

3.dr. Rachna kalsan, “impact of digital banking in india: trends & challenges”, international journal for research in engineering application & management, vol-05, issue-10, jan-2020 page no 69

4.aarti sharma and nidhi piplani, “digital banking in india: a review of trends, opportunities and challenges” international research journal of management science & technology, vol 8 issue 1-2017 page no 170

5.dr. P. Revathi, “digital banking challenges and opportunities in india”, epra international journal of economic and business review, volume - 7, issue -12, december 2019 page no 23

**DIGITAL PAYMENT METHODS:
CONSUMER PERSPECTIVE IN
ADOPTING PAYMENT APPS IN
ANANTAPUR REGION**

Gowripeddi hari kumar,

*Research scholar, school of management and
commerce, career point university, kota,
rajasthan. Email: gharik.18@gmail.com*

Dr. N. Ramanjaneyulu

*Professor & head, department of mba, malla
reddy engineering college (autonomous),
hyderabad. Email: ramanjimba09@gmail.com*

Abstract

Due to demonetization and covid - 19 the use of digital payment system has been increased in the society. The government of india has taken initiation that is digital india, which encourages to use the internet and smart phones exponentially. Digital payments will benefit the country's economy with greater transparency in transactions. There have been many changes in payment apps in recent times like upi, wallets, bhim for doing transactions very smooth and secure. This paper is going to discuss the various benefits of payments apps and to understand the consumer interest while choosing digital

payments in anantapur region. For this purpose, the primary data was collected by preparing structured questionnaire. The responses were taken from people in anantapur region only.

Key words

Payments apps, digital india, bhim, upi.

Introduction

Making payment through digital is a method which helps to customer do transactions as their convenient. There will be two parties that is who send money (payer) and who receives money (payee). Both parties have to use payments apps for this. Physical cash is not involved in the online payment system. All transactions are settled via online. For this the customer no need to visit the bank for making payments as well as monitor the account, just he/she has to maintain sufficient fund in their account.

As per the survey of cash karo india more preferable method for online payment is e-wallet than the other payment methods. The smart phone and internet users have been increased tremendously, which leads to increase the way of digital payments. Present available digital payments systems are like plastic money (debit card and credit card), unified payment interface (upi), immediate payment service (imps), national electronic fund transfer (neft), real time gross settlement (rtgs), net banking and mobile banking so on. In the recent technological advances and other features are making interest to customer towards online payment. According to reserve bank of india report cashless transactions have been increased day by day for the last few days.

Literature review

Sujith t s, julie c d (2017) titled “opportunities and challenges of e-payment system in india”. The main purpose of their study is to classify the problems and challenges of electronic payment systems and to find appropriate answers to improve the electronic payment system. Online payment methods adds more possibilities. Their

study found that the digital revolution provided an easier approach to digital payments. With the use of smart phones and the expansion of internet services to all areas, online payment usage will increase.

Mamta, prof. Hariom tyagi and dr. Abhishek shukla (2016) was conducted a research on the title “the study of electronic payment systems”. The foremost determination of this study is to identify the difficulties and challenges of electronic payment systems and to deliver some solutions for enlightening the eminence of the payment system. The successful implementation of an electronic payment system depends on the rigorous security and security measures that companies establish. It will improve the trust of the customers in the system.

Preity zinta and manvi panchal (2016) published an article entitled "study on the introduction of cashless economy in india 2016: benefits and challenges". It shows people's perspectives on the cashless transaction's economy in india. The study was conducted in delhi using an organized poll and basic rate technology. It was mentioned that cashless transactions can help reduce the exploitation of fake currency, black money and money and improve the economic development of our country, while online exploitation, lack of proper understanding of technology, lack of trust system, lack of continuous internet services etc. Are the major difficulties that hinder implementation.

Vidya shree dv, yamuna n. Published “a study on new dynamics in digital payment system - with special reference to paytm and pay u money”. It has been found that the impact of the new online payment system on the customer and the problems they face is zero. It was determined that users are paying more courtesy to making payments over the payment gateway.

S. Khan was conducted a survey on 100 participants. There, they found that why the consumers were attracted towards buying goods or services via online and making payments by

using various payments gateways. It concluded that more security concerns are needed to be added like fingerprint verification, otp, scan, artificial intelligence etc., this will increase the trust and confident of customers on digital payment system.

S. Vidya was associated the electronic wallets on the basis of cash back, payment supports, features and reward system. She was determined that the bhim application helped the users to make transactions deprived of net connectivity. Paytm and phonepe has provided many other wallet facilities. Google tez is a safe application which makes payments very quickly.

Gokhan aydin was explained the significance of wallets and factors which has an optimistic effect on the customers in using the wallets. Some of the features are facilitated to customers use it simple, opportune, contentment etc. It was determined that the mobile wallets are a significance to attract the customer towards making payment digital form and change the users attitude. It will help to increase the usage of wallet system and getting new users.

Objectives of the study

- to discuss the various payment gateways offered by the various financial institutions.
- to analyse the customers preferences while choosing the payments apps.
- to understand the impact of digital payments on human daily life.

Research methodology

This study was done by collecting both primary and secondary data. The primary date was collected from 100 customers on convenient sampling basis. We were prepared a structured questionnaire to collect primary data. Total sample size for primary data was 120. We had gone through the academic literatures, journals, magazines and also various sources of secondary data were used for the study.

Statistical tools:

- anova: two-factor without replication
- frequency table and charts/graphs

Hypothesis:

H0 – there is no significance between digital payments and customer satisfaction

H1 – there is significance between digital payments and customer satisfaction

Limitations of the study

- the survey was conducted within the geographical area of anantapur city only.
- out of the survey very few people were participated.
- the size of sample was small and constraint. It would have been good if the size of sample was more.
- the period of study was very short.

Various payment apps

Google pay

In the past it was known as tez. This is a part of google company's digital payment app. 2017 it was re-branded. It works for all bank accounts that support upi. All kinds of activities can be done if it is downloaded from the play store and linked to our bank account. Customers can do cash payments by using upi pin, qr code, mobile number or bank account number. Aadhar related services can also be availed through this. It provides proper online security from hacking and other attacks on banking details. Also offers benefits like cash back, discounts, and offers when making payments.

Phone pe

It is the first upi mobile payment app in india. It was launched in 2016. It is now an e-commerce giant who owns flipkart. The app is based with yes bank and also acquired a 37.3% of market

share in 2019 and almost all upi transaction volumes. It offers many rewards and cashback offers for transactions on the app. It is entirely user friendly and customer can simply access the transactions.

Paytm

It is the most popular mobile payment app in india. It was launched in 2010. Consumers can simply store the money into the paytm pda wallet and do cash payment to merchants over qr code. It is very simple and easy for customers to customize.

Free charge

It is another popular mobile payment app and offers substantial cash backs, discounts and other offers to customers for various transactions. Business owner they can link numerous bank accounts in the free charge app. When registering in the free charge app, you can get the upi id based on axis bank. Payment can be received with customers by sharing upi id or qr code.

Amazon pay

Amazon pay is a popular online payment app set up by the amazon company. It was launched worldwide in 2007 but has been in operation in india since 2017. Amazon pay allows not only its customers but also other merchants to make payments. Amazon pay launched no-cost emi in their platform with the association of a fintech companies such as zest money to launch payment options on its platform. This allows customers to purchase goods through the amazon platform and make payments with easy instalments.

Mobikwik

Mobikwik is an independent mobile payment network. It enables the customer to withdraw cash using his debit, credit card, net banking and doorstep cash collection service. It permits to customer do various payments like dth, electricity charges, mobile recharges and shopping in the market. Mobiquick has recently joined hands with

large and small-time grocery, restaurants and other offline merchants for convenience due to the growing need.

Analysis

Hypothesis

H0 – there is no significance between digital payments and customer satisfaction

H1 – there is significance between digital payments and customer satisfaction

Satisfaction viewpoint of digital payments on human daily life

Anova: Two-Factor Without Replication

SUMMARY	Count	Sum	Average	Variance
Strongly Agree	3	34	11.33333	94.33333
Agree	3	58	19.33333	144.33333
Neutral	3	6	2	1
Disagree	3	2	0.666667	0.333333
Strongly disagree	3	0	0	0
male	5	57	11.4	201.3
female	5	32	6.4	70.3
trans	5	11	2.2	8.7

ANOVA

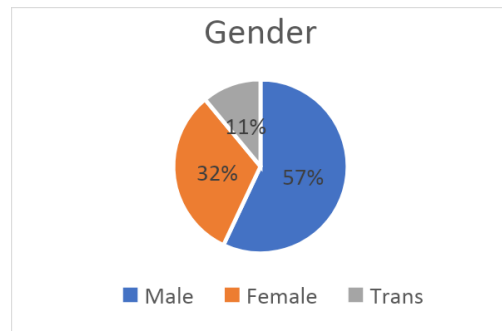
Source of Variation	SS	df	MS	F	P-value	F crit
Rows	853.3333	4	213.3333	6.371329	0.013176	2.806426
Columns	212.1333	2	106.0667	3.167745	0.096986	3.113118
Error	267.8667	8	33.48333			
Total	1333.333	14				

The above analysis discussed the satisfaction viewpoint of digital payments on human daily life. Rows refers to likert scale and column refers to gender. Here we noticed that the f value (6.371329) is more than the f critical value (2.806426) and p value is 0.013176 at a significance level at 10%, we can state that the null hypothesis is rejected and alternative hypothesis is accepted, it implies, h1 – there is significance between digital payments and customer satisfaction.

Analysis the customers preferences while choosing the payments apps.

Gender

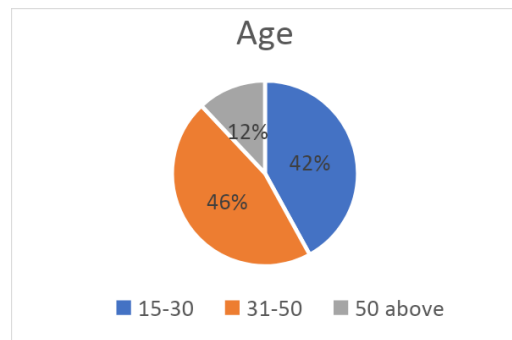
Gender	Male	Female	Trans
Respondents	57	32	11



Out of total respondents 32% female, 57% male and 11% trans genders were participated during the study

Age

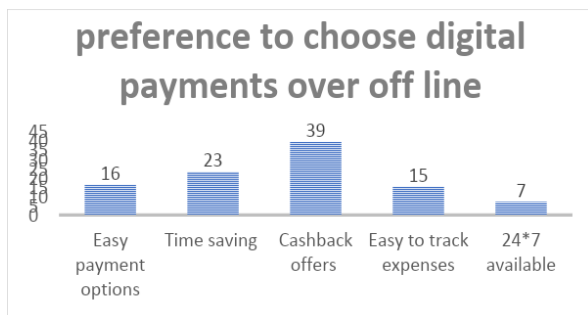
Age	15-30	31-50	50 above
Respondents	42	46	12



42% are between 15-30 years. 46% are between 31-50 years and more than 50 years are 12% only.

Why would you choose the digital payments over off line payment?

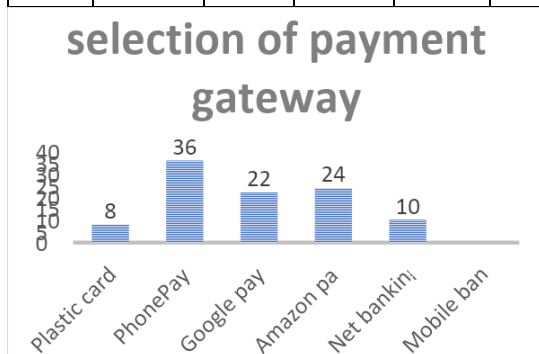
Easy payment options	Time saving and Convenient	Cashback offers and Discounts	Easy to track expenses	24*7 available
16	23	39	15	7



From the above table we can observe that the people have chosen digital payments for cash back offers, discounts, time saving and easy to make payments and access account in any geographical region as the customer convenient.

Which payment gate way do you choose while making payment online.

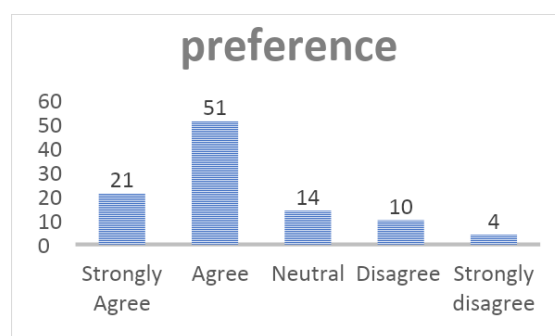
Plastic cards	Phone pay	Google pay	Amazon pay	Net banking	Mobile banking
8	36	22	24	10	0



The above chart shows that most of the customer are using upi like phone pay, google pay and amazon pay for making payment online. Very few are using plastic cards as well net banking and mobile banking is zero.

Do you believe that digital payments are a secure for payments?

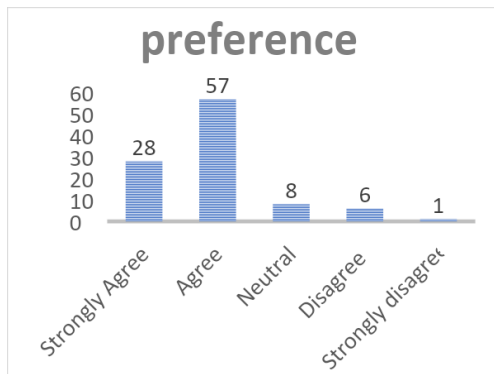
Strongly agree	Agree	Neutral	Disagree	Strongly disagree
21	51	14	10	4



Most of the customers are agree that the digital payments are secure for paying online. It is due to technological advances and features which satisfy the needs and convenient.

Do you believe that after demonization and covid-19 the uses of digital payments have been raised?

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
28	57	8	6	1



85% of the respondents were agreed that the utilization of digital payments have been increased after demonization and covid-19.

Findings

□ customer are using upi like phone pay, google pay and amazon pay for making payment online. Very few are using plastic cards as well net banking and mobile banking is zero.

□ people have chosen digital payments for cash back offers, discounts, time saving and easy to make payments and access account in any geographical region as the customer convenient.

□ most of the customers are agree that the digital payments are secure for paying online. It is due to technological advances and features which satisfy the needs and convenient.

□ 85% of the respondents were agreed that the utilization of digital payments have been increased after demonization and covid-19.

□ some of the respondents' opinion that online payments are not secure due to causes such as fraudulent activities, uncertainty, lack of faith, technical problems etc.

□ most of the customers are preferred to use phone pay, google pay and amazon pay which states that those financial institutions having good faith and trust in the market.

Conclusion

The use of payment apps have been increased significantly over the last few years. Direct cash usage decreased and e-cash usage increased. In addition, the offers offered by payment apps service providers are attracting a lot of customers. Among them, the use of apps is very easy and convenient. What people have forgotten in the present times, the phone will not forget. Paytm, phonepay, googlepay and amazonpay are the most popular. Their use is likely to increase further in the coming days.

References

1. zahra rahmani, "mobile banking and its benefits", arabian journal of business and management review (oman chapter), vol. 2, no.5, dec. 2012
2. dr g. Nedumaran, "impact of online banking services: a study" department of commerce, alagappa university, karaikudi isbn: 978-81-935783-1-5 "a study of the effects of online banking quality gaps on customers' perception in saudi arabia", journal of king saud university - engineering sciences, volume 32, issue 8, december 2020, pages 536-542
3. ms. Rashi singhal, "impact and importance of digital payment in india" international journal of multidisciplinary educational research, issn:2277-7881; impact factor :6.514(2020); ic value:5.16; isi value:2.286 peer reviewed and refereed journal: volume:10, issue:2(3), february:2021
4. 1k. Suma vally and 2k. Hema divya, "a study on digital payments in india with perspective of consumer's adoption, international journal of pure and applied mathematics volume 119 no. 15 2018, 1259-1267 issn: 1314-3395 (on-line version) url: <http://www.acadpubl.eu/hub/special> issue
5. satinder bal gupta, "study of growing popularity of payment apps in india; january-february 2020 issn: 0193-4120 page no. 16110 – 16119;

publication house the mattingly publishing co., inc.

6.e. Gordon and k. Natarajan “banking theory, law and practices” himalaya publishing house, 22nd revised edition , 2010, pp 499- 504.

7.a.martina franciska & dr. S. Sahayaselv “an overview on digital payments” international journal of research, available at <https://edupediapublications.org/journal>, e-issn: 2348-6848 p-issn: 2348-795x volume 04 issue 13 october 2017

ECO-INNOVATION AND MANAGEMENT OF RESOURCE USE PATTERNS, INCLUDING MATERIALS ENERGY, WATER, AND LAND.

(a study with special reference to ananthapuram, kurnool, and kadapa districts)

Introduction

Sustainable development goals needs to be informed by knowledge that highlights the need for determination, forward-looking expectations about a growing global population seeking higher levels of well-being, and normative considerations such as leaving no one behind. The concept of eco-innovation has emerged as a global approach for fostering sustainable development for all societies. Eco-innovation-recent literature on innovation introduced different theories to describe a specific type of innovation, with potential to reduce the impacts on the environment. Some of these concepts refer to “green”, “sustainable”, “environmental” and “eco-innovation”.

Advancing human cosiness including material comfort, health, education, voice, access to a clean and safe environment and resilience is at the core of transformations towards sustainable development. Health and education are not just development effects. They are also the means of achieving key aspects of the global development agenda. Effective action in any of those areas

requires acknowledging and addressing the links among them the close ties between climate change and human health, for instance, or the ways in which biodiversity loss and deterioration of ecosystem services exacerbate inequalities. Pathways to advance human comfort eventually require collaboration, teamwork and interchange among multiple actors, and retaining many handles of change. There is no single pathway, and different combinations of efforts are required across regions and for countries in special situations. Not only is human comfort naturally important, but people’s capabilities, in turn, drive global social, economic and environmental change according to sets of knowledge, skills, and abilities, psychological and physical abilities.

Economies and sustainable development

Economic activity should be seen not as an end in itself, but rather as a means for sustainably advancing human capabilities. Such an outcome would greatly accelerate the necessary reconfiguration and help to put people, societies and nature on the path to sustainable development. At present, there are numerous reasons why that is not happening. One oft-cited reason is the use of the gross domestic product (gdp) the market value of goods and services produced over a year as the sole or largest metric for managing economic policy for human development. While improving policymaking at this level is essential, it may not happen rapidly enough across the world to guarantee active paths towards sustainable development. On the other hand, several other significant weaknesses could address, even in the very short term. Economic growth has improved national incomes significantly, while that has contributed to advances in human, social and economic happiness, the effects on human societies and the environment are currently unsustainable. The more efficient – or even the only – way to make progress on a given target is to take advantage of positive synergies with other targets while resolving or amending the negative interchanges with yet others. Decoupling the benefits of

International Conference on **Sustainable Development: In Search of New Development Model (ICSDNDM)** | ISBN NUMBER -978-81-953721-5-7