

# The Impact of UPI Payment Methods Among The Youngsters

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**Abstract-** UPI (Unified Payment Interface) is an instant real-time payment system is developed by NPCI facilitating inter-bank peer-to-peer, person-merchant transactions. The interface is regulated by RBI(Reserve Bank of India) and works by instantly transferring funds between two bank accounts on a mobile platform. Using of UPI leads to advantages at the same time there is disadvantages like payment failed but cash debited from account. A questionnaire was prepared and circulated within Coimbatore city for collecting respondents by convenience sampling of 110 respondents. Statistical tools of Chi square and Percentage table were used for analysis of the research. The most of the respondents have started using UPI after the suggestions of friends and families. The use of UPI has increased in the pandemic period due to unavailability of banks as a sudden increase in covid-19, so this forced every single person to use UPI.

**Keywords-** admixtures ,asphalts, coaltar, waxes, resins

## I. INTRODUCTION

A Unified Payment Interface (UPI) is a smartphone application that allows users to transfer money between bank accounts. It is a single window mobile payment system developed by the National Payment Corporation of India (NPCI).

It was introduced by the NPCI (National Payment Corporation of India) on 11<sup>th</sup> of April 2016 by 21 member banks from Raghuram G Rajan, the RBI Governor. The UPI's target is to involve everybody to use digital methods of transferring money which is cash less transactions, UPI allows you to make 24/7 transactions, throughout the year currently, one can transfer up to INR 1 lakh in a single UPI transaction. The first UPI app was BHIM (Bharat Interface for Money). There are many UPI applications in India like Paytm, G pay (Google Pay), PhonePe, BHIM, Mobi Kwik, Amazon Pay, Freecharge, etc.,

The usage of UPI got hike in the pandemic period i.e., in 2020. The cashless transactions were more on the pandemic and everybody was in the compulsion to use the

UPI apps. Now-a-days data usage has been increased a lot, even many youngsters started using the UPI for their day-to-day expenses. To make the payment easier the apps has developed QR code for every user to make payment fast and accurate.

### Objectives of the study:

- To analyse the impact of UPI among the youngsters.
- To Identify the usage of UPI payments.
- To study the advantages and disadvantages of UPI.

### Statement of the problem:

UPI (Unified Payment Interface) has become a main part of everyone's life after demonetisation happened on November 8<sup>th</sup> 2016, RBI banned INR 500 & 1000 rupees notes and the money circulation was low. From that period the UPI applications like Pay tm, Phone Pe, G Pay & many apps was launched and they were promoting digital banking and digital payments to make the process cashless and faster too. After that in 2020 the COVID pandemic made a hike to the UPI payment methods for cashless payments among everyone but mainly the youngsters of our country. It plays a vital role in every youngster's life.

## II. REVIEW OF LITERATURE

1) **Arpita Pandey and Mr. Arjun Singh Rathore (2018)** In their study on the "Impact and Importance of Digital Payment in India" on International Journal of Creative Research Thoughts states implementing cutting-edge technologies for our country's globalization and modernization. This leads to development. All of the initiatives and policies taken by the Indian government are beneficial. The goal of the Indian society is to gain knowledge and awareness. achieve the 25-billion-transaction goal 1 lakh of BharatQR codes were disseminated across merchant locations this year, and We intend to do another 93,000 in the coming year. There were 195 million RuPay cards in circulation. PoS terminal transactions totaled roughly 87.5 million, while online transactions totaled around 87.5 million.

2) **Mr. V. P. Vignesh Kumar(2019)**.International Journal of Applied Business and Economic Research"Mobile E-Wallets Payment In Today's Scenario" This article investigates e-payments, particularly mobile wallets. ATMs, debit and credit cards, NEFTs, and mobile wallets are all used in modern transactions. Customers use e-wallets mostly for recharging and paying bills, according to a survey conducted by the author. This paper focuses on their preferred method of payment. It also recommends some actions that should be made to improve e-payment capabilities. An electronic wallet is a cashless service that can be used to replace physical cash. The primary goal of e-wallets is to facilitate rapid transactions while preventing users from using cash. This boom is a result of the demonetization process.

3)**Mrs.J.SalomiBackiaJothi&Ms.AarthiI** "Impact Of UPI Payment Methods Among Youth And Its` Pros And Cons" in INFOKARA RESEARCH "DIGITALIZATION" has begun in India. The Indian government has implemented a number of programmes. The Indian government has introduced the Unified Payments Interface (UPI) to promote cashless economy. This is apparent in the rise of YOUTH digital banking transactions. This article focuses on how young people use UPI payments, as well as their benefits and drawbacks.

4)**Dr.D.Durairaj and Princy Joseph**"A Study On The Feasibility Of Upi Vs Mobile Wallets Among The Students Of The Faculty Of Science And Humanities, Srm Institute Of Science And Technology, Kattankulathur" The importance of the UPI in the day-to-day lives of UPI users is examined in this study. With UPI, everyone with a UPI ID would be able to send and receive money quickly from their bank account. As a result, UPI is safe and dependable. This feature of UPI makes it more appealing to users. Another significant feature of the UPI is that the government offers numerous incentives and supports the entire system. The government is a big supporter of UPI.

5)**Roopali Batra & Neha Kalra(2016)**"Are Digital wallets The New currency?" her investigations let us know in a period of digitalization, the examination intends to contemplate the client recognition, utilization design inclinations and fulfillment level with respect to advanced wallets in view of an investigation of 52respondents. It additionally recognizes the hindrances and difficulties to the selection of the same. The outcomes demonstrate that there exists a tremendous undiscovered market for computerized wallets both regarding expanding mindfulness and also its use.

### III. RESEARCH METHODOLOGY

- **Research Area:**

The questionnaire was circulated within Coimbatore city and research was carried out. The city which is known for its educational values, it has many number of colleges and IT companies and upgrading to new technologies day by day.

- **Sample Size:**

A Sample size of 110 were collected with the questionnaire and responses were collected.

- **Data Collection:**

The study was based on primary data. A questionnaire has been prepared and data collected from the college students and newly working people. From the age of 18-26 who are youngsters. Convenience sampling has collected.

**Limitation of the Study:**

- G Pay, PhonePe, Amazon Pay, Paytm are the UPI applications that have been considered in this research.
- The respondent for this research is 110 only.

### IV. ANALYSIS

**Age of Respondents**

S.no	Age	No. of Respondents	Percentage
1	18-20	49	44.50
2	20-21	43	39.10
3	21-24	11	10
4	24-26	7	6.40
	<b>Total</b>	<b>110</b>	<b>100</b>

**Source:** Primary Data

**Interpretation:**

The above table shows that the 44.50Per cent of the respondents are 18-20, 39.10Per cent is 20-21, 10Per cent are 21-24 and 6.40Per cent are 24-26 of age group. Therefore, every age group of person uses UPI application for several uses.

**Gender of Respondents**

S.no	Gender	No. of Respondents	Percentage
1	Male	38	34.50
2	Female	72	65.50
	<b>Total</b>	<b>110</b>	<b>100</b>

Source: Primary Data

#### Interpretation:

The above table shows that the 65.50Per cent of the respondents are female and 34.50Per cent are male out of 100Per cent. This concludes that there is no difference in gender in using UPI application.

#### Monthly Income of Respondents

S.no	Monthly Income	No. of Respondents	Percentage
1	Below	46	41.80
2	10,000-	34	30.90
3	20,000-	19	17.30
4	Above	11	10
	<b>Total</b>	<b>110</b>	<b>100</b>

Source: Primary Data

#### Interpretation:

The above table shows that 41.80Per cent of the respondents earn below 10,000, 30.90Per cent earn 10,000-20,000, 17.30Per cent earn 20,000-30,000 and 10Per cent earn above 30,000 out of 100Per cent. This concludes that the majority of the respondents using UPI is earning below 10,000.

#### Preference of UPI of respondents

S.no	Duration	No. of Respondents	Percentage
1	Less than	54	49.10
2	More than	37	33.60
3	More than	19	17.30
	<b>Total</b>	<b>110</b>	<b>100</b>

Source: Primary Data

#### Interpretation:

The above table shows that the preference of UPI application 78.20Per cent using G Pay, 12.70Per cent use PhonePe, 1Per cent use Amazon pay and 8.20Per cent use Paytm out of 100Per cent. This concludes that majority of the respondents use G Pay.

#### Duration of using UPI

S.no	Duration	No. of Respondents	Percentage
1	Less than	54	49.10
2	More than	37	33.60
3	More than	19	17.30
	<b>Total</b>	<b>110</b>	<b>100</b>

Source: Primary Data

#### Interpretation:

The above table shows that the duration of using the UPI application 49.10Per cent of the respondents are using UPI for less than 1 year, 33.60Per cent use for more than a year and 17.30Per cent use for more than 2 years. Therefore, the majority is the respondents using for less than 1 year.

#### Problems faced by Respondents

S.no	Problems Faced	No. of Respondents	Percentage
1	Very often	8	7.30
2	Often	18	16.40
3	Not much	59	53.60
4	Rare	25	22.70
	<b>Total</b>	<b>110</b>	<b>100</b>

Source: Primary Data

#### Interpretation:

The above table shows that the problems faced while using the UPI by respondents 7.30Per cent has given very often, 16.40Per cent has given often, 53.60Per cent has given not much and 22.70Per cent has given rare out of 100Per cent. Therefore, the majority is not much.

#### Aware of UPI of Respondents

S.no	Aware of UPI	No. of Respondents	Percentage
1	Advertisem	25	22.70
2	Banks	9	8.20
3	Shops	12	10.90
4	Friends and	64	58.20
	<b>Total</b>	<b>110</b>	<b>100</b>

Source: Primary Data

#### Interpretation:

The above table shows that how the respondents are aware of the UPI application 22.70Per cent has given advertisement, 8.20Per cent has given banks, 10.90Per cent has given shops and 58.20Per cent has given friends and family out of 100Per cent. Therefore, the majority is friends and family.

**Purpose of UPI of Respondents**

S.no	Purpose	No of Respondents	Percentage
1	Recharge	31	28
2	Booking Tickets	18	16
3	Paying bills and Purchase	26	24
4	Transfer money to others	35	32
	<b>Total</b>	<b>110</b>	<b>100</b>

Source: Primary Data

**Interpretation:**

The above table shows the purpose of UPI of the respondents 28Per cent has given for recharge, 39.10Per cent has given booking tickets, 58.20Per cent has given paying bills and purchase and 32Per cent has given transfer money to others out 100Per cent. Therefore, majority use UPI for recharge purpose.

**High Internet Consumption of UPI of Respondents**

S.no	Internet Consumption	No.of Respondent	Percentage
1	Yes	21	19.10
2	No	78	70.90
3	May be	11	10
	<b>Total</b>	<b>110</b>	<b>100</b>

Source: Primary Data

**Interpretation:**

The above table shows the high internet consumption of the UPI of the respondents 19.10Per cent has given yes, 70.90Per cent has given no and 10Per cent has given may be out of 100Per cent. Therefore, the majority is no the UPI application consume less internet data.

**Average Money spent using UPI of Respondents**

S.no	Money spent	No.of Respondents	Percentage
1	Less than	45	40.90
2	More	24	21.80
3	Less than	24	21.80
4	More	17	15.50
	<b>Total</b>	<b>110</b>	<b>100</b>

Source: Primary Data

**Interpretation:**

The above table shows the average money spent in a day using UPI of the respondents 40.90Per cent has given less than 100, 21.80Per cent has given more than 100, 21.80Per cent has given less than 500 and 15.50Per cent has given more than 500 out of 100Per cent. Therefore, many spend less than 100 as per the data received.

**Rewards got are useful in UPI for Respondents**

S.no	Rewards are useful	No. of Respondents	Percentage
1	Yes	25	22.70
2	No	34	30.90
3	May be	51	46.40
	<b>Total</b>	<b>110</b>	<b>100</b>

Source: Primary Data

**Interpretation:**

The above table shows the rewards earned are useful in UPI for the respondents 22.70Per cent has given yes, 30.90Per cent has given no and 46.40Per cent has given may be out of 100Per cent. Therefore, may be is the majority of the respondents.

**Procedure of payment in UPI is easy for Respondents**

S.no	Procedure is Easy	No. of Respondents	Percentage
1	Strongly	3	2.50
2	Disagree	2	2
3	Neutral	21	19.10
4	Agree	55	50
5	Strongly	29	26.40
	<b>Total</b>	<b>110</b>	<b>100</b>

Source: Primary Data

**Interpretation:**

The above table shows the procedure of payment in UPI is easy for the respondents 26.40Per cent has strongly agreed that it is easy, 50Per cent has given agree, 19.10Per cent has given neutral, 2Per cent has given disagree and 2.50Per cent has given strongly disagree out of 100Per cent. Therefore, the procedures are easy to do for the respondents.

**Opinion of UPI Services of Respondents**

S.no	Opinion	No. of Respondents	Percentage
1	Excellent	21	19.10
2	Good	78	70.90
3	Fair	11	10
4	Poor	0	0
	<b>Total</b>	<b>110</b>	<b>100</b>

Source: Primary Data

### Interpretation:

The above table shows the opinion of UPI services of the respondents 19.10Per cent has given excellent, 70.90Per cent has given good, 10Per cent has given fair, and 0Per cent has given poor out of 100Per cent. Therefore, the opinion on their services is good as per the data received.

### Safety of UPI for Respondents

S.no	Safety of UPI	No.of Respondents	Percentage
1	Yes	74	67.30
2	No	3	2.70
3	Maybe	33	30
	<b>Total</b>	<b>110</b>	<b>100</b>

Source: Primary Data

### Interpretation:

The above table shows that the safety level of using UPI for the respondents 67.30Per cent has given yes, 2.70Per cent has given no and 30Per cent has given may be out of 100Per cent. Therefore, the UPI application is highly safe to use and it is majority.

### Frequency of cashback of respondents

S.no	Cashbacks	No.of Respondents	Percentage
1	Very Often	6	5.50
2	Often	24	21.80
3	Not Much	48	43.60
4	Rare	32	29.10
	<b>Total</b>	<b>110</b>	<b>100</b>

Source: Primary Data

### Interpretation:

The above table shows that the frequency of receiving cashbacks in UPI application for the respondents 5.50Per cent has given very often, 21.80Per cent has given often, 43.60Per cent has given not much and 29.10Per cent has given rare out of 100Per cent. Therefore, not much is the majority of the respondents.

### Space of UPI in Device of Respondents

S.no	Consumption of space	No.of Respondent	Percentage
1	Yes	19	17.30
2	No	91	82.70
	<b>Total</b>	<b>110</b>	<b>100</b>

Source: Primary Data

### Interpretation:

The above table shows that the space of UPI application in their device of respondents 82.70Per cent has given no and 17.30Per cent has given yes out of 100Per cent. Therefore, the majority has given no.

### Drawbacks of UPI of Respondents

S No	Drawbacks	No.of Respondents	Percentage
1	UPI	23	21
2	UPI	21	19
3	Server down	45	41
4	Unsafe	6	5
5	Takes a lot of	15	14
	<b>Total</b>	<b>110</b>	<b>100</b>

Source: Primary Data

### Interpretation:

The above table shows that the drawbacks of using UPI application of the respondents 41Per cent is server down, 19Per cent is transaction charges, 21Per cent is transaction successful but not credited, 14Per cent is high time consumption and 5Per cent is unsafe out of 100Per cent. Therefore, it concludes that the drawbacks are server down and transaction charges.

### Recommendation of UPI to others of Respondents

S.no	Recommendation	No.of Respondents	Percentage
1	Yes	90	81.80
2	No	7	6.40
3	Maybe	13	11.80
	<b>Total</b>	<b>110</b>	<b>100</b>

Source: Primary Data

### Interpretation:

The above table shows that the respondents would recommend the UPI application to any of their friends or family 81.80 Per cent is given yes, 11.80 Per cent is may be

and 6.40 Per cent is no out of 100 Per cent. Therefore, the majority is given yes.

**Rating of UPI of Respondents**

S	Rating	No.of	Percentage
1	1	0	0
2	2	2	2
3	3	32	29.10
4	4	62	56.40
5	5	14	12.70
	<b>Total</b>	<b>110</b>	<b>100</b>

Source: Primary Data

**Interpretation:**

The above table shows that the rating for the appropriate UPI they use 12.70Per cent is for 5, 56.40Per cent is for 4, 29.10Per cent is for 3, 2Per cent is for 2 and 0Per cent for 1 out of 100Per cent. Therefore, it concludes that the majority has given 4th rate for the UPI they use.

**Chi Square Tests**

**Association between Age and Preference of UPI**

**Hypothesis:**

H<sub>0</sub>: There is no significant relationship between Age &Preference of UPI app.

H<sub>1</sub>: There is a significant relationship between Age & Preference of UPI app.

**Chi-Square Tests**

	Value	Df	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	2.532 <sup>a</sup>	6	.865
<b>Likelihood Ratio</b>	3.835	6	.699
<b>N of Valid Cases</b>	110		

6 cells (50.0Per cent) have expected count less than 5. The minimum expected count is .57.

**Table value:**

The table value of chi square for degrees of freedom at 5Per cent level is 0.05.

**Interpretation:**

From the above-mentioned table, the table value is greater than the calculated value, hence the hypothesis is not significant. The null hypothesis is accepted.

**Association between Age and Awareness of UPI App**

**Hypothesis**

H<sub>0</sub>: There is no significant relationship between Age & Awareness of UPI app.

H<sub>1</sub>: There is a significant relationship between Age & Awareness of UPI app.

**Chi-Square Tests**

	Value	Df	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	4.625 <sup>a</sup>	9	.866
<b>Likelihood Ratio</b>	5.438	9	.795
<b>N of Valid Cases</b>	110		

10 cells (62.5Per cent) have expected count less than 5. The minimum expected count is .57.

**Table value:**

The table value of chi square for degrees of freedom at 5Per cent level is 0.05.

**Interpretation:**

From the above-mentioned table, the table value is greater than the calculated value, hence the hypothesis is not significant. The null hypothesis is accepted.

**V. FINDINGS**

- Research found that respondents of 18-20 age limit use the UPI most as of 44.50Per cent out of 100Per cent.
- Most preferred UPI app of the respondents are of G pay users by78.20Per cent.
- The respondents have started using the UPI app in recent times that is less than 1 year.
- Most of the respondents were aware of the UPI app through their friends and family by 58.20Per cent.
- The Purpose of using UPI app among the respondents are transfer to others and recharge by 28Per cent& 32Per cent.
- The respondents have not responded for Amazon Pay as they are not much aware of it.



- The research shows that 41.80Per cent of the respondents earn below 10,000.
- The research shows that the problems faced while using the UPI by respondents 53.60Per cent has given not much.
- The research shows that the high internet consumption of the UPI of the respondents 70.90Per cent has given “:NO”
- The research shows that the average money spent in a day using UPI of the respondents 40.90Per cent has given less than 100.
- The research shows the rewards earned are useful in UPI for the respondents 46.40Per cent has given ”MAY BE”
- The research shows the procedure of payment in UPI is easy for the respondents 50Per cent has given “AGREE”
- The research shows the opinion of UPI services of the respondents 70.90Per cent has given “GOOD”
- The research shows that the safety level of using UPI for the respondents 67.30Per cent has given “YES”
- The research shows that the frequency of receiving cashbacks in UPI application for the respondents 43.60Per cent has given “NOT MUCH”
- The research shows that the space of UPI application in their device of respondents 82.70Per cent has given “NO”
- Thereseearch shows that the respondents would recommend the UPI application to any of their friends or family 81.80Per cent is given “YES”
- The research shows that the drawbacks of using UPI application of the respondents 41Per cent is “SERVER DOWN”
- The research shows that the rating for the appropriate UPI they use 56.40Per cent is for “4”

Chi square test:

- There is no significant relationship between Age &Preference of UPI app.
- There is no significant relationship between Age & Awareness of UPI app.

## VI. SUGGESTIONS

Digital payment helps India in every sector by providing security and safety in relation to cash and also by advancing the lifestyle by adoption of latest technologies for globalization and modernization of our country which leads to the development. You must know that you have to transfer money from the unified payment interface pin is also known as the UPI pin, and it is a very small digit, 4 to 6 digit while having a small digit, it is not safe, so make your payment carefully and its information does not let anyone else

know. So, Indian society should also help government to adopt these system and policies as per Indian for our nation development and growth.

## VII. CONCLUSION

The study on, The Impact of UPI (Unified Payment Interface) Payment methods among the youngsters with reference to the Coimbatore city, which aims to find the preference of the UPI apps they use and how they are aware about it and also the purpose of using the UPI. It is a very easy way of transferring money and the transaction is made with the UPI pin number of 4-6 digits. Digital payments are safe and secured to use. So, every Indian in the society should help the government to adopt these facilities and make our country a “DIGITAL INDIA”.

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