how in the 21st century the usage of digital payment has increased over the years. The main focus here was to find out how where will in the digital payment system in future stand. Many papers have been examined to find out what are the views regarding the digital payment system. With the passage of time the technology has been shifting very fast so with the innovation of technology the aim was to make people familiar with digital payment. The merchants also got a new platform to invest so as to cater the customers. Data was collected by following empirical method i.e. survey, interviews, etc. Lastly

the study was only focused on Google data base that was a limitation about the study.

SANAZ ZARRIN KAFSH (2015)

Made a study on "Developing Consumer Adoption Model on Mobile wallets in Canada in her study she did convenience sampling from where 530 respondents were selected and there after the Partial least square model was used to test the data. As per the analysis the result perceived usage, perceived ease of use and perceived security is related to each for forecasting the adoption of digital payment.

BEZHOVSKI (2016)

Has examined how internet and e-commerce has opened the gateway for digital payment system with the increment in technology people are adopting the new means of payment system and how they will be benefited and is there any pitfall of using it. When e-commerce was launched it was a unique way of trading so the digital payment is also a unique way of transaction which will also emerge as the ecommerce and in near future it will become the backbone of e-commerce. The future of these digital wallets will depend on the security and privacy that are provided by the companies as people are highly security concerns any pros and cons will decide the future of digital wallets. It is not only restricted to make transactions but it be used for booking airlines, movie tickets. Many offers are provided for making bill payments or buying any goods using these platforms.

RAVI (2017)

Has examined that India's two third population are residing rural areas so they play a very important role in the development of the economy, with the emergence of

IT and Communication it is predicted that rural areas will have 50% of India's Internet users by 2020.Digital wallets should be used in rural places so that the people know the significance of using it and what benefit they will be getting by using it. The Government of India has also taken up the initiative of making rural people aware about Digitization. Adoption of technology has always been low in India compare to other countries but in case of Digital wallet our country is going with the pace of other countries to become a cashless economy.

SINGH (2017)

In his study showed that how digital payment and digital wallet in India was get popularized due to demonetization. As there was a tremendous growth in the usage of internet and the no. of smart phone users were also increasing so people found it convenient to use as an alternative for cash. In this study he also pointed out that how different digital wallet companies were having competition to enter and expand the Indian market as it was the best opportunity for them to establish their company. It was also predicted that in future India will become a cashless economy and with digitalization people will surely adopt the digital mode of payment. ANOVA was used in this study to show that there is no significant variance in the consumer perception with respect to its demographic factors.

BAGHLA. A (2018)

In his study identified the trends for adopting the digital payment system India. Further the paper talks about how after demonetization people started to use the digital platforms for transactions. How the government initiative to make our economy a cashless one and how consumer will be adopting such system are further discussed. A structed questionnaire was used to collect data and find out the future of digital payment system in India.

PANDEY AND RATHORE (2018)

In their study discussed the impact of digital payment system. Due to modernisation and globalization it was very important for the people to accept the modern method of payment. The study is based on secondary data and various literatures from past papers and government data. All data collected has been analysed and used to find the impact and adoption of digital payments by the people.

PUSHPA S. ABBIGERI AND RAJESHWARI M. SHETTAR (2018)

Talked about how the Digital India flagship program attracted large number of people to start using digital wallets, which people started to use as there was lots of cash back offers and coupons. After the digital India flagship program a lot of mobile wallet companies entered India and other methods such as UPI, NEFT to a surge. The initiative taken by the government and RBI was being accepted by the people as they were using such methods.

SHIVATHANU B. (2019)

In his study adoption of digital payment system in the era of demonetization emphasised on how the digital payment system was used by the people or accepted by the people during demonetization. It was based on a conceptual framework where the sample size was 766. The data analysed suggested that behavioural intentions and innovation resistance had an impact on the actual usage.

CHAPTER – III

THEORETICAL FRAMEWORK

THEORETICAL FRAMEWORK

WHAT IS DIGITAL PAYMENT SYSTEM?

Digital Payment means when any goods or services are purchased through the use of various electronic modes of payments which means there is no use of physical cash or cheques in digital payment. Now-a-days people use Digital Payments more is because Digital payment methods are easier and more convenient and they also provide customers the flexibility to make the payment from anywhere at any time which proves as a good alternative to the traditional methods of payment and which fastens the transaction cycles.

Types of Digital Payment methods in India :-

- Banking Cards- Debit/Credit / Prepaid Cards.
- AEPS (Aadhar Enabled Payment System).
- UPI Mobile (Unified Payments Interface).
- Internet Banking.
- Mobile Banking.

WHAT IS A DIGITAL WALLET?

An electronic device or online service that allows an individual to make electronic transactions is called a digital wallet. An individual's bank account can also be linked to the digital wallet. One in five customers in Asia are now using a digital wallet. Some of the popular digital wallets are Paytm, Free charge, LIME, Jio Money, Airtel Money, State Bank Buddy, Citrus, Mobikwik, PayUMoney etc.

Various Digital Wallets Apps in India :-

- **Google Pay :-**

Google Pay also known as G Pay or Pay with Google it is also one type of Digital Wallet and online payment system developed by Google. The services of Android Pay and Google wallet merged in January 2018 and the name was changed to Google Pay. On September 2017, Google launched an UPI-based app known as TEZ in India which was later rebranded as Google Pay. Google pay has more than 25 million active users in a month of the digital wallets in India. Google pay transactions are safe and secure.

Google Pay enables you to:

- Send and receive money.
- Store your credit/ debit card information safe.
- and use this information to pay for various items on various app

Google Pay is known for its security among other similar digital payment apps. Google store your credit/debit card information in its secure servers using strong encryption. Cloud storage and data security of the customers is the prime concern of Google.

- **MobiKwik:-**

MobiKwik is also another Indian company app which acts as a digital wallet, as a mobile payments system. MobiKwik is an app founded by Bipin Singh and Upasana Taku in the year 2009. Initially MobiKwik was just a website with closed wallet facility but later started with mobile apps. In the year 2016 MobiKwik launched -Mobikwik Lite app which was for older 2G mobile networks and those with poor network connectivity. MobiKwik launched its first ever Mobile Wallet system in the year 2012.

Mobikwik also launched the feature of sending and receiving money through a mobile app. Mobikwik also provides financial services such as providing loans, various insurances such as life insurance, accident insurance, fire insurance as well as mutual funds. In the year 2017, MobiKwik „s biggest competitor was Paytm.

According to Forbes India Magazine, in the year 2015 MobiKwik was used by more than 15million users for its unique features and was also claiming of increase of one million users every month. In the year 2016, India had Demonetization during this time Mobikwik had a 400% increase in Financial Transactions.

- **UPI BHIM APP:-**

BHIM stands for Bharat Interface for Money. BHIM App is developed by National Payments Corporation of India i.e (NPCI) and it is based on
Unifies Payment Interface i.e (UPI). Our Prime Minister Shri Narendra Modiji had launched this app. BHIM App was launched on 30th December 2016 and is currently available in 20 languages.

BHIM App accepts all Indian banks which works on UPI system and which is built over IMPS i.e Immediate Payment System which allows the user to transfer money to Bank accounts of any two parties.

Using UPI system user can make transactions in an easy, quick and simple manner. Through BHIM App users can do the various services:-

i. User can Send money.

ii. User can Request money, for this it is mandatory that the users mobile number be linked with the bank account using. iii. For quick transactions users can Scan and Pay.

iii. Additional feature of BHIM App is that it allows the customers to check their transactions history.

iv. There is a report tab in BHIM App for the customers if they have any complaint to raise they can use this tab to do the same.

HISTORY OF DIGITAL PAYMENT SYSTEM IN INDIA

The evolution of digital payment systems in India has been a transformative journey, marked by technological advancements, government initiatives, and changing consumer preferences. Over the past few decades, the country has witnessed a significant shift from traditional cash- based transactions to a more digitized and inclusive financial ecosystem.

The inception of digital payments in India can be traced back to the introduction of credit and debit cards in the 1980s and 1990s. These cards provided a convenient alternative to cash transactions, but their usage was initially limited to urban areas and a relatively affluent segment of the population. The real turning point came in the early 2000s with the advent of internet banking. As the internet gained popularity, banks started offering online services, allowing users to check account balances, transfer funds, and pay bills electronically. This laid the foundation for the broader acceptance of digital transactions.

EXPANSION STAGES OF DIGITAL PAYMENT SYSTEMS IN INDIA : A TRANSFORMATIVE JOURNEY

Introduction of Online Banking (2000's): The initial expansion stage saw the introduction of online banking services as the internet gained popularity. Users could manage accounts, transfer funds, and pay bills online, setting the foundation for a digital financial ecosystem.

Demonetization (2016): A significant turning point was the demonetization move in 2016, invalidating high-denomination currency notes. This led to a surge

in digital transactions as people sought alternatives, sparking widespread adoption of digital payment solutions.

Unified Payment Interface (UPI) Revolution (2016): The introduction of UPI marked a milestone, offering a standardized platform for real-time, interbank transactions.UPI-enabled apps like Google Pay and PhonePe provided users with a seamless and secure means of conducting transactions.

Mobile Wallet Growth: Mobile wallets like Paytm and Mobikwik experienced exponential growth during the expansion stage. Offering convenience and accessibility, these digital wallets allowed users to store money securely and make transactions with ease.

Contactless Payments and NFC Technology : The rise of contactless payments using Near Field Communication (NFC) technology became prevalent. Users could make transactions by tapping their phones or cards at payment terminals, enhancing convenience and addressing hygiene concerns.

Government Initiatives for Simplification (BHIM) and Tax Compliances (GST): The introduction of Bharat Interface for Money (BHIM), a UPI-based app, aimed at simplifying digital transactions. Additionally, the implementation of the Goods and Services Tax (GST) in 2017 incentivized businesses to adopt digital payment methods for tax compliance.

IMPACT OF DIGITAL PAYMENT SYSTEMS IN INDIA

The impact of digital payment systems in India has been profound, reshaping the country's financial landscape, enhancing economic efficiency, and fostering financial inclusion. As digital transactions continue to gain traction, their impact can be observed across various sectors, influencing consumer behavior, businesses, and government initiatives.

1. Financial Inclusion:

- Digital payment systems have played a pivotal role in promoting financial inclusion by bringing previously unbanked populations into the formal financial sector.
- Initiatives like the Pradhan Mantri Jan Dhan Yojana (PMJDY) and Aadhaar-enabled banking have leveraged digital payment methods to provide banking services to the remotest corners of the country.

2. Convenience and Accessibility:

- Digital payment systems offer unparalleled convenience, allowing users to conduct transactions anytime and anywhere with just a few taps on their smartphones.
- Mobile wallets and Unified Payments Interface (UPI) apps have become integral in daily life, offering a user-friendly interface for a variety of transactions, from bill payments to peer-to-peer transfers.

3. Reduction in Cash Dependency:

- The introduction of digital payments has contributed to a significant reduction in cash dependency, leading to a more transparent and traceable financial ecosystem.
- Cashless transactions have helped mitigate issues related to black money, tax evasion, and corruption.

4. Boost to Small Businesses:

- Digital payment systems have provided a lifeline for small businesses, enabling them to accept digital payments seamlessly and reducing their dependency on cash transactions.
- Payment apps and digital wallets have empowered small vendors and entrepreneurs to expand their customer base and participate more actively in the formal economy.

5. Efficiency and Cost Savings:

- Businesses, especially in the e-commerce and retail sectors, have witnessed increased efficiency with the adoption of digital payment methods.
- The streamlined process of digital transactions has led to cost savings for businesses, eliminating the need for extensive paperwork and reducing the risks associated with handling physical currency.

6. Government Initiatives and Policy Support:

- The Indian government has actively supported the transition to a digital economy through initiatives like demonetization, the implementation of Goods and Services Tax (GST), and the promotion of UPI-based transactions.
- Digital payment methods have facilitated direct benefit transfers, ensuring that government subsidies and welfare programs reach the intended beneficiaries more efficiently.

7. Technological Advancements and Innovation:

- The evolution of digital payment systems has spurred technological innovations, including biometric authentication, blockchain technology, and artificial intelligence, contributing to enhanced security and efficiency in financial transactions.

8. Impact on Consumer Behavior:

- Digital payment systems have influenced consumer behavior, fostering a preference for cashless transactions due to the convenience, security, and rewards offered by various digital payment platforms.
- Contactless payment methods, in particular, have gained popularity, especially in the context of the global health challengeS

Theories Illuminating the Dynamics of Digital Payment Systems in India

Understanding the dynamics of digital payment systems in India can be facilitated through various economic and technological theories that shed light on the factors influencing adoption, usage patterns, and the broader impact on the economy. Here are some key theories that contribute to a comprehensive understanding of digital payment systems in India:

1. Technology Acceptance Model (TAM):

TAM, developed by Davis in 1989, posits that the perceived ease of use and perceived usefulness significantly impact users' intentions to adopt a technology. In the context of digital payments in India, the TAM framework helps explain why users choose specific payment apps or platforms based on their perceived ease of use and the perceived benefits they offer.

2. Diffusion of Innovations:

Rogers' Diffusion of Innovations theory explores how new technologies spread within a society. It identifies innovators, early adopters, early majority, late majority, and laggards as different categories of adopters. In the context of digital payments, understanding where India stands in this diffusion curve helps anticipate trends, target specific user segments, and plan for future advancements.

3. Financial Inclusion Theories:

Theories related to financial inclusion, such as the Banking Model, emphasize the importance of providing accessible financial services to all segments of the population. Digital payment systems in India contribute to financial inclusion by offering banking services to unbanked and underbanked populations, aligning with the goals of financial inclusion theories.

4. Network Effects:

Network effects theory, popularized by Metcalfe and Reed, suggests that the value of a network increases with the number of users. In the context of digital payments, as more individuals and businesses adopt these systems, the overall utility and attractiveness of these platforms grow, leading to a self-reinforcing cycle of adoption.

5. Regulatory and Institutional Framework:

Examining digital payment systems in India involves considering the regulatory and institutional framework. The Institutional Theory, as developed by DiMaggio and Powell, emphasizes the impact of regulatory structures, norms, and established practices on the adoption and evolution of digital payment systems within the Indian financial ecosystem.

6. Economic Theories of Cashless Societies:

Economic theories related to the transition to cashless societies, such as the Cost- Benefit Analysis of Cash, highlight the economic efficiency gains associated with reduced reliance on physical currency. This perspective helps understand the economic rationale behind government initiatives promoting digital payments in India.

POSITIVE EFFECTS OF DIGITAL PAYMENT SYSTEMS

- **Enhanced Convenience:** Digital payment systems provide users with unparalleled convenience, allowing them to make transactions anytime, anywhere. With a simple tap or click, users can pay bills, transfer funds, and make purchases without the need for physical currency.

- **Financial Inclusion:** Digital payment systems have played a pivotal role in promoting financial inclusion. By providing access to banking services through mobile devices, even in remote areas, these systems have empowered previously unbanked populations to participate in the formal financial sector.

- **Increased Security:** The use of advanced encryption technologies and authentication methods in digital payments enhances security. Users benefit from secure transactions, reducing the risks associated with carrying physical cash and mitigating the chances of theft or loss.

- **Transparency and Accountability:** Digital transactions leave a traceable digital trail, promoting transparency in financial dealings. This transparency contributes to increased accountability, making it easier to track and monitor financial activities, reducing the potential for fraud or illicit transactions.

- **Efficiency and Cost Savings:** Businesses and individuals alike experience increased efficiency with digital payment systems. The streamlined process reduces the need for manual paperwork, minimizes errors associated with cash handling, and leads to overall cost savings for both consumers and businesses.

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- **Efficiency and Cost Savings:** Businesses and individuals alike experience increased efficiency with digital payment systems. The streamlined process reduces the need for manual paperwork, minimizes errors associated with cash handling, and leads to overall cost savings for both consumers and businesses.

- **Environmental Impact:** The move towards digital payments aligns with environmental sustainability goals by reducing the reliance on paper currency. Digital transactions contribute to saving resources and decreasing the environmental footprint associated with the production, transportation, and disposal of physical currency

NEGATIVE IMPACTS OF DIGITAL PAYMENT SYSTEMS

- **Cybersecurity Risks:** Digital payment systems are susceptible to cybersecurity threats such as hacking, phishing, and data breaches. Malicious actors seek to exploit vulnerabilities in online platforms, potentially compromising sensitive user information, including financial details

- **Financial Exclusion:** Despite efforts to promote financial inclusion, the digital divide remains a significant concern. Not everyone has access to smartphones, stable internet connections, or the necessary digital literacy, leading to exclusion of certain segments of the population from the benefits of digital payments.

- **Dependency on Technology:** The increasing reliance on digital payment systems has created a dependency on technology. Technical glitches, system outages, or disruptions in connectivity can hinder individuals and businesses, causing inconvenience and financial disruptions.

- **Privacy Concerns:** Digital transactions generate vast amounts of data, raising concerns about user privacy. The collection and utilisation of

personal information for targeted advertising or other purposes without explicit consent can be a source of apprehension among users.

- **Fraud and Scams:** The digital realm provides opportunities for various forms of fraud, including identity theft, card skimming, and phishing scams. Users may fall victim to fraudulent schemes, resulting in financial losses and compromised personal information.

- **Cashlessness Challenges:** A rapid shift towards digital payments may pose challenges for individuals who are not comfortable or familiar with digital transactions. This can lead to exclusion and difficulties, especially among the elderly or those living in remote areas with limited digital infrastructure.

- **Monopoly Concerns:** The dominance of certain digital payment platforms may raise monopoly concerns. A limited number of providers controlling the majority of transactions could potentially stifle competition and limit consumer choices.

- **Economic Disparities:** In some cases, the adoption of digital payment systems may exacerbate existing economic disparities. Individuals without access to digital infrastructure or those in informal sectors may face challenges in adapting to the digital economy, potentially widening the economic gap.

- **Environmental Impact:** While digital payments have positive environmental aspects, the increased reliance on electronic devices and data centres contributes to electronic waste and energy consumption, especially if not managed sustainably.

CHAPTER – IV
DATA ANALYSIS AND INTERPRETATION

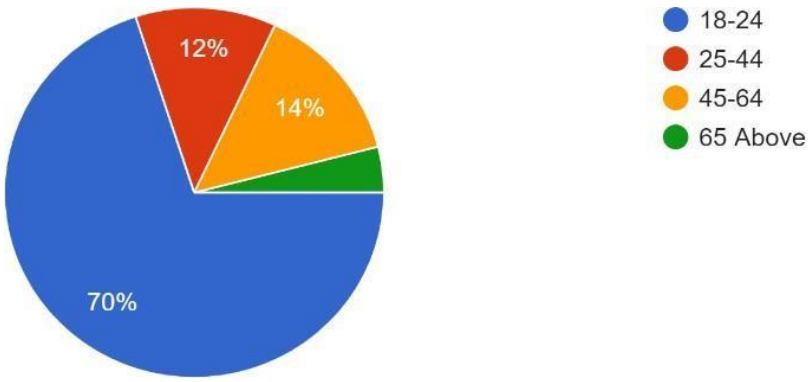
4.1 CLASSIFICATION OF THE TARGET GROUP (TG) AGE

TABLE 4.1 Age of Respondents

AGE	NUMBER OF RESPONDENTS	% OF RESPONSES
18-24	70	70%
25-44	12	12%
45-64	14	14%
65 ABOVE	4	4%
TOTAL	**100**	**100**

SOURCE: PRIMARY DATA

FIGURE 4.1



INTERPRETATION:

Based on the provided data, it's evident that the age group of 18-24 constitutes the largest proportion, accounting for 70% of the respondents. Following this, the age group of 25-44 represents 12%, while those aged 45-64 constitute 14%, and individuals aged 65 and above make up 4%. This interpretation suggests that the younger demographic, specifically those between 18 and 24, holds the highest relevance or significance in this context, likely due to their predominant presence and engagement among the respondents.

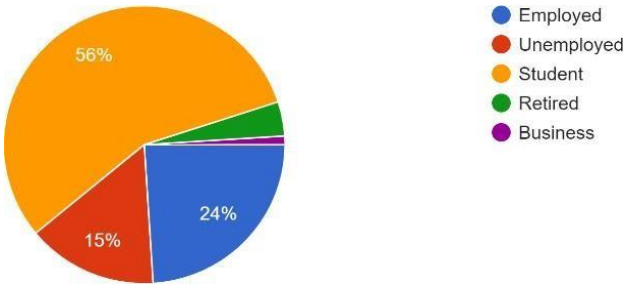
4.2 EMPLOYMENT STATUS

TABLE 4.2: Employment Status of Respondents

EMPOLYMENT STATUS	NUMBER OF RESPONDENTS	% OF RESPONSES
EMPLOYED	24	24%
UNEMPLOYED	15	15%
STUDENT	56	56%
RETIRED	4	4%
BUSINESS	1	1%
TOTAL	**100**	**100**

SOURCE: PRIMARY DATA

FIGURE 4.2



INTERPRETATION:

Based on the data it indicates that students form the largest segment at 56%, followed by employed individuals at 24%, and the unemployed at 15%. Retired individuals account for 4%, while those involved in business activities comprise 1%. This distribution highlights the significant presence and likely engagement of students in the study's context.

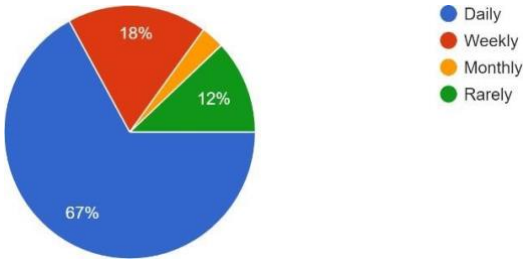
4.3 LONGITIVITY IMPACT ANALYSIS OF DIGITAL PAYMENT SYSTEM

TABLE 4.3: Impact of Digital Payment System

RESPONSES	NUMBER OF RESPONDENTS	% OF RESPONSES
DAILY	67	67%
WEEKLY	18	18%
MONTHLY	3	3%
RARELY	12	12%
TOTAL	**100**	**100**

SOURCE: PRIMARY DATA

FIGURE 4.3



INTERPRETATION:

Based on the data provided, it's apparent that a significant majority of respondents, 67%, use digital payment methods on a daily basis. Following this, 18% use digital payments weekly, while 12% use them rarely. Only 3% of respondents reported using digital payments on a monthly basis. This interpretation indicates that the majority of respondents are frequent users of digital payment methods, particularly on a daily basis, suggesting a high level of reliance and adoption of digital payment technologies in their daily lives.

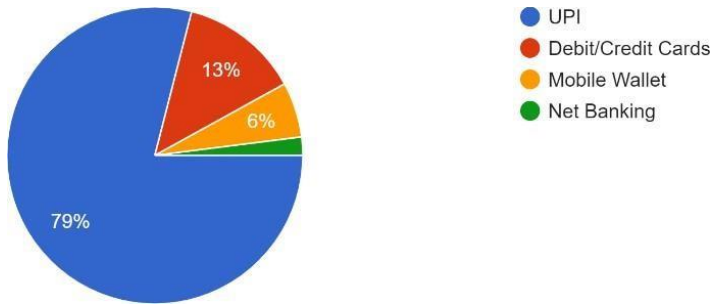
4.4 PREFERRED DIGITAL PAYMENT METHOD

TABLE 4.4 Preferred Digital Payment Method for Transactions

PAYMENT SYSTEM	NUMBER OF RESPONDENTS	% OF RESPONSES
UPI	79	79%
DEBIT/CREDIT CARDS	13	13%
MOBILE WALLET	6	6%
NET BANKING	2	2%
TOTAL	**100**	**100**

SOURCE: PRIMARY DATA

FIGURE 4.4



INTERPRETATIONS

Based on the provided data, it's evident that the preferred digital payment method for everyday transactions among the respondents is UPI, with 79% favouring this option. Debit or credit cards are preferred by 13%, while 6% opt for mobile wallets. Net banking is the least favoured, chosen by only 2%.

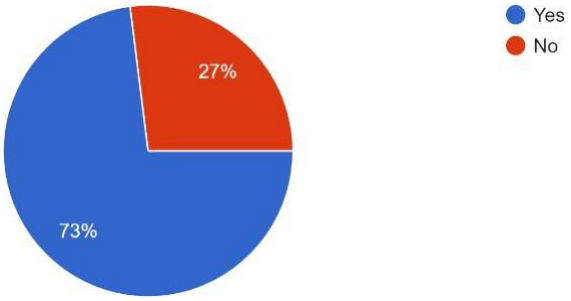
4.5 CHALLENGES ENCOUNTERED WITH DIGITAL PAYMENT SYSTEMS

TABLE 4.5: Challenges Encountered with Payment Systems

RESPONSES	NUMBER OF RESPONDENTS	% OF RESPONSES
YES	73	73%
NO	27	27%
TOTAL	**100**	**100**

SOURCE: PRIMARY DATA

FIGURE 4.5



INTERPRETATIONS

Based on the provided data, it's apparent that a majority of respondents, 73%, have encountered challenges or issues while using digital payment systems, while 27% reported not facing any such difficulties. This interpretation suggests that a significant portion of the surveyed population has experienced obstacles or problems when utilizing digital payment systems, indicating potential areas for improvement or addressing concerns within the digital payment infrastructure or user experience.

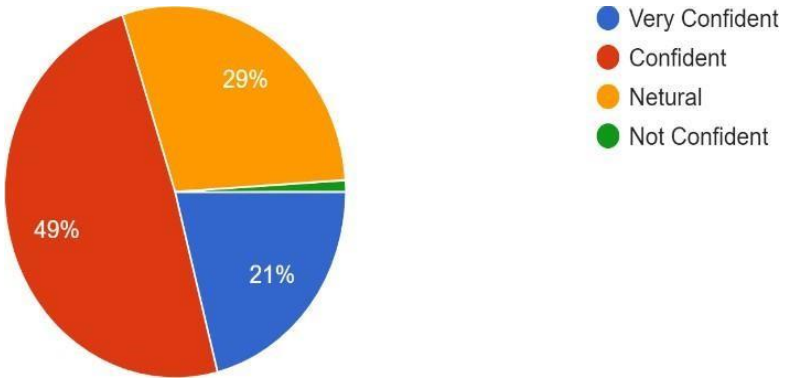
4.6 CONFIDENCE LEVEL IN THE SECURITY OF DIGITAL TRANSACTIONS

TABLE 4.6: Confidence level in the Security of Digital Transactions

RESPONSES	NUMBER OF RESPONDENTS	% OF RESPONSES
VERY CONFIDENT	21	21%
CONFIDENT	49	49%
NETURAL	29	29%
NOT CONFIDENT	1	1%
TOTAL	**100**	**100**

SOURCE: PRIMARY DATA

FIGURE 4.6

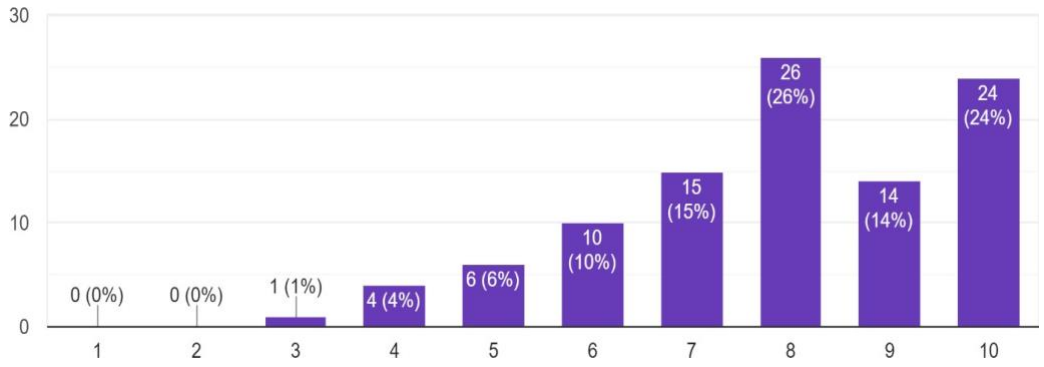


INTERPRETATION:

Based on the provided data, it can be interpreted that almost half of the respondents, 49%, feel confident about the security of their digital transactions. Additionally, 29% expressed a neutral stance, neither overly confident nor lacking confidence. Furthermore, 21% of respondents reported feeling very confident in the security of their digital transactions.

4.7 LIKELIHOOD OF RECOMMENDING DIGITAL PAYMENTS

Figure 4.7: Likelihood of Recommending Digital Payments



INTERPRETATION

Based on the provided data, it can be interpreted that respondents' likelihood to recommend digital payment to others varies across the scale. The distribution indicates that:1% of respondents rated their likelihood to recommend digital payment as a 3.4% of respondents rated it as a 4.6% of respondents rated it as a 5.10% of respondents rated it as a 6.15% of respondents rated it as a 7.26% of respondents rated it as an 8.14% of respondents rated it as a 9.24% of respondents rated it as a 10.This interpretation suggests that a substantial portion of respondents are likely to recommend digital payment to others, particularly those who rated it between 7 and 10 on the scale.

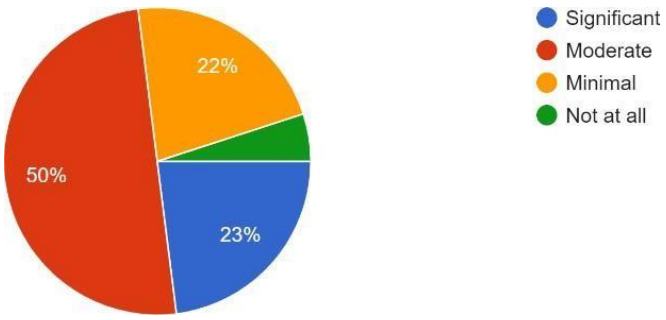
4.8 INFLUENCE OF CASHBACKS AND DISCOUNT ON DIGITAL PAYMENT CHOICES

TABLE 4.8: Influence of cashbacks and discount on digital payment choices

RESPONSES	NUMBER OF RESPONDENTS	% OF RESPONSES
SIGNIFICANT	23	23%
MODERATE	50	50%
MINIMAL	22	22%
NOT AT ALL	5	5%
TOTAL	**100**	**100**

SOURCE: PRIMARY DATA

FIGURE 4.8



INTERPRETATION:

Based on the provided data, it can be interpreted that cashbacks and discounts play varying roles in influencing respondents' choice of digital payment methods. The distribution indicates that 50% perceive them to have a moderate influence, 23% consider them significant, 22% minimal, and 5% feel no influence. This suggests varying degrees of influence, with a notable proportion acknowledging their significance.

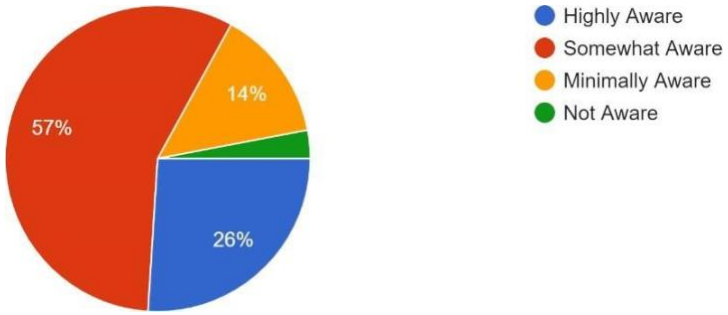
4.9 AWARENESS OF DIGITAL PAYMENT PLATFORMS IN INDIA

TABLE 4.9: Awareness of Digital Payment Platforms in India

RESPONSES	NUMBER OF RESPONDENTS	% OF RESPONSES
HIGHLY AWARE	26	26%
SOMEWHAT AWARE	57	57%
MINIMALLY AWARE	14	14%
NOT AWARE	3	3%
TOTAL	**100**	**100**

SOURCE: PRIMARY DATA

FIGURE 4.9



INTERPRETATION:

Based on the provided data, it can be interpreted that respondents perceive various advantages of using digital payments. The distribution indicates that:52% of respondents consider convenience as the biggest advantage of using digital payments.20% of respondents prioritize security as the main advantage.19% of respondents value the speed of digital payments.9% of respondents highlight accessibility as the key advantage.

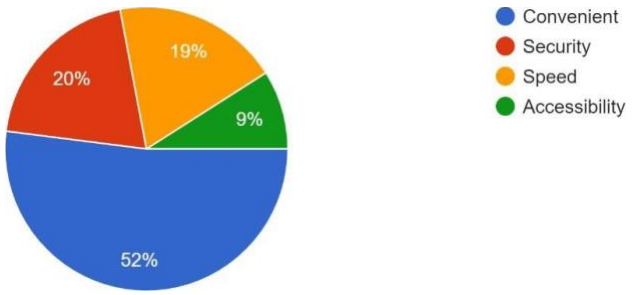
4.10 BENEFITS OF DIGITAL PAYEMENTS

TABLE 4.10: Benefits Of Digital Payments

RESPONSES	NUMBER OF RESPONDENTS	% OF RESPONSES
CONVENIENT	52	52%
SECURITY	20	20%
SPEED	19	19%
ACCESSIBILITY	9	9%
TOTAL	**100**	**100**

SOURCE: PRIMARY DATA

FIGURE 4.10



INTERPRETATION:

Based on the provided data, it can be interpreted that respondents perceive various advantages of using digital payments. The distribution indicates that:52% of respondents consider convenience as the biggest advantage of using digital payments.20% of respondents prioritize security as the main advantage.19% of respondents value the speed of digital payments.9% of respondents highlight accessibility as the key advantage.

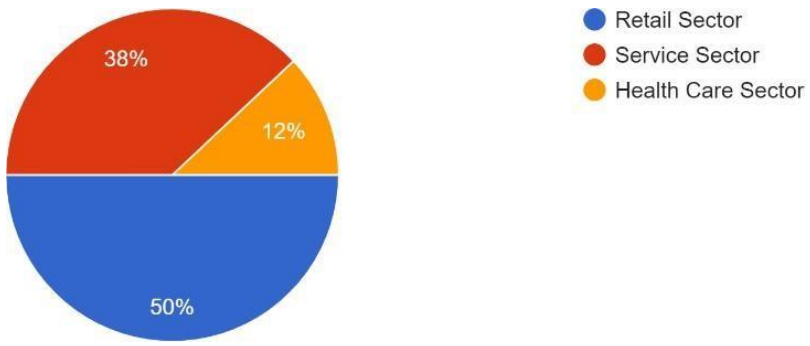
4.11 SECTORS WITH MOST SIGNIFICANT GROWTH IN DIGITAL PAYMENT ACCEPTANCE

TABLE 4.11: Sectors with most significant growth in Digital Payment Acceptance

RESPONSES	NUMBER OF RESPONDENTS	% OF RESPONSES
RETAIL SECTOR	50	50%
SERVICE SECTOR	38	38%
HEALTH CARE SECTOR	12	12%
TOTAL	**100**	**100**

SOURCE: PRIMARY DATA

FIGURE 4.11



INTERPRETATION:

Based on the data, 50% of respondents see significant growth in digital payment acceptance in retail, while 38% note the same for the service sector. However, only 12% perceive similar progress in healthcare. This indicates a consensus among respondents that retail and service sectors are leading.

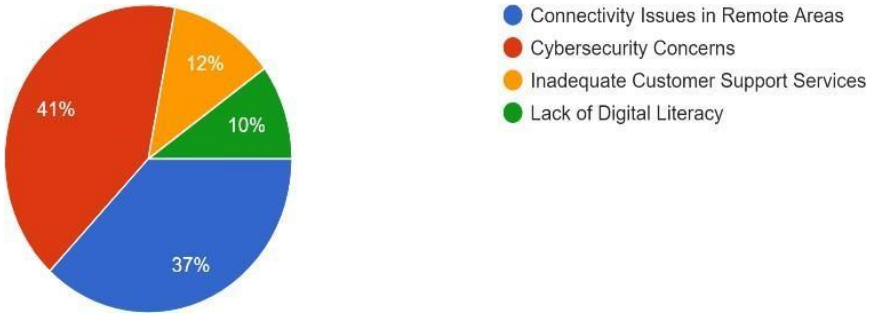
4.12 ISSUES AND CONCERNS OF DIGITAL PAYMENT SYSTEM

TABLE 4.12: Issues and Concerns with Digital Payment System

RESPONSES	NUMBER OF RESPONDENTS	% OF RESPONSES
CONNECTIVITY ISSUES IN REMOTE AREA	37	37%
CYBERSECURITY CONCERNS	41	41%
INADEQUATE CUSTOMER SUPPORT SERVICES	12	12%
LACK OF DIGITAL LITERACY	10	10%
TOTAL	**100**	**100**

SOURCE: PRIMARY DATA

FIGURE 4.12



INTERPERTATION

Based on the data respondents' perceptions underscore critical challenges hindering the broader adoption of digital payments in India. With 41% noting cyber security worries, 37% highlighting connectivity gaps, 12% emphasizing insufficient customer support, and 10% citing low digital literacy, addressing these concerns is paramount.

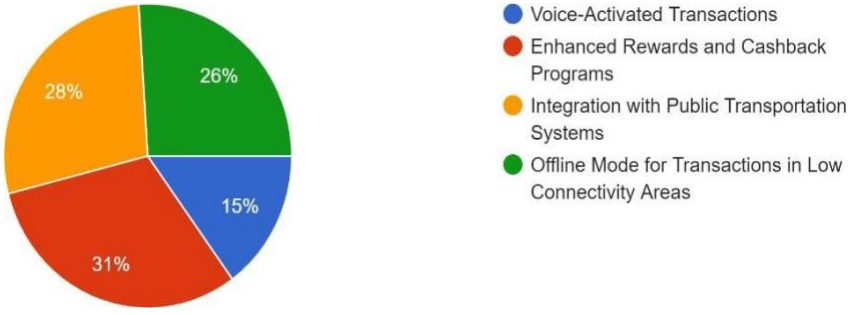
4.13 DESIRED INNOVATIONS IN DIGITAL PAYMENT PLATFORMS

TABLE 4.13: Desired Innovations in Digital Payment Platforms

RESPONSES	NUMBER OF RESPONDENTS	% OF RESPONSEs
VOICE-ACTIVATED TRANSACTIONS	15	15%
ENCHANCED REWARD AND CASHBACK PROGRAMS	31	31%
INTERGRATIONS WITH PUBLIC TRANSPORTATION SYSTEMS	28	28%
OFFLINE MODE FOR TRANSACTIONS IN LOW CONNECTIVITY AREAS	26	26%
TOTAL	**100**	**100%**

SOURCE: PRIMARY DATA

FIGURE 4.13



INTERPERTATION

Based on the respondent preferences illuminate specific desires for digital payment platform improvements. With 31% prioritizing enhanced rewards and cashback programs, 28% seeking integration with public transportation, 26% desiring offline transaction capabilities, and 15% expressing interest in voice activated transactions, it's evident that users value incentives, convenience, and innovation.

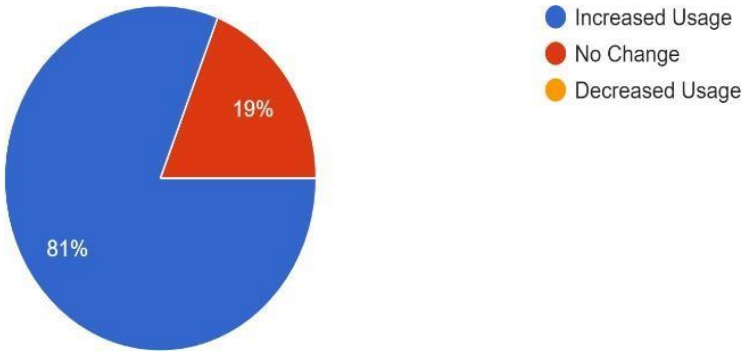
4.14 IMPACT OF THE COVID-19 PANDEMIC ON DIGITAL PAYMENT DEPENDENCE

TABLE 4.14: Impact of the covid-19 Pandemic on Digital Payment Dependence

RESPONSES	NUMBER OF RESPONDENTS	% OF RESPONSES
INCREASED USAGE	81	81%
NO CHANGE	19	19%
DECREASED USAGE	0	0%
TOTAL	**100**	**100**

SOURCE: PRIMARY DATA

FIGURE 4.14



INTERPERTATION:

Based on the data illustrates a profound shift in consumer behavior amidst the COVID-19 pandemic, with 81% of respondents reporting heightened reliance on digital payments.
Remarkably, none indicate a decrease, and only 19% report no change, underscoring the pandemic's pivotal role in accelerating digital payment adoption.

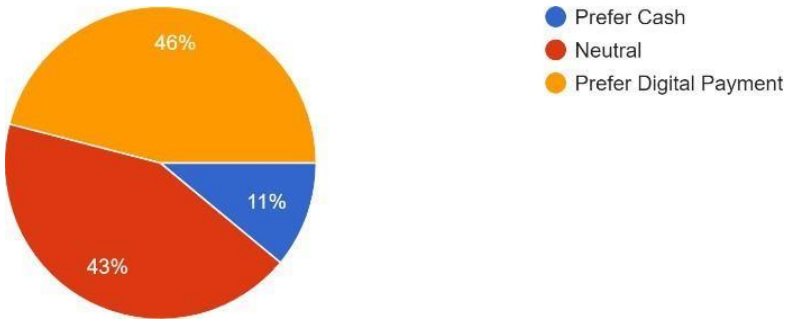
4.15 SHIFTING PERSPECTIVES: CASH TRANSACTIONS IN THE DIGITAL AGE

TABLE 4.15: Shifting Perspectives: Cash Transaction in the Digital age

RESPONSES	NUMBER OF RESPONDENTS	% OF RESPONSES
Prefer Cash	11	11%
Neutral	43	43%
Prefer Digital Payment	46	46%
TOTAL	**100**	**100%**

SOURCE: PRIMARY DATA

FIGURE 4.15



INTERPRETATION:

Based on the data illustrates a profound shift in consumer behavior amidst the COVID-19 pandemic, with 81% of respondents reporting heightened reliance on digital payments.
Remarkably, none indicate a decrease, and only 19% report no change, underscoring the pandemic's pivotal role in accelerating digital payment adoption.

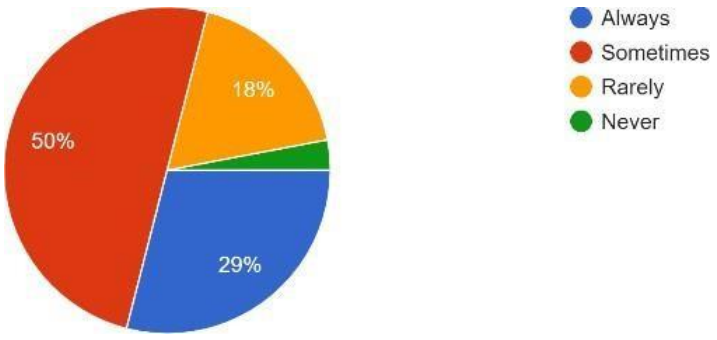
4.16 SURVEYING DIGITAL PAYMENT HABITS FOR HIGH- VALUE TRANSACTIONS

TABLE 4.16: Surveying Digital Payment Habits For High-Value Transactions

RESPONSES	NUMBER OF RESPONDENTS	% OF RESPONSES
ALWAYS	29	29%
SOMETIMES	50	50%
RARELY	18	18%
NEVER	3	3%
TOTAL	**100**	**100%**

SOURCE: PRIMARY DATA

FIGURE 4.16



INTERPRETATION:

Based on the provided data, it can be interpreted that respondents' usage of digital payment methods for high-value transactions varies. 50% of respondents use digital payment methods sometimes, 29% always, 18% rarely, and 3% never. This suggests significant usage diversity, with some opting for digital payments consistently, while others rarely or never do.

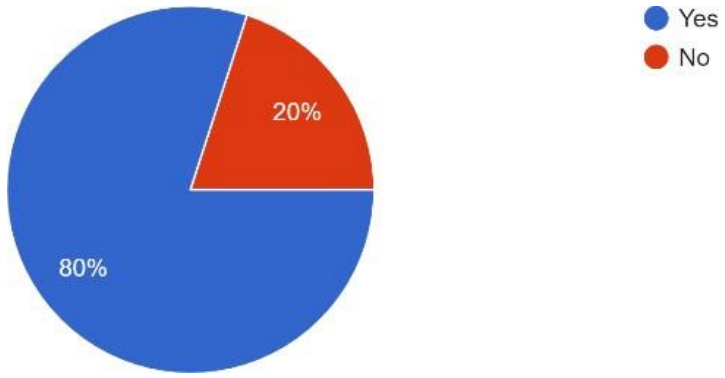
4.17 EXAMINING THE IMPACT: DIGITAL PAYMENT AND SMALL BUSINESS GROWTH

TABLE 4.17: Examining the Impact: Digital Payment and Small Business Growth

RESPONSES	NUMBER OF RESPONDENTS	% OF RESPONSES
YES	80	80%
NO	20	20%
TOTAL	**100**	**100%**

SOURCE: PRIMARY DATA

FIGURE 4.17



INTERPRETATION:

Based on the provided data, it can be interpreted that the majority of respondents, 80%, believe that the adoption of digital payments has positively impacted small businesses and local vendors. Conversely, 20% of respondents do not share this opinion.This interpretation suggests that there is a strong perception among respondents that the adoption of digital payments has brought about positive effects for small businesses and local vendors, potentially contributing to increased sales, improved customer convenience, and broader market reach.

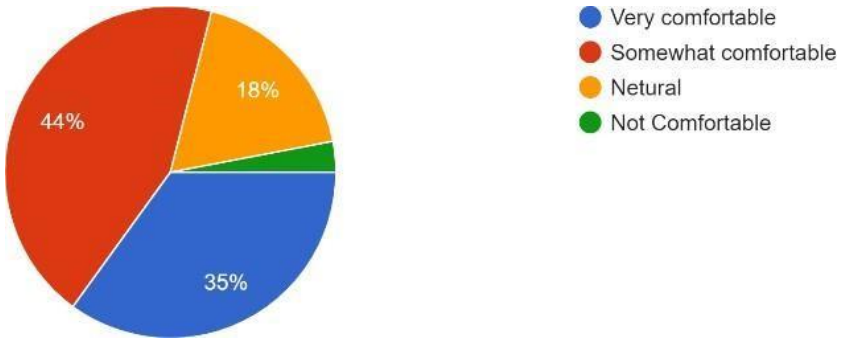
4.18 EXPLORING USER COMFORT: BIOMETRIC AUTHENTICATION IN DIGITAL PAYMENTS

TABLE 4.18 Exploring User Comfort: Biometric Authentication in Digital Payment

RESPONSES	NUMBER OF RESPONDENTS	% OF RESPONSES
Very Comfortable	35	35%
Somewhat Comfortable	44	44%
Neutral	18	18%
Not Comfortable	3	3%
TOTAL	**100**	**100%**

SOURCE: PRIMARY DATA

FIGURE 4.18



INTERPRETATION:

The data shows varying comfort levels with biometric authentication for digital payments: 44% of respondents are somewhat comfortable.35% are very comfortable.18% are neutral.3% are not comfortable. Overall, a majority are comfortable, with 79% expressing some level of comfort. However, 18% are neutral or not comfortable. This indicates a general acceptance of biometric authentication but highlights differing attitudes among respondents

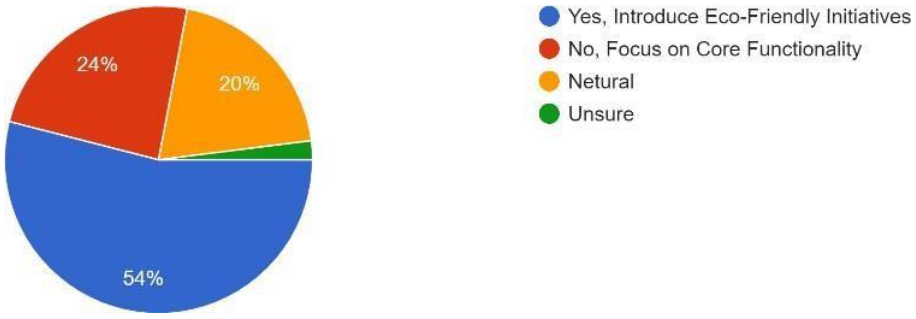
4.19 ENVIRONMENT CONSIDERATIONS IN DIGITAL PAYMENT PLATFORM

TABLE 4.19: Environment Considerations in Digital Payment Platforms

RESPONSES	NUMBER OF RESPONDENTS	% OF RESPONSES
Yes, Introduce ecofriendly Initiatives	54	54%
No, Focus on Core Functionality	24	24%
Neutral	20	20%
Unsure	2	2%
TOTAL	**100**	**100%**

SOURCES: PRIMARY DATA

FIGURE 4.19



INTERPRETATION:

The data reveals varied opinions on whether digital payment platforms should prioritize environmental sustainability:54% of respondents advocate for prioritizing environmental sustainability with eco-friendly initiatives.24% disagree, suggesting core functionality should take precedence over environmental initiatives.20% hold a neutral stance.2% are unsure. This indicates majority support (54%) for integrating eco-friendly initiatives, yet a substantial minority (24%) prioritize core functionality. Additionally, a notable proportion (20%) remains neutral, reflecting uncertainty or lack of strong opinion on the matter.

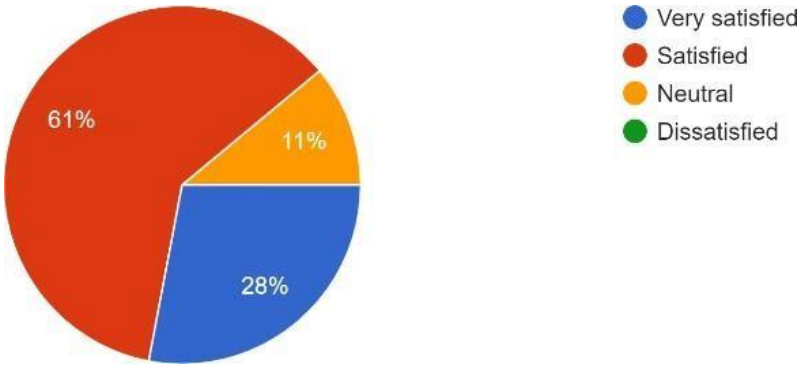
4.20 ASSESSING USER SATISFACTION AND FEEDBACK IN DIGITAL PAYMENT EXPERIENCES

TABLE 4.20: Assessing User Satisfaction and Feedback In Digital Payment Experiences

RESPONSES	NUMBER OF RESPONDENTS	% OF RESPONSES
VERY SATISFIED	28	28%
SATISFIED	61	61%
NEUTRAL	11	11%
DISSATISFIED	0	0%
TOTAL	**100**	**100%**

SOURCE: PRIMARY DATA

FIGURE 4.20



INTERPRETATION

Based on the provided data, it can be interpreted that respondents' satisfaction levels with the overall user experience of digital payments are generally positive. 61% of respondents are satisfied, 28% very satisfied, and 11% hold a neutral stance. This suggests majority satisfaction and no dissatisfaction, highlighting positive sentiments towards digital payment platforms.

CHAPTER – V

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

- In the respondent pool, 18-24-year-olds dominate at 70%, followed by 25-44-year- olds at 12%, 45-64-year-olds at 14%, and those 65+ at 4%. This indicates the heightened relevance of younger demographics.

- Students represent the majority of respondents at 56%, followed by employed individuals at 24%. Unemployed respondents constitute 15%, with retirees at 4% and business activities participants at 1%.

- The majority (67%) of respondents use digital payments daily, indicating widespread adoption and reliance on digital payment technologies in daily life.

- UPI emerges as the preferred choice for everyday transactions (79%), followed by debit/credit cards (13%), mobile wallets (6%), and net banking (2%).

- A majority (73%) of respondents faced challenges with digital payments, indicating prevalent issues. This highlights the need for improvements in digital payment systems to enhance user experience and address existing concerns.

- 49% of respondents feel confident about digital transaction security, with 21% expressing high confidence. 29% are neutral, while only 1% lack confidence. Varying levels of trust indicate diverse perceptions.

- Respondents' likelihood to recommend digital payment varies: 74% rate it between 7 and 10, indicating high likelihood, while 1% rate it low (3).

- Cashbacks and discounts moderately influence 50% of respondents, significantly influence 23%, minimally influence 22%, and don't affect 5%. Perceptions vary, indicating differing degrees of influence on digital payment choices.

- 57% of respondents are somewhat aware, 26% highly aware, 14% minimally aware, and 3% not aware of digital payment platforms in India. Awareness levels vary among respondents.

- Convenience is the top advantage of digital payments for 52% of respondents, followed by security (20%), speed (19%), and accessibility (9%). Preferences vary, but convenience stands out as the primary factor.

- Respondents perceive significant growth in digital payment acceptance in the retail sector (50%) and the service sector (38%), with healthcare (12%) lagging behind. Varying perceptions indicate sector-specific differences in digital payment adoption.

- Respondents identify cyber security concerns (41%), connectivity issues in remote areas (37%), inadequate customer support (12%), and lack of digital literacy (10%) as key challenges hindering further expansion of digital payments in India

- Respondents desire enhanced rewards (31%), integration with public transportation (28%), offline transaction modes (26%), and voice activated transactions (15%) to improve their digital payment experience, indicating a preference for convenience, incentives, and innovation.

- 81% of respondents increased their usage of digital payments during the COVID-19 pandemic, while 19% reported no change. None reported a decrease, indicating a significant acceleration in digital payment adoption due to safety and convenience factors

- 46% of respondents now prefer digital payments over cash, signalling a shift in preference. 43% are neutral, while 11% still prefer cash. This indicates varied attitudes towards cash transactions amidst widespread digital payment adoption.

- 50% of respondents sometimes use digital payments for high-value transactions, 29% always do, 18% rarely do, and 3% never do. Usage varies, indicating differing levels of reliance on digital payments for larger transactions.

- 80% of respondents perceive digital payment adoption as beneficial for small businesses and local vendors, while 20% hold a contrary view. This indicates a widespread belief in the positive impact of digital payments on local economies.

- 79% of respondents express comfort with biometric authentication for digital payments, with 44% somewhat comfortable and 35% very comfortable. 18% hold a neutral stance, while 3% are not comfortable.

- 54% of respondents advocate for digital payment platforms prioritising environmental sustainability, while 24% disagree, preferring focus on core functionality. 20% are neutral, and 2% are unsure. Opinions vary regarding the importance of eco-friendly initiatives.

- 89% of respondents express satisfaction with the overall user experience of digital payments, with 28% very satisfied and 61% satisfied. 11% hold a neutral stance, indicating generally positive sentiment towards digital payment platforms.

5.2 SUGGESTIONS

Below are several recommendations from this project that could drive further enhancement in the Digital Payment System.

1. Connectivity issues in remote areas: Utilize both online and offline modes to accommodate remote areas with connectivity issues using SMS. To tackle connectivity issues in remote areas for digital payments, investments in infrastructure and network expansion are crucial.
2. Cybersecurity Measures: Use strong encryption to keep data safe and employ extra steps like multi-factor authentication for user verification. Regularly update security measures and educate users on how to stay safe online.
3. Accessible Customer Support: Offer multi-channel customer support including chatbots, phone lines, and email, with multilingual options to assist users with varying levels of digital literacy.
4. Digital Literacy Initiatives: Develop educational programs and tutorials to enhance digital literacy among users, ensuring they understand how to use the system safely and effectively.
5. Voice-Activated Transactions: Integrate voice recognition technology to enable users to make transactions securely using voice commands, catering to users with limited tech proficiency.
6. Public Transportation Integration: Partner with public transportation agencies to enable seamless payment for fares using the digital payment system, making commuting more convenient for users.
7. Rewarding Programs: Enhance rewards and cashback programs to incentivize users, encouraging adoption and usage of the digital payment system.

5.3 CONCLUSION

This study is conducted in order to know the advancement and impact of digital payment system in India. It was conducted with the sample size of 100 students of St Teresa's College Ernakulam. In conclusion, the examination of the advancement in India's digital payment system, encompassing a sample of 100 individuals from diverse backgrounds, has shed light on critical areas for improvement. Connectivity issues in remote areas, cybersecurity concerns, inadequate customer support services, and a lack of digital literacy have emerged as significant challenges. However, potential solutions such as voice-activated transactions, enhanced rewards and cashback programs, integration with public transportation systems, and offline modes for transactions in low-connectivity areas present promising avenues for progress.

Throughout the study, it became evident that digital payments have profoundly benefited all segments of society, including business owners, small-scale retailers, and individuals alike. Especially post-pandemic, the reliance on digital payments has surged, facilitating seamless transactions and reducing the need for physical currency exchange, thus minimizing health risks.

Moving forward, addressing the identified challenges and implementing innovative solutions will be paramount in ensuring the continued growth and inclusivity of India's digital payment ecosystem. By bridging the digital divide, enhancing security measures, and fostering digital literacy, India can unlock the full potential of digital payments, empowering individuals and businesses across the nation.

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- Review of literature of Digital Payment System https://www.researchgate.net/publication/376835265_DIGITIZATION_OF_BANKING_INDUSTRY_IN_INDIA_REVIEW_OF_LITERATURE

ANNEXURE

QUESTIONNAIRE

Name

1. Age

    - 18-24
    - 25-44
    - 45-64
    - 65 and Above

2. Employment status
    - Employed
    - Unemployed
    - Student
    - Retired
    - Other

3. How frequently do you use digital payment methods?

    - Daily
    - Weekly
    - Monthly
    - Rarely

4. Which digital payment method do you prefer for everyday transactions?

    - UPI
    - Net Debit/Credit Cards
    - Mobile Wallet
    - Banking

5. Have you faced any challenges or issues while using digital payment systems?

    - Yes
    - No

6. How confident are you in the security of your digital transactions?

    - Very confident
    - Confident

- Neutral
- Not confident

7. On a scale of 1-10, how likely are you to recommend digital payments to others?

- Not likely
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- Very likely

8. What role do cashbacks and discounts play in influencing your choice of digital payment?

- Significant
- Moderate
- Minimal
- Not at all

9. How aware are you of the various digital payment platforms available in India?

- Highly Aware
- Somewhat Aware
- Minimally Aware
- Not Aware

10. What, in your opinion, is the biggest advantage of using digital payments?

- Convenient
- Security
- Speed
- Accessibility

11. In your experience, which sector has seen the most significant growth in digital payment acceptance?

- Retail Sector
- Service Sector
- Health Care Sector
- Other

12. What challenges do you think still need to be addressed for further Payments in India?

- Connectivity Issues in Remote Areas
- Cybersecurity Concerns
- Inadequate Customer Support Services
- Lack of Digital Literacy

13. Are there specific features or services you wish digital payment platforms would introduce?

- Voice-Activated Transactions
- Enhanced Rewards and Cashback Programs
- Integration with Public Transportation Systems
- Online Mode for Transactions in Low Connectivity Areas

14. How has the COVID-19 pandemic influenced your reliance on digital payments?

- Increased Usage
- No Change
- Decreased Usage

15. How has your attitude towards cash transactions changed since the widespread adoption of digital payments?

- Prefer Cash
- Neutral
- Other
- Prefer Digital Payment

16. How often do you use digital payment methods for high-value transactions?

- Always
- Sometimes
- Never
- Rarely

17. Do you think the adoption of digital payments has positively impacted small business and small vendors?

- Yes
- No

18. How comfortable are you with using biometric authentication (Example fingerprints, facial recognition) for digital payments?

- Very comfortable
- Somewhat comfortable
- Neutral
- Not Comfortable

19. Do you think digital payment platforms should focus more on environment sustainability

- Yes, Introduce Eco-Friendly Initiatives
- No, Focus on Core Functionality
- Neutral
- Unsure

20.How satisfied are you with the overall user experience of digital payments?

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied