

A Study on Awareness and Usage of Digital Payment System Special Reference Trichy District

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Abstract- Digital payments are the trend of the day. In a mixed economy like ours, this is a great boon for all the users around the world. Digital payment system is completely changing the traditional system of making and receiving payment throughout the world. It saves time, energy and resources. The present study is conducted among the respondents in Trichy, to analyse the awareness level and purpose of usage of digital payment systems. The source of Primary data will be collected using demographic variable and questionnaire. The study was conducted in Trichy district. Google form survey was carried out on email and social media within Trichy district, throughout the questionnaire. The Convenience sampling will be used in this research. The sample size was only 150 peoples in trichy district.

Keywords- Digital Payment System

I. INTRODUCTION

The digital payment system saves time and energy for everyone, and it is more convenient for quick money transfers all over the world. Unified payment interface, Aadhar enabled payment service, unstructured supplementary service data, Card payments, and Electronic wallets are among the different forms of digital payment systems currently available. These various types of digital payment systems are used all over the world, depending on the needs of the users and the suitability of transactions. Purchase and sale purchases, ticket bookings and service payments, banking and other savings, and tax payments all use digital payments.

II. OBJECTIVES OF THE STUDY

1. To Study on the awareness of digital payment system.
2. To Study on the usage of digital payment system.

III. LITERATURE REVIEW

Bamasak (2011), The experiment performed in Saudi Arabia found that there is a promising future for m-payments. It has been found that the protection of mobile payment transactions and the illegal use of mobile phones to make payments are of great concern to mobile phone users. For customers,

protection and privacy have been the key issues concerning the adoption of digital payment solutions.

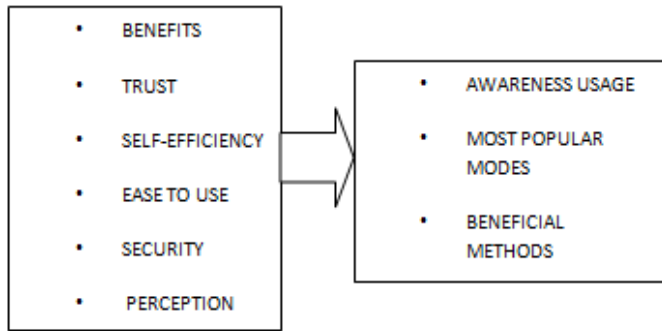
Sanghita Roy, Dr. Indrajit Sinha (2014), said that India's e-payment system has shown tremendous growth, but there is still a great deal to be done to expand its use. 90 per cent of transactions are still focused on cash. Model of Technology Acceptance used for study purposes. They find that the four variables that contribute to improving the E-payment system are creativity, motivation, consumer comfort and legal framework.

Ashiya (2006) has done the study to search out the present offerings and developments provided by electronic payments. The author has evaluated completely different modes of e-payment like plastic cards, debit cards, credit cards, sensible cards, electronic cheques etc. These electronic ways that area unit a superb instrument for payment system. The author analysed that security was the most concern among electronic payments and has urged that E-payment technology may well be used as a tool for the advance of shopper loyalty and business of banks because it reduces the value and risk issue and will increase the buyer loyalty.

Slozko & Pello, 2015, "E-payment systems are important mechanisms used by individual and organizations as a secured and convenient way of making payments over the internet and at the same time a gateway to technological advancement in the field of world economy".

Major Challenges to Digitalization – Jan 11, 2017, "STEP" Test. This method is very useful, both for leadership, to gauge and refine preparation and strengthen it. The acronym Stage stands for 'S-Security First.' "T-approved preparation for transformation," E-approved-Enterprise Architecture. "P contributes to productivity as primary base.

IV. FRAMEWORK



V. RESEARCH METHODOLOGY

The Convenience sampling will be used in this research. The source of Primary data will be collected using demographic variable and questionnaire

VI. DATA ANALYSIS AND INTERPRETATION

Table No: 1

S.NO	Factors	No of Respondents	Percentage
1	Yes	35	87.5
2	No	5	12.5
	Total	40	100

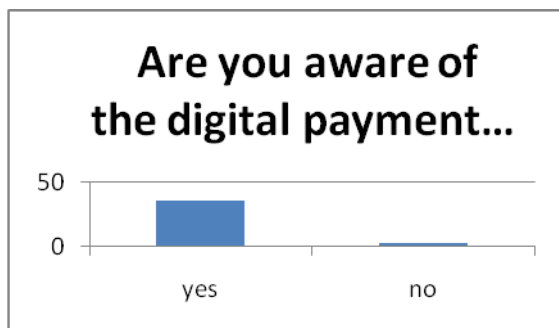


Table No: 2

S.NO	Factors	No of Respondents	Percentage
1	Yes	23	57.5
2	No	17	42.5
	Total	40	100

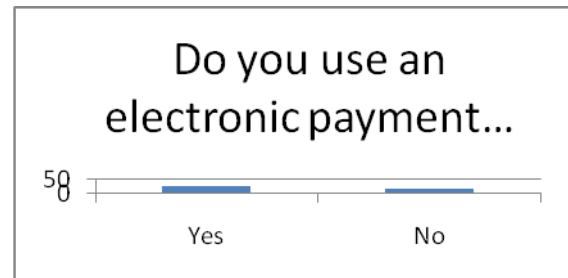


Table No: 3

S.NO	Factors	No of Respondents	Percentage
1	Strongly Agree	6	15
2	Agree	24	60
3	Neutral	9	22.5
4	Disagree	1	2.5
5	Strongly Disagree	0	0
	Total	40	100

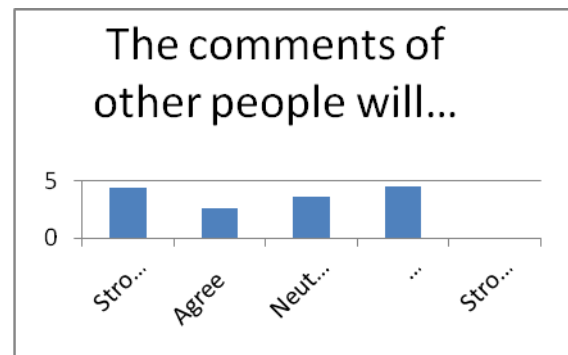


Table No: 4

S.NO	Factors	No of Respondents	Percentage
1	Strongly Agree	7	17.5
2	Agree	21	52.5
3	Neutral	8	20
4	Disagree	2	5
5	Strongly Disagree	2	5
	Total	40	100

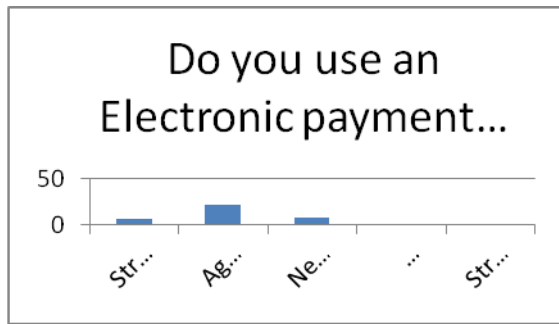
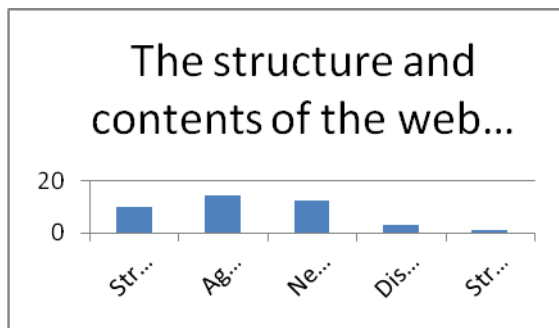


Table No: 5

S.NO	Factors	No of Respondents	Percentage
1	Strongly Agree	10	25
2	Agree	14	35
3	Neutral	12	30
4	Disagree	3	7.5
5	Strongly Disagree	1	2.5
	Total	40	100



VII. CONCLUSION

In that study most of the peoples aware about digital payment system. Most of the peoples used in rural areas. The comments of other people don't influence our intention to use an Electronic payment system. Some peoples use an Electronic payment system when our friends suggested. The structure and contents of the web site are easy to understand the peoples. Finally most of the peoples aware and use about digital payment system.

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